

# The Difference is B.R.A.V.E.

THE MINDSET OF BREAKING THROUGH







# Product Luck Founder



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# What's the Difference?

**DO what they DO**

**VS**

**THINK how they THINK**

Thin **B**rand

k... **R**elationshi

**A**ppacity

**V**alues

**E**nergy


The Salesforce logo is centered on a dark gray background. It consists of a bright blue, multi-lobed cloud shape. Inside this cloud, the word "salesforce" is written in a white, sans-serif font. The "s" is lowercase, and the "f" is a stylized lowercase that extends downwards. The remaining letters are all lowercase.

salesforce

# SaaS

salesforce™







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#DF24





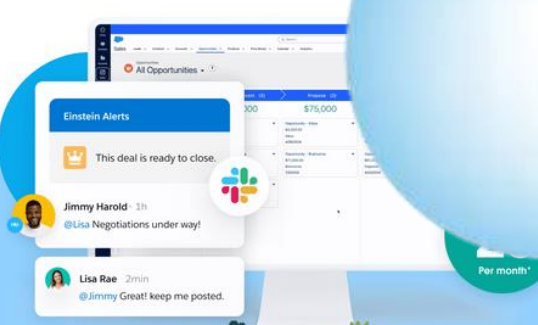
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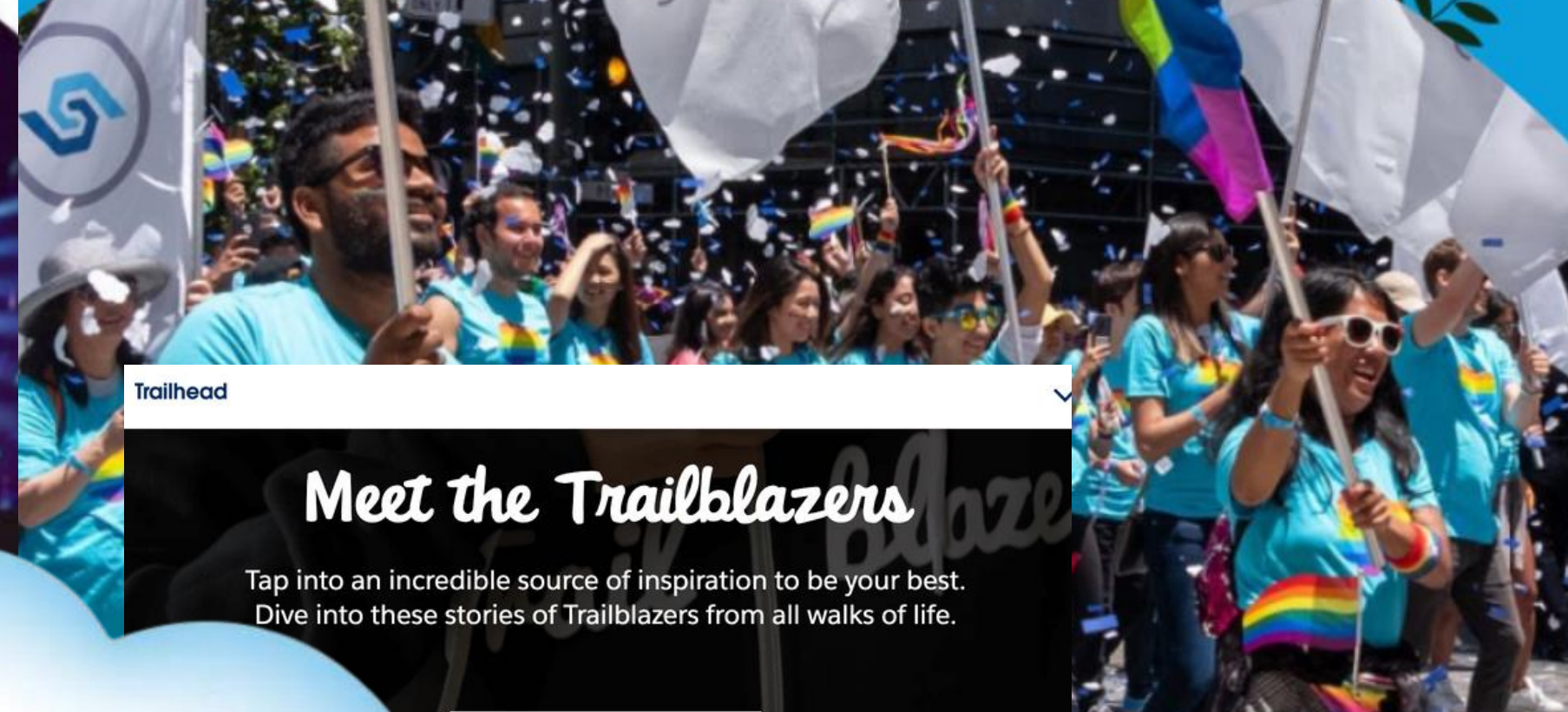




## Meet the Trailblazers


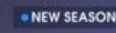
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HowToDev\_



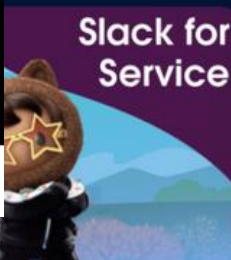
Trailblazer



salesf ON rce  
salesforce



THE  
ECOPRENE



Slack for  
Service



salesf - rce  
salesforce



# Thinking BRAVE on Repeat

**A Demonstration.**



A photograph of an airplane wing, likely a commercial jet, seen from a high angle looking out from the cabin. The wing is dark and metallic, with several wing fences visible. The background is a dramatic sky at sunset or sunrise, with a bright sun low on the horizon creating a lens flare. The sky is filled with soft, horizontal clouds in shades of orange, yellow, and pink. The overall image has a slightly desaturated, artistic feel.

1°

The background of the image is a dark, muted photograph of a desk. On the left, a grey mesh pencil holder is filled with several sharpened pencils of various colors (blue, green, red, yellow). To the right, a spiral-bound notebook is open, showing a blank page. A single pencil lies diagonally across the bottom right corner of the notebook page. The overall lighting is soft and even.

Th  
B.R.A.V.E.  
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Mind  
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# Brand

Will it strengthen the long-term value and reputation of your brand?



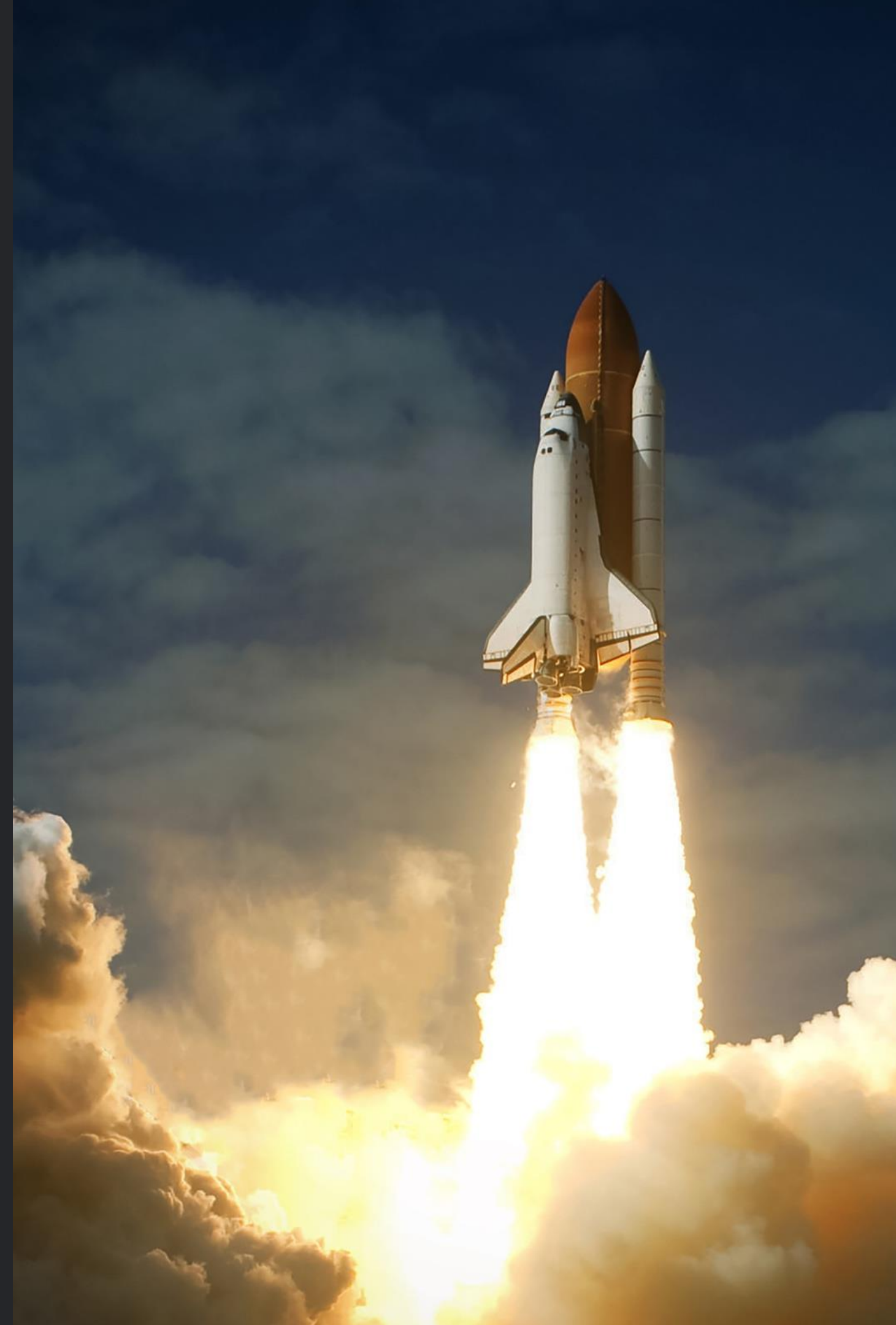
# Relationships

Will it strengthen relationships with the audience we want to know, like, and trust us long-term?



# Audacity

Did I hold space for creativity and embrace big, new, bold ideas?



# Values

Does it uphold and strengthen the brand's core values?



# Energy

Does it either create or pursue positive energy?



Thin  
k...

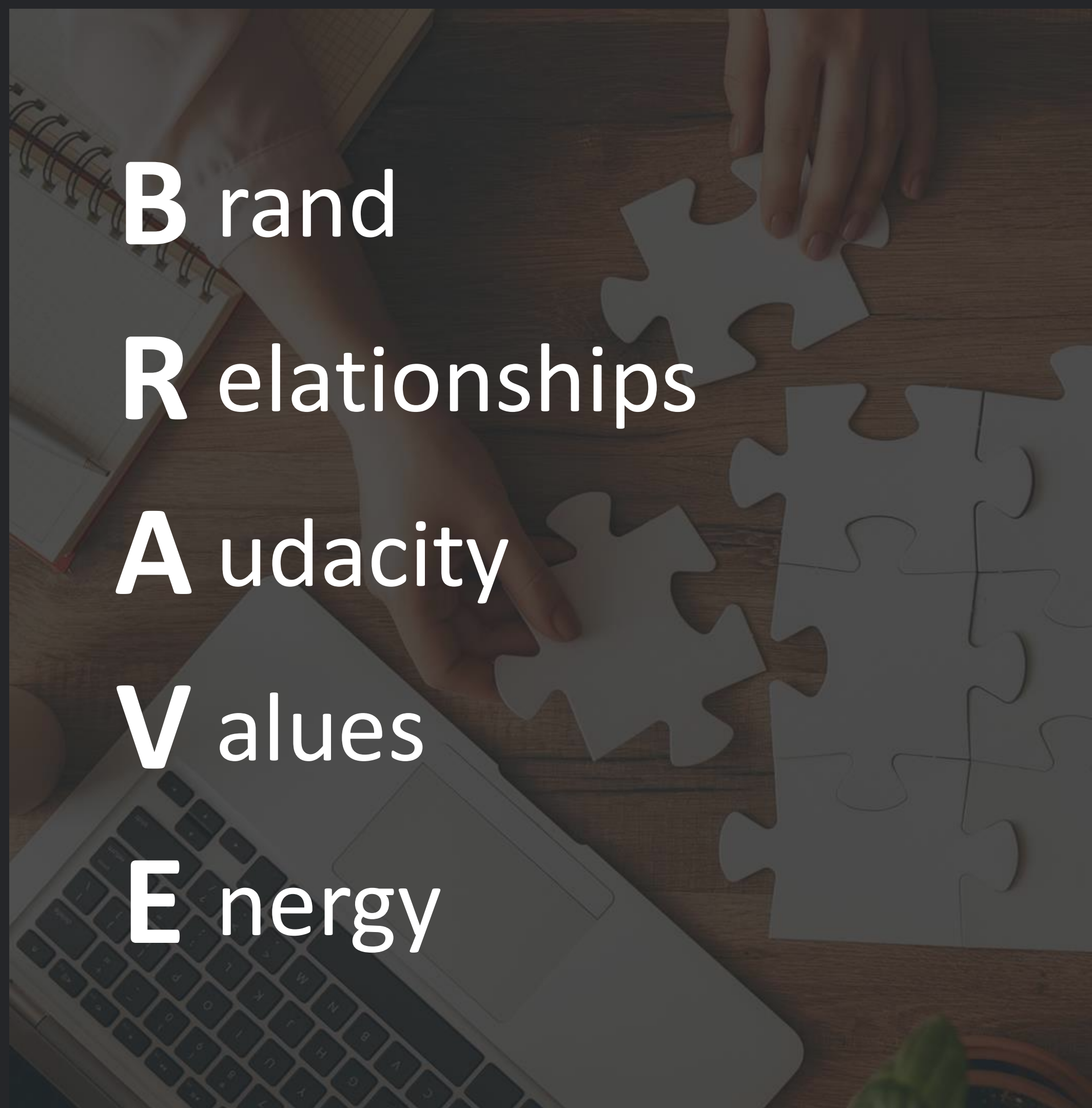
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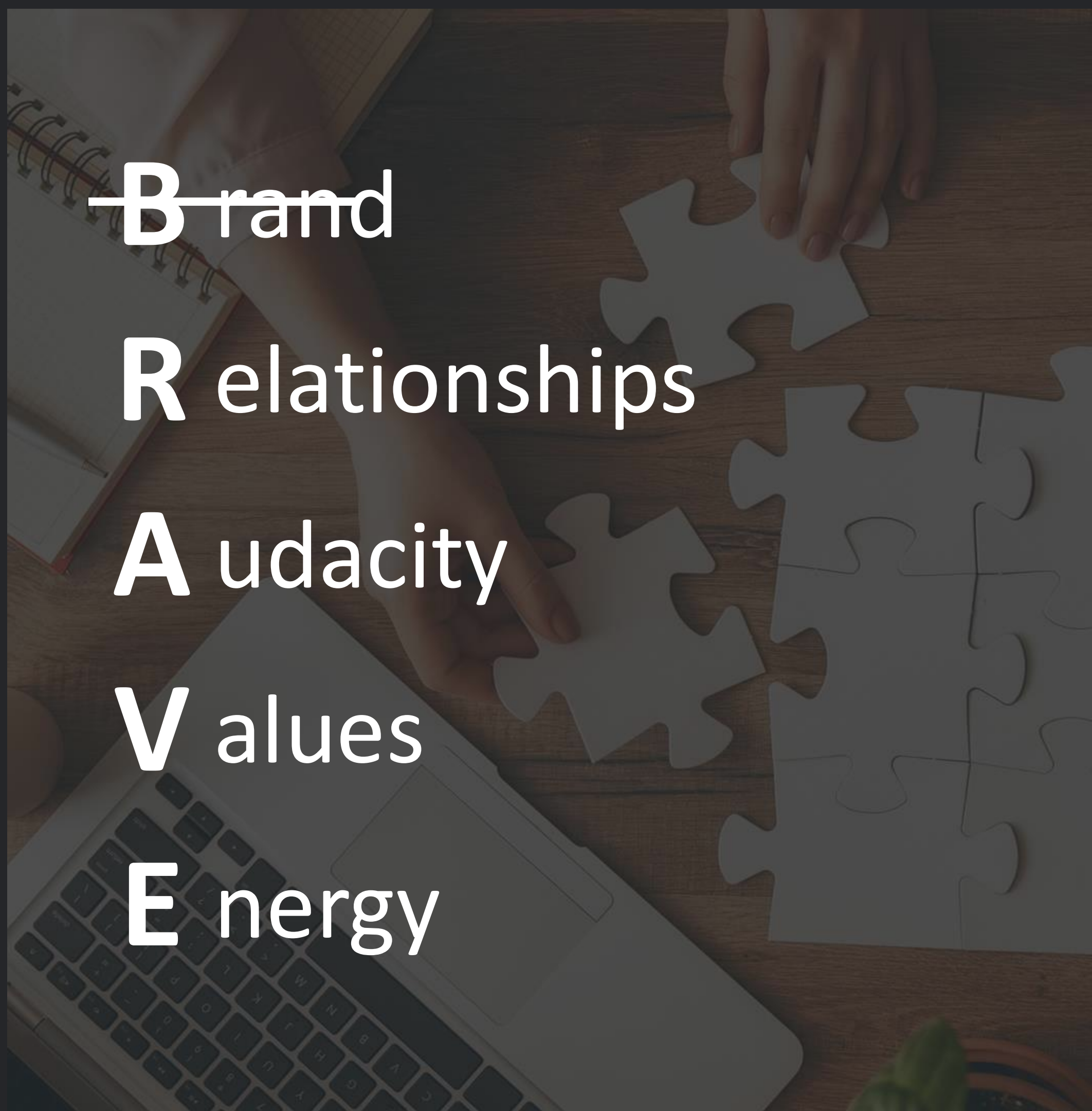
~~B~~rand

Relationships

Audacity

Values

Energy



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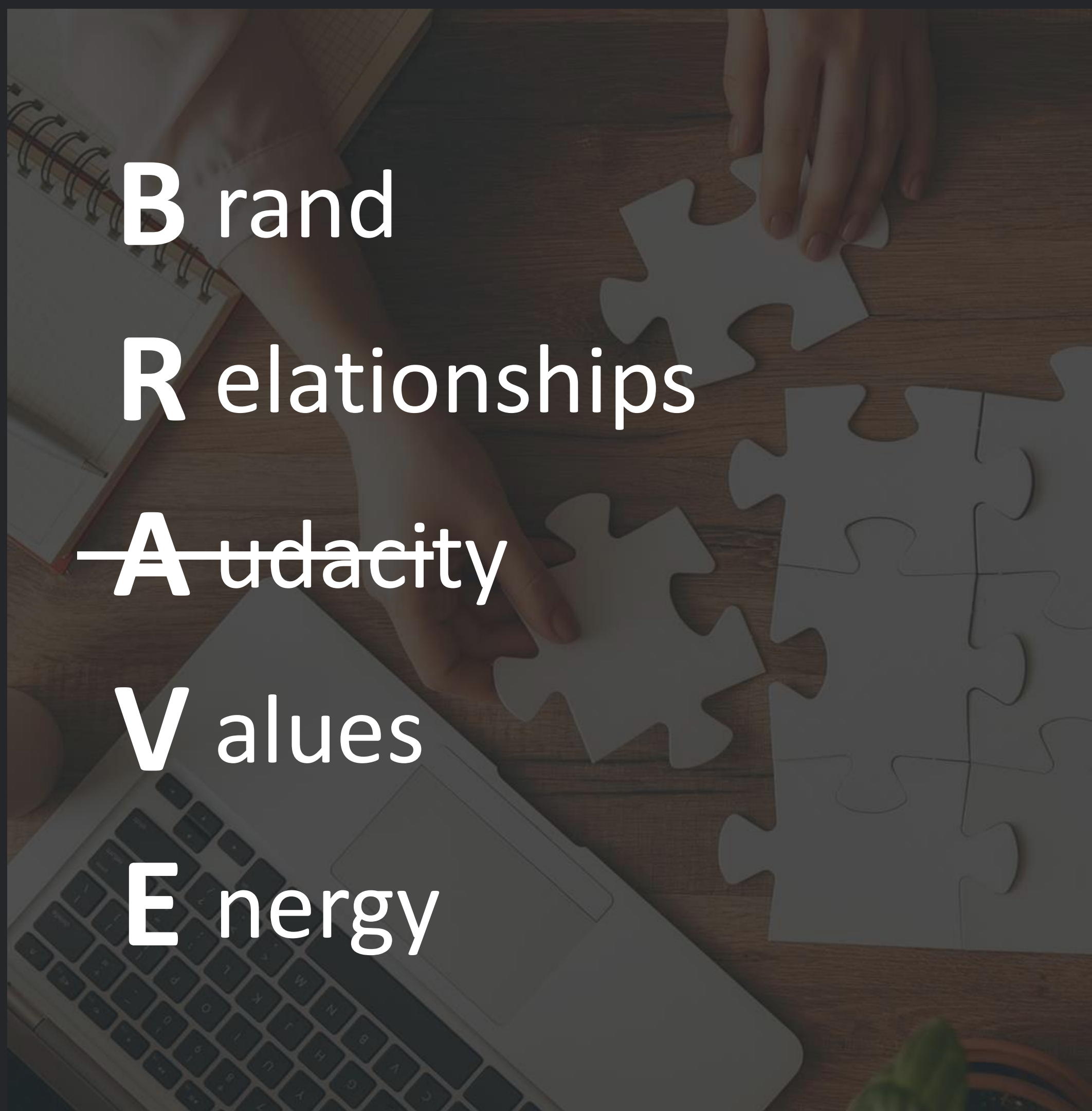
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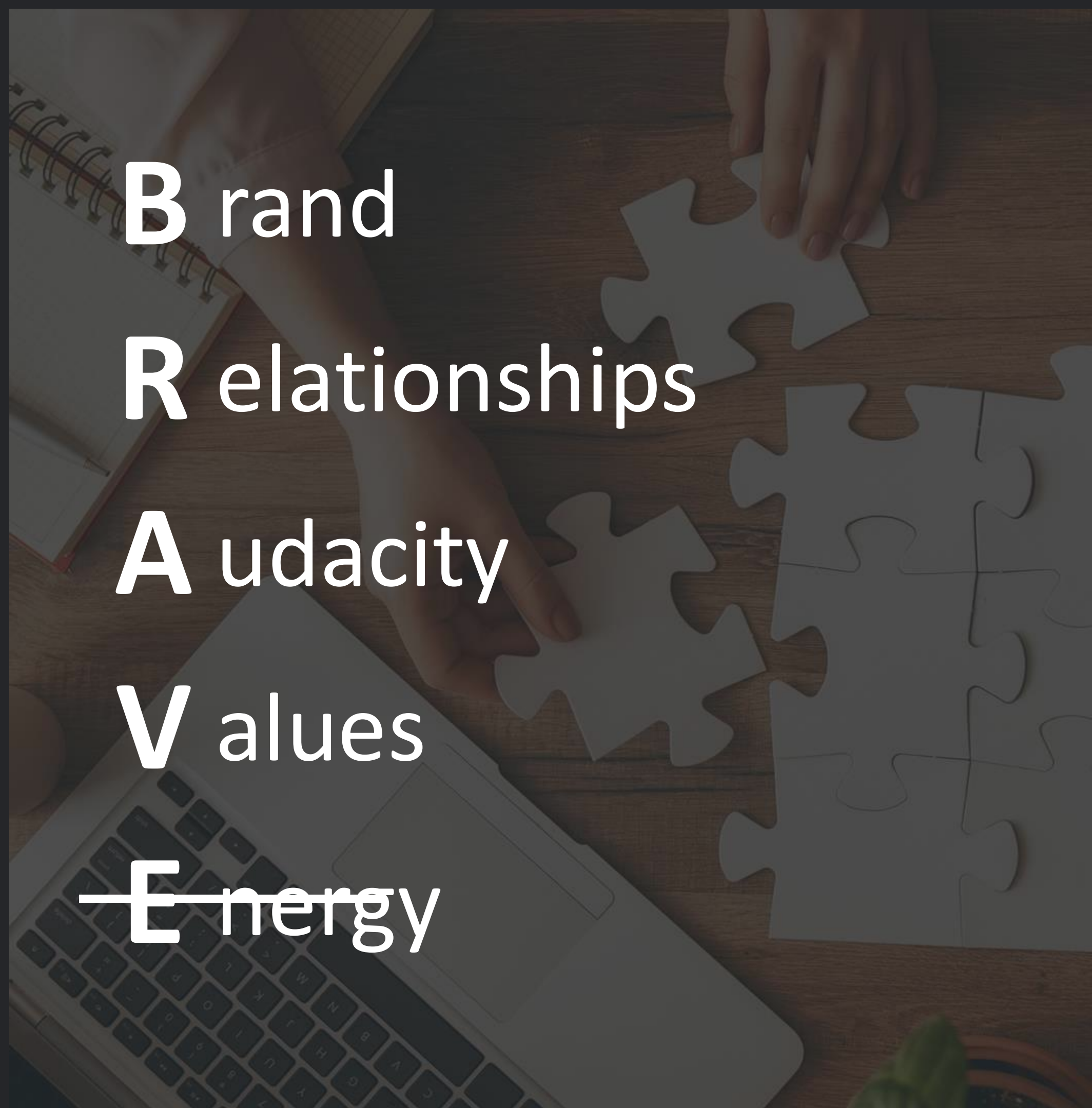
**B** rand

**R** elationships

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# What's the ROI?

- Efficiency
- Effectiveness
- Retention
- Engagement





# Unforgettable

(ROI of Brand)



# Connection (ROI of Relationship)



# Bigger Than The Sum of Its Parts (ROI of Audacity)



# Trust

(ROI of Values)



# Culture

(ROI of Values)



**B.R.A.V.E.**



# What's the Difference?

**DO what they DO**

**VS**

**THINK how they THINK**



SCAN  
ME



Get the Deck & The  
Card

Thank

Let's  
you.  
Connect

[lindsay@lindsaytjepkema.com](mailto:lindsay@lindsaytjepkema.com)