

# Becoming Iconic with Mike Harris

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*A transformational half day workshop*

## Who is it for?

- Small business owners/entrepreneurs
- Leadership teams of businesses of any size
- It is a self contained workshop but also suitable for those graduates of Mike's other workshops who wish to deepen their understanding of the power of becoming iconic in facilitating Perfect Pitches, Mastery of Innovation and High Performance Leadership

## What Does Becoming Iconic Mean?

Becoming iconic means becoming a symbol of excellence to which others aspire, with customers who become evangelists and advocates. A very small business can become iconic within the audience that matters to it. Larger companies can build iconic brands either locally or globally.

## What are the benefits?

Mike believes that most businesses, whatever their size, have an architecture designed to continue what they currently doing. Often trying to make new things happen fails, because new ideas and training are placed in an old design which suppresses them.

Iconic businesses on the other hand have an architecture designed for transformational change. They are seeking to create dents in the universe – to continuously cause something new and different to happen.

## What's covered in the workshop?.

Becoming iconic means having meaningful answers to the following questions :

- What are you up to, other than making money? (eg Firstdirect was up to redefining banking so it was done at the customers' convenience not the banks)
- What do you want to be known for ? (eg Heroic customer service for Firstdirect)
- How do you want to leave people? (Eg feeling totally taken care of for Firstdirect )

In the workshop we help you discover the answers to these questions for your own business and we help you turn your answers into a mission which shapes every aspect of your communication and of people's experience of doing business with you. It becomes the powerful motivating force that gets you and others out of bed every morning raring to go.

Attending the workshop alone will produce a transformation in your thinking and Mike will introduce all participants to a powerful planning tool which will enable you to immediately begin implementing the changes to your business which you will want to make.

You don't have to change your branding .You don't have to spend millions on advertising .You have to *think like an iconic brand* not try to become one.

### **Mike Harris and Becoming Iconic**

- Mike gradually developed the approach he uses in the workshop while creating three billion pound plus iconic brands (Firstdirect, Mercury and Egg)
- Mike's current organisation – Garlik – was created when he retired from Egg in 2005, and has established itself as a leading player in identity protection and the prevention of online fraud. Garlik won the BT flagship award for software innovation in 2008 and has become the iconic brand amongst companies like banks , insurance companies and ISPs which distribute protection software to their customers.
- Since writing his book, Find Your Lightbulb , Mike has created a number of seminars and workshops aimed at transforming the performance of businesses of all sizes. Some work on Becoming Iconic is featured in all of Mike's workshops as it is a foundation for all high performance and innovation work.
- The stand alone Becoming Iconic workshop has been delivered to around 100 businesses