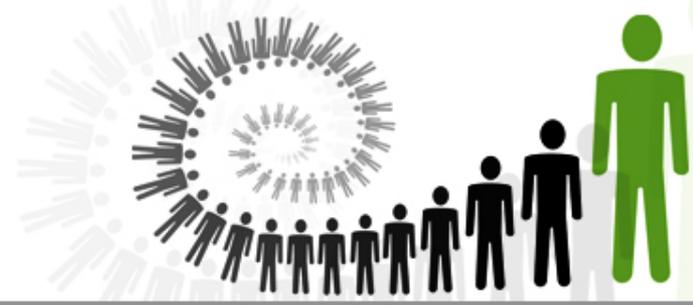


# Iconic Thinking

- Designing Businesses for High Performance
  - © Find Your Lightbulb Ltd 2012

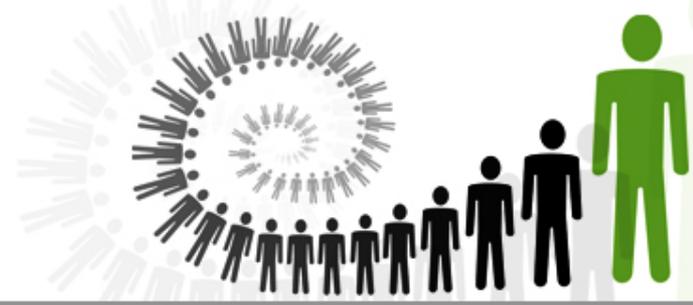
# Iconic in business means



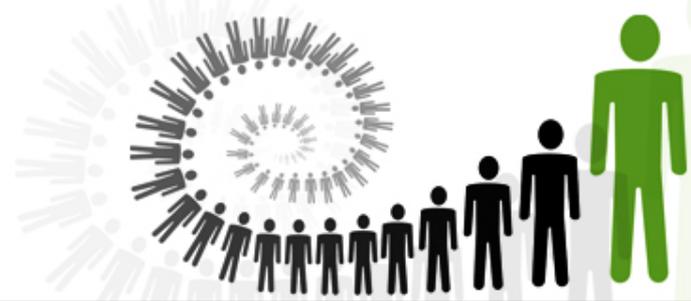
Becoming a symbol of excellence to which others aspire, demonstrating:

- premium pricing
- a high degree of customer loyalty
- an ability to get things done with speed and resilience
- Game changing impact

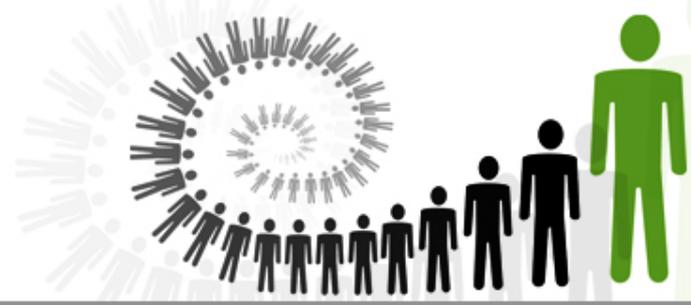
# If business is a vehicle to get something done

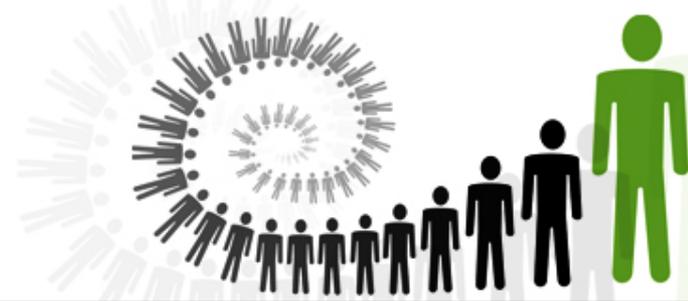


# A Game Changer



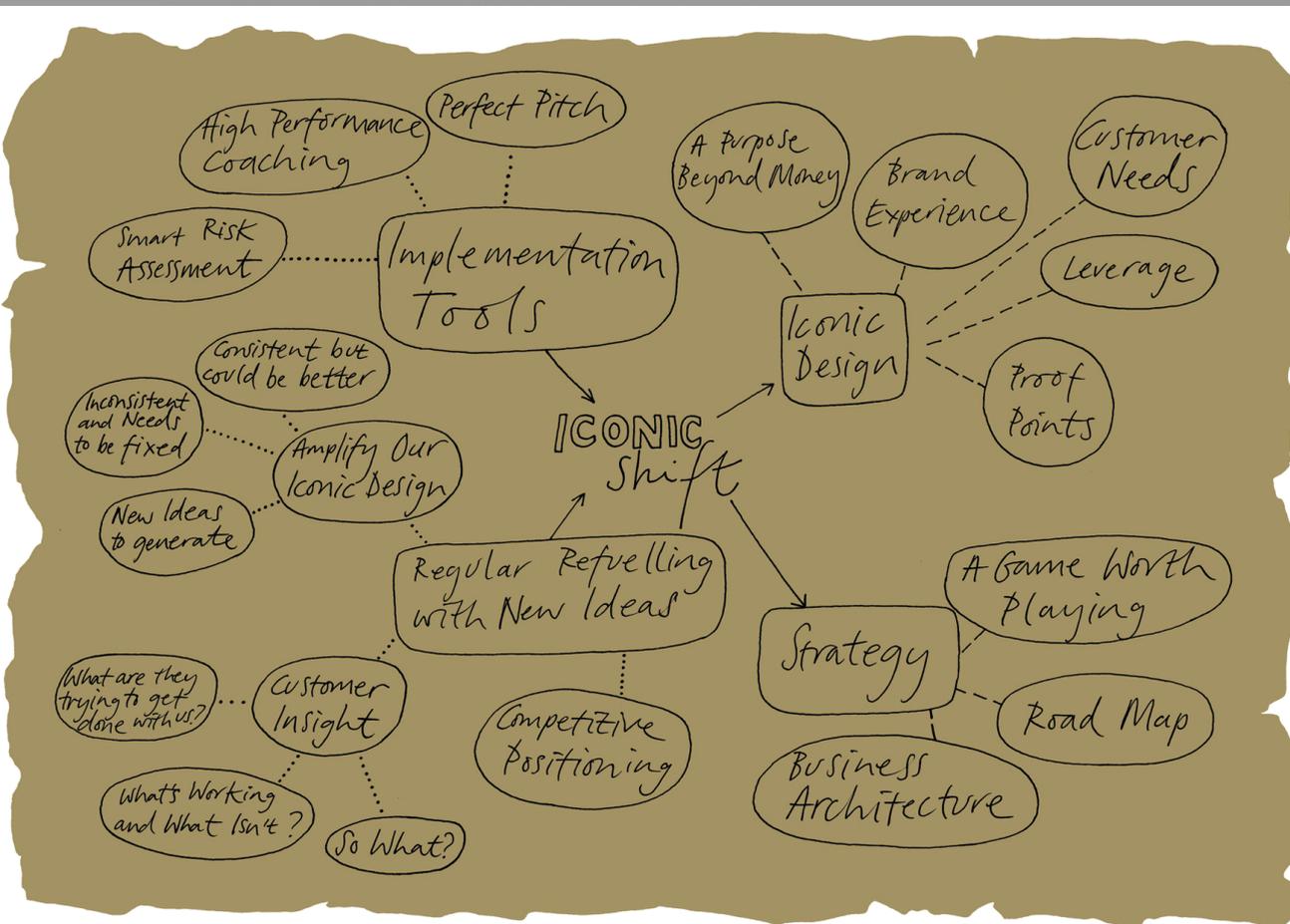
# A High Performance SME



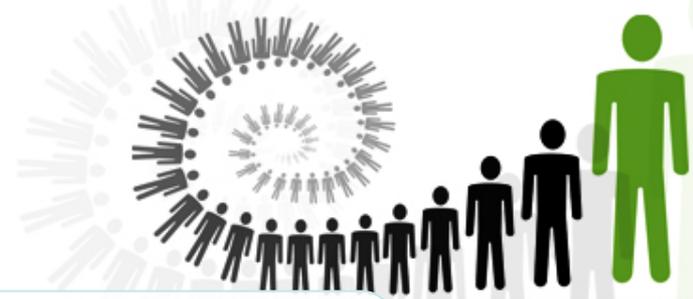


Starts with where you are now and works with what you dream you can do

- premium pricing
- a high degree of customer loyalty
- an ability to get things done with speed and resilience
- **Game Changing**



# When do you start?



Startup

- £0-£500k

Early

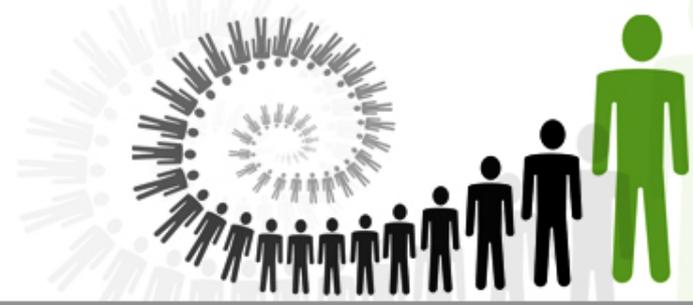
- £500k-£5m

Growth

- £5m-£45m



# Three steps anyone can take



An Iconic Design to give you a fast, responsive and fun vehicle

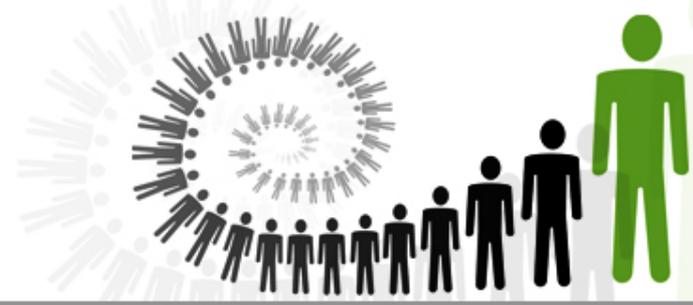


A Game Worth Playing to give you drive and enthusiasm



Leadership skills to enable you to move forward with speed and resilience

# First Step



An Iconic Design to give you a fast, responsive and fun vehicle

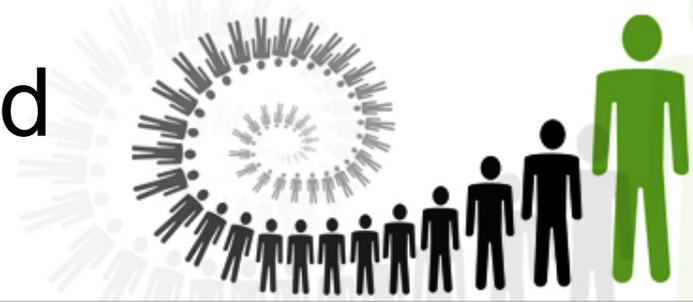


A Game Worth Playing to give you drive and enthusiasm



A Sense of Balance to enable you to move forward with speed and resilience

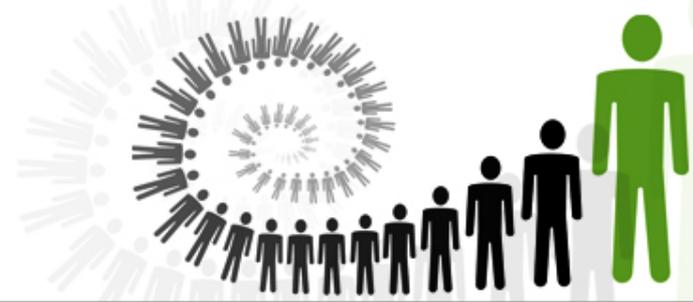
# An Iconic Design is defined by 2 questions:



1. What do you want to be known for?
2. How do you want to leave people?



# My Answers



We are known for heroic 24/7 customer service leaving people feeling totally taken care of

first direct live

Switch your banking at firstdirect.co.uk

**first direct**

**Tell us what you're thinking.**

"I have only got good things to say about First Direct!"

Source: [scaphnews.com](#) 01/04/2009

All first direct are don't stay away from feeling shapes the way we do things around here. The what's being said about us in online blogs and by white perspective. Take a look and then let us welcome your views, whether you're a customer. Don't forget to come back soon to see what's new.

Tell us what you're thinking...

Live from first direct Talking Point

Question: **What do you really want from your bank?**

I know it has already been said but... it's still give us an iPhone app the current access from the iPhone is poor and not usable. Can't believe you let yourself get to it forrest!

Live feelings about first direct

We continually sweep the web for comments about first direct so we can see what people really think about us.

The percentages below give an idea about whether people view us positively, negatively or neutrally...

Richard - 1st Acct  
Kevin - 1st Acct  
Rabacca - 1st Acct

first impression

We tend to leave people, but only because we offer to one, which is why I recommend first family and friends, customer ledness, customer ledness, customer ledness.

We known for creative enterprise leaving people feeling liberated



We known for treating our customers as individuals leaving people feeling better off with life unleashed

Bank accounts | Online bank accounts | Egg

**egg**™

Egg Card, Egg Money, Savings, Mortgages, Loans and Egg Money Manager

Banking > Investing > Insuring > [Click here to see all your accounts >](#)

Company info | Security | Privacy | Legal info | Help | Site map | Customer services | Contact us

Egg home > Bank > Bank home >

**Banking without the bother**

**Egg Card**

0% interest until 1 May 2011 on balance transfers (conditions and 3% fee apply) plus great rewards. **16.9% APR** typical variable. [Egg Card >](#)

**Egg Money World MasterCard**

1% cash back on all your spending, plus a range of insurances to protect the things you buy. **17.8% APR** typical variable. [Egg Money >](#)

**Egg Savings**

Bonds • ISAs • Savings Accounts

**Egg Money Manager**

See all your online accounts in one place and manage your money with just one password. [Egg Money Manager >](#)

**Banking**

Bank home >  
Egg Card >  
Egg Money >  
Savings >  
Loans >  
Mortgages >  
Egg Money Manager >  
Secure online code >

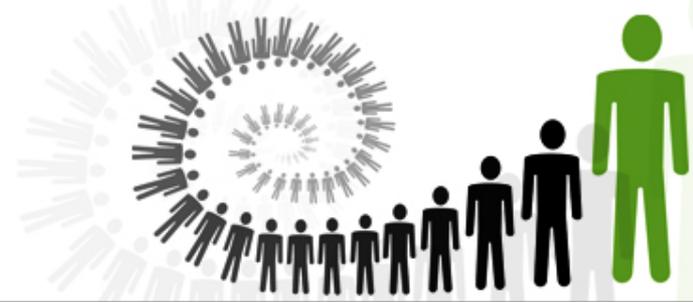
**Travelling overseas?**

Access your money overseas, as if you were at home with a range of international accounts. [find out more >](#)

**features & tools**

Money Made Clear >  
Interest rates >  
Paying in details >  
Egg Money Manager demo >  
Control your debts >

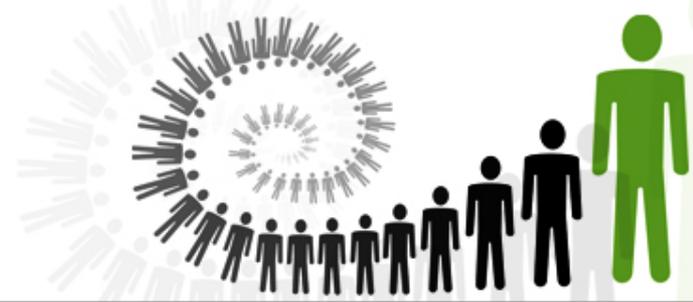
We are designing a brand experience which is...



## **Irresistible, infectious and addictive**

- Creating brand experiences like this is my idea of a good time
- It provides a constant pull for innovation and creativity (which is always satisfying)
- Delivering brand experiences like this creates immense economic value

# Some Examples



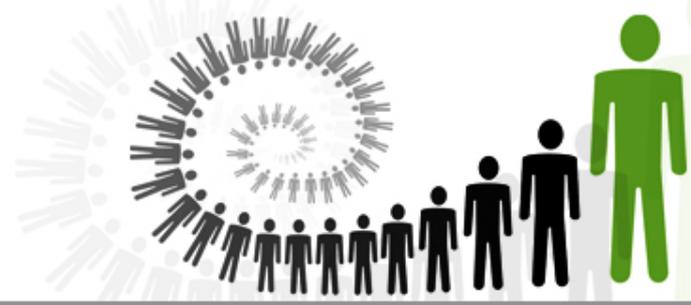
## Known for

- creating stars
- sorting out chaos in fast growing companies
- creating exceptional homes that rent out fast
- radical body transformations in 12 weeks
- igniting brands
- redefining the experience of women who feel helpless as they get older

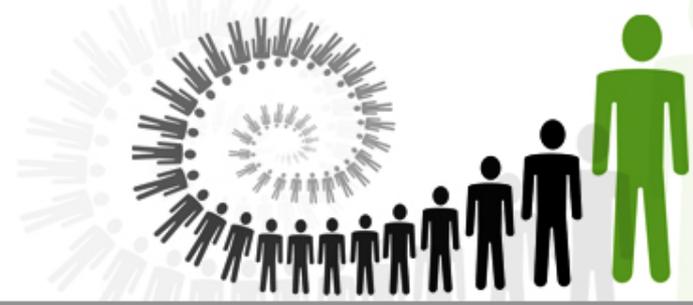
## Leaving people feeling

- switched on
- happy
- safe
- smiling
- sorted
- empowered
- helped
- stoked
- inspired
- tiggerfied

# Questions?



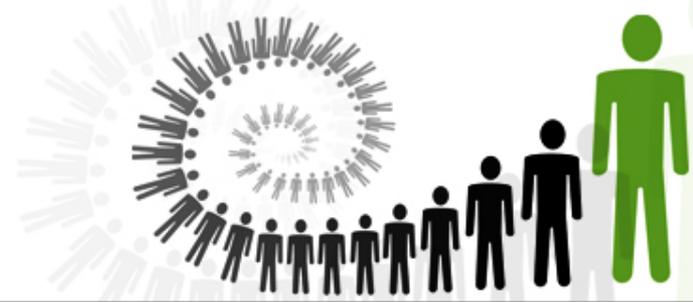
# And you?



1. What do you want to be known for?
2. How do you want to leave people?



# Examples



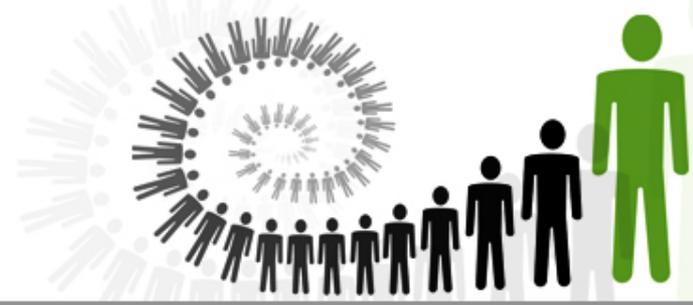
## Known for

- creating stars
- sorting out chaos in fast growing companies
- creating exceptional homes that rent out fast
- radical body transformations in 12 weeks
- igniting brands
- redefining the experience of women who feel helpless as they get older

## Leaving people feeling

- switched on
- happy
- safe
- smiling
- sorted
- empowered
- helped
- stoked
- inspired
- tiggerfied

# Second Step



An Iconic Design to give you a fast, responsive and fun vehicle

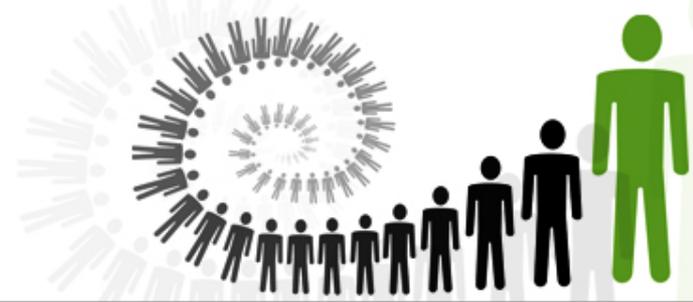


A Game Worth Playing to give you drive and enthusiasm



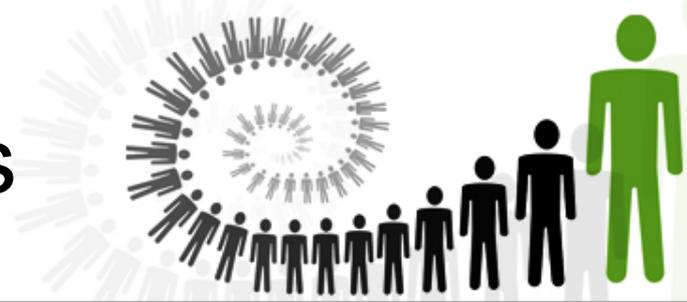
A Sense of Balance to enable you to move forward with speed and resilience

# My Games!



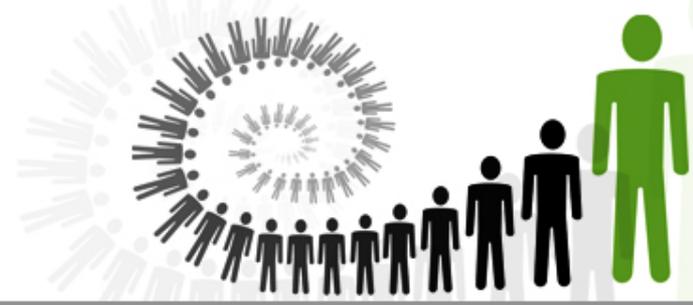
- *Create the world's most recommended bank*
- *Put PIES in 5m Palms*
- *Create a bank designed specifically for the digital age which appeals to 10m consumers and float it on the LSE at >£1bn*
- *Protect 20m individuals and their families from cyber crime running wild.*
- *Discover and develop 100 leaders who change the world*

# Some of my friends' games



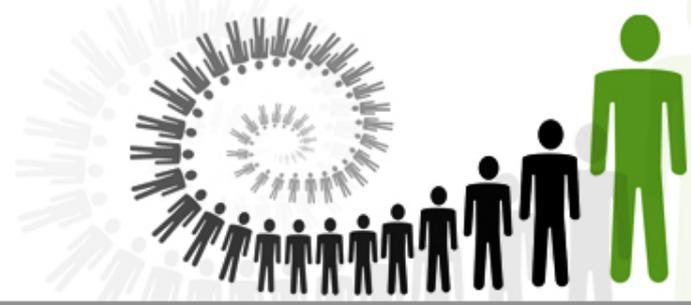
- *Create a model utility which will lead the world in clean, environmentally responsible energy*
- *Build the best little drinks company in London*
- *Bring telephony to Africa*
- *Create a universal information space which defines the way we work, collaborate, play and socialize*

# A game worth playing doesn't have to be huge

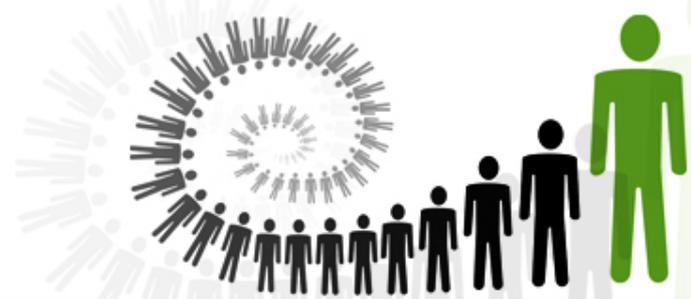


- It just has to be your idea of a good time and:
  - Playing it will make the next 3 years the most satisfying of your business life so far
  - be something you are prepared to play as though your life depends on it (knowing that it doesn't)
  - Will accelerate your business WIN or LOSE
  - Can be expressed in one sentence
  - Has an end point
  - Be at least intuitively measurable

# Questions?



# Here's some from people who have been to my workshops..

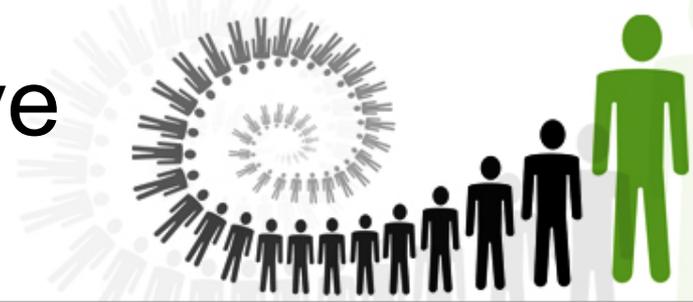


- Become the best known provider of well being events in London within my target audience
- Redefine what people should expect from institutional investment
- Become a leading player in encouraging new business start ups in marginalised communities
- Launch 3 new green technologies
- Create an award-winning next generation network of small law firms that does an extraordinary job for its clients.
- Make it cool to want/ have a healthy house.



What's yours?

# How will you know you have won?

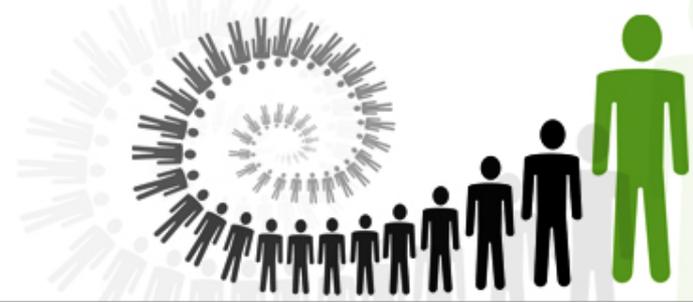


- *200 plus applications for Individual mentoring 2015*
- *50 plus applications for Team mentoring 2015*
- *10 plus astonishing case studies*
- *Leaders who are changing the world becomes a high profile PR story*
- *Know, by end 2015 how to hit 100 by end of 2022*



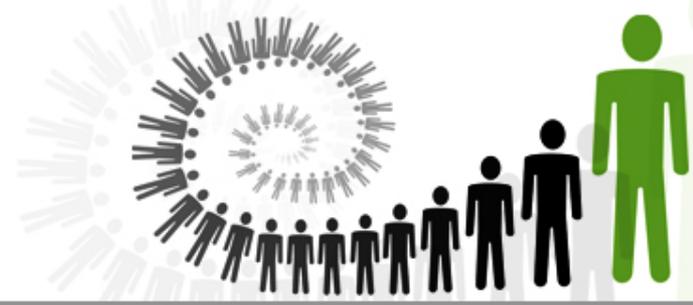
What are your measures?

# To Summarise so far



- An iconic design gives you a vehicle which is fast, responsive, fun to drive or travel in , and attracts unusual attention
- A game worth playing gives you direction and drive and a dream to pursue
- We now need to add a skill in high speed driving ie an ability to get results with a speed and resilience which others find breathtaking

# Third Step



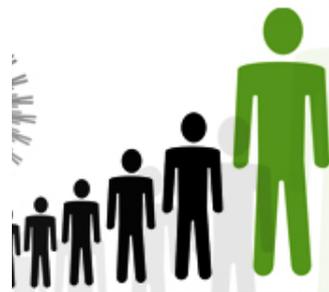
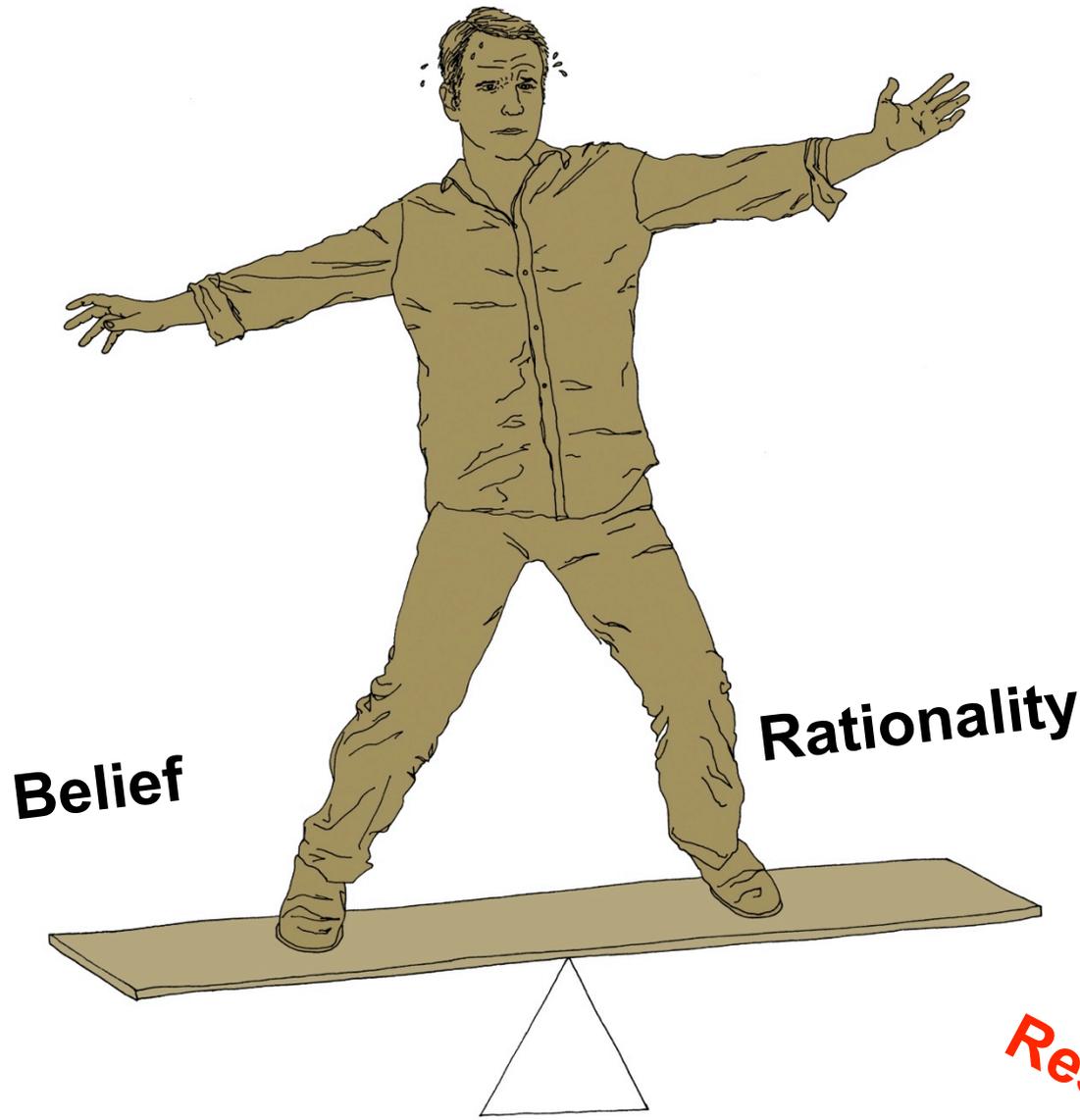
An Iconic Design to give you a fast, responsive and fun vehicle



A Game Worth Playing to give you drive and enthusiasm

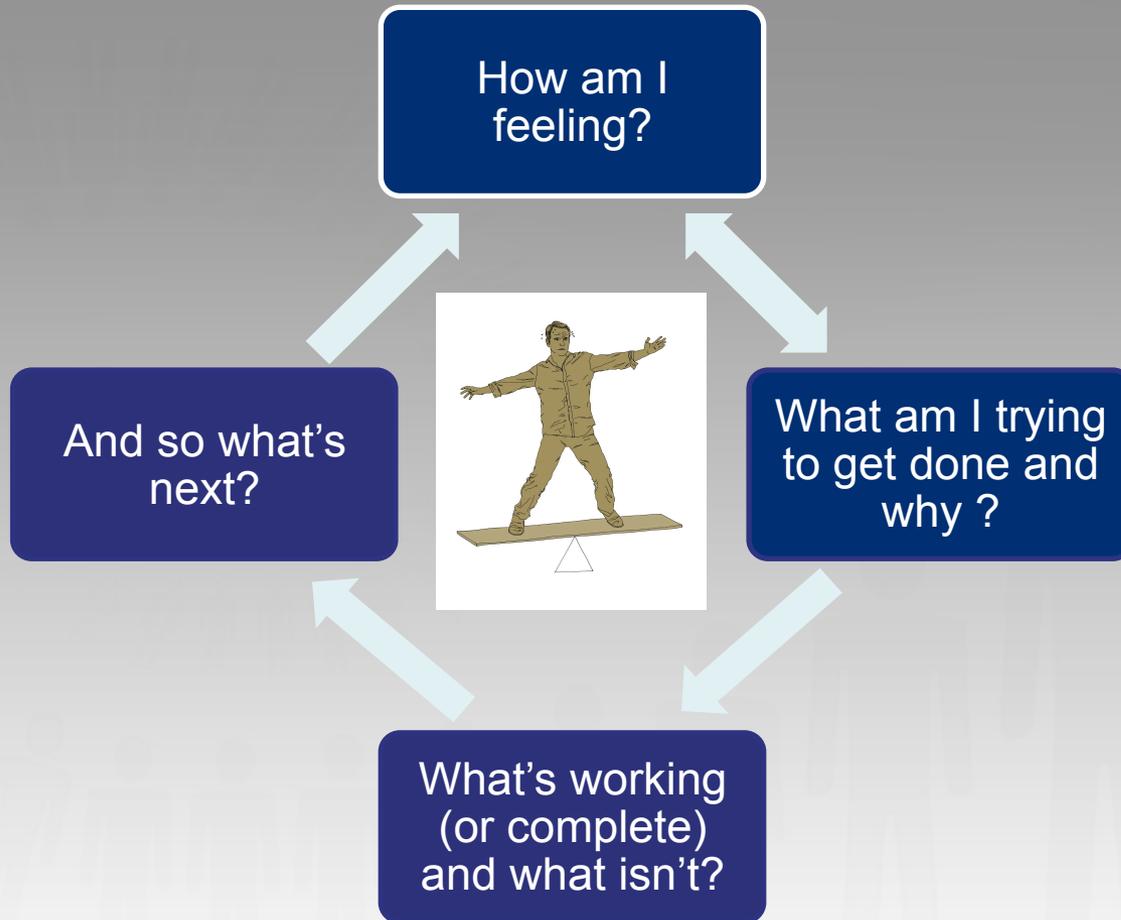
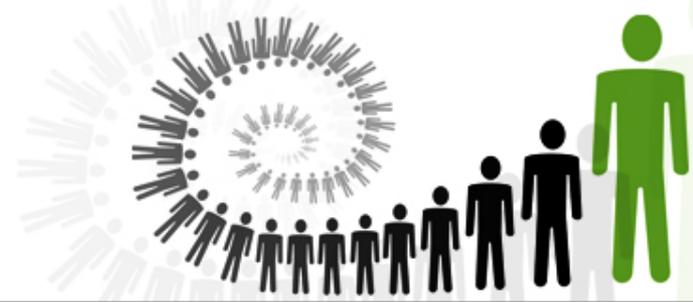


Leadership skills to enable you to move forward with speed and resilience

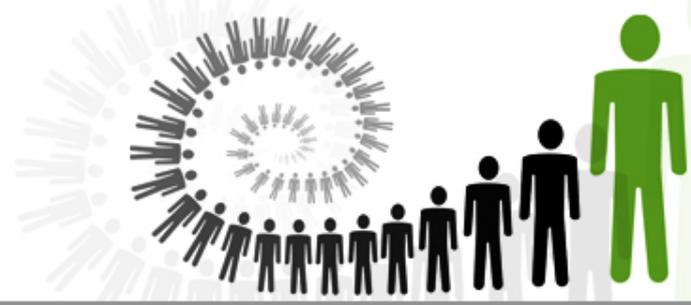


**Delusion**

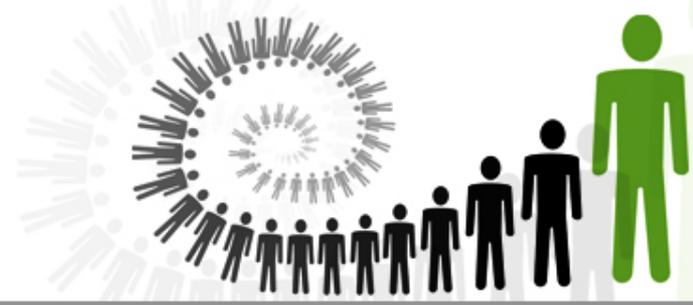
**Resignation**



# Questions?

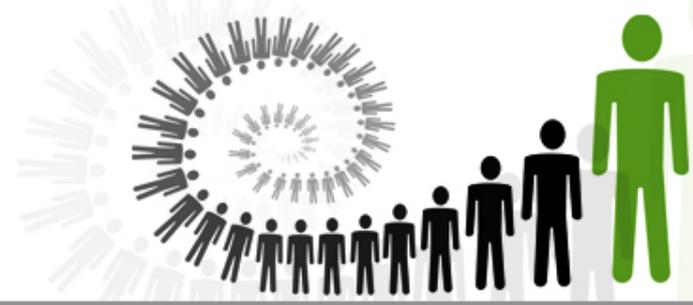


# Choose what to do when you leave here



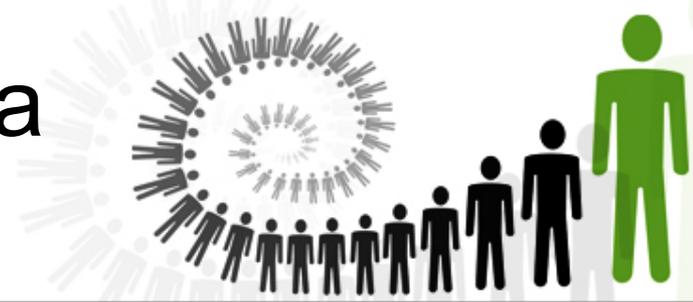
1. Set some targets for the end of 2012 which take your game forward
2. Implement your designed brand experience a step at a time
3. Find a mechanism to keep the default mindset in your head and use it

# Targets



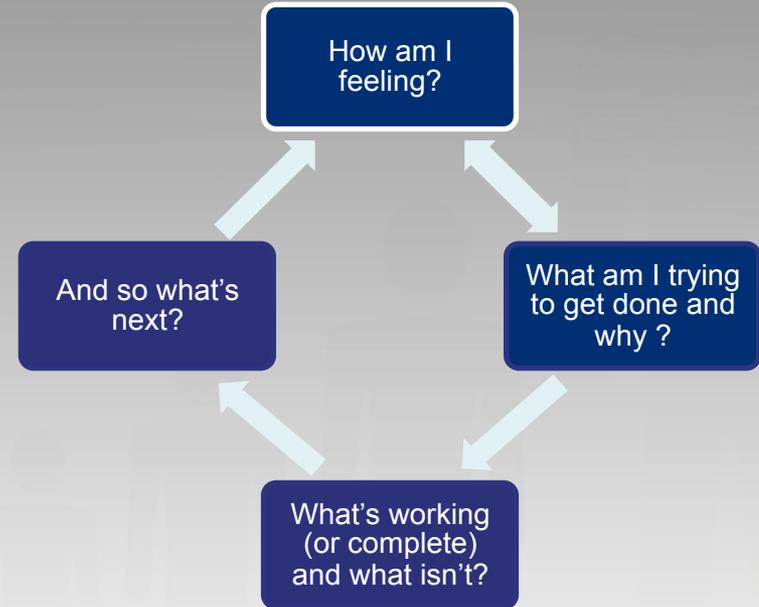
- By 31 Dec 2012
  - Milestone 1 : 50 plus applications for individual mentoring 2013
  - Milestone 2 : 3 Partnerships in place re Team Mentoring
  - Milestone 3 : Mechanism for writing up case studies in place
  - Milestone 4 : PR strategy and agency in place

# Brand Experience, step at a time

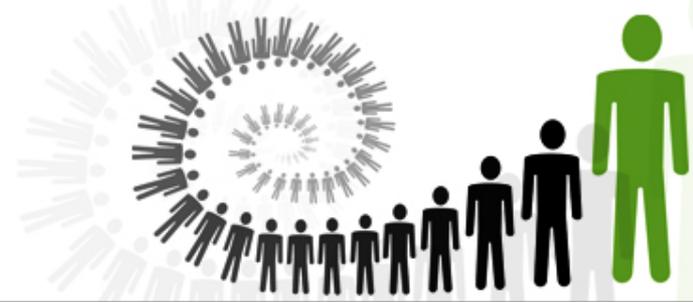


- We are known for.....
- We leave people feeling ...

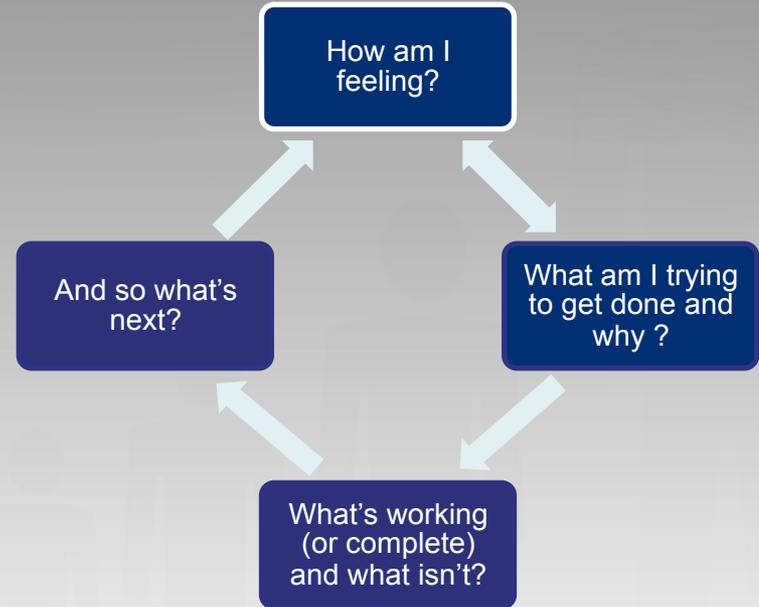
- Pick one of the two aspects of *brand experience* (above)
- and one of: *product* , *service* or *design*
  - get precise about what you are going to get done until you feel balanced*
  - implement using the rest of the default mindset model*



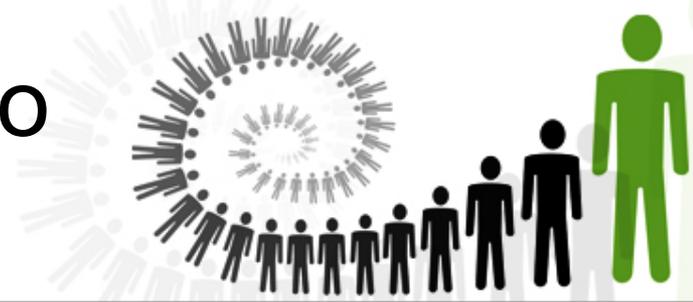
# Default Mindset



- Screen Saver
- Jpeg
- On the Wall
- In a notebook
- In your head

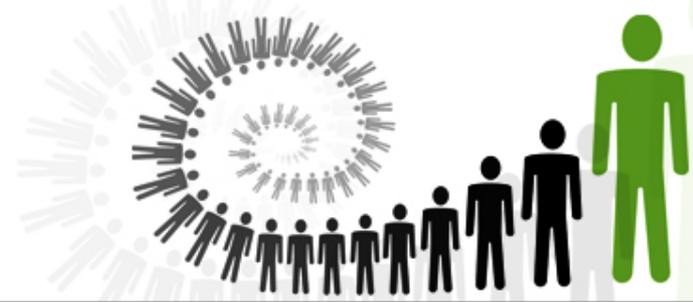


# If this has all made sense to you , think about



- High Performance Coaching - 4 hour turbo boost to getting the results you need with speed and resilience using the full depth of the balanced on the edge of reason model
- 2013 Game Changing Mentoring

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