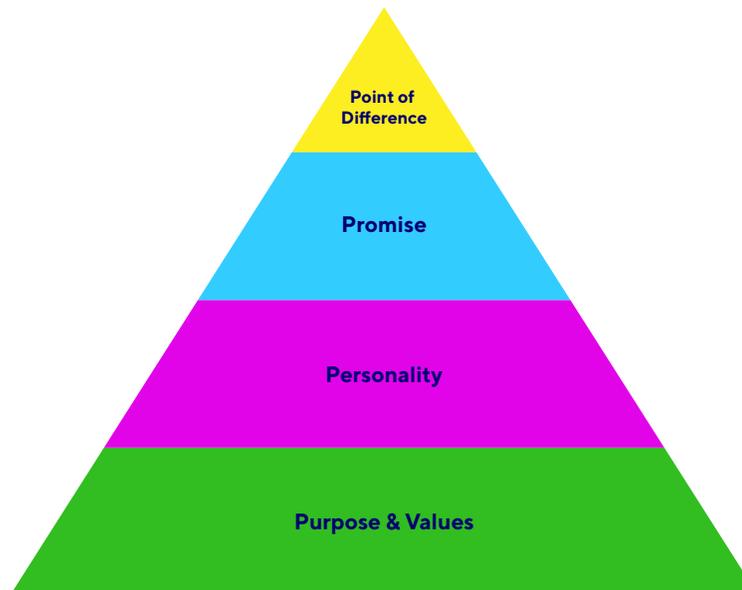


## Iconic Brand Pyramid™

**“It’s always good to begin at the beginning.** So let’s start with your DNA.

This is about getting to know what it is that drives your business, your employees, and your audience. You may already have done this. If that’s the case, well done. If not, let’s get going.”



**“This is our Iconic Brand Pyramid™** and it’s the foundation for building Iconic Advantage. You may have seen something similar (and probably a bit more complicated) before. For our purposes, you need to just answer four different but related questions. But you won’t be giving quick-response, top-of-your-head answers. Doing this well requires a fair amount of chin-scratching and soul-searching. And you should get a number of people across your organization to do it as well. The broader the input you have on this, the better.

**“Let’s start at the base and work our way up.”**

Excerpts from *Iconic Advantage*®: Don't Chase the New, Innovate the Old. By Soon Yu, Simon & Schuster (2018).



**Shawn Nason**  
CEO, DISRUPTOR LEAGUE



**Soon Yu**  
BEST-SELLING AUTHOR  
OF ICONIC ADVANTAGE

## Let Us Introduce You to You

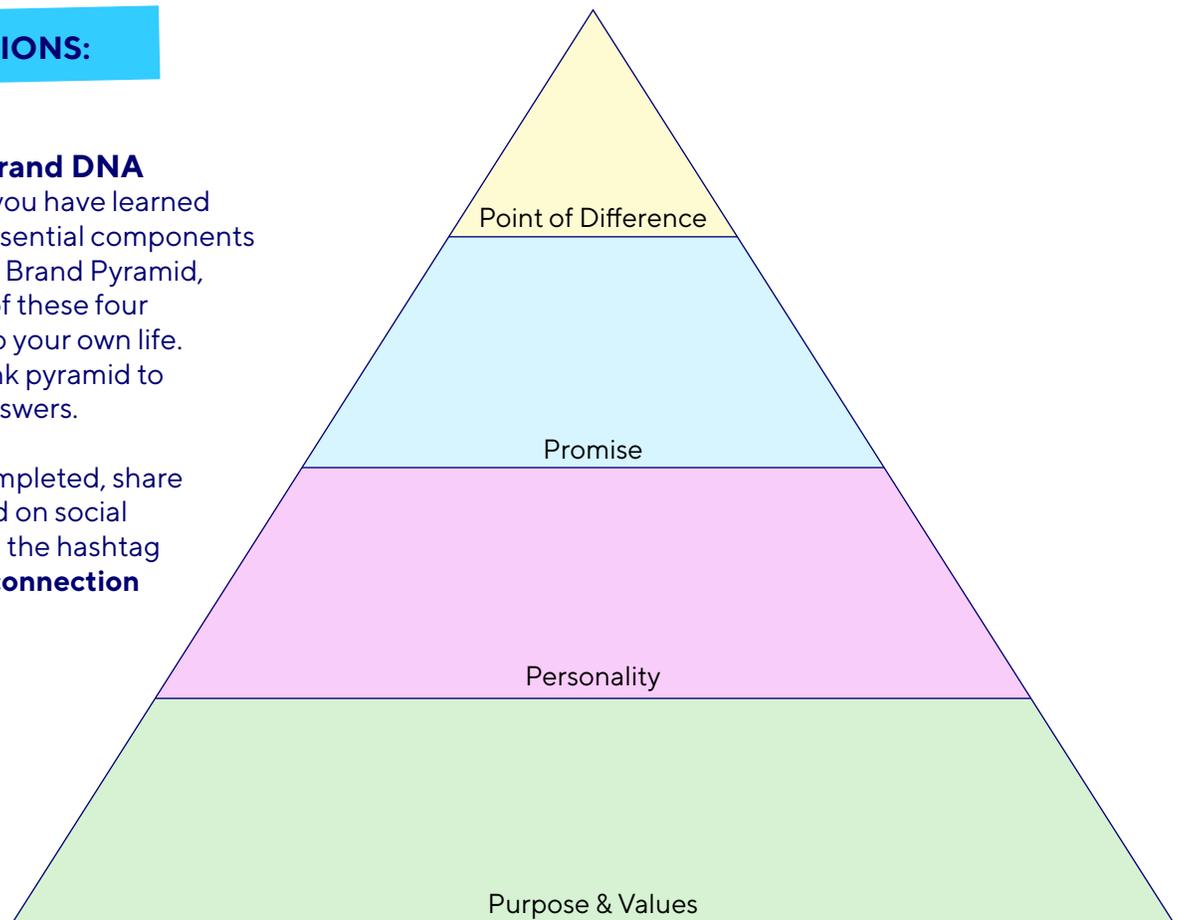
- ▶ **Purpose** is what motivates you. It's why you wake up in the morning. It's what makes you look forward to coming into work. Values are what guide your behavior. They're the tenets and principles that direct your actions. They're what you draw on when faced with a dilemma. Together, your purpose and values define how aligned you are and how effectively you operate.
- ▶ **Personality** is about your character. It's what drives you to do what you do as a person.
- ▶ **Promise** is what you are committed to delivering to others. It's your promise to them. This is the part of your DNA that the public actually gets to see or—even better—experience in a remarkable way.
- ▶ **Point of Difference.** We've made it to the top. This is about the key skill, capability, feature, experience, benefit, or whatever else gives you an advantage over the competition. It's about what makes you stand out and become the preferred choice.

### INSTRUCTIONS:

#### Personal Brand DNA

Using what you have learned about the essential components of the Iconic Brand Pyramid, apply each of these four categories to your own life. Use this blank pyramid to fill in your answers.

Once it's completed, share your pyramid on social media using the hashtag **#disruptorconnection**



### Iconic Brand Pyramid™

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