

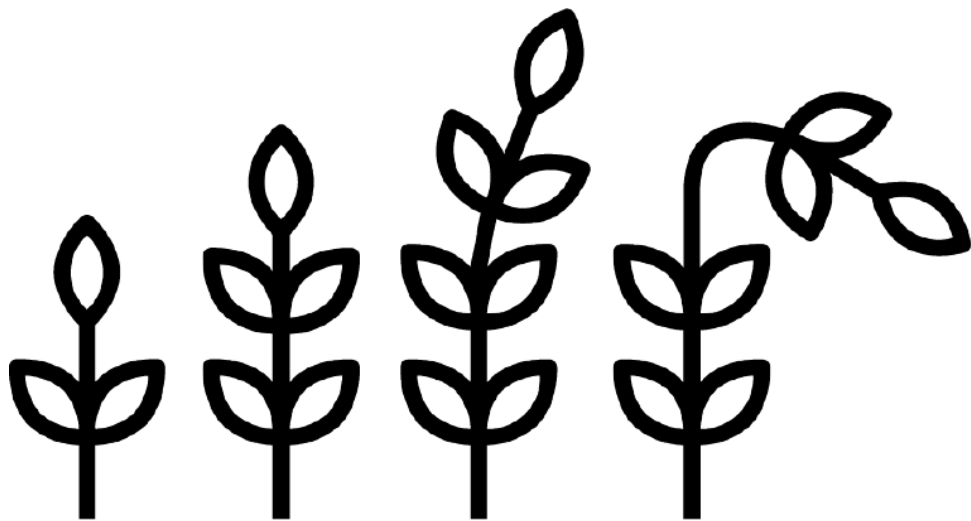
ပြောင်းလဲမှုကို လုပ်ဆောင်ရန်အတွက်

ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ်အပေါ် သုံးသပ်တွေးတောခြင်း

(Brand Thinking for Change)

မကောင်းသတင်းများ

ကောင်းသတင်းများ

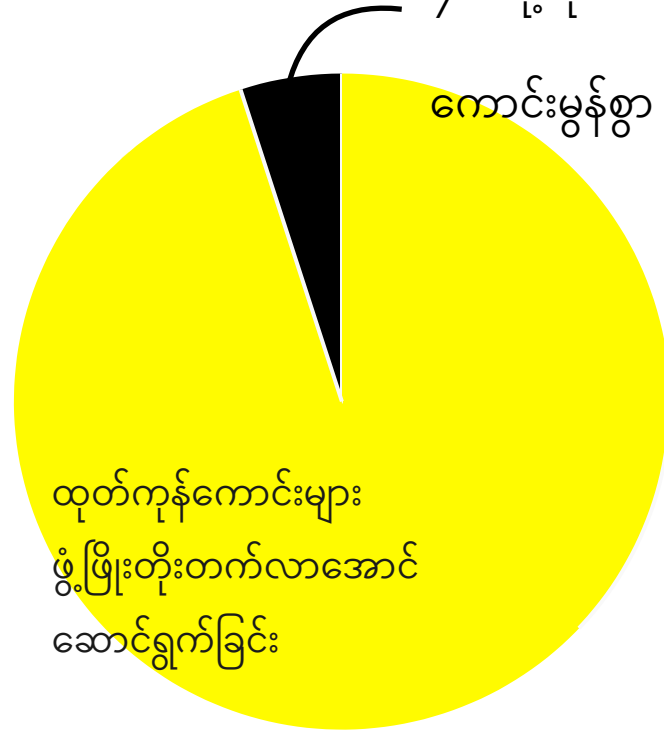




ထုတ်ကုန်ကောင်းများ
ပိုမိုဖွံ့ဖြိုးတိုးတက်လာအောင်
ဆောင်ရွက်ခြင်း

၎င်းတို့ကို တစ်ကမ္ဘာလုံးသို့ တင်ပို့၍

ကောင်းမွန်စွာ ရောင်းချခြင်း



ထုတ်ကုန်ကောင်းများ

ဖွံ့ဖြိုးတိုးတက်လာအောင်

ဆောင်ရွက်ခြင်း



ပြောင်းလဲခြင်းအတွက်

ကမ္ဘာကြီးမှ လိုအပ်နေသည်မှာ

ကြံ့ခိုင်အားကောင်းသော **BRAND** အမှတ်တံဆိပ်များ



ကျန်းမာရေးစောင့်ရှောက်မှု

ပြန်လည်ပြည့်ဖြိုးမြဲစွမ်းအင်

တရားမျှတမှု

ရွေ့လျားလှုပ်ရှားမှု

နစ်ဆယ့်တစ်ရာစု ပညာရေး

သတင်းအချက်အလက် ရရှိမှု

အစားအစာများ ဘေးအန္တရာယ်ကင်းမှု

အလုပ်အကိုင်များ

ငြိမ်းချမ်းခြင်း

တရားမျှတမှု

လူ့အခွင့်အရေးများ

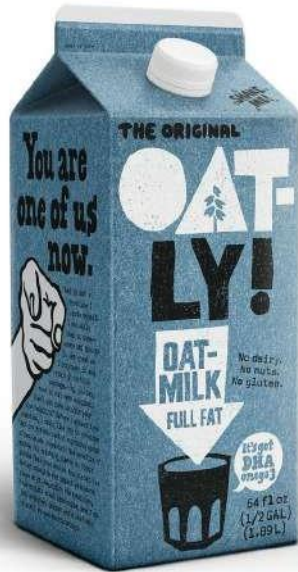
ပါဝင်မှု

ရှင်သန်နေသော သဘာဝတရား

ကျန်းမာပြီး ရေရှည်တည်တံ့သော အလေ့အထများ

လူပုဂ္ဂိုလ်များအနေဖြင့်
တစ်နေ့လျှင် အကြိမ်ပေါင်း ရာနှင့်ချီ၍
BRAND အမှတ်တံဆိပ်အပေါ်
သုံးသပ်တွေးတောခြင်း
ပြုလုပ်ကြသည်။

ဘယ်နွားနို့ကို သင်ဝယ်ယူမလဲ။



မည်သူ၏ အချက်အပြုတ် အကြံပေးခြင်းကို သင်လက်ခံမည်နည်း။



THE BRANDLING INTRODUCTION

မည်သည့် ကင်ဆာရောဂါ ကုသိုလ်ပြုအဖွဲ့အစည်းကို သင်ထောက်ပံ့မည်နည်း။

**WE ARE
MACMILLAN.
CANCER SUPPORT**



သင့်သေတမ်းစာကိစ္စအတွက် မည်သူ့ထံသို့ သွားရောက်မည်နည်း။



ရာသီဥတုပြောင်းလဲမှုအပေါ် အရေးယူဆောင်ရွက်ရန် မည်သည့်လှုပ်ရှားမှုတွင် ပါဝင်မည်နည်း။

GREENPEACE



extinction
rebellion



THE BRANDLING INTRODUCTION

ကျွန်ုပ်တို့၏ ကိုယ်ပိုင်ကုန်အမှတ်တံဆိပ်များ
တည်ဆောက်ရန် အကြောင်းဖန်လာသောအခါ
ထိုအသိပညာများသည် ယနေ့အထိ
အသုံးဝင်နေဆဲဖြစ်သော်လည်း -

ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ် နည်းဗျူဟာမှူး

(BRAND STRATEGIST)

တစ်ဦးကဲ့သို့ တွေးတောခြင်းအား သင်ယူရဦးမည်ဟု

ကျွန်ုပ်တို့ ယုံကြည်ပါသည်။

ကျွန်ုပ်၏ ဇာတ်လမ်း



ANNE MILTENBURG





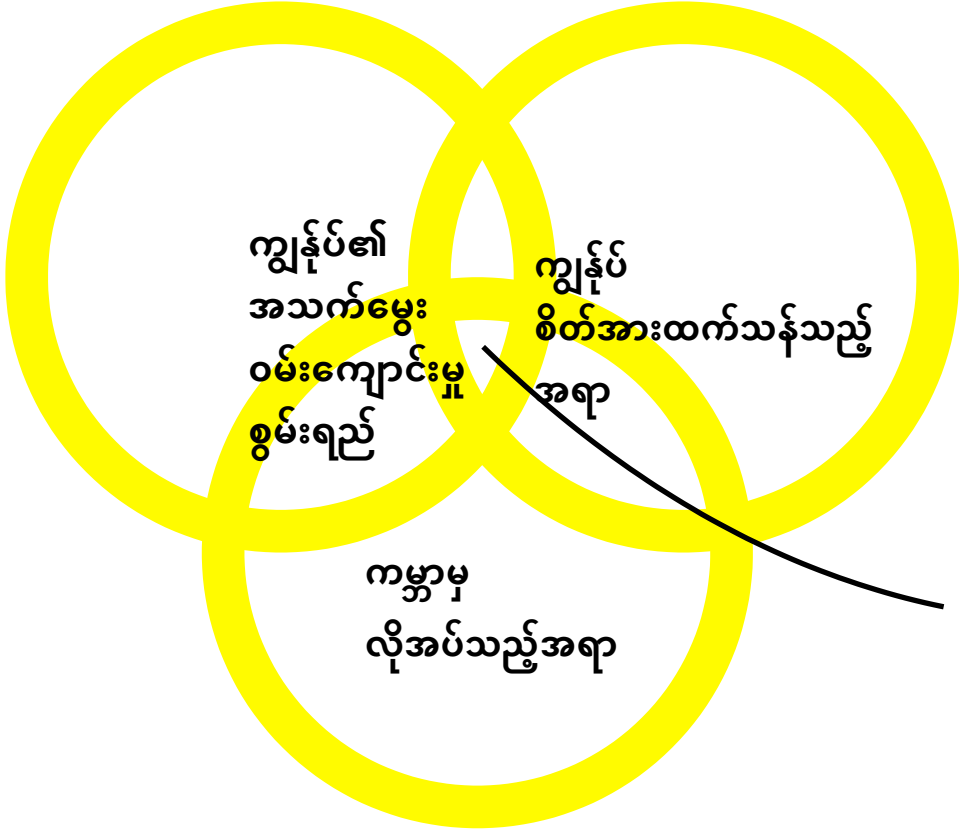




ကျွန်ုပ်၏
အသက်မွေးဝမ်းကျောင်းမှ
စွမ်းရည်

ကျွန်ုပ်စိတ်အားထက်သန်သည့်
အရာ

ကမ္ဘာမှ
လိုအပ်သည့်အရာ



ကျွန်ုပ်၏
အသက်မွေး
ဝမ်းကျောင်းမှ
စွမ်းရည်

ကျွန်ုပ်
စိတ်အားထက်သန်သည့်
အရာ

ကမ္ဘာမှ
လိုအပ်သည့်အရာ

လူမှုရေးရာ ပြောင်းလဲမှုအတွက်
ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ်
ထားရှိခြင်း

LEMONADE အမှတ်တံဆိပ်ဖြင့်

လုပ်ငန်းစတင်လုပ်ကိုင်မည့် မိသားစုအနေဖြင့်

Coca Cola အမှတ်တံဆိပ်ကို မျှတစွာ ယှဉ်ပြိုင်နိုင်မည့်

ကမ္ဘာတစ်ခုကို ဖန်တီးရန် ကျွန်ုပ်မည်ကဲ့သို့ ကူညီနိုင်မည်နည်း။

အကယ်၍ သင်၏ အတွေးအခေါ် / ထုတ်ကုန် / ဝန်ဆောင်မှုကို
ပိုမိုတိုးတက်ရန် ဆန္ဒရှိပါက

ထိုအရာများကို ဝယ်ယူမည့် မတူညီသော လူအမျိုးမျိုးကို
အမြောက်အမြား လိုအပ်ပါသည်။

ထိုသူများကို

ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ်နည်းဗျူဟာမှူးများကဲ့သို့

တွေးတောသုံးသပ်နိုင်ရန်

လေ့ကျင့်ပေးပါ။

ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ်နည်းဗျူဟာမှူးကဲ့သို့

တွေ့တောခြင်း

ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ် နည်းဗျူဟာမှူးများ

တွေ့တောသုံးသပ်သော

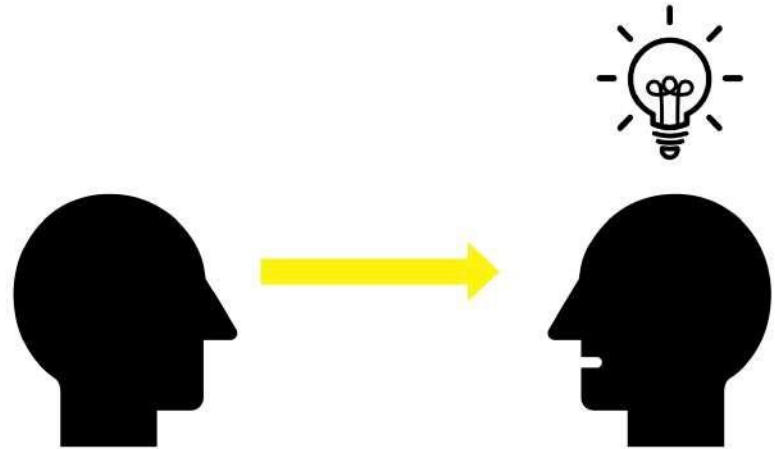
အသုံးဝင်သည့်

နည်းလမ်း (၇) ရပ်

၁။ မိမိပရိသတ်ကို ပထမနေရာ၌ ထားပါ။



၂။ သင်နှင့် ပတ်သက်၍ အခြားသူများက မည်သို့ထင်မြင်ခံစားရသည်နှင့်
စပ်လျဉ်း၍ နှောင့်နှေးမနောဘဲ တုံ့ပြန်မှု တစ်ခုခု ပြုလုပ်ပါ။



I NEED A BANK!
WHICH BANKS
DO I KNOW?



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



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HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



ABN AMRO experts in
investments, not what I'm looking
for right now

HSBC: high-end, out of my
reach

BNP Paribas: large & old
fashioned

ING Direct: online,
easy, for all



I PREFER ING DIRECT,
WHAT DO I KNOW
ABOUT THEM?



no negative reviews
found online

wasn't there
a scandal in 2008?
let me check...

sponsor youth soccer in
my old neighbourhood

Judy uses them

billboards in town
recently



YEP,
LET'S GO FOR
ING DIRECT



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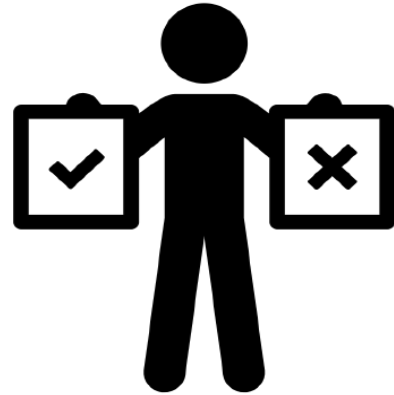
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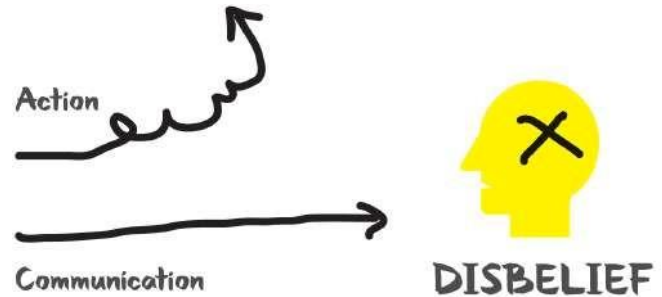
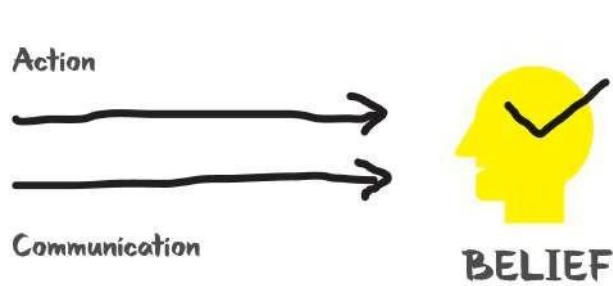
၃။ ရှုတ်ထွေးသော အရာများကို နားလည်လွယ်ရန် ကြိုးပမ်းပါ။



၄။ သင်သည် တစ်စုံတစ်ခုအတွက် တစ်စုံတစ်ယောက်နှင့်
အမြဲယှဉ်ပြိုင်ရမည်ကို နားလည်ထားပါ။



၅။ ဂုဏ်သိက္ခာဟူသည်
လုပ်ကိုင်ဆောင်ရွက်မှုနှင့် ဆက်သွယ်ချိတ်ဆက်မှုတို့အပေါ်
မှီတည်နေသည်ကို သိရှိထားပါ။



၆။ အရင်းအမြစ်များကို အာရုံစူးစိုက်ထားပါ။



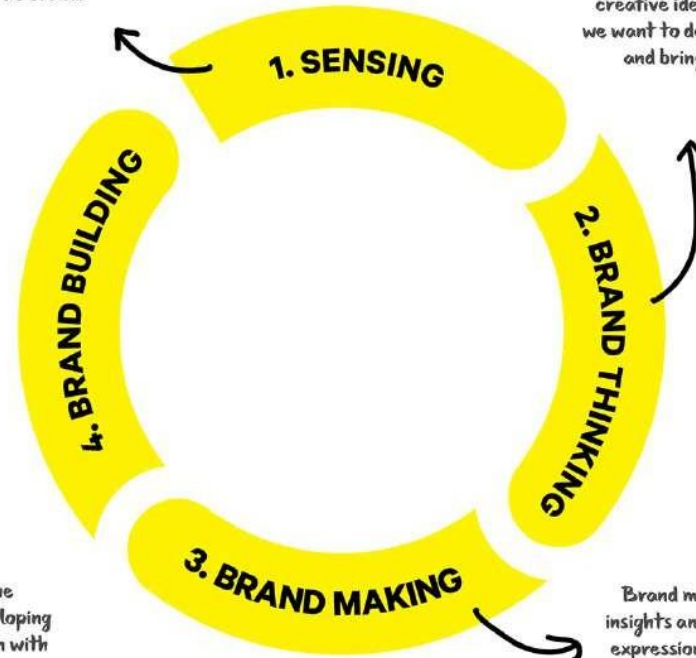
၇။ ဆောင်ရွက်ရမည့်ကိစ္စရပ်များကို ပျက်ကွက်မှုမရှိစေဘဲ အရေးတယူဆောင်ရွက်ပါ။



ကိုယ်ပိုင်အမှတ်တံဆိပ်နှင့် ပတ်သက်၍
တွေ့တောသုံးသပ်မှု စွမ်းရည်ကို ကျွန်ုပ်တို့ မည်သို့
သင်ကြားပေးသနည်း။

Sensing is where we gather the information, insights and inspiration we need to develop the brand.

Brand thinking is developing creative ideas about how we want to define our brand and bring it to life.

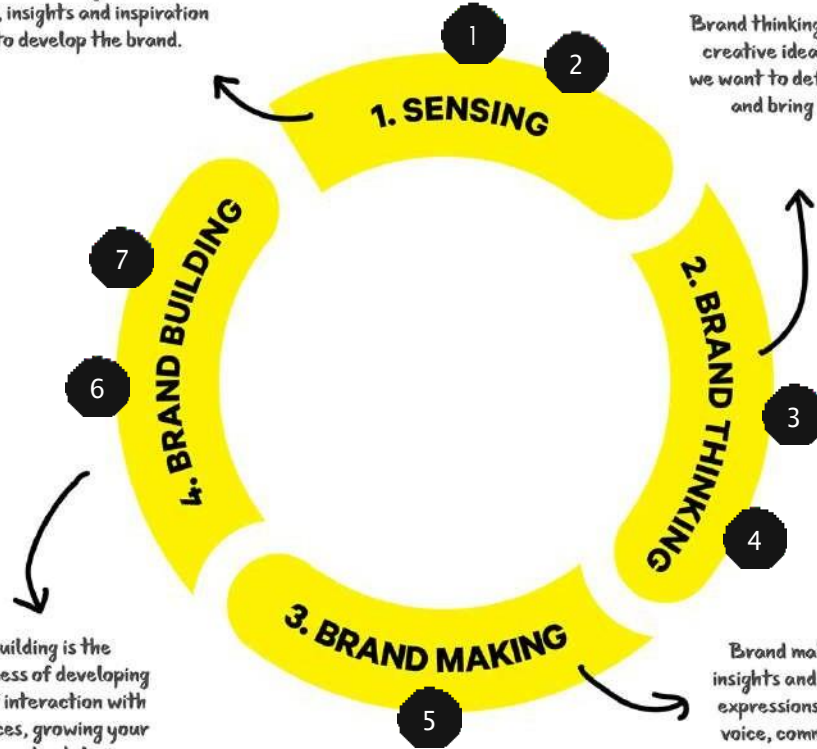


Brand building is the ongoing process of developing new ways of interaction with your audiences, growing your reputation and catalysing your impact.

Brand making is turning those insights and ideas into real-world expressions, developing a face, a voice, communication materials, experiences and more in order to have a glorious launch!

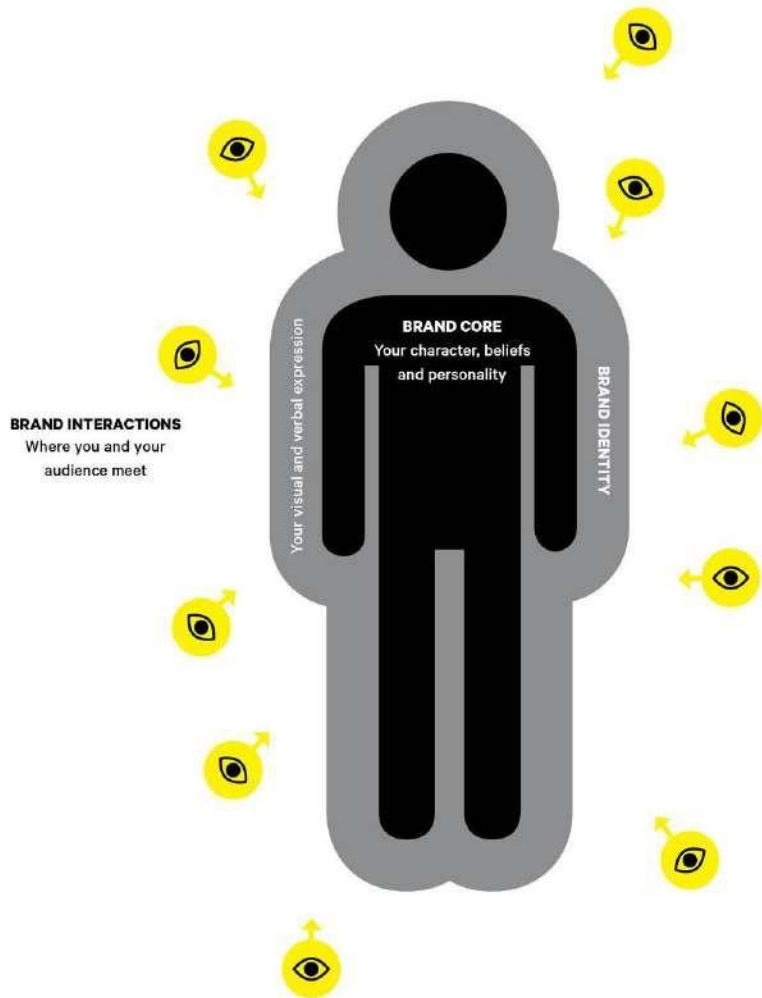
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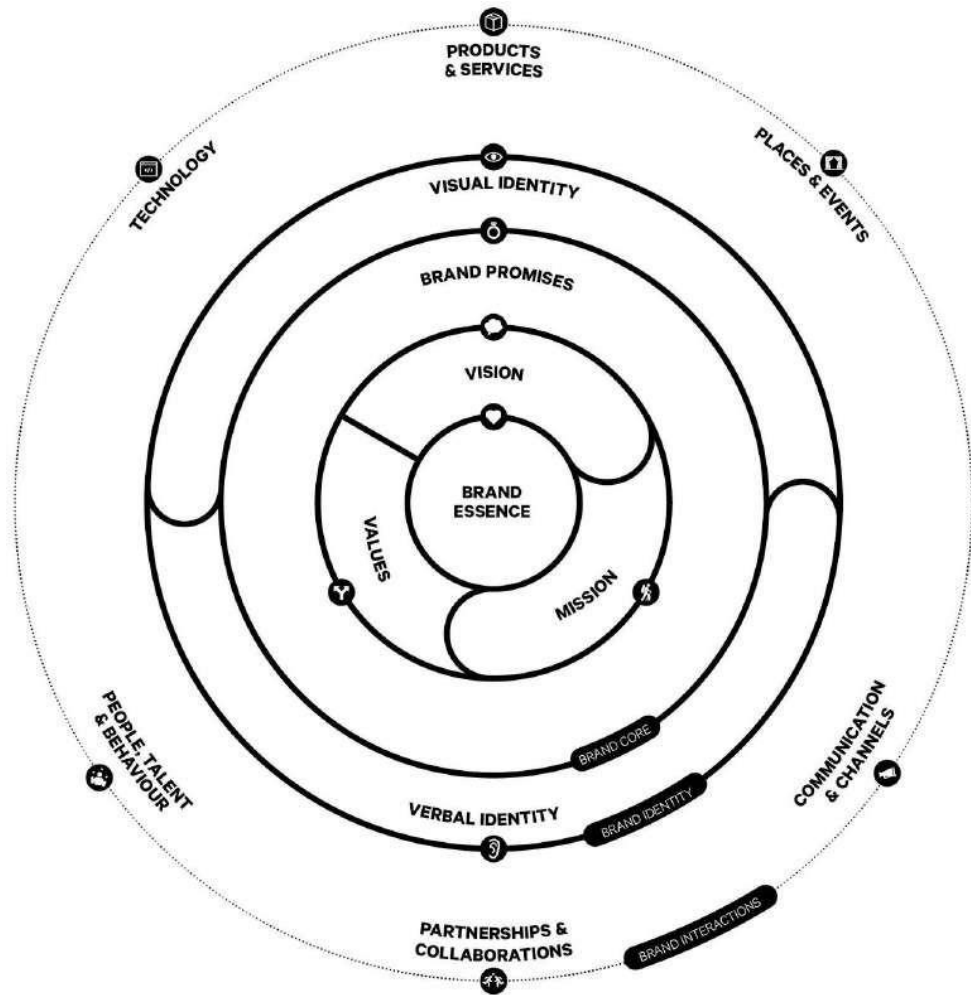
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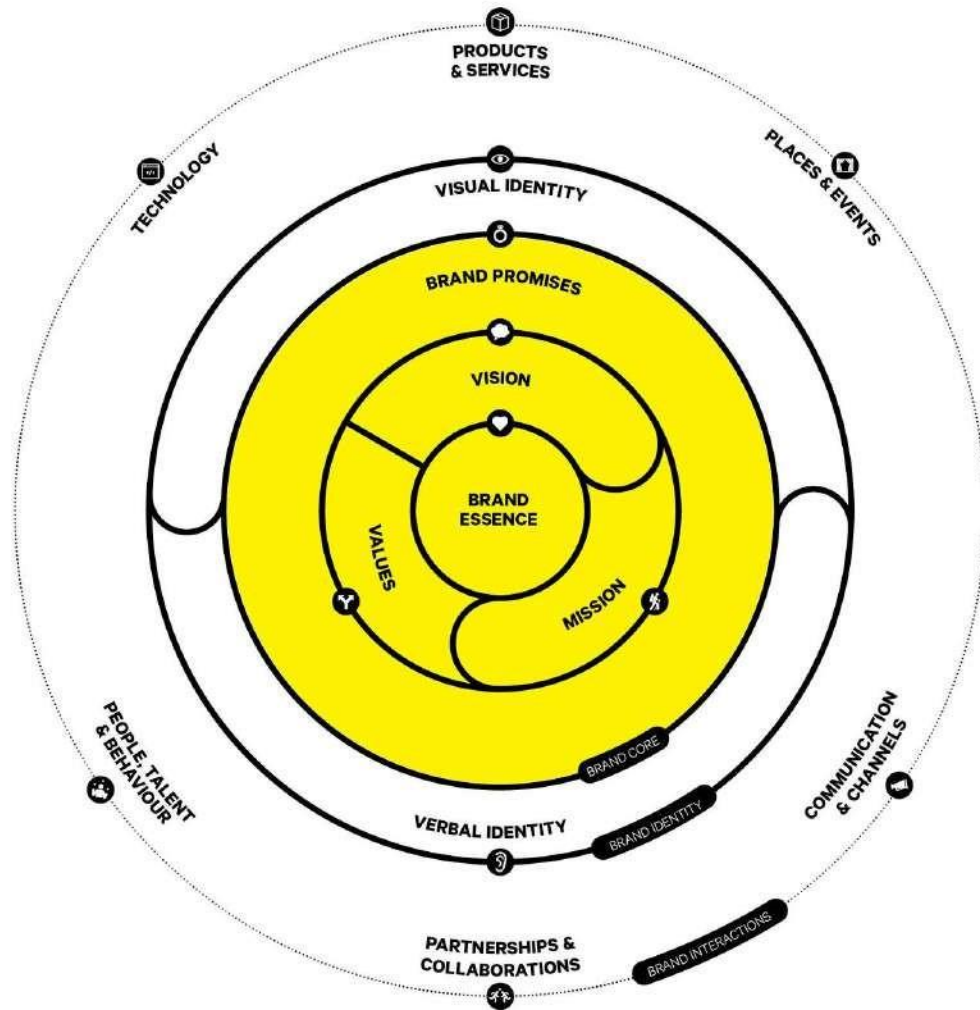


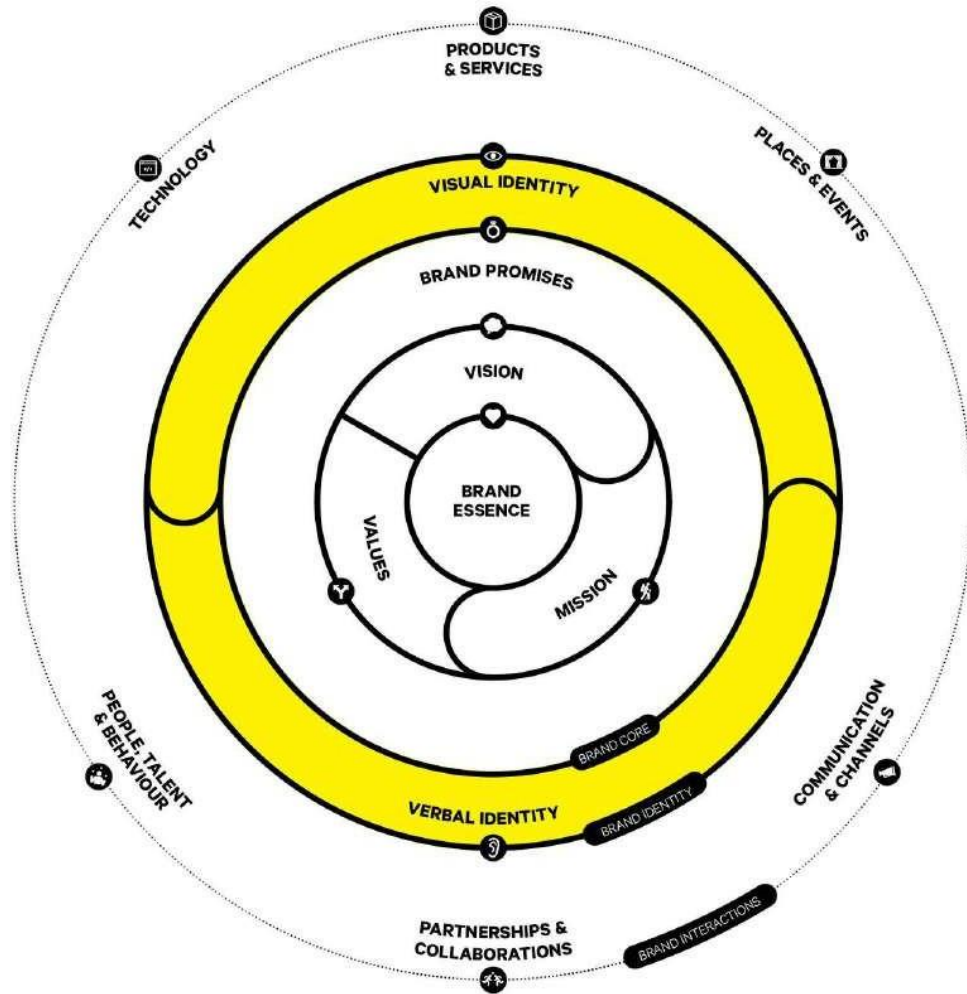
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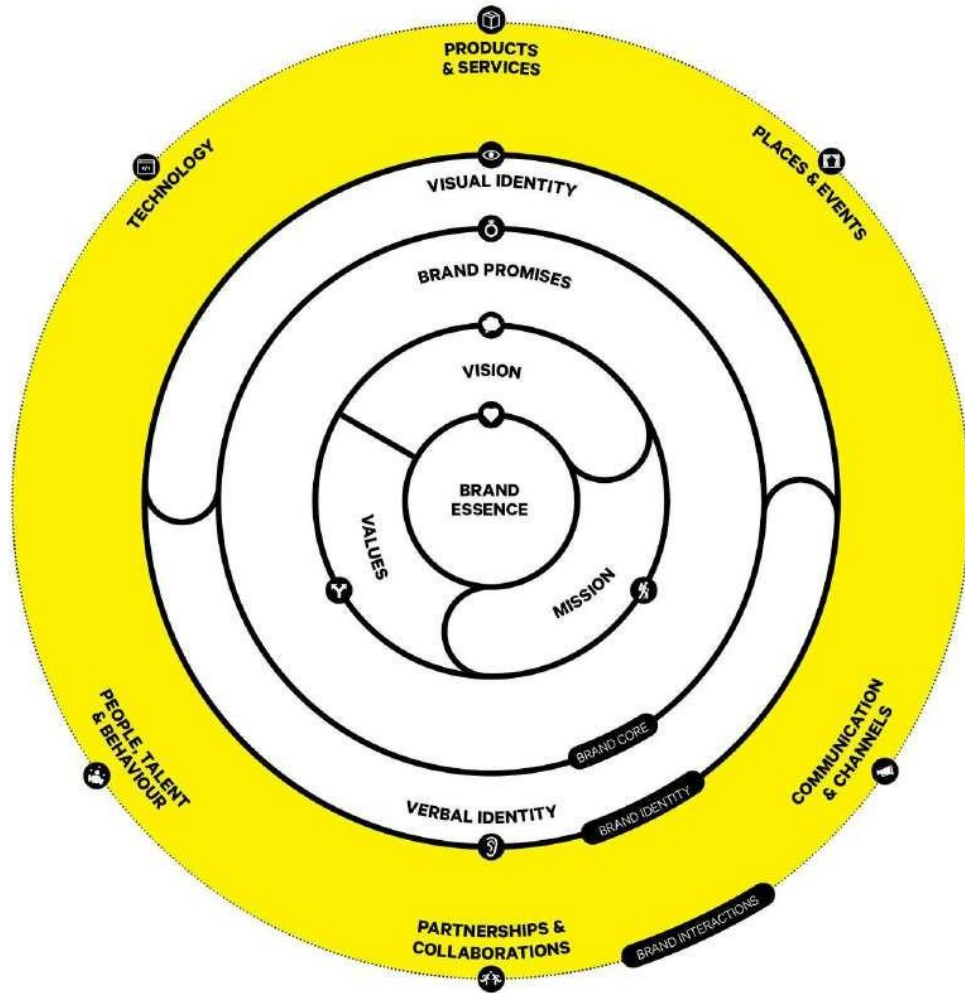
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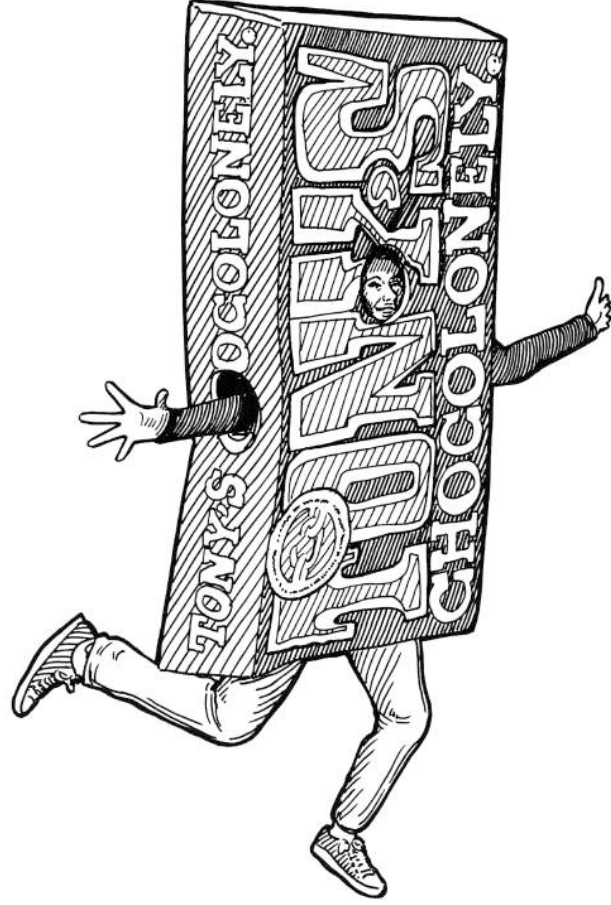








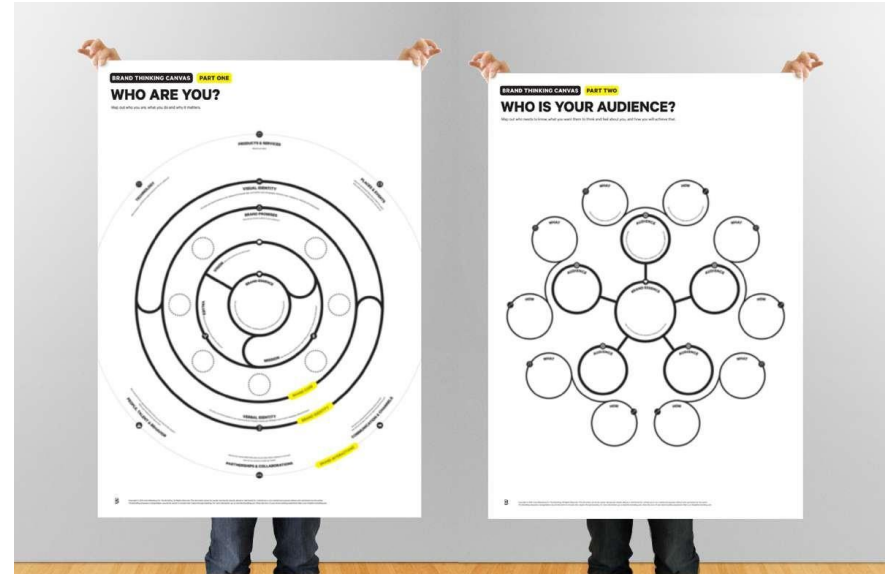




ကျွန်ုပ်တို့သည် ကိရိယာ “Tool” ကို သင်နှင့်အတူ မျှဝေပါသည်။

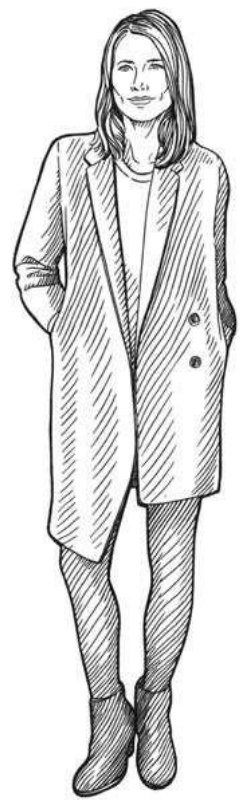
WWW.THE-BRANDLING.COM/brand-thinking-canvas

Discount code: bu-stepup



THE BRANDLING INTRODUCTION

ကိုယ်ပိုင်လုပ်ငန်းအမှတ်တံဆိပ်နည်းဗျူဟာမှူးကဲ့သို့
တွေ့တောတတ်ရန် လူများကို သင့်အနေဖြင့်
သင်ကြားပေးနိုင်ပါသလား။





လူမှုစီးပွားရေးစွန့်ခွဲဆောင်ရွက်သူများအား

ပိုမိုခိုင်မာသည့် ကိုယ်ပိုင်အမှတ်တံဆိပ် တည်ဆောက်နိုင်ရန်

လေ့ကျင့်ပေးသော ပညာရေးကုမ္ပဏီတစ်ခု

၁။

ကိရိယာများ

၂။

သင်တန်းများ

၃။

လူအုပ်စု

၁။ မြင့်မားသော အရည်အသွေး၊
အသုံးချနိုင်ပြီး သင့်လျော်သော ကိရိယာများ (TOOLS)
နှင့်
အသိပညာရင်းမြစ်များ

THE BRAND DEVELOPMENT PROCESS

If you feel building is leading a tiger over a washbasin, you will not be building in a safe, steady process. If you do feel building is leading a tiger over a washbasin, you will not be building in a safe, steady process. If you do feel building is leading a tiger over a washbasin, you will not be building in a safe, steady process.

Through direct involvement projects, people are engaged in the brand development process, and the brand development process is a continuous one.

There is no set way to develop a brand. Different projects, markets, cultures or businesses have their own brand development processes. The brand development process is a continuous one.

Brand building is the ongoing process of developing brand equity. It is a continuous one.

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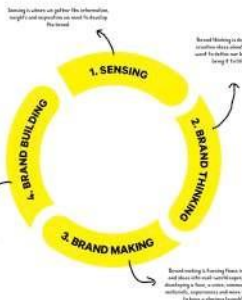
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PRO TIPS: Brand building is the ongoing process of developing brand equity through your activities, programs and experiences.

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TOOL MISSION COMPOSER

A mission statement is an effective way of getting your audience to truly understand what you do, why you do it, and why it's important.

WHAT IT'S FOR

• Clarifying your mission, vision and why

• Guiding your strategy

• Inspiring your team

• Clarifying your brand identity

• Inspiring your customers

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WHAT IS THE PROBLEM YOU ARE ADDRESSING?

THE BUSINESS CONTEXT

10% of students is accessible. Existing systems that are expensive, difficult to use, and inaccessible. People don't get finished quickly enough, or at all.

WHO YOU ARE

What's Peak Mindset is a team of technologists, engineers, public health experts and product designers who are passionate about making high quality eye care accessible to everyone.

WHAT YOU DO

Peak Wave Form's smart glasses use computer vision to scan prescriptions, identify eye issues, and provide a clear path to eye care.

WHY IT MATTERS

With our built-in, built-in eye care experts, we can help you get your eyes checked more often. We're making eye care more accessible to everyone.

WHAT IS YOUR PROBLEM?

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CASE: SANERGY/FRESH LIFE BRANDING IS SILVER, CO-CREATION IS GOLD

How a line of pay-per-use tickets became the preferred option for residents in Nairobi's informal settlements.

BRAND BUILDING IS THE ONGOING PROCESS OF DEVELOPING BRAND EQUITY THROUGH YOUR ACTIVITIES, PROGRAMS AND EXPERIENCES.



GOING TO MARKET
Branding is silver, co-creation is gold.

Branding is silver, co-creation is gold.

BRAND BUILDING IS THE ONGOING PROCESS OF DEVELOPING BRAND EQUITY THROUGH YOUR ACTIVITIES, PROGRAMS AND EXPERIENCES.

Going digital BEN MATTHEWS



How to get the basics of digital marketing right.

Digital marketing is the core for every website that generates new revenue. It costs everything from a few pence to a few thousand pounds to get it right. This is why you should be thinking about digital marketing from the start.

As you build your digital marketing strategy, you should be thinking about digital marketing from the start. This is why you should be thinking about digital marketing from the start.

The best way to get digital marketing right is to think about digital marketing from the start. This is why you should be thinking about digital marketing from the start.

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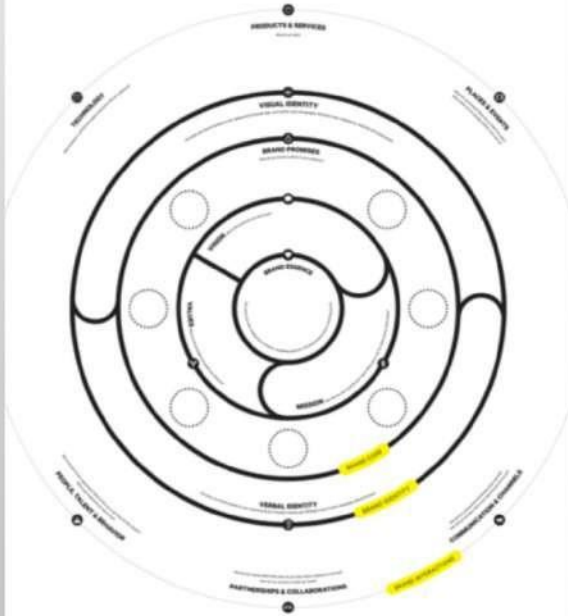
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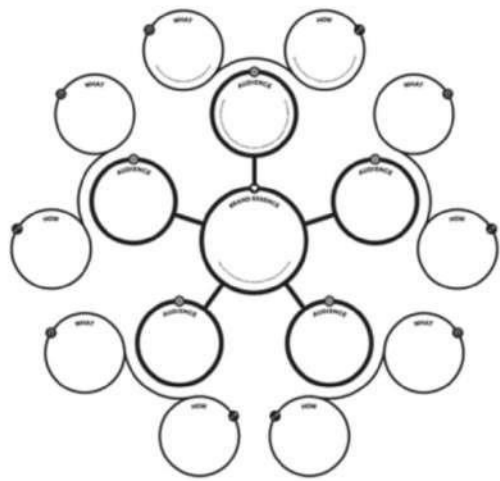
WHO ARE YOU?

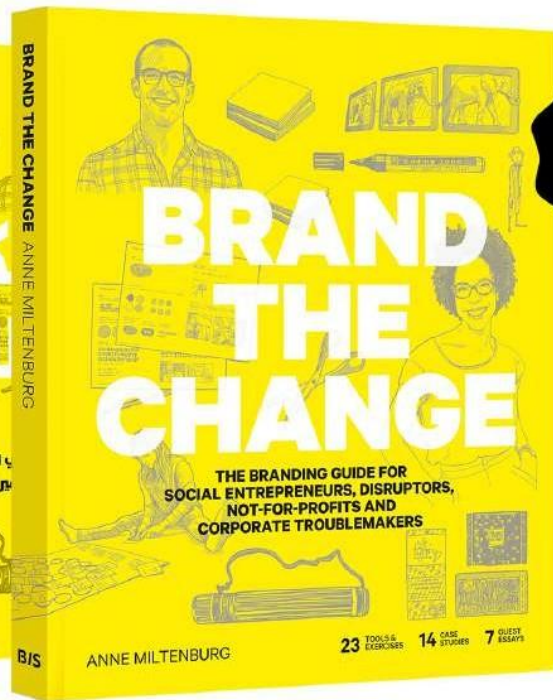
Map out who you are, what you do and why it matters.



WHO IS YOUR AUDIENCE?

Map out who needs to know what you want them to think and feel about you, and how you will activate that.





၂။ အရည်အသွေး (Skill) တည်ဆောက်ခြင်း -
လေ့ကျင့်ခြင်း နှင့် သင်တန်းများ





miro AMANI 2020 - Assignments

Share

Group 1

Group 3

WHO IS YOUR AUDIENCE?

WHO ARE YOU?

WHO IS YOUR AUDIENCE?

WHO ARE YOU?

Arja Liliokhinem
Guest Designer

Sidharth Pandit
Guest

Sonia

Chandapina
Chandapina Clesego Sisla
Debora Komuka

Guest

Patricia

Nizar Sulebi

WHO ARE YOU?

Vishnvi Barde
Sarah Hayes
Wangsu Gathango
Wangsu Chunga
Aroum Dupuis

Janica Solis
Noeline Kirabo

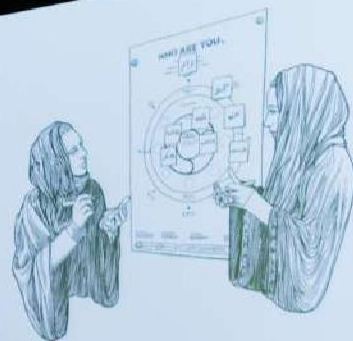
The image shows a Miro collaborative workspace with four boards. The boards are titled 'WHO IS YOUR AUDIENCE?' and 'WHO ARE YOU?'. The boards contain circular diagrams with various names and roles. The names and roles are: Arja Liliokhinem (Guest Designer), Sidharth Pandit (Guest), Sonia, Chandapina, Chandapina Clesego Sisla, Debora Komuka, Guest, Patricia, Nizar Sulebi, Vishnvi Barde, Sarah Hayes, Wangsu Gathango, Wangsu Chunga, Aroum Dupuis, Janica Solis, and Noeline Kirabo. The boards are arranged in a 2x2 grid. The top row contains two boards titled 'WHO IS YOUR AUDIENCE?' and the bottom row contains two boards titled 'WHO ARE YOU?'. The boards are interactive and show various icons and text. The Miro interface includes a toolbar on the left and a top navigation bar with 'miro', 'AMANI 2020 - Assignments', and 'Share'.

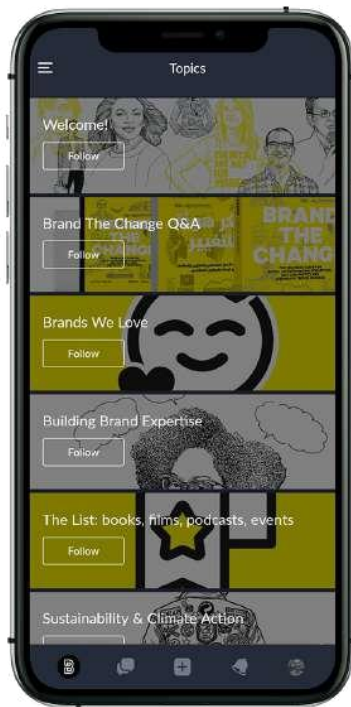
၃။ ပံ့ပိုးမှုပေးသည့် အဖွဲ့ (TRIBE)



BRAND THE CHANGE

#BrandTheChange @TheBrandling @De_Zwijger @Bispublishers







စွန့်ခွဲပြီးတီထွင် လုပ်ငန်းရှင် ၂၅၀၀ ဦးမှ ကျွန်ုပ်တို့၏
ကိရိယာများ (TOOLS) နှင့် သင်ရိုးများ (COURSES) ကို
အသုံးပြု၍ လူပုဂ္ဂိုလ် တစ်သောင်းကျော် ၊ ကမ္ဘာတိုက်ကြီး လေးခုမှ
အသိအမှတ်ပြု လက်မှတ်ရ ၃၈ ဦး တို့အား လေ့ကျင့်ပေးခဲ့သည်။







သင့်အား ဖိတ်ကြားအပ်ပါသည်။

ဆက်လက်ဆောင်ရွက်မည့် အစီအစဉ်များ



LISBON MEETUP

Join the Lisbon community to help a local brand grow its audience



PERSONAL BRANDING MASTERMIND GROUP

Group of community members who support each other in building their personal brands



BRAND THE CHANGE ACADEMY

8 week online brand building programme to build your brand with Anne



BRAND THINKING CANVAS FACILITATION COURSE

On demand course for brand professionals who want to run their own inspiring and effective brand workshops



 The
Branding



the-brandling.com



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[#BrandTheChange](https://www.instagram.com/BrandTheChange)



[The Branding](https://www.linkedin.com/company/The-Branding)
[#BrandTheChange](https://www.linkedin.com/company/BrandTheChange)



brandthechange.org