



‘Imagination is more important than knowledge.
For knowledge is limited, whereas imagination
embraces the entire world, stimulating
progress, giving birth to evolution.’

Albert Einstein

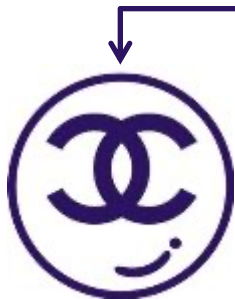
In search of Infinite Possibility!

2012

Introducing BOBI



- BOBI, or the Business of Brands Institute, was started in August 2007 with the aim of building and enhancing brands and the discipline of branding:



CULTURAL
CODEX

Understanding the cultural and communication codes of brands, categories & consumers



INFINITE
POSSIBILITY

Developing business & brand visions, measuring personal empowerment & designing engagement programmes to ensure meaningful change



BRANDING
EQUILIBRIUM

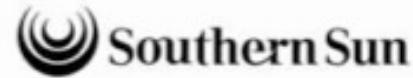
A sustainable approach to developing, managing & measuring business & brand equity



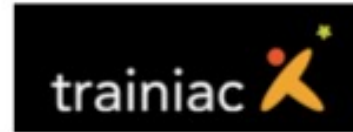
FANCOURT
Celebrating Life



metier



mirage



TRUE LOVE
All a woman needs



ENJOY EVERY MOMENT.



McCarthy Limited



Batho Pele

Together beating the drum for service delivery



CONSTELOR



FNB
First National Bank



Real lip service



Unilever





Which came first?

A positive image
of the future?



Success?

*“Nations with vision are powerfully enabled,
Nations without are at risk!”*



The importance of possibility

- Educational establishments totally underestimate the importance of ‘possibility’.

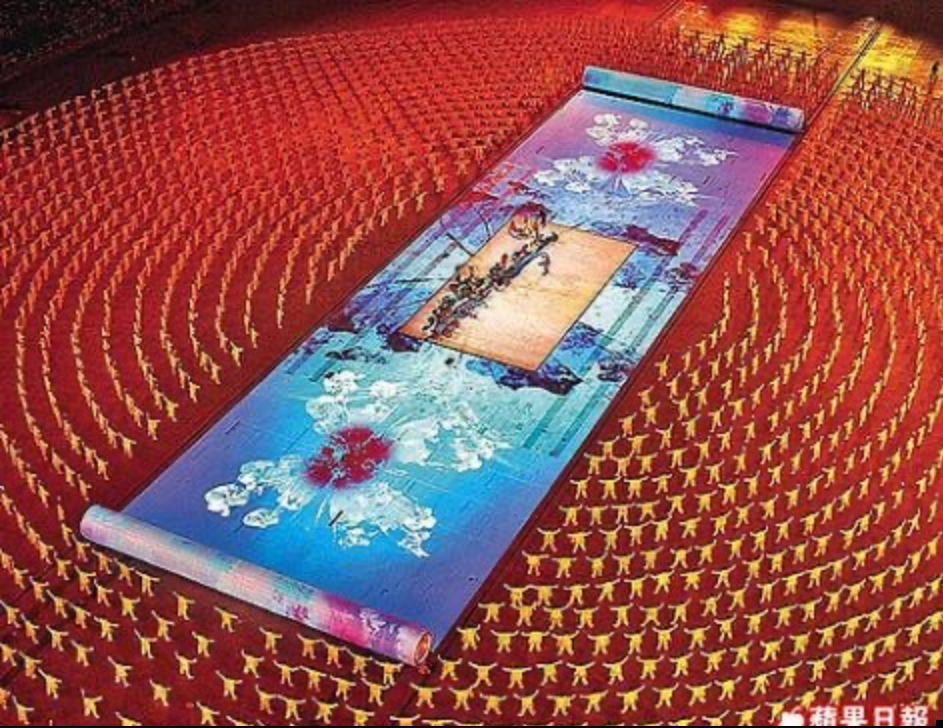
2000 years ago, China was far ahead of the West in science and technology. They had rockets and gunpowder. Had China continued at the same rate of progress, then today China would easily have been the dominant power in the world. What happened? What brought progress to a halt?

The Chinese scholars started to believe that you could move from ‘fact to fact’. So they never developed the messy business of possibility.

As a result, progress came to a dead end!

- I have held academic positions at the universities of Oxford, Cambridge, London and Harvard. I have to say that at each of these wonderful institutions the amount of time spent on the fundamental importance of possibility, was zero.

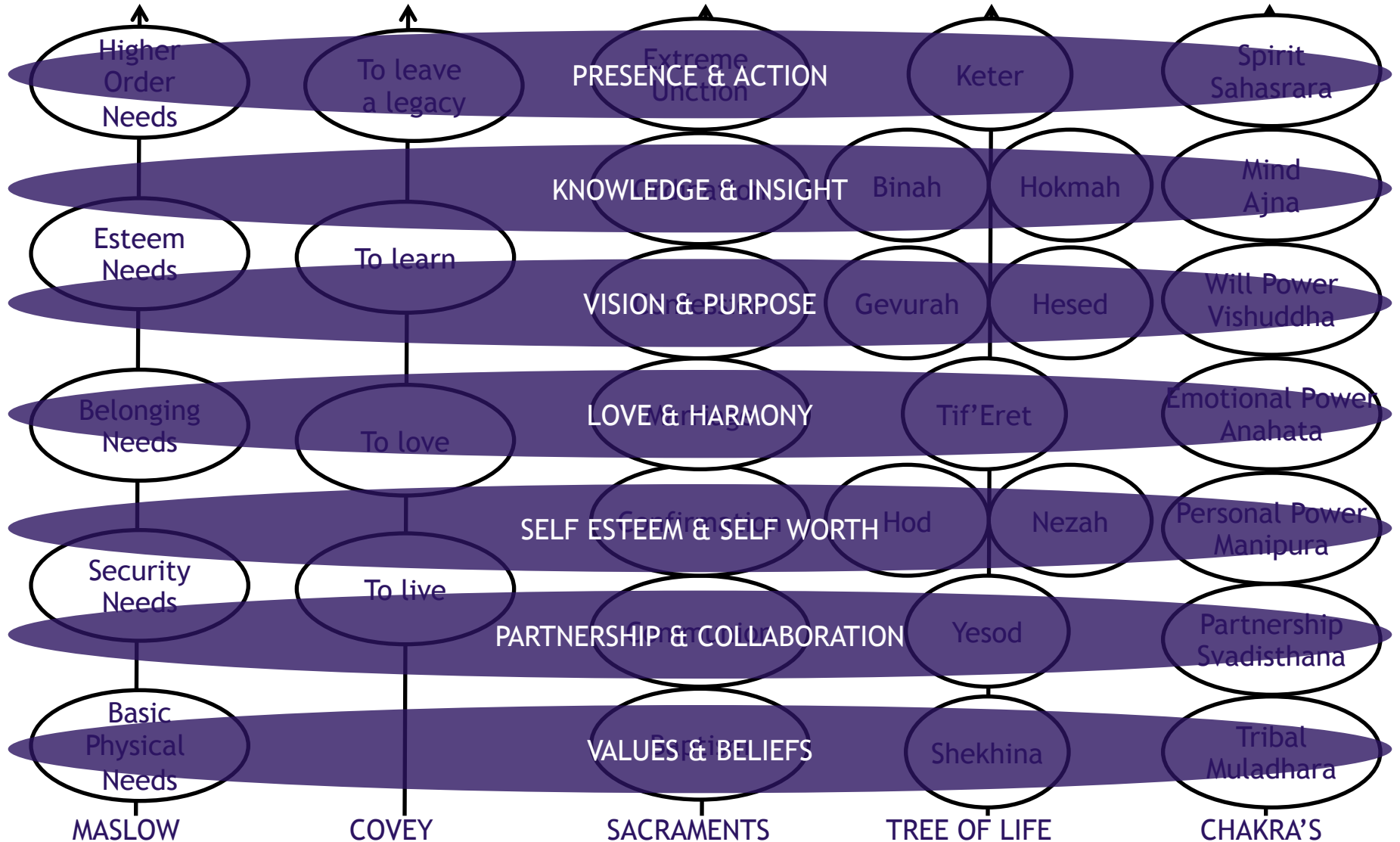
Edward de Bono



新华社



How energy flows through organisations?





LOVE & HARMONY



VISION & PURPOSE



KNOWLEDGE & INSIGHT



PRESENCE & ACTION



SELF ESTEEM & SELF WORTH



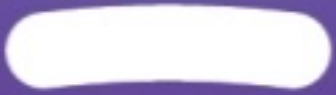
PARTNERSHIP & COLLABORATION



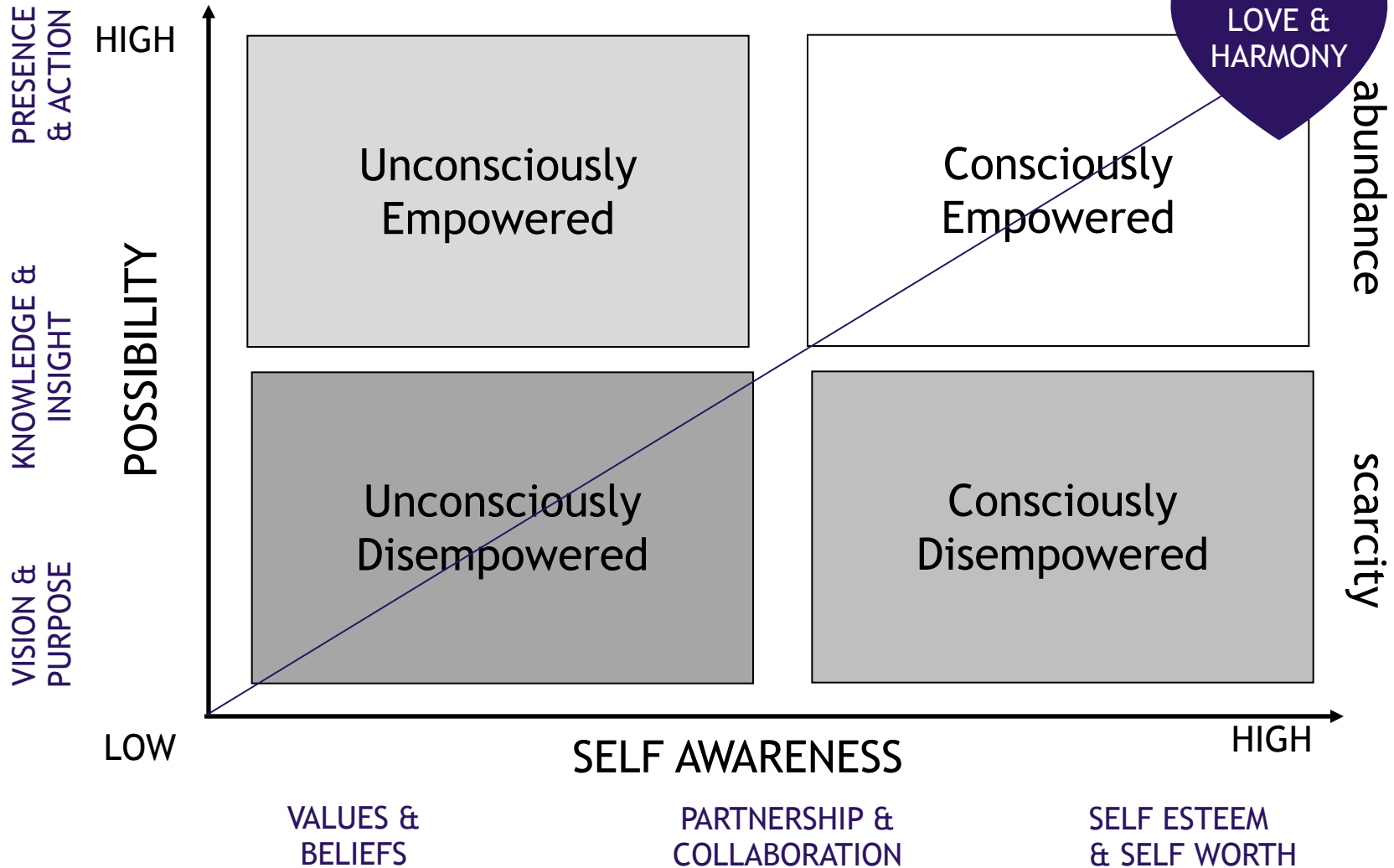
VALUES & BELIEFS



Infinite Possibility



Creating Personal Empowerment



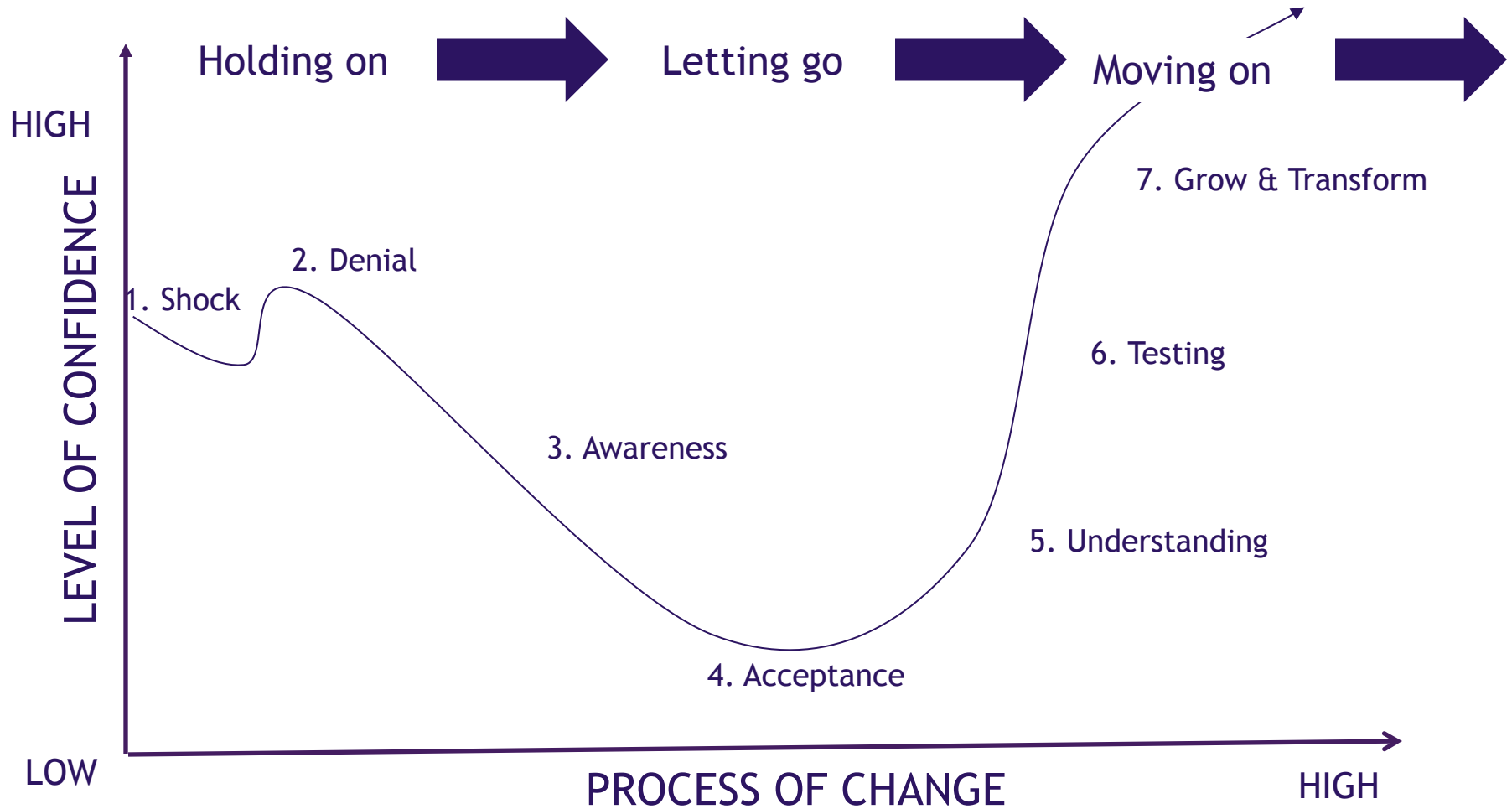


“It is not the strongest of the species that survives, nor the most intelligent.

It is the one that is the most adaptable to change.”

Charles Darwin

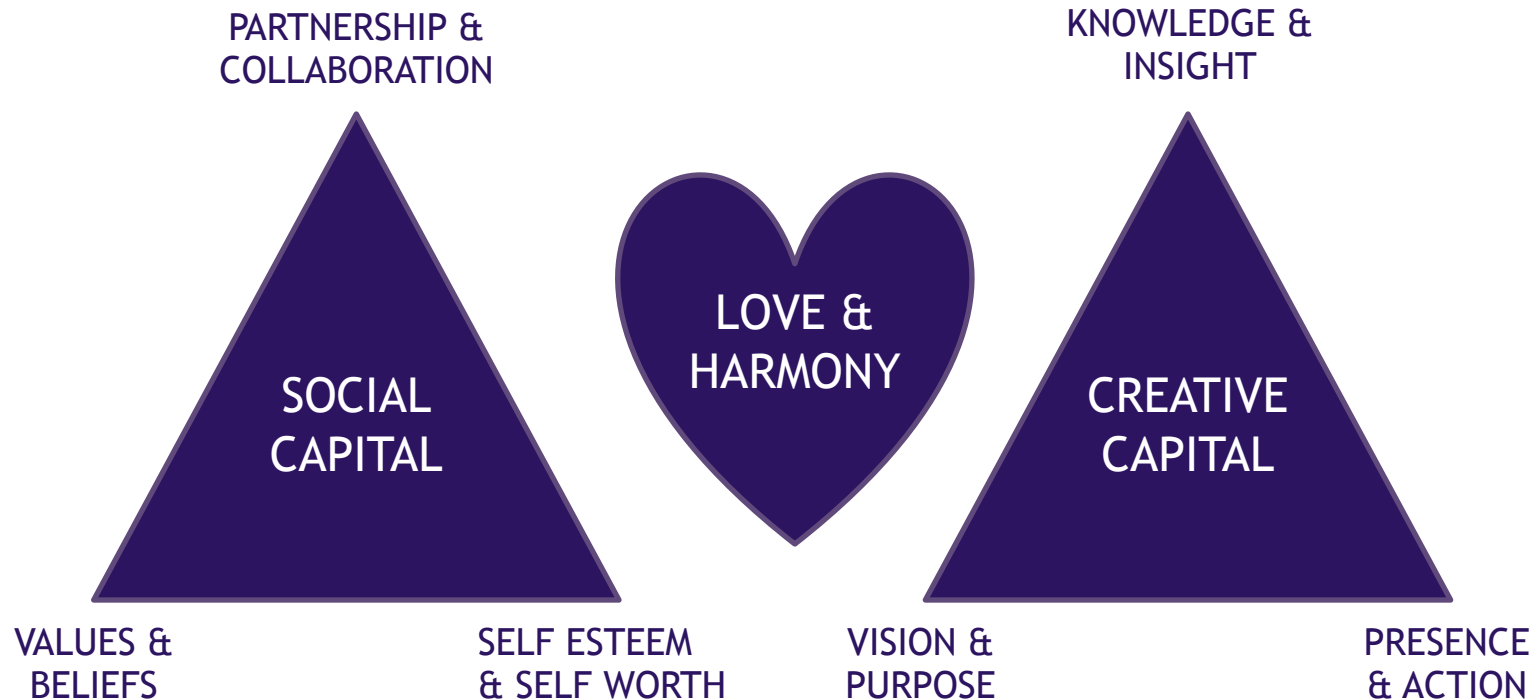
'Conscious Empowerment'



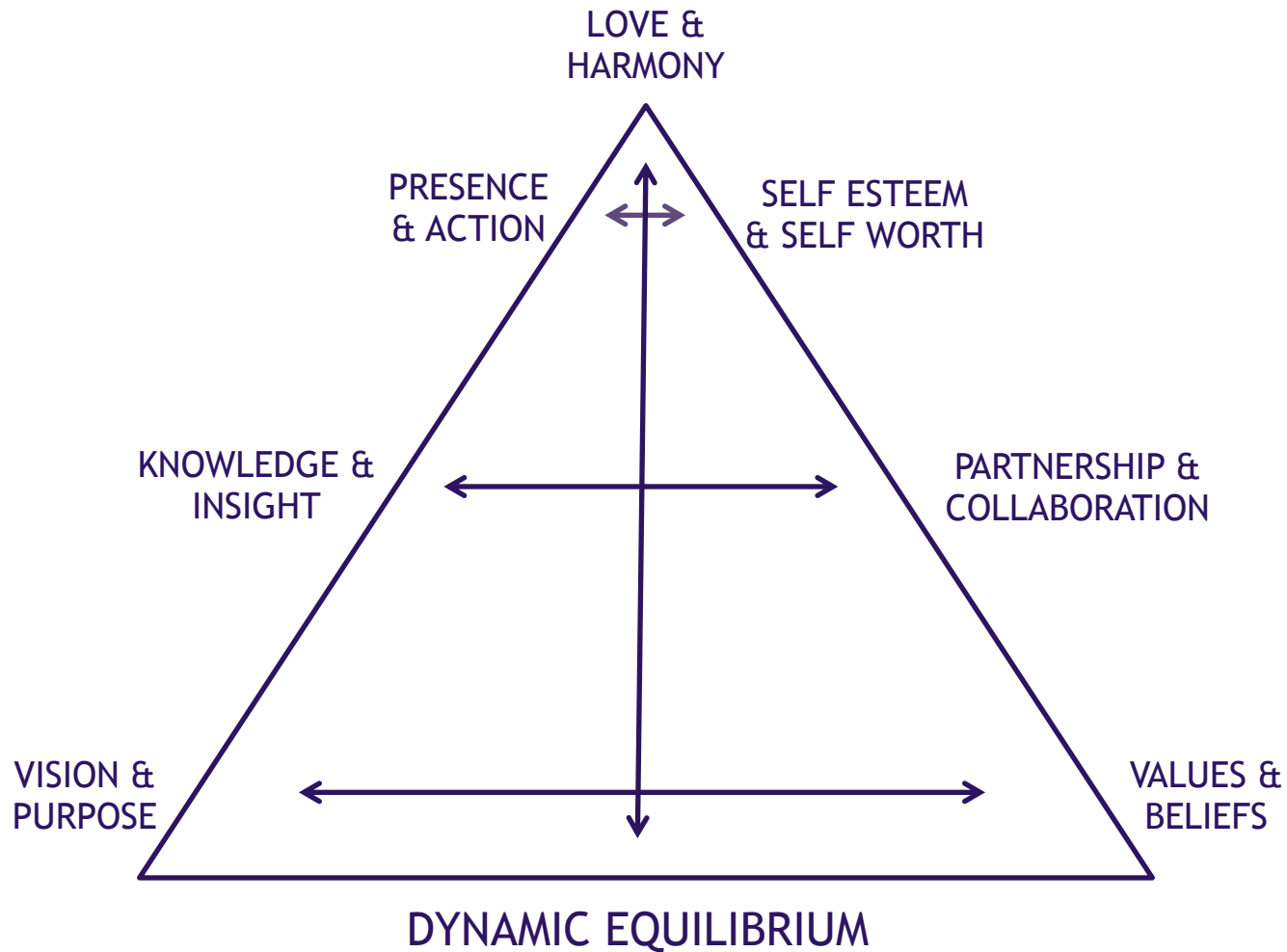


Tools for positive/proactive change?

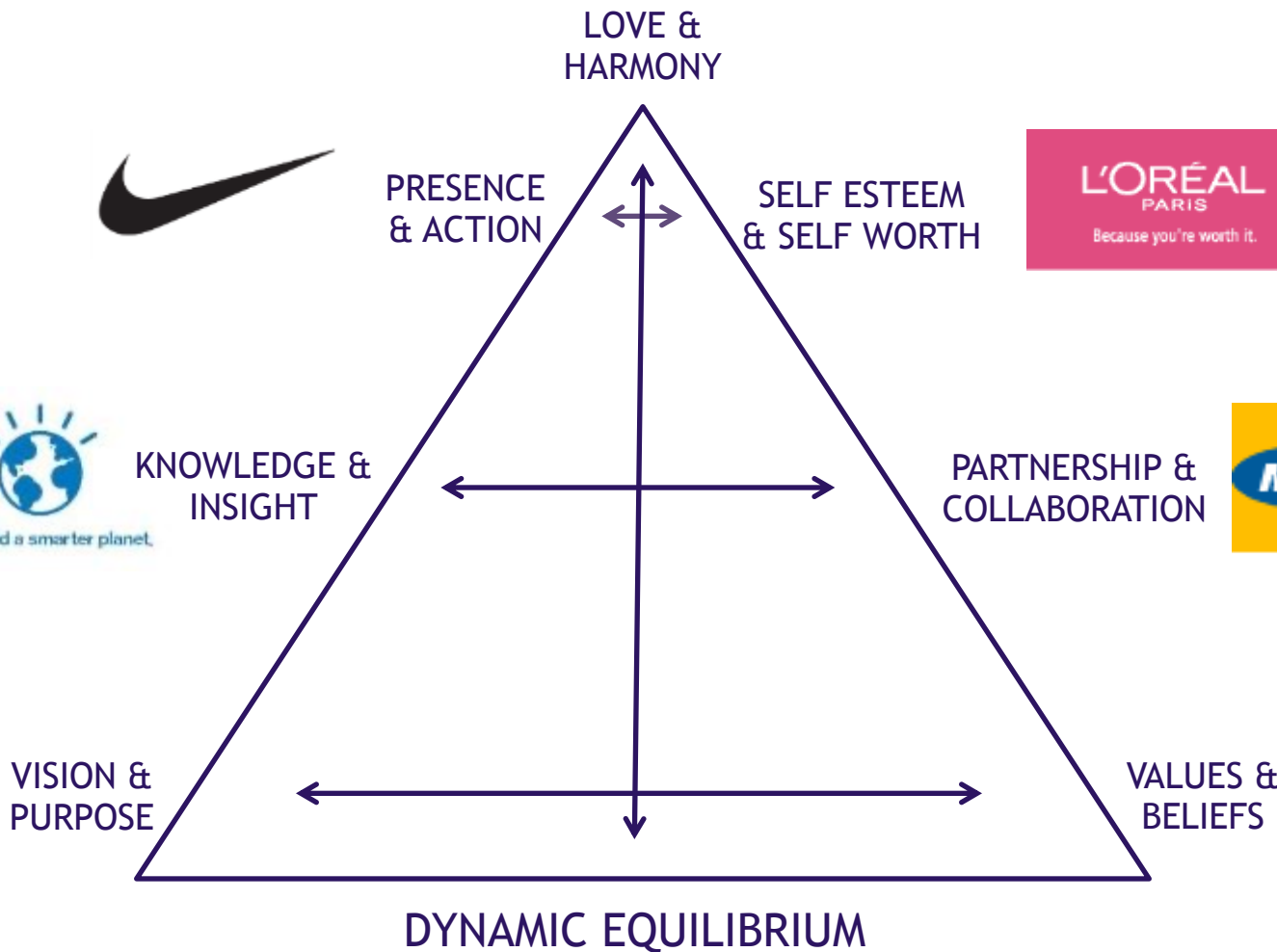
- Moving from 'change to survive' to 'change to flourish'!



How to get the system to flow?



Brands Empower





1. Defining your values & beliefs



Empowered brands have a belief set



ANTHROPOLOGIE



Where We Work

In our stores, there are beautiful, ever-changing vignettes and surprises hiding in every corner. There are spoons and skirts and sofas. There are award-winning window and product displays. There are passionate and devoted customers. There are plants, parties and personal shoppers.

At our home office, there are battleships, historic buildings and groundbreaking modern architectural design. There is open space, lots of trees and one big river. There are bicycles. There are dogs—at our desks, in the grass, at our feet. There is color, texture and limitless personal style. (Meaning, we wear what we like.)

But most importantly, at our office and in our stores, there are people. The most creative, inspiring, dedicated people you'll ever meet. Care to join them?

SUPPORTING THE
WORK OF
INSPIRING
INDIVIDUALS

the ANTHROPOLOGIST

2. Importance of partnership



Empowered brands partner well



How to spot the very best PCs.



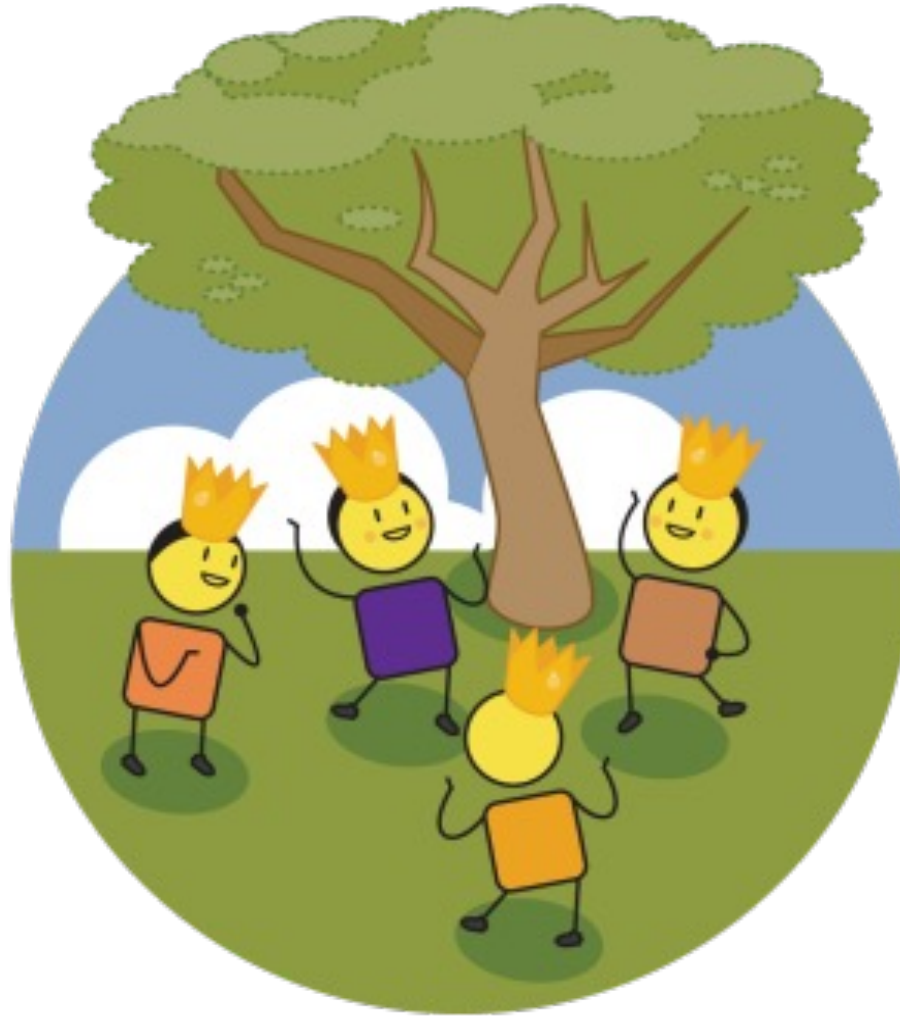
It's really quite easy. Just look for PCs that have a genuine Intel microprocessor inside. Either the Intel 386, Intel 386 SX, Intel 486 or Intel 486 SX microprocessor.

Intel is the world's leader in microprocessor design and development. In fact, Intel introduced the very first microprocessor. So with Intel inside, you know you've got unquestioned compatibility and unparalleled quality. And you'll

know you're getting the very best PC technology. So look for the Intel Inside symbol on ads for leading PCs. It'll show you've got an eye for spotting the best.

intel.
The Computer Inside.™

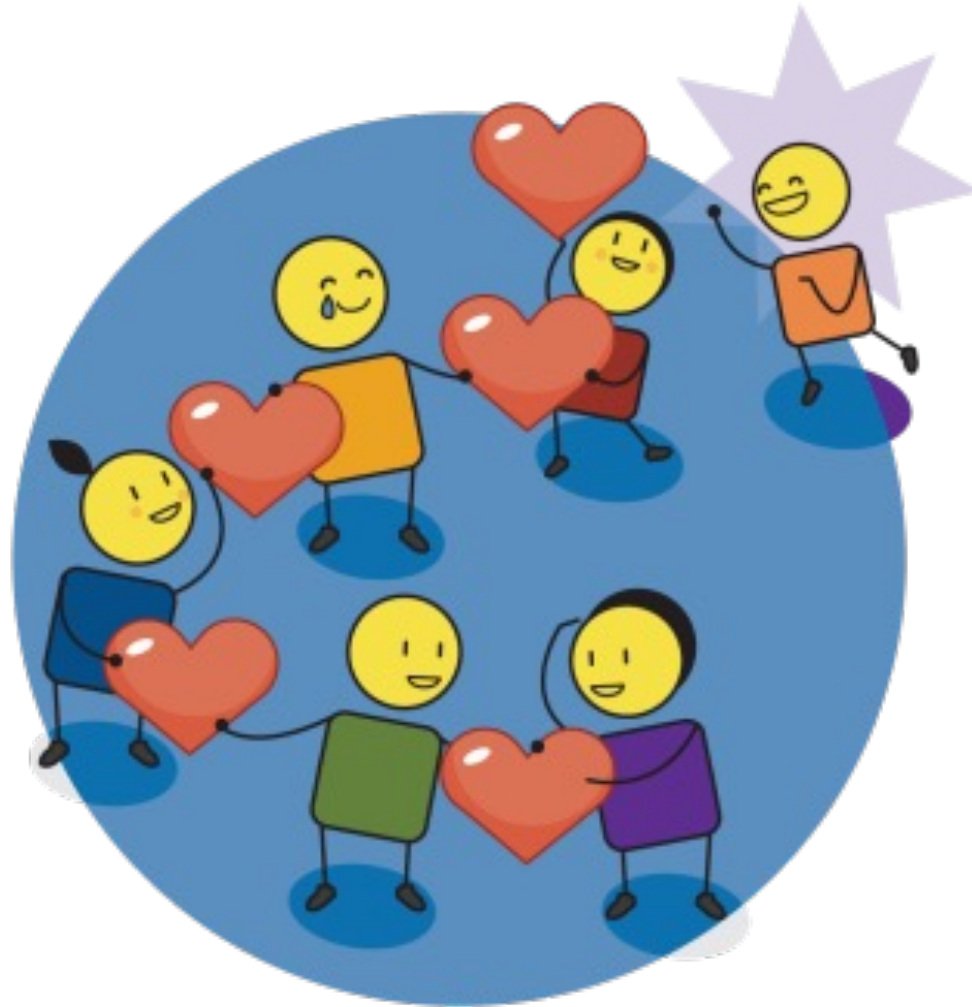
3. Understanding your contribution



Empowered brands add value



4. The role of love, harmony & forgiveness





“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

5. The importance of vision



Empowered brands are visionary



To bring inspiration & innovation to every athlete in the world.*

**If you have a body, you are an athlete.*





JUST DO IT

... and everything you say & do despite yourself!

6. Knowledge, insight & innovation





Overview



Energy

Empowered brands are Glocal



Traffic



Food



Infrastructure



Retail



Intelligence



Stimulus



Banking



Telecom



Oil



Healthcare



Cities



Water



Public safety



Buildings



Work

Welcome to the Decade of Smart



Rail



Products



Education



Government



Cloud computing

7. Towards infinite Possibility





Empowered brands drive change

- The quickest way to drive social change, is to change the way people think:



Turning an agent of death into an agent of life

Pedro Reyes - Palas por Pistolas 2008

“I do not care much for a man who can only spell a word one way.”

Mark Twain



Thanks

2012