

Who are you?

Presented by Lia James

 lia@liajames.com  [liajames](https://www.instagram.com/liajames)  [lia_james](https://twitter.com/lia_james)

Hi! I'm Lia



1

Storyteller & Master Brander

2

Learning & Development Crafter

3

Diversity & Inclusion Advocate

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- 1 Craft the story you want people to hear
- 2 Build a recognizable and relatable brand
- 3 Investing in your story to remain relevant in a changing market



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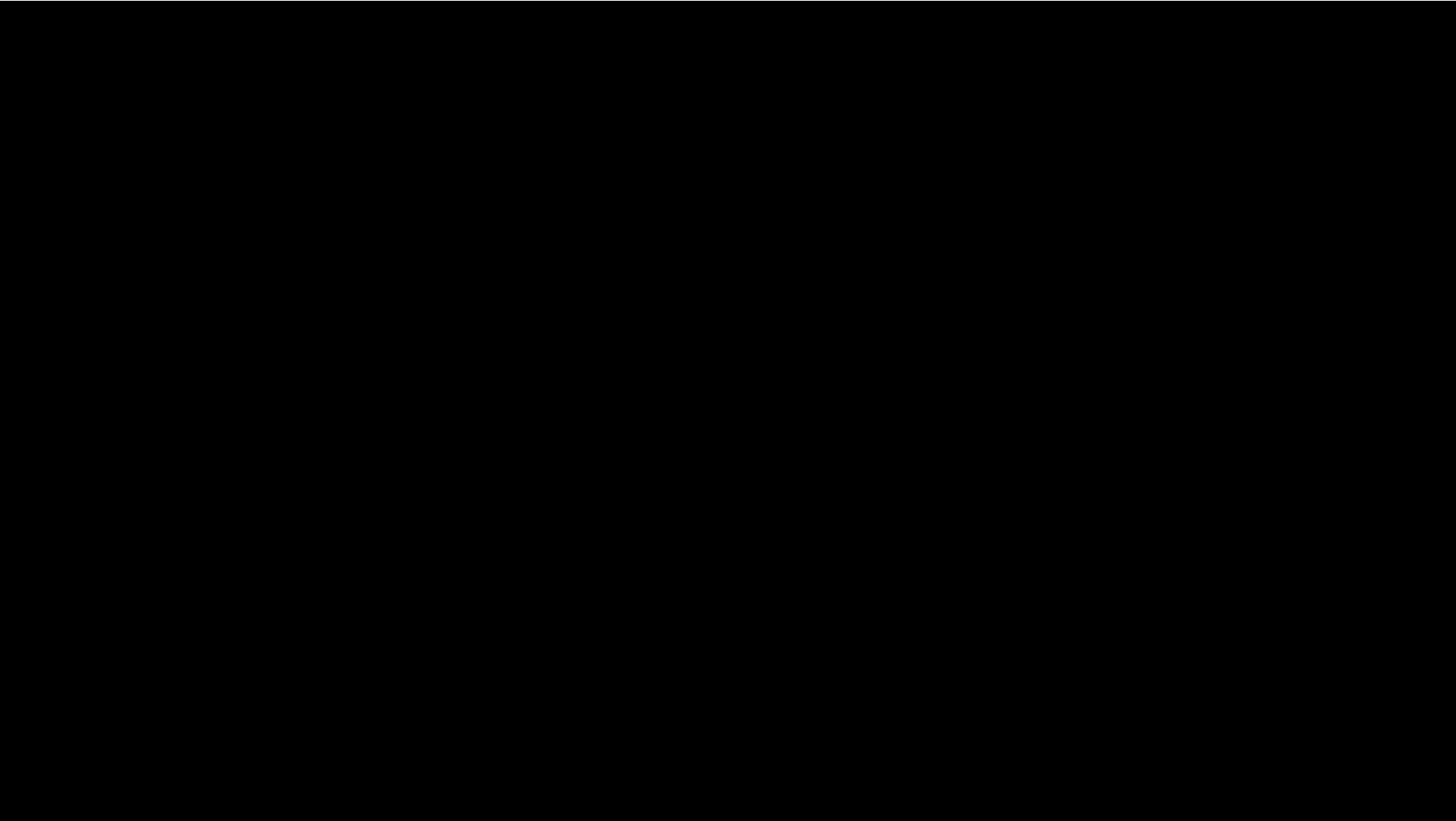
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“I just got disgusted, decided this wasn't going to work out, returned the hearing aid, and got a refund.”

Why would they keep coming to
Audiologists?

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How Warby Parker disrupted the \$140B eyewear industry

One day in a Wharton computer lab, Warby Parker cofounder Dave Gilboa took to his favorite activity: complaining about glasses.

“I’d lost mine while backpacking Thailand,” Gilboa, also co-CEO, remembers. “But when I went to replace them they cost \$800 — that’s \$600 *more* than my brand new iPhone 3G, a multiprocessing computer. It was nuts.”

Yup, #sucks. And as Gilboa vented to fellow students Andrew Hunt and Neil Blumenthal, the pair became instantly enthralled.

Inc.

Warby Parker Disrupts the Eyewear Industry

The founders explain how they dramatically undercut the dominant glasses makers.

in f 



By Andrew Maclean *video editor*

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Fast Talk: How Warby Parker's Cofounders Disrupted The Eyewear Industry And Stayed Friends

Meet Neil Blumenthal, cofounder and co-CEO of Warby Parker. He tells Fast Company how a pact over a beer at the company's inception helped its founders preserve their friendship.

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Bose Is Entering The Hearing Aid Game

U.S. approval for Bose hearing aid a blow to traditional makers

FDA Gives Approval To Bose For Marketing of Self Fitting Hearing Aid

These smart glasses could be a game changer for hearing-impaired theatergoers



37.5 Million





How can we do better?

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Who are you?



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Vintage

Modern

Respond with your answer at PollEv.com/liajames539 or
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- a. You are Vintage
- b. You are Modern
- c. You are NOT Vintage
- d. You are NOT Modern
- e. N/A

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Industrial

Organic

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- a. You are Industrial
- b. You are Organic
- c. You are NOT Industrial
- d. You are NOT Organic
- e. N/A

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Artistic

Scientific

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- a. You are Artistic
- b. You are Scientific
- c. You are NOT Artistic
- d. You are NOT Scientific
- e. N/A

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Formal

Casual

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- a. You are Formal
- b. You are Casual
- c. You are NOT Formal
- d. You are NOT Casual
- e. N/A

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Refined

Raw

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- a. You are Refined
- b. You are Raw
- c. You are NOT Refined
- d. You are NOT Raw
- e. N/A

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Free

Secure

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- a. You are Free
- b. You are Secure
- c. You are NOT Free
- d. You are NOT Secure
- e. N/A

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Analytical

Emotional

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- a. You are Analytical
- b. You are Emotional
- c. You are NOT Analytical
- d. You are NOT Emotional
- e. N/A

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Rugged

Graceful

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- a. You are Rugged
- b. You are Graceful
- c. You are NOT Rugged
- d. You are NOT Graceful
- e. N/A

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Focused

Multifaceted

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- a. You are Focused
- b. You are Multifaceted
- c. You are NOT Focused
- d. You are NOT Multifaceted
- e. N/A

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Pessimistic

Optimistic

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- a. You are Pessimistic
- b. You are Optimistic
- c. You are NOT Pessimistic
- d. You are NOT Optimistic
- e. N/A

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Standardized

Crafted

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- a. You are Standardized
- b. You are Crafted
- c. You are NOT Standardized
- d. You are NOT Crafted
- e. N/A

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Aggressive

Laid-back

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- a. You are Aggressive
- b. You are Laid-back
- c. You are NOT Aggressive
- d. You are NOT Laid-back
- e. N/A

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Trusted

Cutting Edge

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- a. You are Trusted
- b. You are Cutting Edge
- c. You are NOT Trusted
- d. You are NOT Cutting Edge
- e. N/A

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Respectful

Cheeky

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- a. You are Respectful
- b. You are Cheeky
- c. You are NOT Respectful
- d. You are NOT Cheeky
- e. N/A

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Energetic

Calm

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- a. You are Energetic
- b. You are Calm
- c. You are NOT Energetic
- d. You are NOT Calm
- e. N/A

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Serious

Fun

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- a. You are Serious
- b. You are Fun
- c. You are NOT Serious
- d. You are NOT Fun
- e. N/A

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Technical

Intuitive

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- a. You are Technical
- b. You are Intuitive
- c. You are NOT Technical
- d. You are NOT Intuitive
- e. N/A

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High-end

Basic

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- a. You are High-end
- b. You are Basic
- c. You are NOT High-end
- d. You are NOT Basic
- e. N/A

Sophisticated

Wide-Eyed

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- a. You are Sophisticated
- b. You are Wide-Eyed
- c. You are NOT Sophisticated
- d. You are NOT Wide-Eyed
- e. N/A

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Nostalgic

Futuristic

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- a. You are Nostalgic
- b. You are Futuristic
- c. You are NOT Nostalgic
- d. You are NOT Futuristic
- e. N/A

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Professional

Playful

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- a. You are Professional
- b. You are Playful
- c. You are NOT Professional
- d. You are NOT Playful
- e. N/A

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Disciplined

Relaxed

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- a. You are Disciplined
- b. You are Relaxed
- c. You are NOT Disciplined
- d. You are NOT Relaxed
- e. N/A

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Realistic

Idealistic

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- a. You are Realistic
- b. You are Idealistic
- c. You are NOT Realistic
- d. You are NOT Idealistic
- e. N/A

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Mass-market

Niche

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- a. You are Mass-market
- b. You are Niche
- c. You are NOT Mass-market
- d. You are NOT Niche
- e. N/A

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Practical

Imaginative

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- a. You are Practical
- b. You are Imaginative
- c. You are NOT Practical
- d. You are NOT Imaginative
- e. N/A

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Rational

Radical

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- a. You are Rational
- b. You are Radical
- c. You are NOT Rational
- d. You are NOT Radical
- e. N/A

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Everyday

Momentous

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- a. You are Everyday
- b. You are Momentous
- c. You are NOT Everyday
- d. You are NOT Momentous
- e. N/A

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Accomplished

Budding

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- a. You are Accomplished
- b. You are Budding
- c. You are NOT Accomplished
- d. You are NOT Budding
- e. N/A

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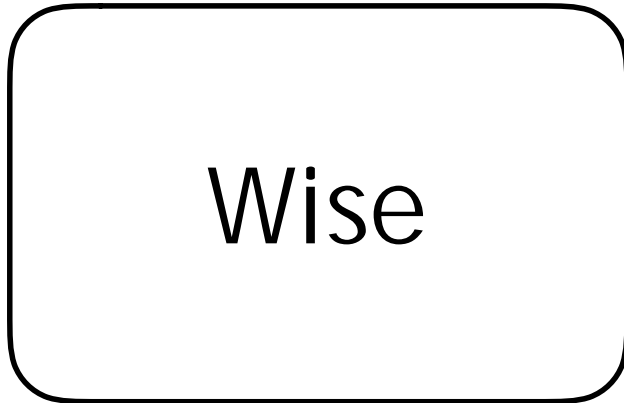
Effortless

Rigorous

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- a. You are Effortless
- b. You are Rigorous
- c. You are NOT Effortless
- d. You are NOT Rigorous
- e. N/A

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- a. You are Wise
- b. You are Geeky
- c. You are NOT Wise
- d. You are NOT Geeky
- e. N/A

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Best-in-Class

Ordinary

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- a. You are Best-in-Class
- b. You are Ordinary
- c. You are NOT Best-in-Class
- d. You are NOT Ordinary
- e. N/A

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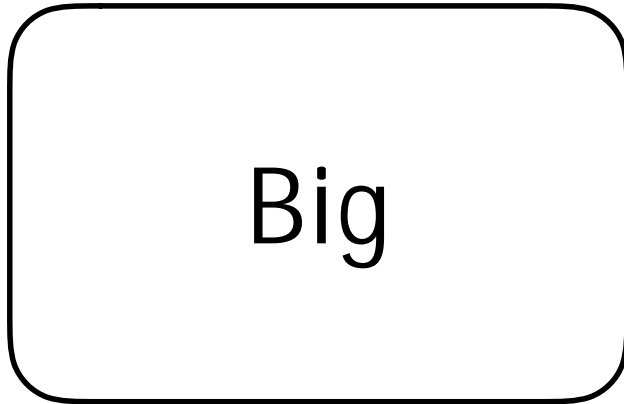
Daring

Adventurous

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- a. You are Daring
- b. You are Adventurous
- c. You are NOT Daring
- d. You are NOT Adventurous
- e. N/A

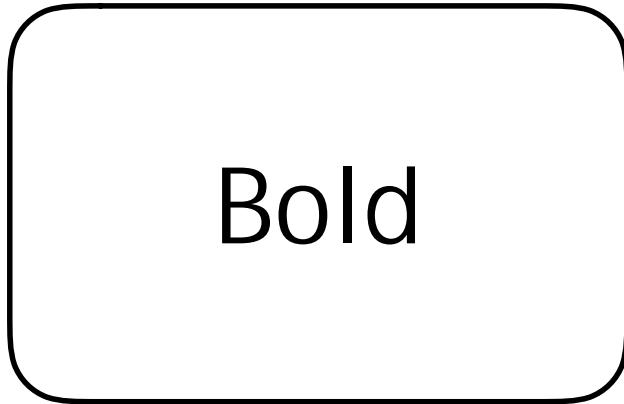
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- a. You are Big
- b. You are Small
- c. You are NOT Big
- d. You are NOT Small
- e. N/A

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- a. You are Bold
- b. You are Quiet
- c. You are NOT Bold
- d. You are NOT Quiet
- e. N/A

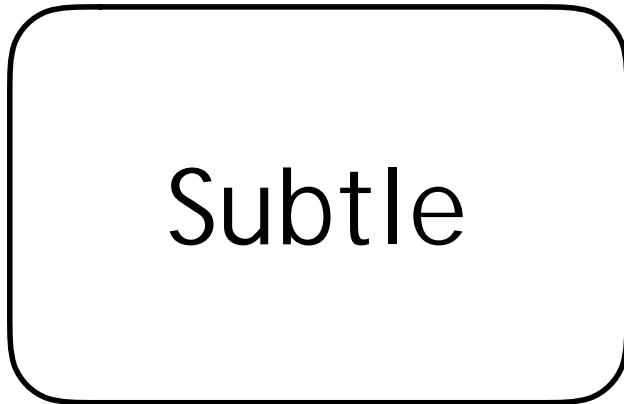
Simple

Complex

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- a. You are Simple
- b. You are Complex
- c. You are NOT Simple
- d. You are NOT Complex
- e. N/A

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- a. You are Subtle
- b. You are Vibrant
- c. You are NOT Subtle
- d. You are NOT Vibrant
- e. N/A

Conventional

Experimental

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- a. You are Conventional
- b. You are Experimental
- c. You are NOT Conventional
- d. You are NOT Experimental
- e. N/A

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Scholarly

Savvy

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- a. You are Scholarly
- b. You are Savvy
- c. You are NOT Scholarly
- d. You are NOT Savvy
- e. N/A

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Timeless

Current

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- a. You are Timeless
- b. You are Current
- c. You are NOT Timeless
- d. You are NOT Current
- e. N/A

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Steady

Dynamic

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- a. You are Steady
- b. You are Dynamic
- c. You are NOT Steady
- d. You are NOT Dynamic
- e. N/A

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Traditional

Progressive

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- a. You are Traditional
- b. You are Progressive
- c. You are NOT Traditional
- d. You are NOT Progressive
- e. N/A

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Exclusive

Approachable

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- a. You are Exclusive
- b. You are Approachable
- c. You are NOT Exclusive
- d. You are NOT Approachable
- e. N/A

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Mysterious

Relatable

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- a. You are Mysterious
- b. You are Relatable
- c. You are NOT Mysterious
- d. You are NOT Relatable
- e. N/A

Reserved

Welcoming

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- a. You are Reserved
- b. You are Welcoming
- c. You are NOT Reserved
- d. You are NOT Welcoming
- e. N/A

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Opinionated

Open-minded

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- a. You are Opinionated
- b. You are Open-minded
- c. You are NOT Opinionated
- d. You are NOT Open-minded
- e. N/A

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Certain

Curious

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- a. You are Certain
- b. You are Curious
- c. You are NOT Certain
- d. You are NOT Curious
- e. N/A

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Brash

Humble

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- a. You are Brash
- b. You are Humble
- c. You are NOT Brash
- d. You are NOT Humble
- e. N/A

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Sincere

Clever

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- a. You are Sincere
- b. You are Clever
- c. You are NOT Sincere
- d. You are NOT Clever
- e. N/A

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You Are

Word 1

Word 1

Word 1

Word 1

Word 1

Word 2

Word 2

Word 2

Word 2

Word 2

Word 1

Word 1

Word 1

Word 1

Word 1

Word 2

Word 2

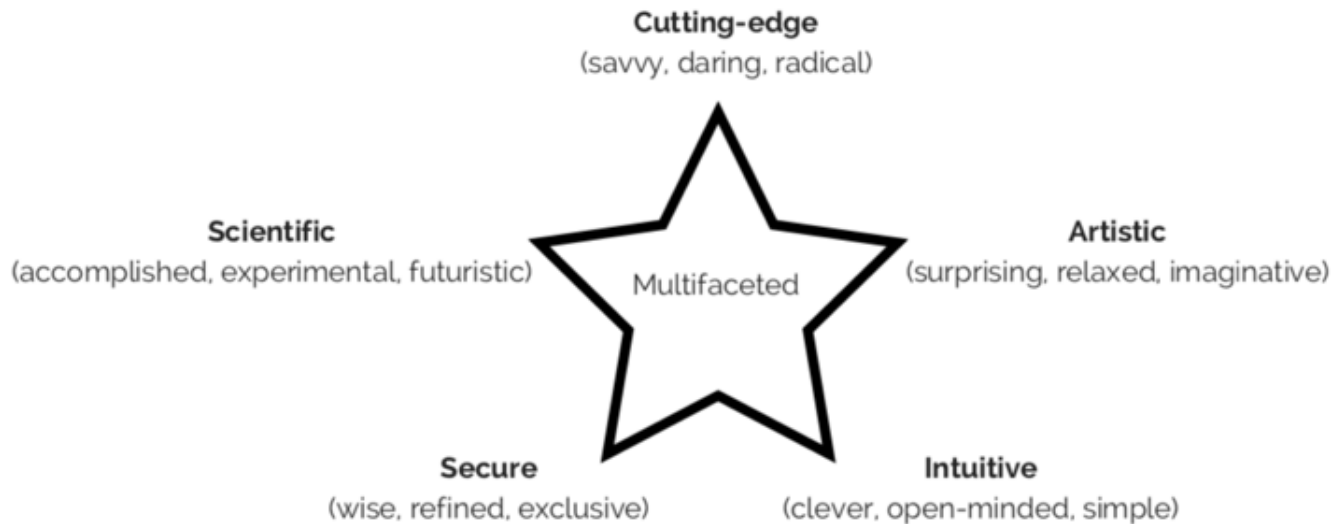
Word 2

Word 2

Word 2

BRAND STAR

The Brand Star helps us define your multi-dimensional experience and capabilities to inform decisions on how you show up in the world. To maintain a consistent expression of your personality, you turn to your Brand Star for guidance. Each point sits in tension with each other -- highlighting your brand characteristics.



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Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2
Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2

Respond with your answer at PollEv.com/liajames539 or
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Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2
Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2

Respond with your answer at PollEv.com/liajames539 or
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Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2
Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2

Respond with your answer at PollEv.com/liajames539 or
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Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2
Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2

Respond with your answer at PollEv.com/liajames539 or
text LIAJAMES539 to 22333

Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2
Word 1	Word 1	Word 1	Word 1	Word 1
Word 2	Word 2	Word 2	Word 2	Word 2

Word 1

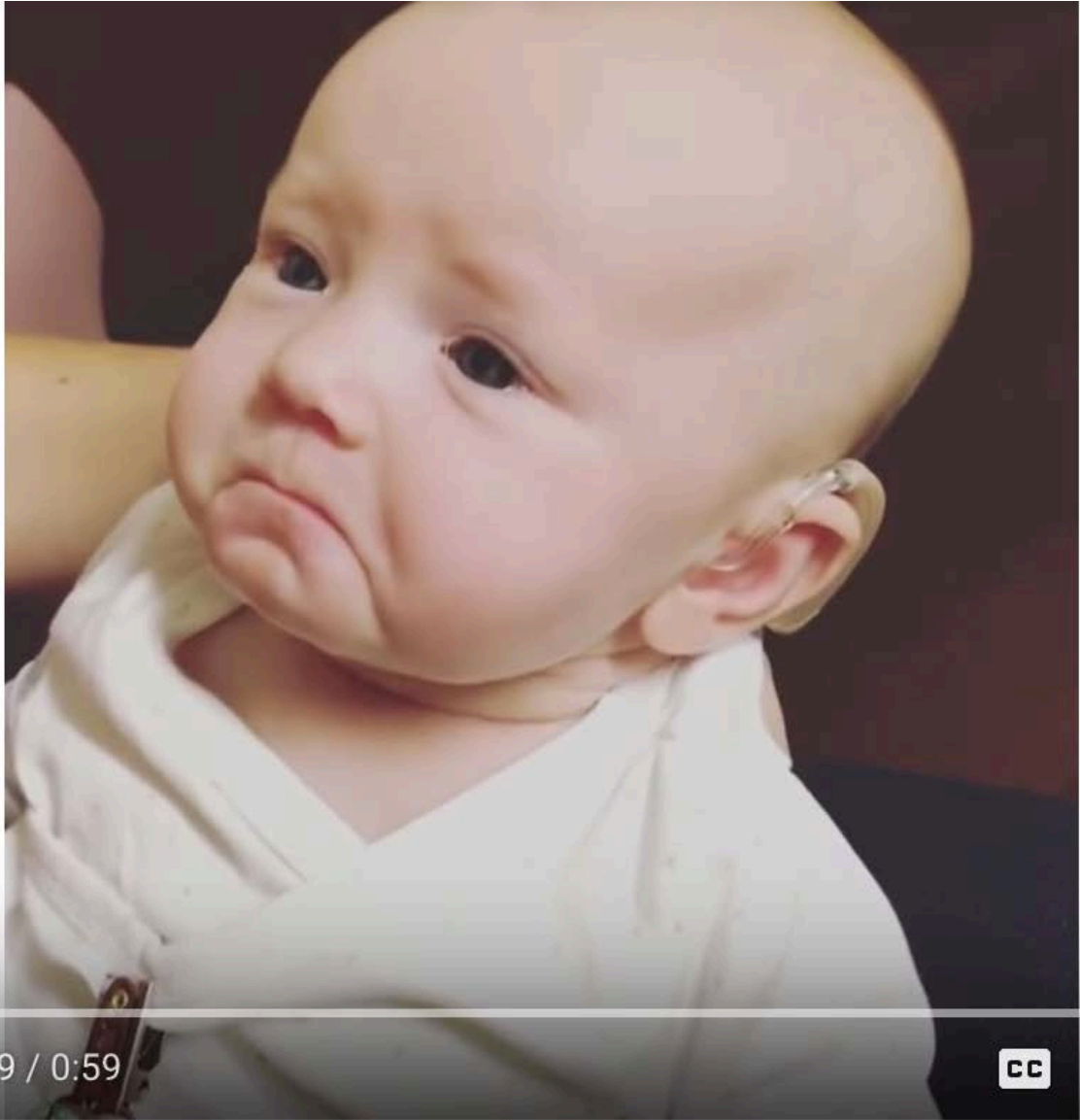
Word 5

Word 2

Word 4

Word 3





0:09 / 0:59





"Expressing yourself is not just about you..."

...It's about the relationships you foster with your clients, customers, colleagues, team, and your community."

Thank You!

 lia@liajames.com  [liajames](https://www.instagram.com/liajames)  [lia_james](https://twitter.com/lia_james)