10 Personal Positioning Strategies

Differentiators	Brand Idea
Innovator • Vision with clear objectives • Exceptional creative problem solving • Boldness, risk-taking • Fresh thinking • Inventive	***Innovative problem solver.***
Leader • Sets the vision • Inspires • Adapts quickly • Track record • Exceptional planning	***Strong inspirational leader of people.***
Maverick • Fresh perspective • Different style • Entrepreneurial, creative mindset • Highly visible and controversial • Master of the quotable quip	***Bold, unconventional leader who gets results.***
Attribute • Highly focused on a personal attribute • Quickly "click" with others • Strong emotional intelligence • Determined to get results • Fast adapter to new situations	***You stand for an important attribute that sets you apart from others.***
Engineer • Methodically solves problems • Experiments to find a better way • Intense focus on results • Exceptional analytical skills • Passionate and driven	***You have developed a different process or special ingredient that has improved something.***
Expert • Knows one thing very well • In-depth thinker and thought leader • Outstanding credentials • Excellent explainer • Strong PR platform for expertise	***In-depth knowledge and trusted source in a specific area of expertise.***
Target Market • Shared identity with a target audience • Strong customer service orientation • In-depth knowledge of the target group • Strong referral business / WOM • Trusted partner	***Shared identity with a specific targeted community.***
Elite • Perceived as best-in-class • Elite contacts • Busy, in demand, hard to get • Well dressed and well-appointed • Belief in own superiority	***Elite brand: talented, hard to get, and worth it.***
Heritage • Impressive pedigree • Impeccable credentials and track record • Highly visible and well-known • Cultural traditions and values • Impeccable executive presence	***Impressive heritage that offers an advantage.***
Cause • Purpose, Mission and Values • Deep passion for your cause • Articulate spokesperson • Strong empathy, connection to others • Driven to change the world.	***You and your cause will make a difference in the world.***

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