



#1 BE SOLUTIONS-ORIENTED

Apple offers effortless technology via SIMPLICITY.

TIP How do you demonstrate that you proactively solve problems?



THE RITZ-CARLTON

#2 BE SERVICE-MINDED

Ritz Carlton pledges to provide the finest personal SERVICE.

TIP What positive impact have you made in your community that aligns with the values of the company you want to join?



#3 BE HEART-FELT

Sesame Street, through the use of lovable, friendly monsters, teaches generations of children about INCLUSIVITY.

TIP How will your personality shine through to make you memorable?



#4 BE THE GUIDE (NEVER THE HERO)

Google gives you ACCESS to the world at your fingertips.

TIP How have you contributed to the success of those around you?



#5 BE DIFFERENTIATED

Volvo is a leader in automotive SAFETY for decades.

TIP What sets you apart that shows what you'll contribute to the company in a meaningful way?

#6 BE ADAPTABLE

Taylor Swift's approach to STORYTELLING through music, combined with her willingness to experiment with different genres, has paved the way for a new era of musical expression.

TIP How have your experiences shaped you positively and prepared you for future challenges?





#7 BE CONSISTENT

Nike's "Just Do It" campaign taps into the fundamental human desire for GREATNESS by featuring both professional and amateur athletes pushing their limits.

TIP How do you exhibit behavior that fosters trust and credibility?



#8 BE RELATABLE

Dove understands that they can have an impact on women's SELF-ESTEEM by challenging toxic beauty standards.

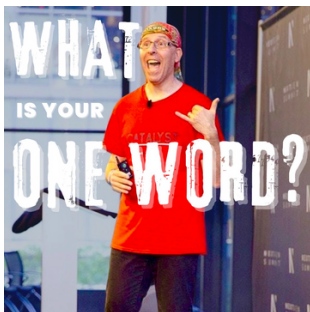
TIP How do you demonstrate vulnerability, a unique perspective that shows you have a true understanding of yourself?



#9 BE HUMAN

Throughout her career, Kelly Clarkson has shown that remaining AUTHENTIC to herself and her beliefs is more important to her than money.

TIP How do you craft a compelling narrative that communicates your authentic self?



#10 BE (VALUE)ABLE

Winning brands uncover their CORE VALUE, the quality that consumers value most, and ensure every aspect of their communication reinforces it.

TIP How do you showcase the quality that company leadership values most, your core value, in 'One Word'?

LET'S DISCOVER (#10) YOUR 'ONE WORD'

...so you can communicate your story clearly and powerfully anytime you're sharing about yourself.

Book a Zoom Call at www.TheRichKeller.com/zoom

A CEO'S PERSPECTIVE ON THE POWER OF 'ONE WORD'

I never thought that I would be able to find clarity in my new position as CEO, but after working with Rich Keller, I have a clearer vision of who I am and what my purpose is in business.

After personally working with Rich, I decided to book him as my keynote speaker at my summer sales conference. That was the best decision I've made all year! Rich's ability to connect with the audience and get them to think about who they are and what they do in a deeper, more meaningful way, is unbelievable. It gave me a greater appreciation for his unique approach to personal branding.

In fact, at the end of his keynote, I made the spontaneous decision to sponsor my team members' discovery of their individual 'One Words'. Their excitement was palpable. They've seen the change in me—and the focus in me—and now they want it for themselves too!



DEANA JACKSON
CEO, 300 Financial Group



MEET RICH KELLER, THE CATALYST

Rich developed the philosophy of identifying a 'One Word' core value to craft identities for some of the world's most iconic brands at Nabisco, Kraft Foods, Cadbury, and Godiva. After applying this same philosophy to develop his 'One Word' Personal Brand, CATALYST, he walked away from his successful corporate career to fulfill his personal mission – to transform one million lives 'One Word' at a time. Today Rich is disrupting the way entrepreneurs, business leaders and college/high school trailblazers think about themselves, so they too can craft their personal brand identities in 'One Word'. A fun fact Rich likes to share: you can't miss him in a crowd because he's either wearing his signature Survivor Buff or one of the 50 other Buffs he has collected since his teenage years. Watch Rich's TEDx talk at dontaskmeaboutwhatido.com to learn more about his 'One Word' personal branding philosophy.

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