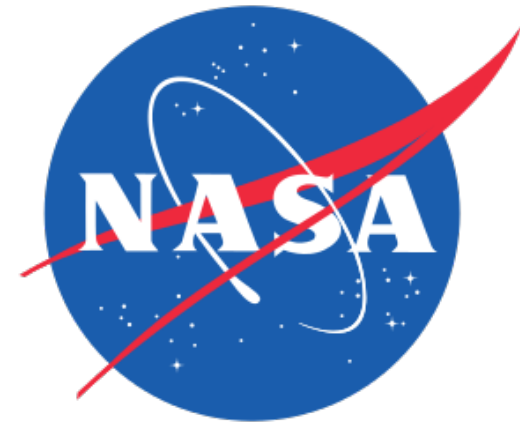


Branding

New Faculty Forum
John A. Nychka, CME

J FKFB INAT OUP SNA SAI RS

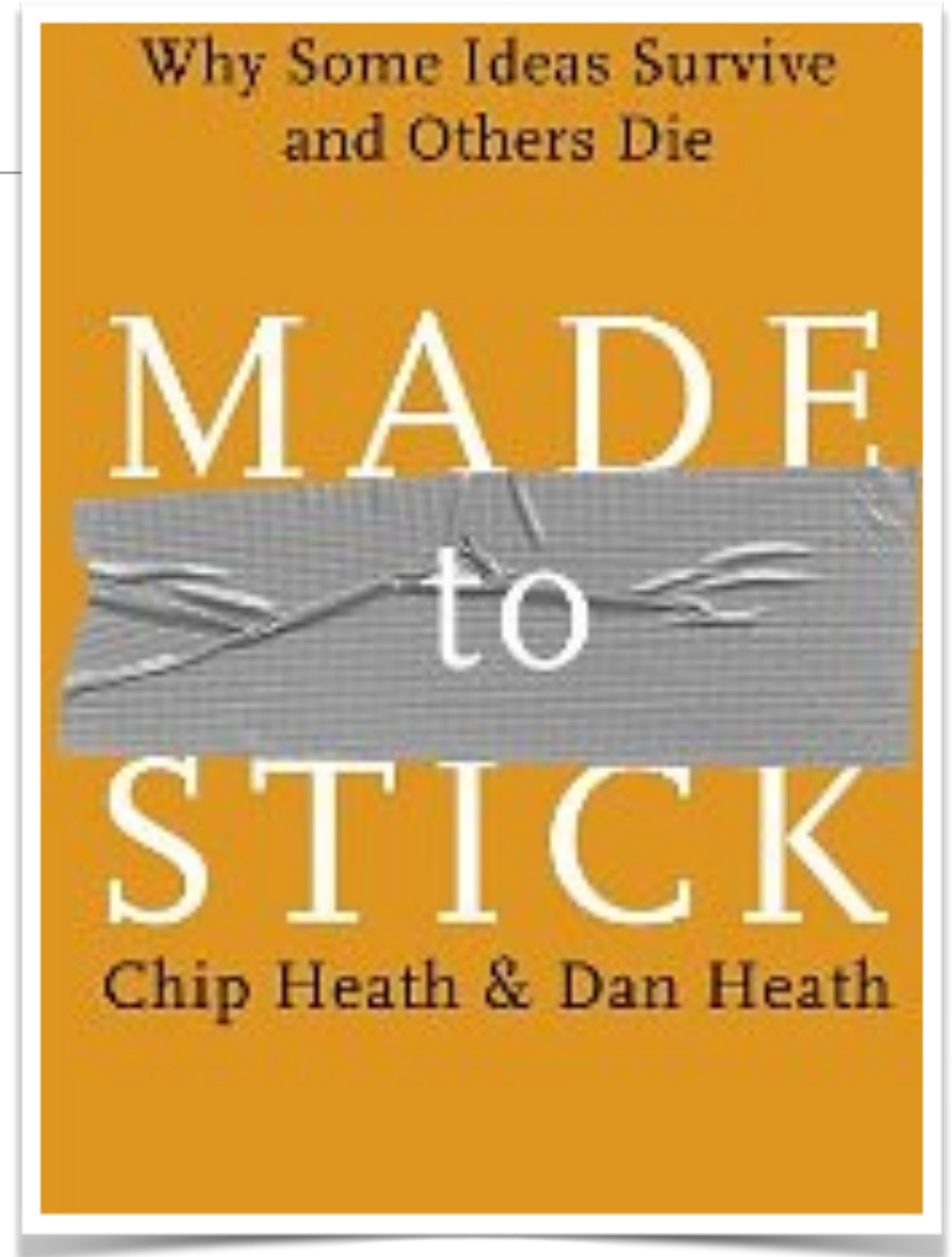


JFK FBI NATO UPS NASA IRS

J FKFB INAT OUP SNA SAI RS

Stickiness

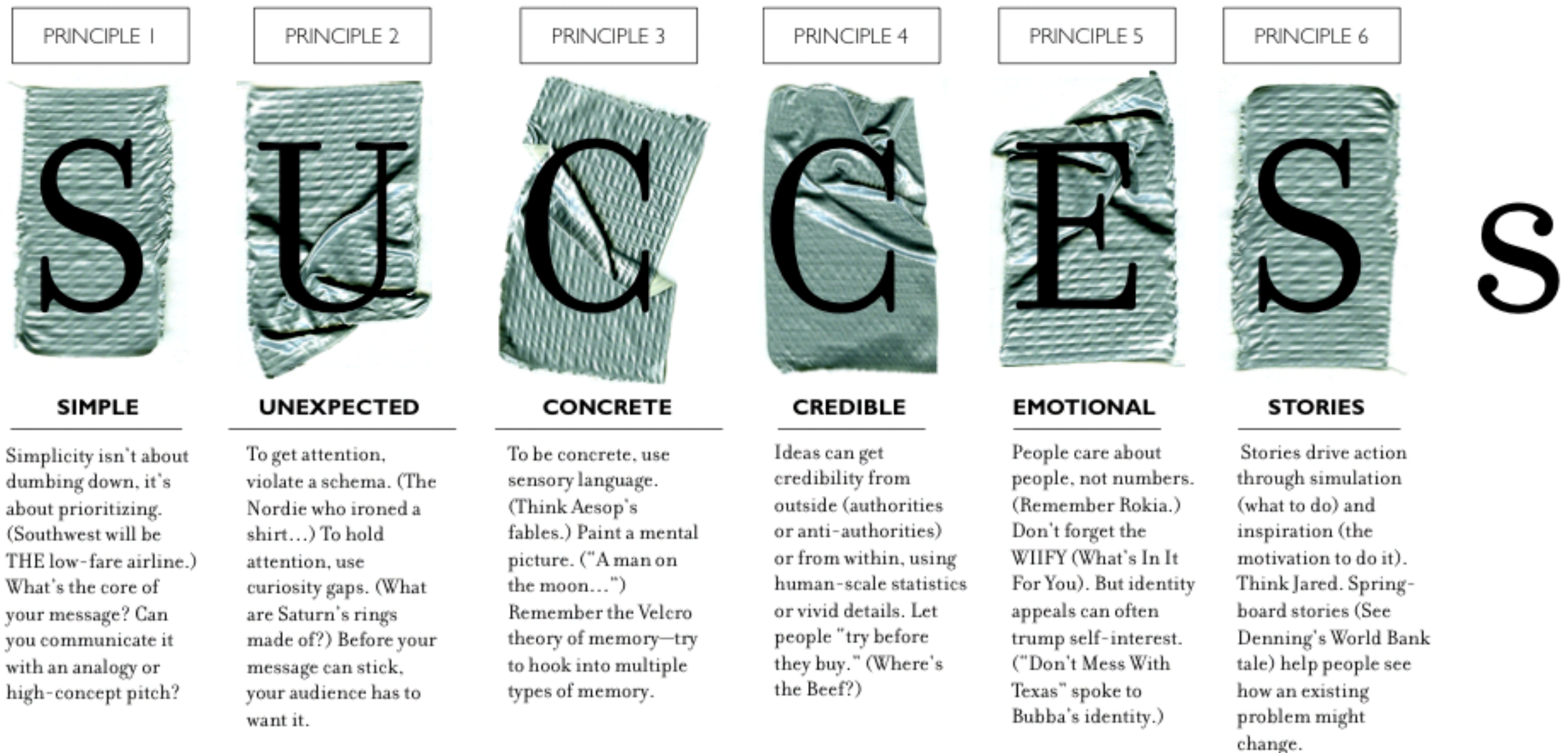
- Get people to remember your ideas...
- Example: Kidney thieves



MADE to STICK

SUCCESS Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)



Instant Public Recognition

- Logo or emblem
- Corporate/Visual identity
- Trademark
- Brand



First trademarked logo, 1876



Branding Ideas

1. Figure out what you do best and what you are known for

- What is your value?
- For what are you known?
- Be authentic about your strengths, meaningful, compelling

"once you figure out what you do best, put all your energy into it because your talents are what make you stand out,"

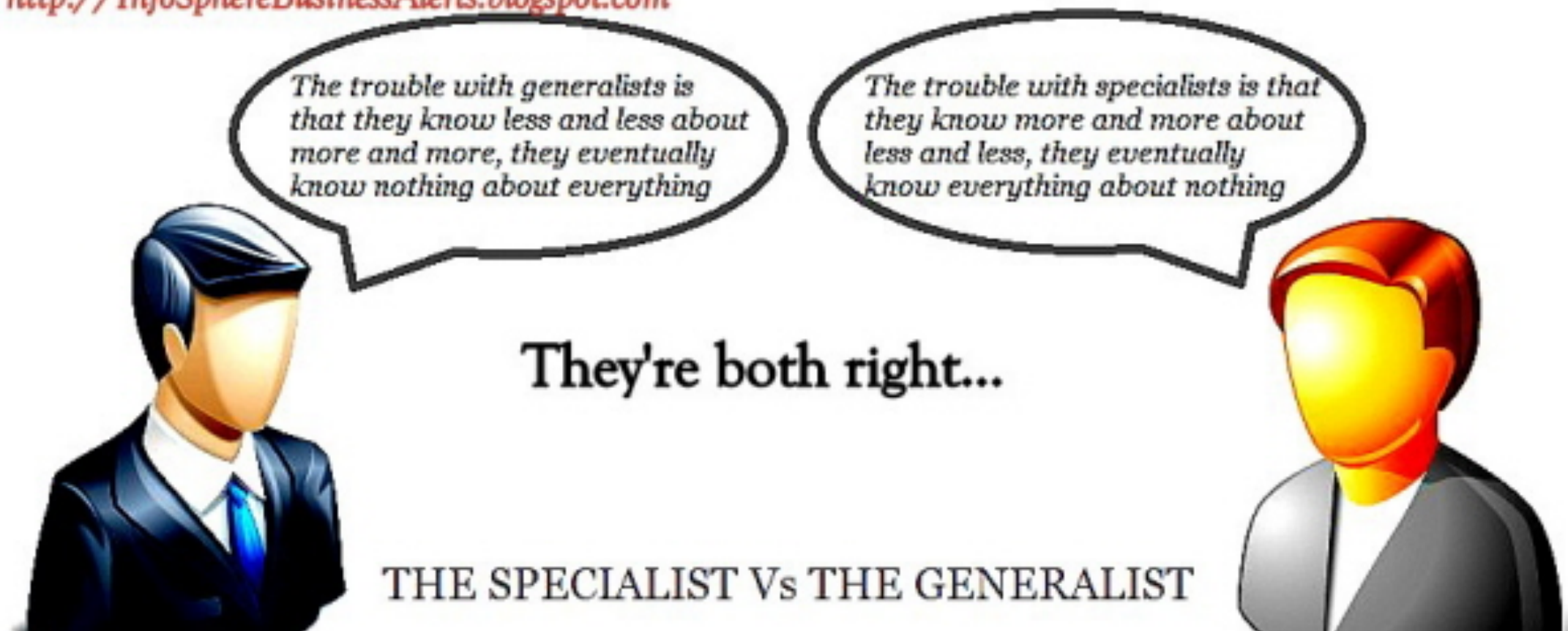
Dan Schawbel, author: Promote Yourself: The New Rules for Career Success.

2. Figure out how it's relevant to your industry

- "People are looking for specialists not generalists when recruiting and promoting now. If you can become the best at what you do you will become sought after."

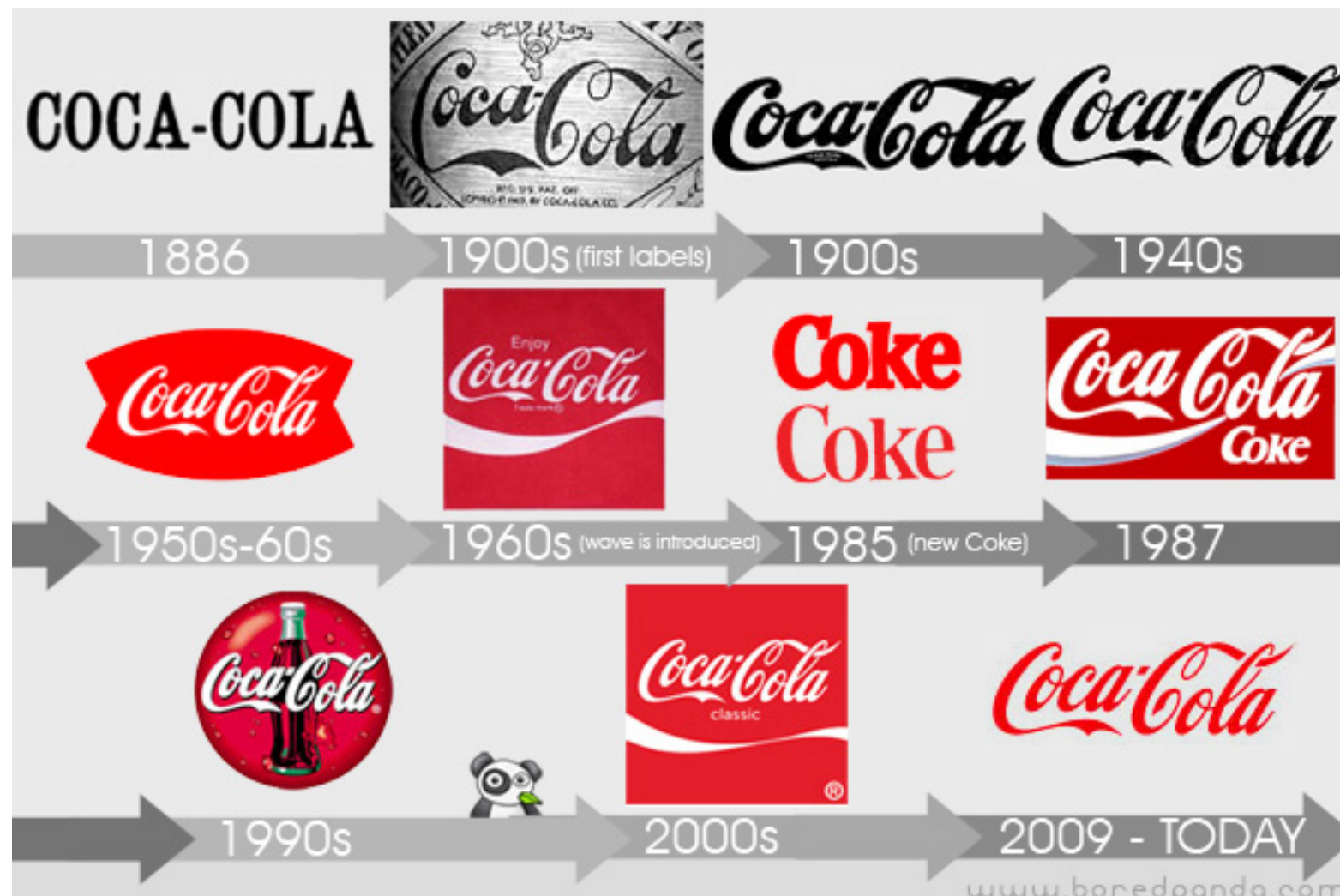
Dan Schawbel

<http://InfoSphereBusinessAlerts.blogspot.com>



3. Keep updating your content and brand

- "The bottom-line is don't rest on your laurels. The best people never do. They are always educating themselves and growing their professional horizons and so should you."



4. You can't be a brand alone

- Have your team buy in to your "brand's" value
- Get the best people - they "sell" your brand



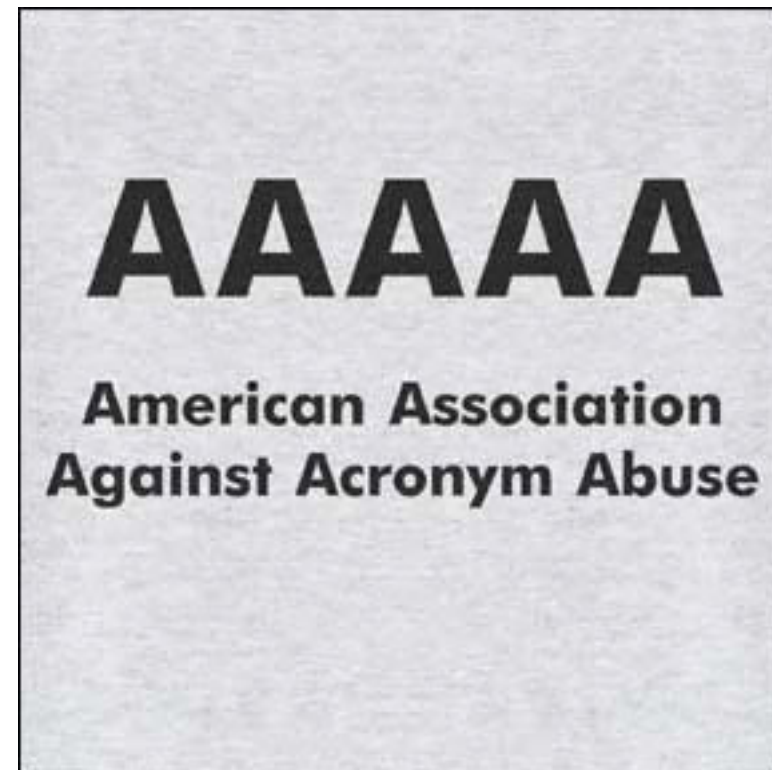
Branding Tips

- Define Your Brand
- Create a Simple and Coherent Branding Message
- Develop a Consistent Brand Voice
- Remind Your Customers about Your Brand
- Think Big, Be Big



Engineers love a good acr. or abbr.

It helps if they mean something.



Acronyms

- Laser

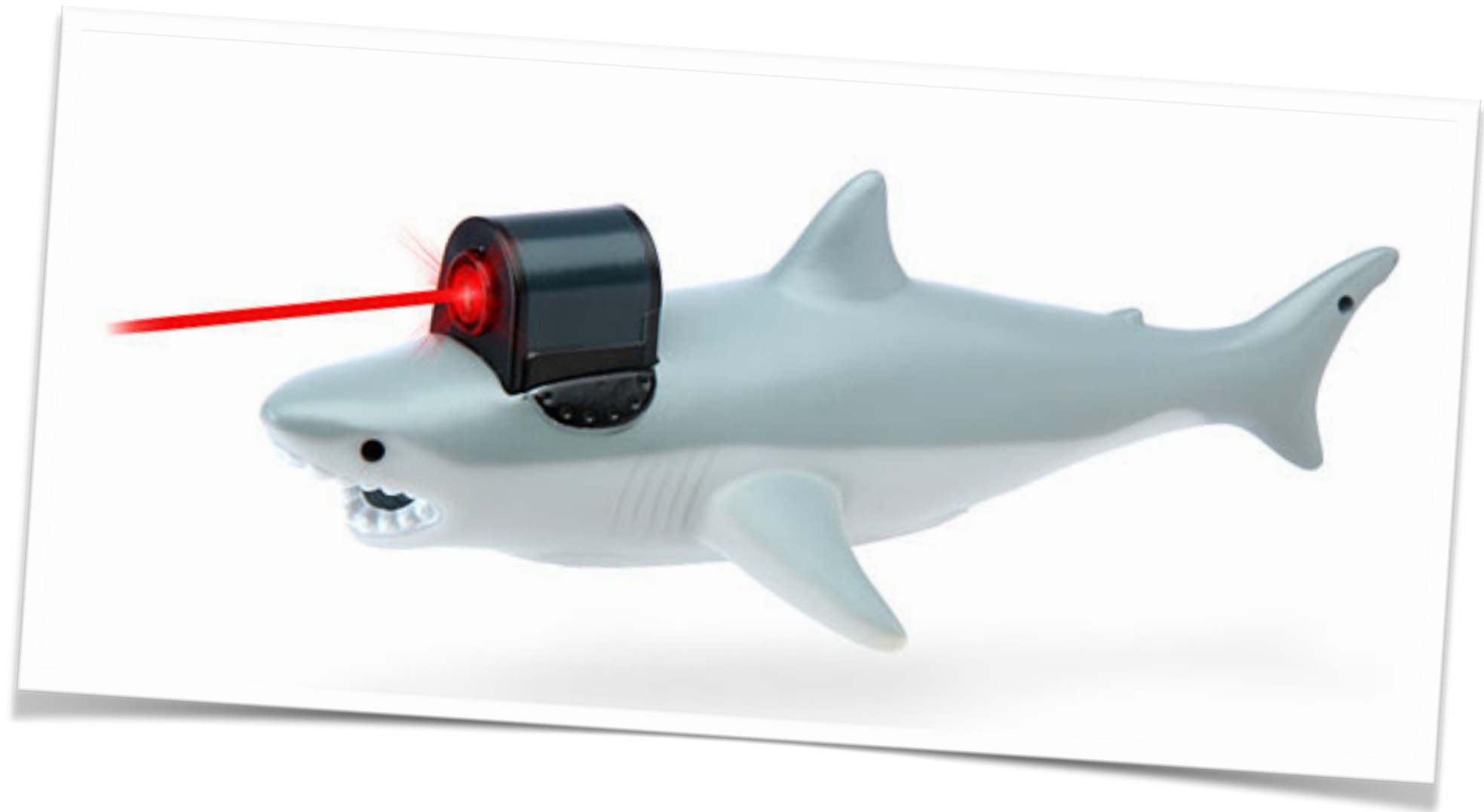
Light

Amplification

by Stimulated

Emission of

Radiation



Reflect

Come up with 5 keywords that are meaningful and describe your value

Acronym Generators

<http://acronymcreator.net/>

<http://trialacronym.net/Default.aspx>

Acronym
generator



Developed by Tony Morley & Mike Poullis

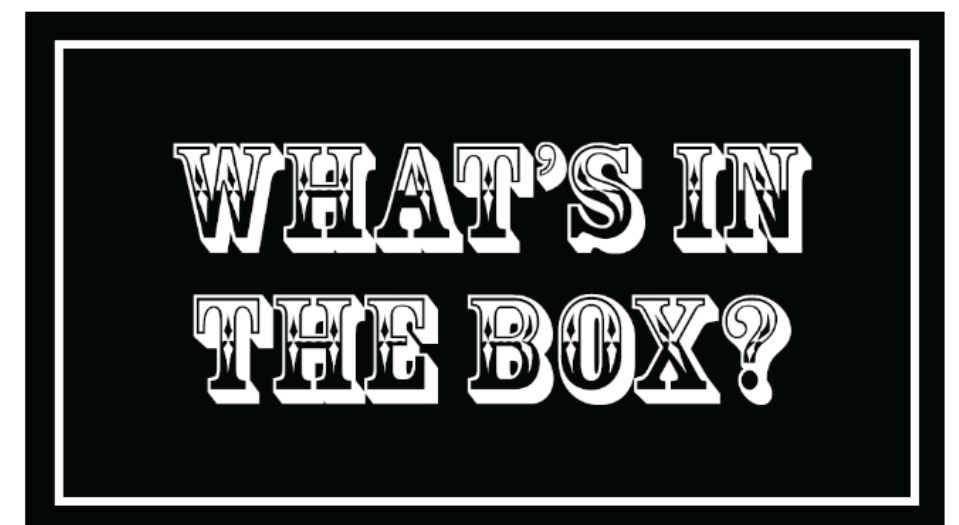
Case Studies

Materials at the Interface

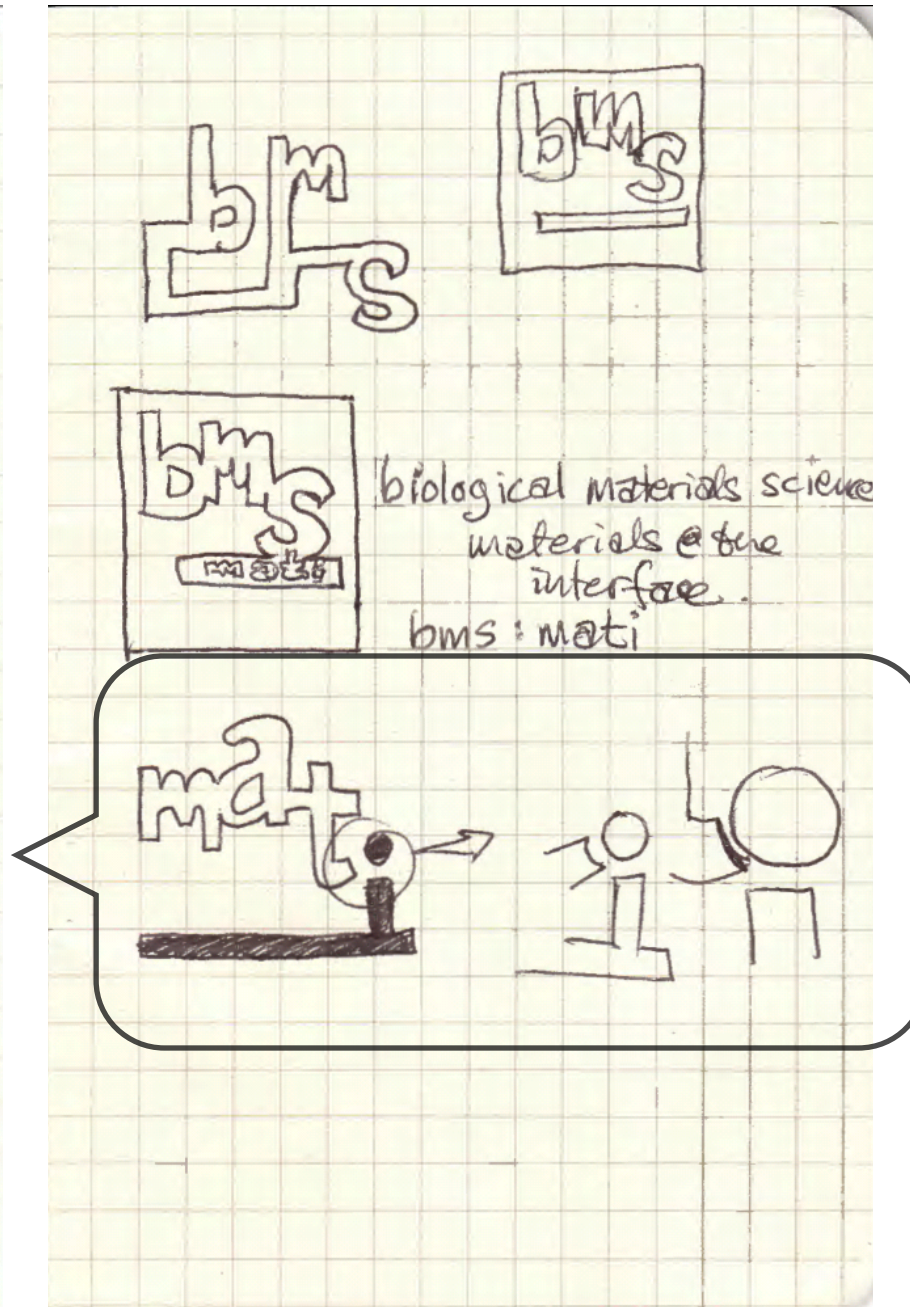
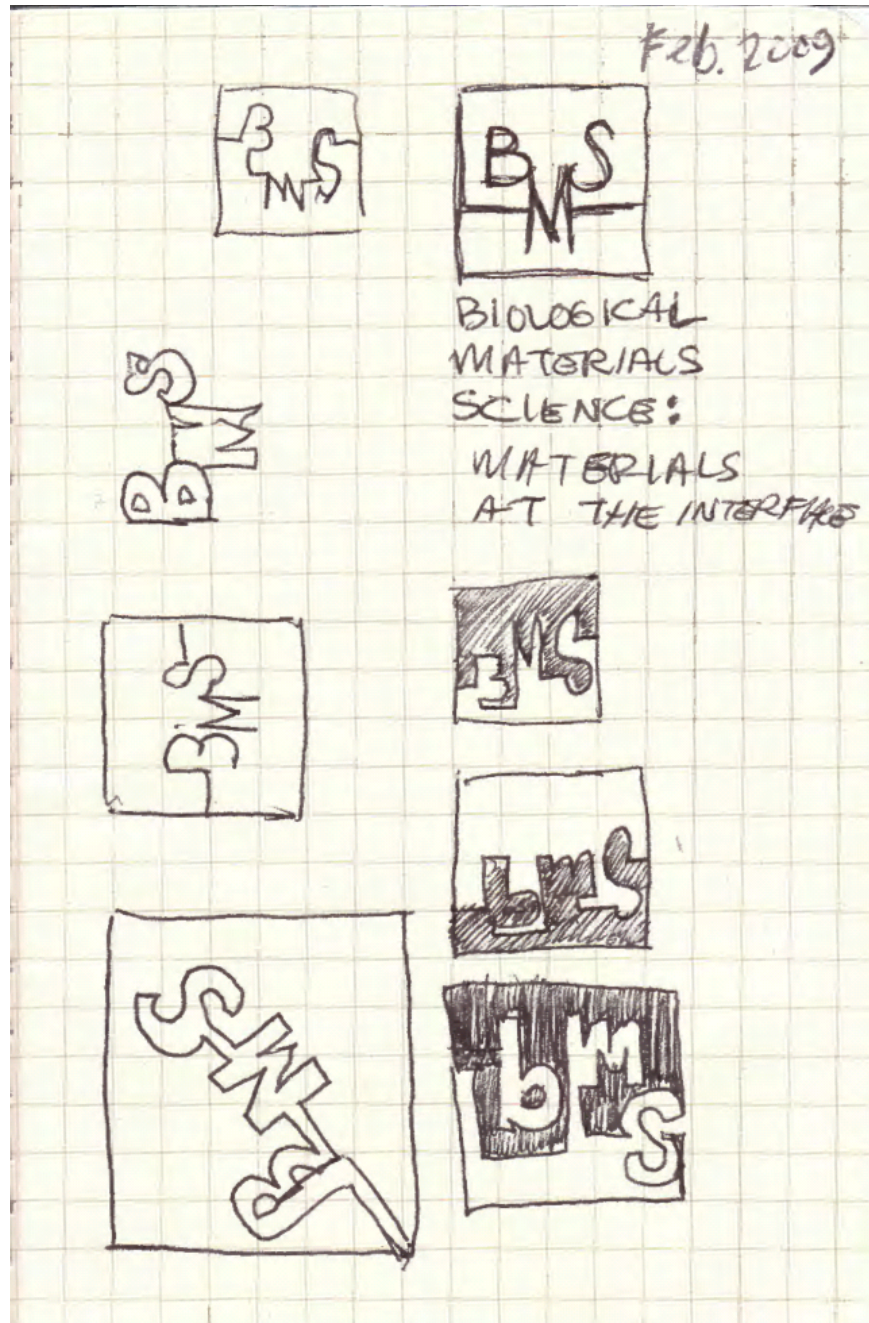
Room with A VUE

What's in the Box?

Changing Landscape Coatings



Start with ideas...they change





materials at the interface

My professional philosophy:

- teaching,
- research, and
- professional service

My **mission** is to train people in the creation and dissemination of knowledge with respect to materials science and engineering and design with materials.

In my group we study, teach, and educate students, the private sector, and the public on matters related to the interaction of materials with many categories of “interfaces”.

Materials at the Interface can be interpreted literally or metaphorically, and is rooted in systems thinking – all elements play a role within a system but are also connected.

Literally

Our scientific and engineering materials research involves systems with interfaces involving:

- Amorphous and crystalline materials
- Ceramic and metallic materials
- Natural fiber and polymer materials
- Cells, tissues, biological liquids, and substrates (e.g., ceramics, polymers, and metals)
- Plant surfaces and liquids

Metaphorically

Materials are at the interface between:

- History and cultural development
- Ideas and future technology
- Teaching and learning
- Failures and solutions

Pedagogically

Teaching is at the interface between people and materials engineering concepts.

I needed a pedagogical system to help explain my values and methods...

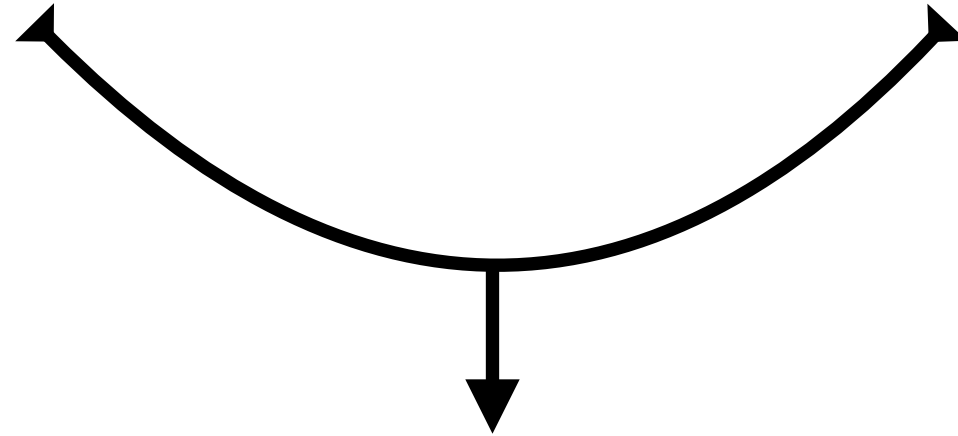
Room with A VUE

When you are in a teaching environment (e.g., the classroom, office, laboratory, or even in a public venue) the system focuses on making the information you are trying to convey:

- Accessible
- Visual
- Unexpected
- Engaging

By incorporating these four simple elements effective and long lasting learning can be achieved.

Students and researchers in my group are trained in weekly meetings to help teach them techniques related to the system, and are given the opportunity to practice with the group, and in other settings such as in outreach or professional service.



**WHAT'S IN
THE BOX?**



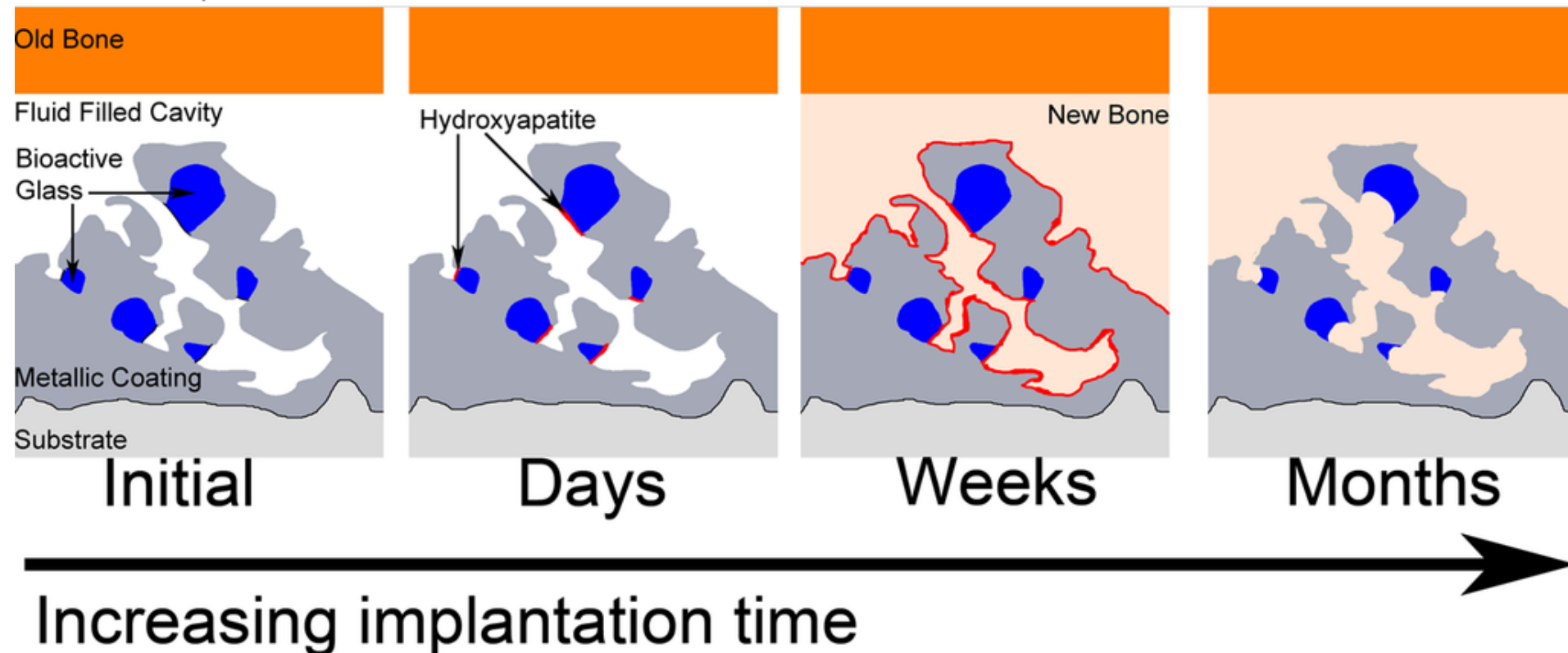
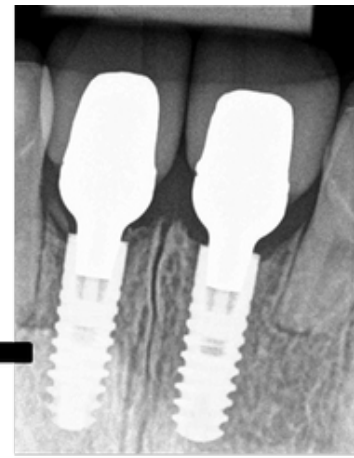
Figure 4. The “What’s in the Box?” box and its contents: 1) Lighter, 2) Ceramic cutting tool insert. 3) Alloy 6061-T6 rod, 4) Alloy 1100 rod, 5) Egg of Silly Putty™, 6) Set of 3 postcards of various materials with descriptions on the back, 7) Mechanical pencils, 8) Bar magnet, 9) Box of 100 paper clips, 10) “What’s in the Box?” sticker. Photos © John A. Nychka 2010, 2011.

Changing Landscape Coatings (CLCs)

Coatings for bone implants

Surface changes with time to produce a better bond to bone

No logo yet! It takes time!



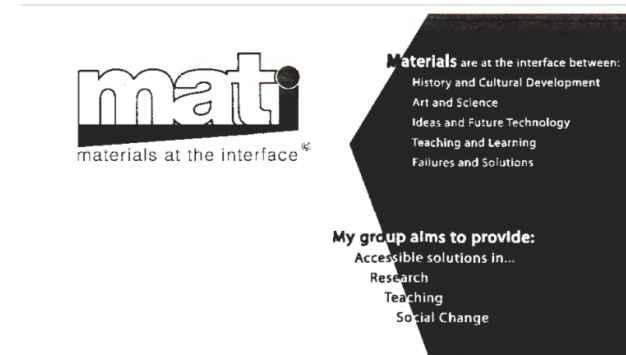
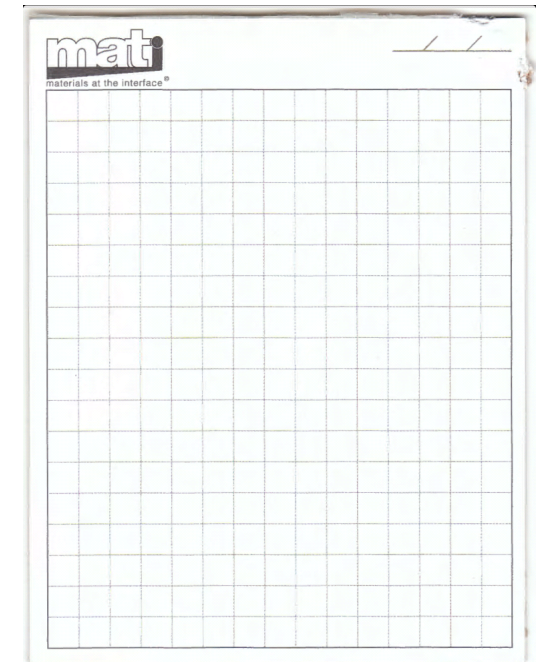
Avoid shameless self promotion

- No one likes it...

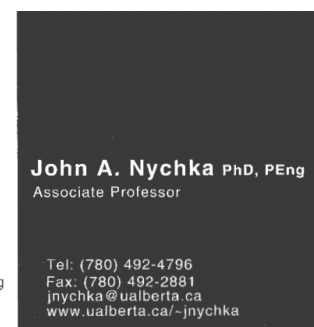


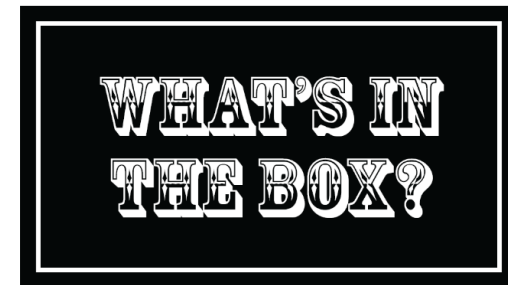
Do achieve buy in and keep the brands out there...

- Logo
- Email signature
- Signage (lab entrance... Magnet)
- Business cards
- Notepads
- Presentations
- Whatever else makes sense to you...



university of alberta
chemical & materials engineering
edmonton, alberta, canada
T6G 2V4





<http://www.graphos.ca/index.asp>

<http://www.vistaprint.ca>

<http://blog.zopim.com/2013/05/20/5-branding-tips-for-small-businesses-to-stand-out-from-the-crowd/>

[http://www.cio.com/article/733782/9 Steps to Build Your Personal Brand and Your Career](http://www.cio.com/article/733782/9_Steps_to_Build_Your_Personal_Brand_and_Your_Career)