

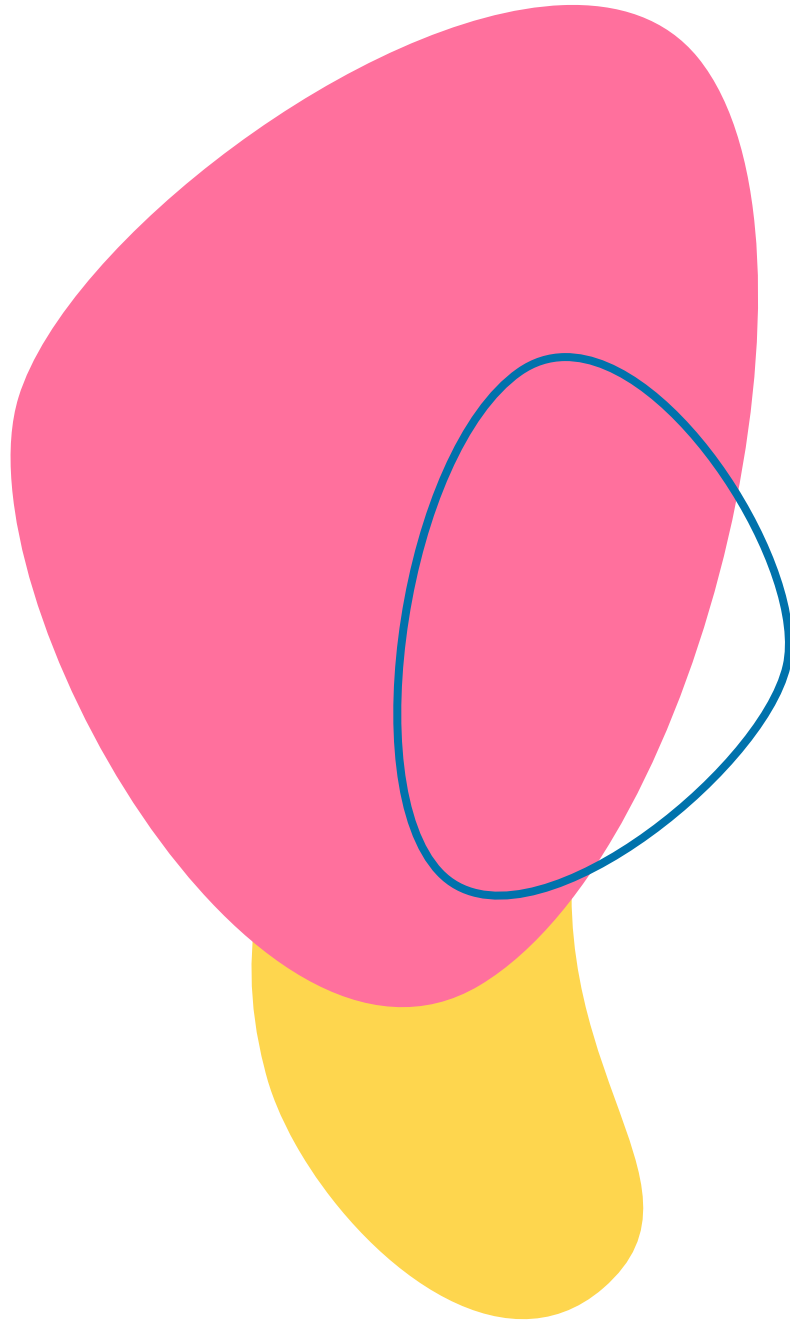
# Rebranding Your Life.

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## **Presentation**

Dr. Marjorie Denis MHA

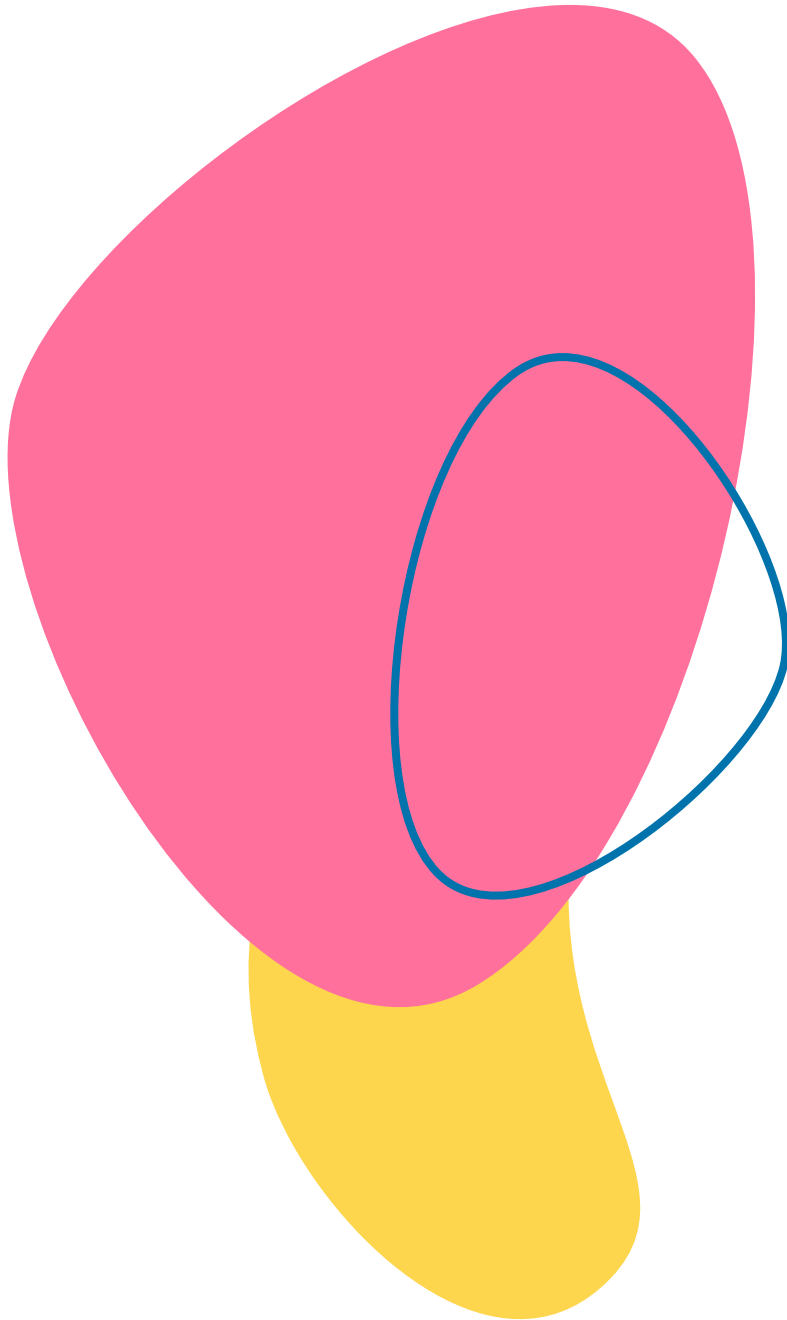




## REBRANDNG YOUR LIFE

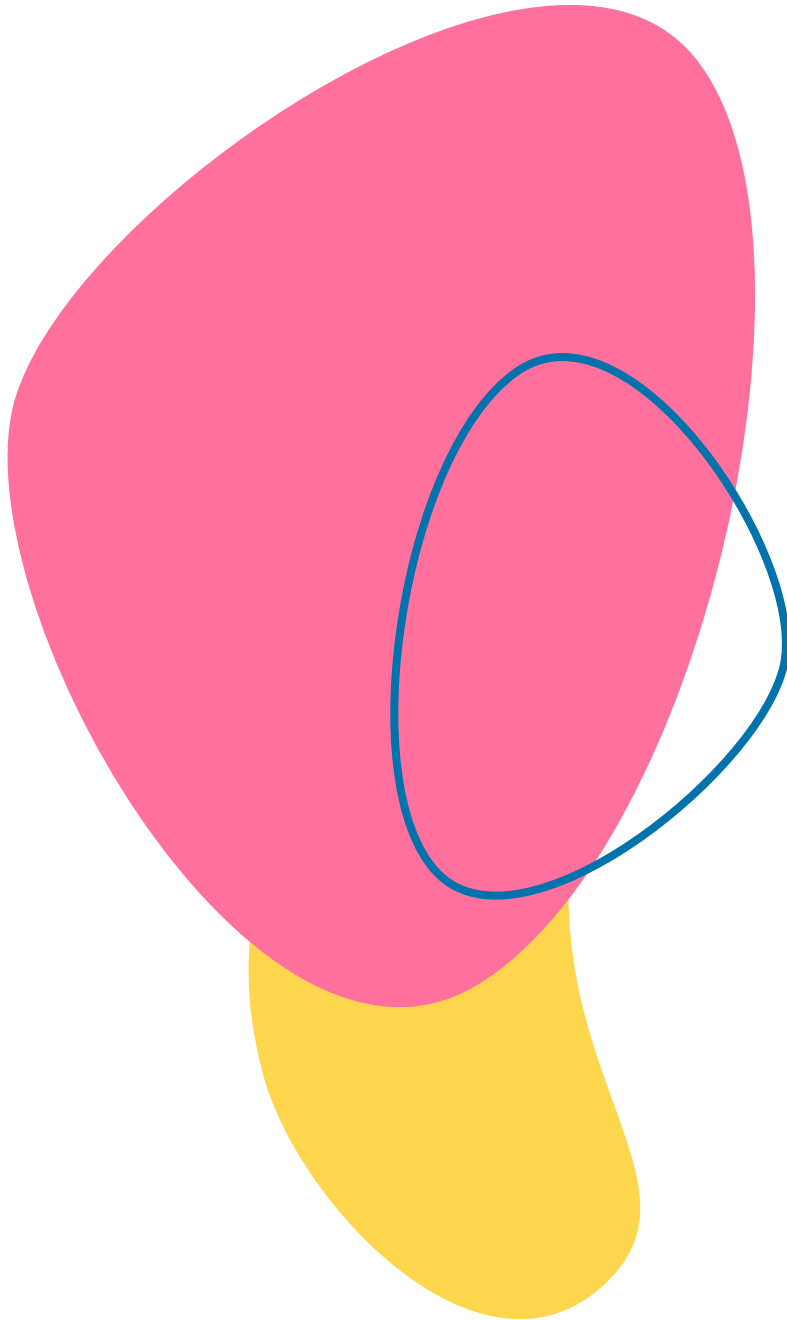
What does rebranding mean to you?

Here is what rebranding means to me.



## REBRANDNG YOUR LIFE

- Rebranding to me has been a cathartic healing experience.
- It has been an evaluation of who I am, and realizing who I can be. This process can be an evolutionary process if we allow it to be.
- Forgiving yourself
- Curate the experiences and strengths of your past.....Leverage your situation
- You create your moments in Life



## REBRANDING YOUR LIFE

Commitment to success involves

1. Passion
2. Commitment
3. Pleasure
4. Sacrifice

“

The beginning is the  
most important part  
of the work

- Plato

”



# New Life Agenda

- Self-Reflection and Assessment
- Learning from Failure
- Develop Resilience
- Developing a Positive Mindset
- Building Self Confidence
- Taking Action and Being Pro-Active
- Continuous Learning and Improvement
- Seeking Support and Mentorship
- Rebranding your Image and Identity

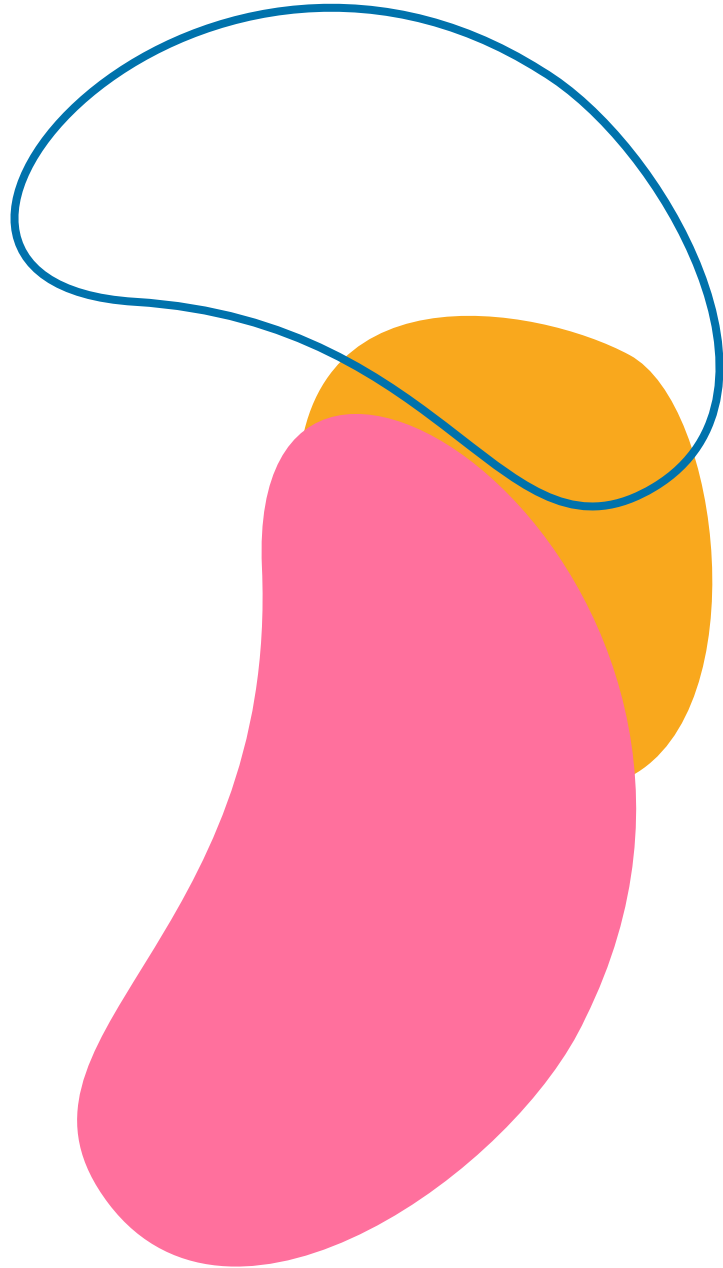




# Sustainability planning

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How do I maintain growth and sustainability?



# REBRANDING YOUR LIFE

Create sustainability through value:

Create Value – In whatever you decide to do.

Value – Your ability to provide solutions to a need.

Value has to be accepted and needed. Your value is based on your need by others.

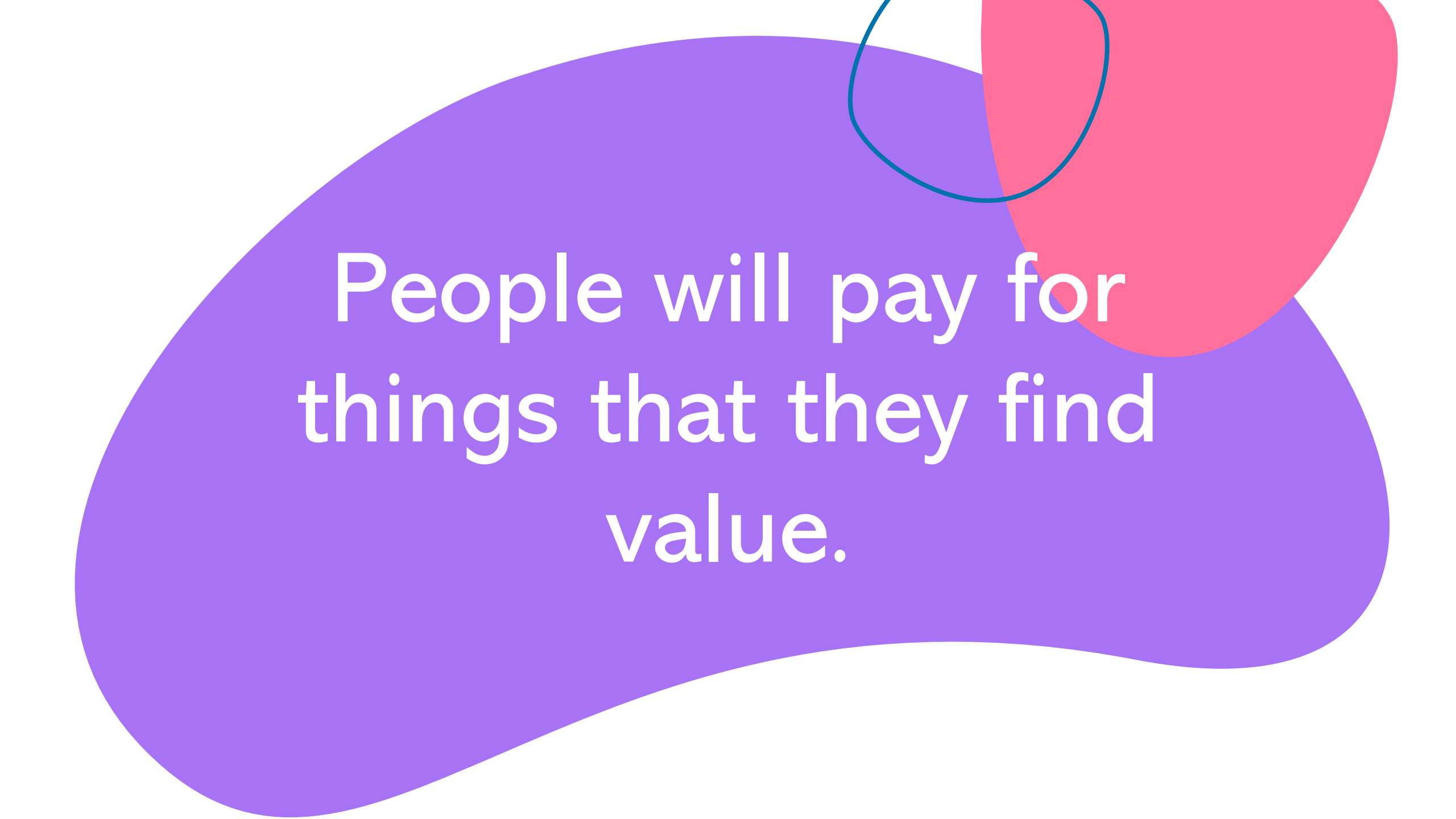


Value – Also defined as how your product or business elevates the community you live in, raise your family and where you call home.

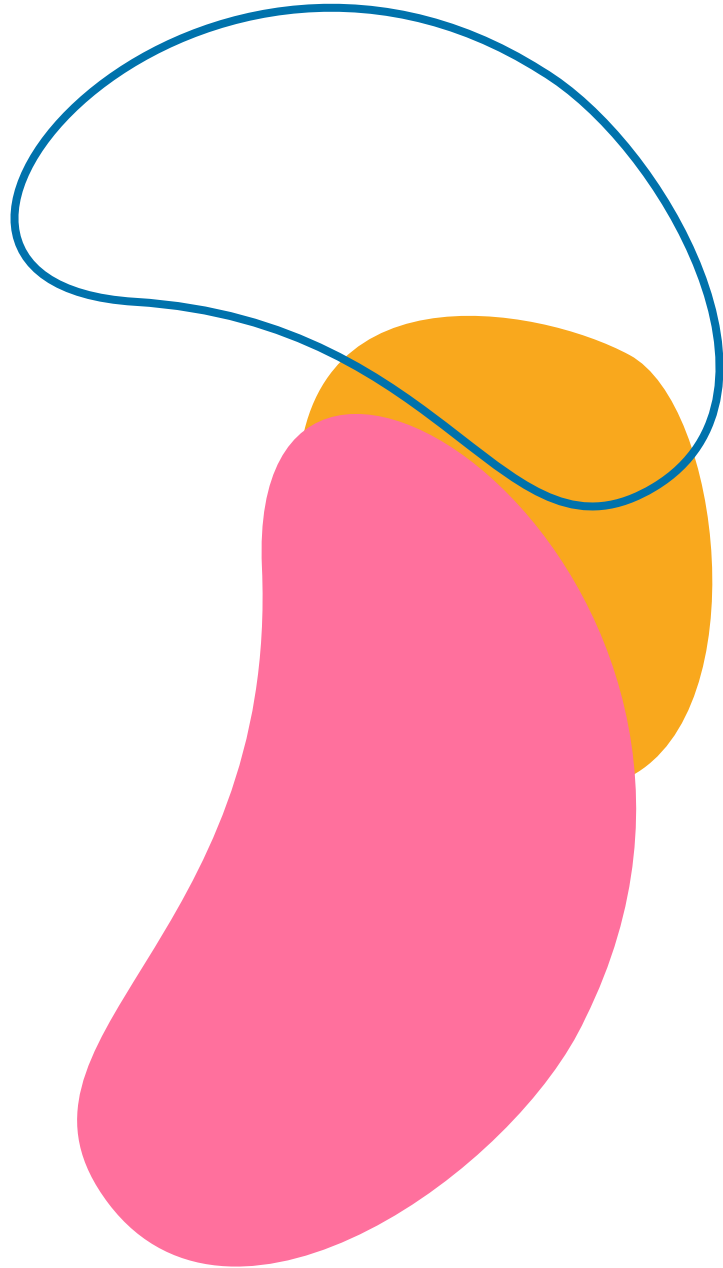
Your brand is identifiable when

1. It changes lives
2. How you relate to others
3. How others relate to your platform





People will pay for  
things that they find  
value.



# REBRANDING YOUR LIFE

Getting over the Psychological

- Imposter Syndrome
- The version of yourself today, should always
- be a better version of yourself than it was yesterday.



# Planning agenda

- Demonstrate your commitment to your goals
- Present areas of current and projected growth
- Discuss areas of focus
- Establish a timeline



# Areas of growth

|        | Financial Performance | Customer Satisfaction | Innovative Growth | Social Responsibility |
|--------|-----------------------|-----------------------|-------------------|-----------------------|
| Year 1 | 4.5                   | 2.3                   | 1.7               | 5.0                   |
| Year 2 | 3.2                   | 5.1                   | 4.4               | 3.0                   |
| Year 3 | 2.1                   | 1.7                   | 2.5               | 2.8                   |
| Year 4 | 4.5                   | 2.2                   | 1.7               | 7.0                   |

# Meet our team



**Takuma Hayashi**

President



**Mirjam Nilsson**

Chief Executive Officer



**Flora Berggren**

Chief Operations Officer



**Rajesh Santoshi**

VP Marketing

# Meet our extended team



**Takuma Hayashi**

President



**Mirjam Nilsson**

Chief Executive Officer



**Flora Berggren**

Chief Operations Officer



**Rajesh Santoshi**

VP Marketing



**Graham Barnes**

VP Product



**Rowan Murphy**

SEO Strategist



**Elizabeth Moore**

Product Designer



**Robin Kline**

Content Developer





# Areas of focus

## **Don't be myopic in your gifts and talents:**

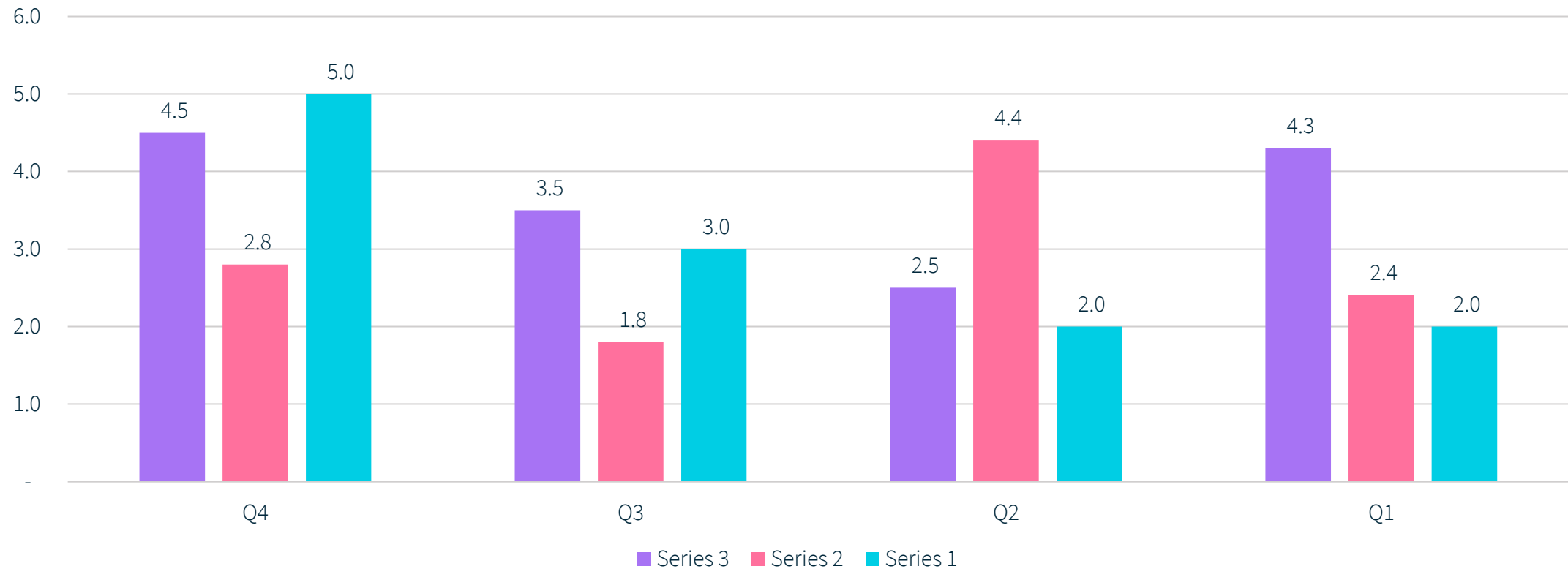
- Develop winning strategies to keep ahead of the competition
- Capitalize on low-hanging fruit to identify a ballpark value
- Visualize customer directed convergence

## **Challenges bring about opportunities:**

- Iterative approaches to corporate strategy
- Establish a management framework from the inside



# Commitment to Sustainability



# Self Reflection and Assessment

**Self Reflection**

**Continuous Learning &  
Adaptation**

**Managing Transitions &  
Change**





# Closing remarks

Always remember to be your authentic self, a self actualized version of you. Recreating another version of someone else is not a mark of growth.

Living a life of fulfillment is about allowing your brand to speak about the truth of your experiences.

# Thank you

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