

# FROM ZERO TO GOOGLE

## DEVELOPING & MAINTAINING A PERSONAL BRAND

Ex-Google strategist reveals secrets of being noticed and respected.

Workshop run by the former Head of Brand Planning at the Google ZOO NACE Lazar Dzamic. An unusual, personal, practical and inspiring workshop on philosophies and practicalities on building your personal brand all the way to the top!

### Who is it for?

People in various organizations, freelancers, entrepreneurs - for any business professional who wants to be at least a little bit better tomorrow in anything one does today!



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### MODULES

#### 1. Understanding people

- \* Dynamics & paradoxes driving our behavior
- \* Belonging to a group vs. social domination
- \* Storytelling as the basis of the self and the world
- \* Busy world and its consequences

#### 2. How can you get out of your own way?

- \* Stories you and your organisation tell to yourselves
- \* What is your role for the people around you?
- \* Narrative awareness: changing your narratives when needed

#### 3. Communications styles

- \* Noble/military
- \* Socratic/discursive
- \* Reflective/relational
- \* Managing expectations (being a grown up in the room)
- \* Aphoristical thinking

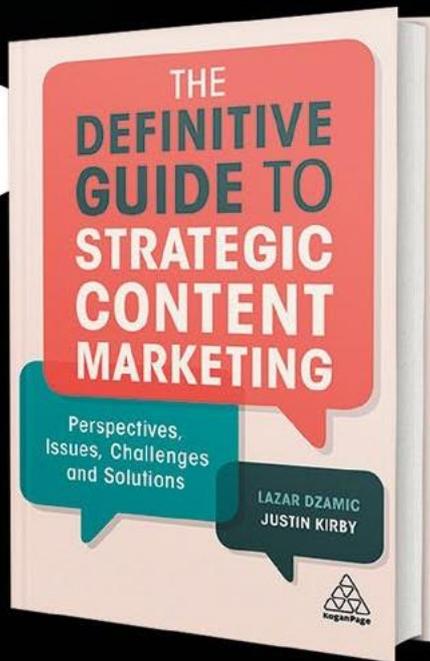
#### 4. Storytelling your brand

- \* Principles of archetypal stories
- \* What ,archetype'/'persona' are you? (practical exercise)
- \* Developing your ,mantra' - Google experience (practical exercise)
- \* How to make everything memorable: storytelling in practice (writing emails, memos, presentations, meeting notes, blogs)

#### 5. Building your public presence

- \* Building your internal profile
- \* Building your external profile
- \* Linked IN/social networks/blogs/conference talks/trainings

Presentation materials are included in the price, as well as the set of motivational stickers and an infographic poster with key advice.



**Lazar Dzamic**  
Creative Strategist,  
Lecturer

A former Head of Brand Planning in Google's creative think tank ZOO in London, where he created the strategy team and two of the world's first Creative Data Scientists. His mission at Google was to 'Turn Light Into Heat': a vast amount of Google data into surprising and deep insights for creating great brand stories. Prior to Google, he also served as a strategy head in several London creative agencies and was one of the first digital strategists in the United Kingdom in 2000. He worked on campaigns and programmes for some of the UK's most loved brands such as Tesco, John Lewis, Waitrose, Virgin Holidays, Nando's etc.

After his return from London, Lazar is a much sought-after trainer for digital marketing transformation in CEE, working with some of the biggest local and regional clients such as Triglav, Mercator, Telenor, Adidas, Erste Bank, Frikom and others. He is a lecturer in Digital Marketing at the Faculty for Media and Communications in Belgrade (FMK), Business School Lausanne (BSL) and marketing trainer at the regional PwC Mini MBA Academia.

He is the creative industries consultant for The European Bank for Reconstruction and Development (EBRD), an ex-journalist, contributor to The Guardian and also a best-selling non-fiction author in Serbia. He is a regular speaker at global and regional conferences on topics of digital marketing and brand storytelling.

'He lights up the room with positive energy, makes you feel so relaxed and engaged even when you are a total "rookie" and dazzles you with his creative, yet very hands on, practical approach.'

**Adidas**

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## DEVELOPING & MAINTAINING A PERSONAL BRAND

Workshop at PwC's Academy Bulgaria

### REGISTRATION DETAILS

**Dates:** 21 April 2021, 9:00-13:00 (incl. Q&A)  
22 April 2021, 14:00 – 18:00 (incl. Q&A)

**Fee:** 200 EUR VAT excl.

**Format:** Face to Face / Live online

**Language:** English

**Registration at:** [bg\\_pwccademy@pwc.com](mailto:bg_pwccademy@pwc.com)  
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