

Disrupt or be
Disrupted:

*Building personal
brands that thrive
in turbulence.*

Patience Phiri, the Service Captain



People are the disrupters!



Facebook



Amazon

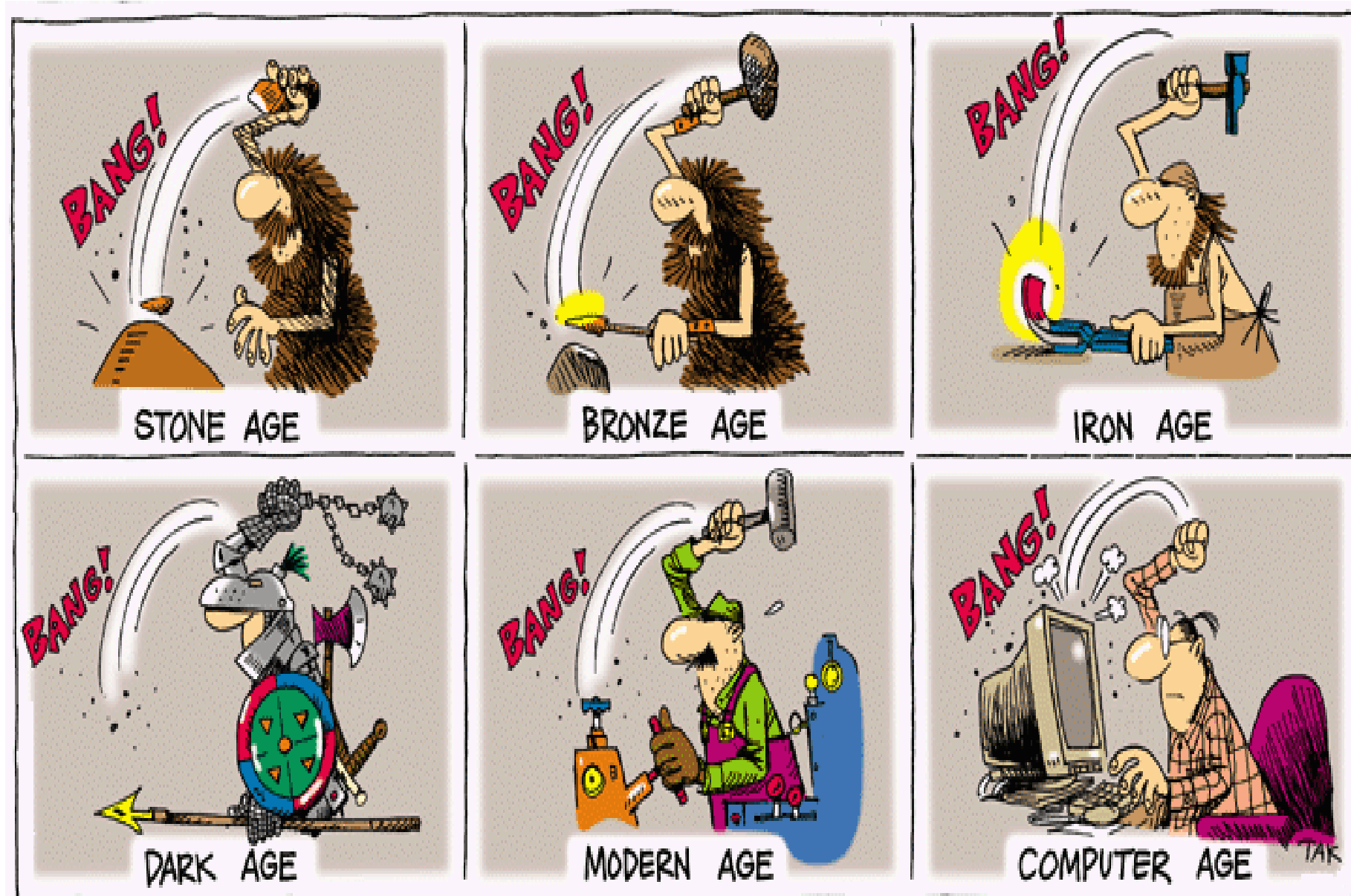


Apple

- Behind every disruption is a personal brand

Human Beings Are Continually Evolving

- To do things faster, easier, better.
- Efficiency, effectiveness, efficacy.



Disruption can make
or
break you

Dead, buried and forgotten
or
Rise and thrive?



What stuff are you made of?

- The same boiling water that hardens an egg softens a potato.
- The same heat that melts butter, hardens clay.
- Same pressure applied, different outcomes.

It's Monday, go to work!



What are the lenses through which you view life?



Attributes of a disrupter

- Adaptability
- agility
- dexterity
- versatility
- 'can do' attitude
- positive mental attitude
- persistence,
- resilience,
- perseverance,
- speed of execution
- a die hard attitude.
- Tenacity-stamina to last through the learning curve



Attributes of a disrupter

- A perpetual learner
- Evolve-continuous evolution
- Reinvent self and systems
- A researcher
- Embrace technology-AI, IOT, ML etc
- Know your industry & world trends.



Be customer focused/ centric

- Disruption is not for decoration
- Revolutionises the customer experience
- AI
- Chatbots
- Data Science, Data Analytics



"Someone calling themselves a customer says they want something called service."

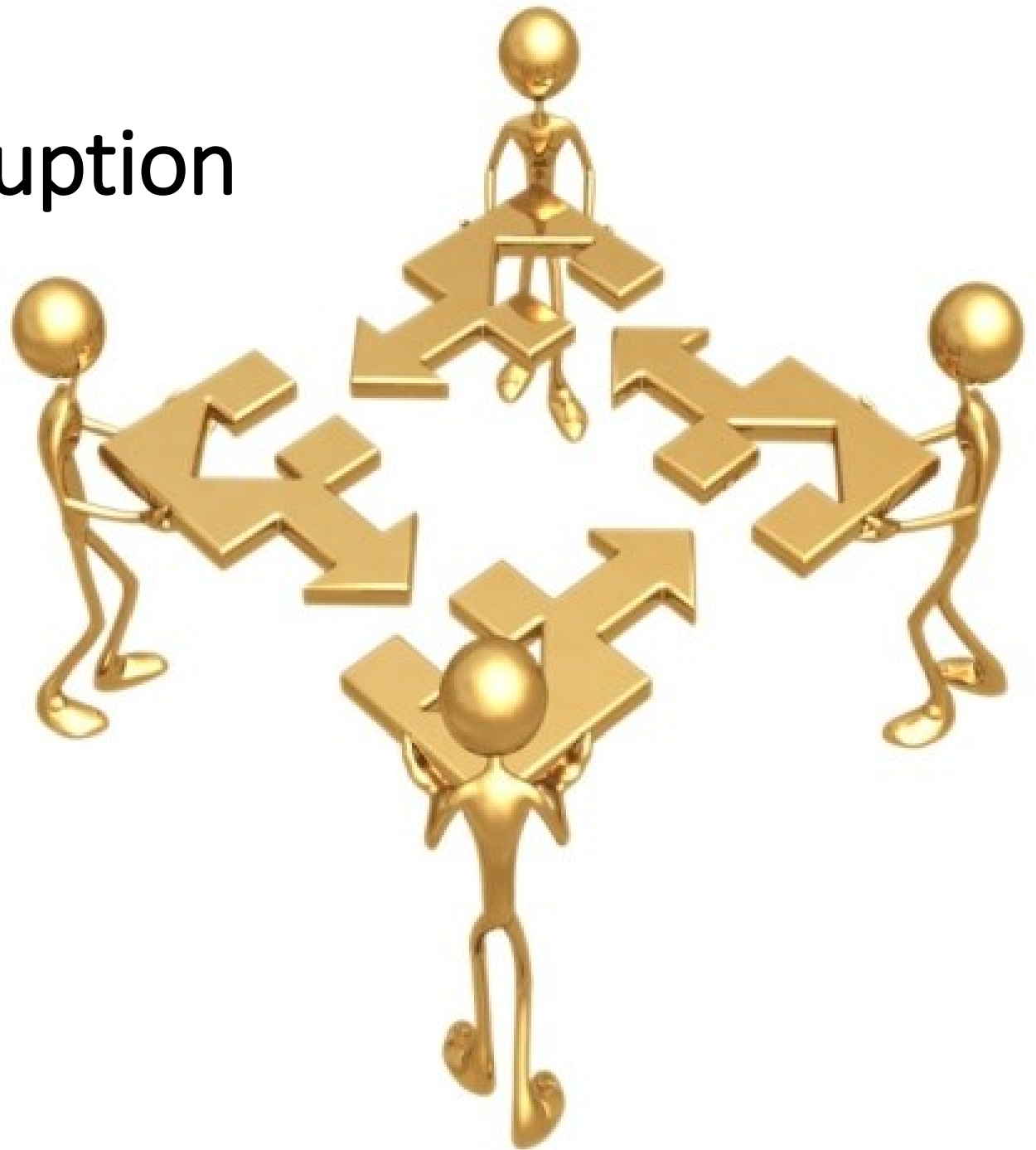
Grow and Nurture Your Personal Brand

- Why do you need to nurture your personal brand? Its “survival of the nurtured.” Louis Cozolino
- Weight lifters practice by lifting weights, build stamina to sustain disruption.
- Preparation



Attitude towards disruption

- How you view something often determines your attitude towards it and how you respond to it.
- Perceptions create attitudes.
- Embrace disruption as progressive and jump on board.





Thanks 😊

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