



BUILDING A BREAKTHROUGH AND MAGNETIC M.R BRAND

**PADMINI SHARMA
FOUNDER, JESTER&GENIUS**



#1

What business are we in?



#2

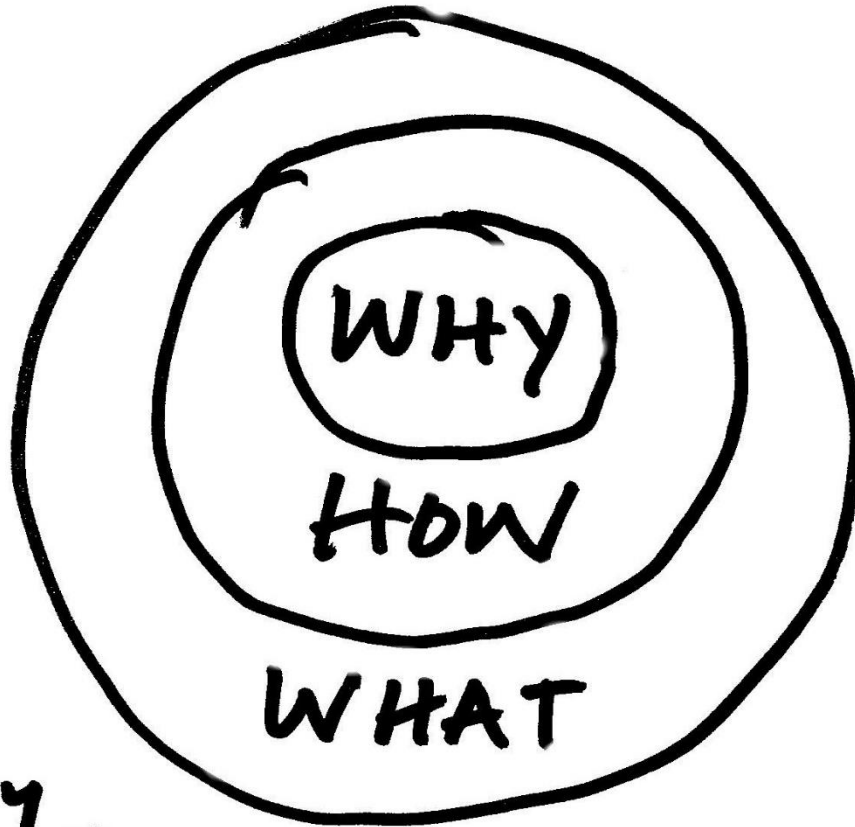
How do we define success?



#3

How do we ensure consistency?

THE GOLDEN CIRCLE



by
SIMON SINEK



**Strong (M.R) brands market
the 'why', not the 'what'.**

SHARE
YOUR
STORY



#1

Define your identity.



#2

Articulate your 'only'.



#3

State your purpose.





#1

People



#2

Partnership



#3

Passion



STOP MARKETING.
START MATTERING.