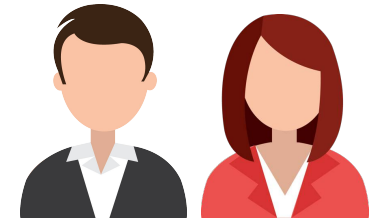


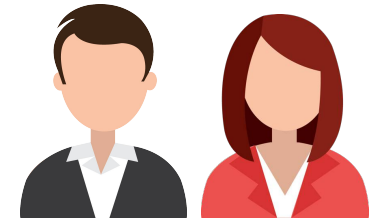
Conscious Marketing



*Impulse Workshop
for Business Students
at BHAK Wien 22*



Hi!



- *Why am I here?*

- *I know Karin Kiss.*
- *Our passion is to empower people to create thriving lives, careers and ventures.*
- *My career suits the purpose:*
 - *I took my final exams at HAK Schönborngasse in 1982.*
 - *We have run our educational & consulting business since 1999.*
 - *To grow our company I've been studying, practicing and teaching Conscious Marketing since 2014.*
- *To spark your zest for resonant customer communication!*

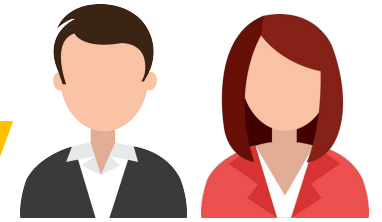
Ulrike Haiden



Harald Kastner



Touchpoints for Today



Talk, IQ:
How does
Conscious Marketing
help you grow your
business?

Do you
speak
your
customers'
language?

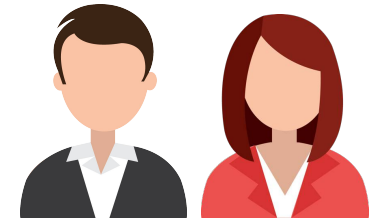
Co-create
tribe specific
messages

Take
aways

Hi!



Conscious Marketing is Based on Valuable & Rewarding Principles



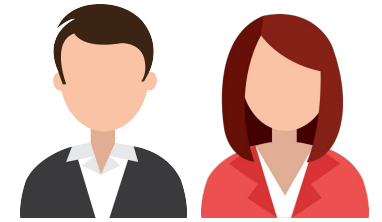
- Did you know that
 - „People wish a different economic order“
 - Germany 88%
 - Austria: 90%
 - Bertelsmann Foundation, 2010 and 2012
- Conscious Business uses a different business approach



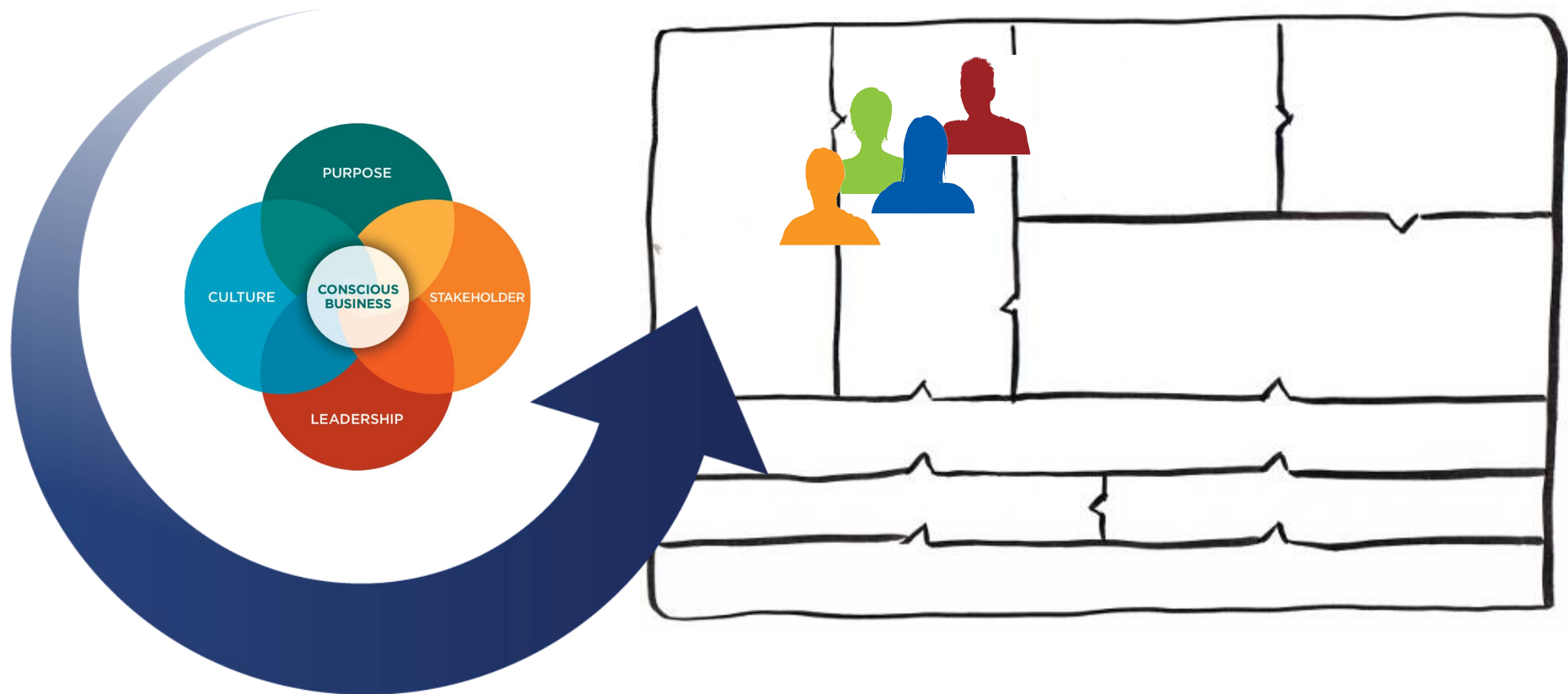
Source of reference:
<http://consciousbusinessconnections.com/wp-content/uploads/2014/05/moreso.png>



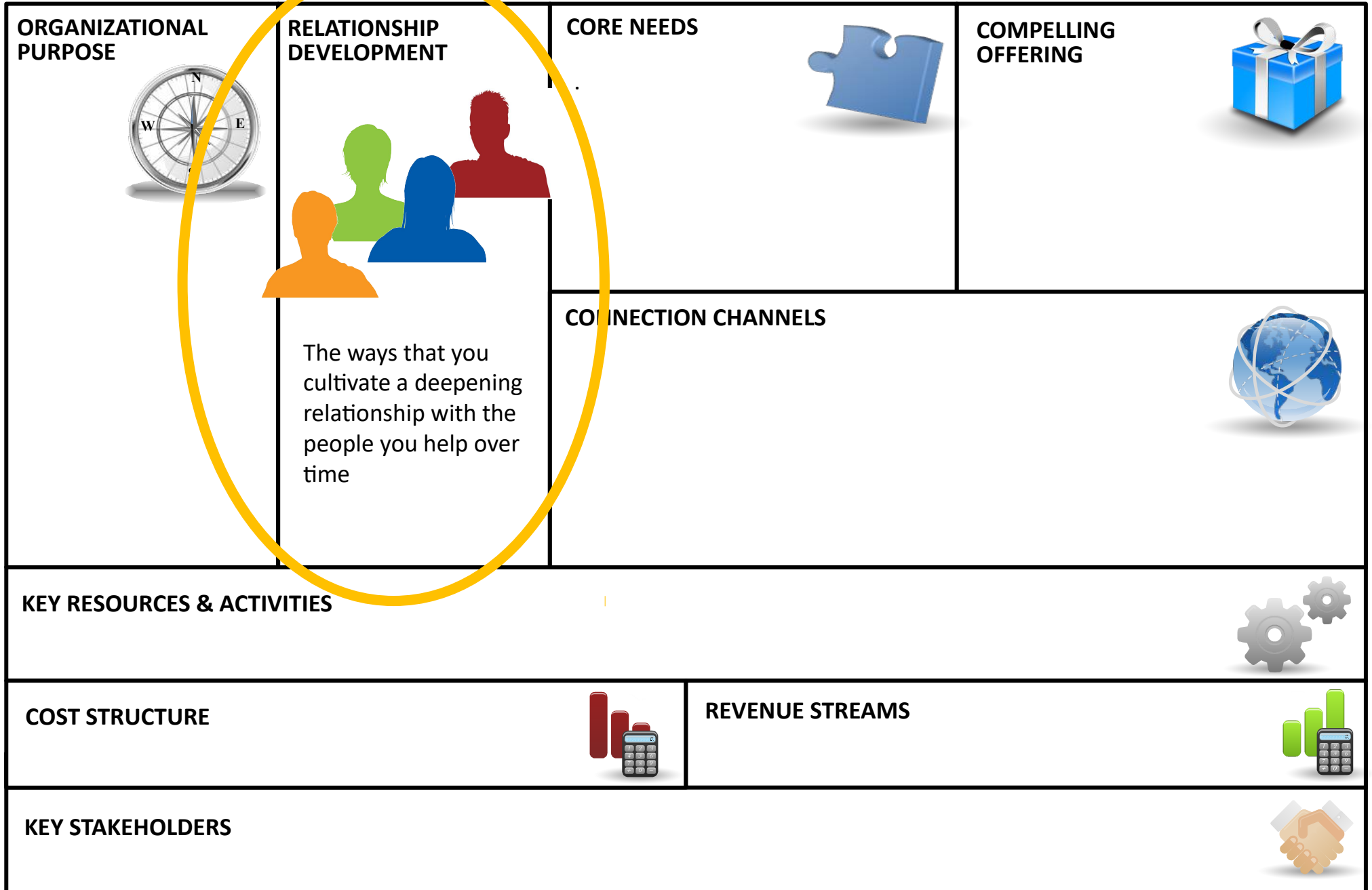
Let's Zoom in



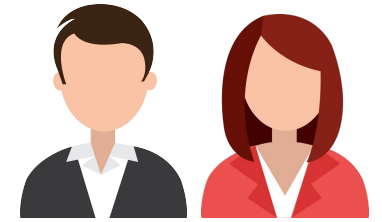
Getting from business approach to business model



Conscious Business Canvas



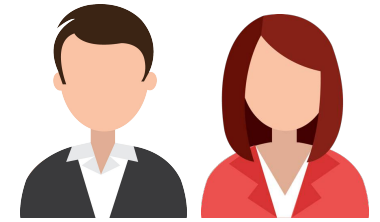
Common Ground in Marketing



- What do they need?
- How many of them are there?
- How much are they prepared to pay?



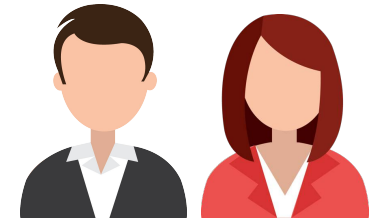
Differences in Marketing



Conventional Marketing	Conscious Marketing
transactional	transformational
convincing	dialogic
taking (extracting value)	giving (creating value)
short term	long term



Your Main Customer Type



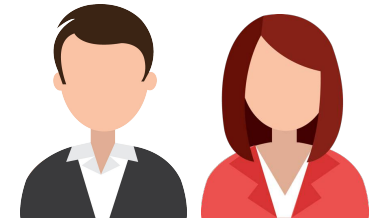
- NAME / SIGNIFICANT NICKNAME
- GENDER
- VOCATION
- EDUCATION
- AGE RANGE
- INCOME RANGE
- CORE VALUES
- **WORLD VIEW**
- LIFESTYLE
- ACTIVITIES
- DESIRES
- PROBLEMS
- PRODUCT / SERVICE PREFERENCES



Ideal Client Worksheet



What Makes Your Customers Tick?

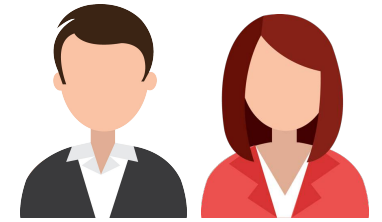


Worldviews

- Imperial
- Traditional
- Modern
- Post-Modern



Imperial Worldview

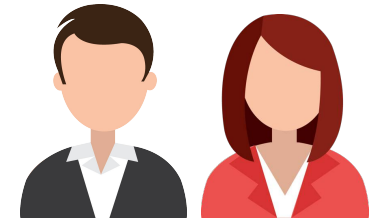


Power-centric Mindset

- **Driven** by power, respect, and dominance.
- Primarily **concerned** with being tough, gaining control (or the “upper hand”), breaking free from limits, gratifying desires, and being “top dog”.
- Are **resonant** with and tend to trust people (including marketers) who are perceived to be the strongest, toughest, and most dominant.

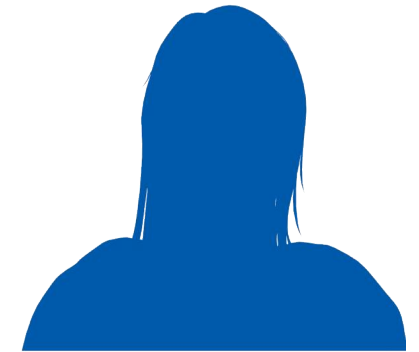


Traditional Worldview

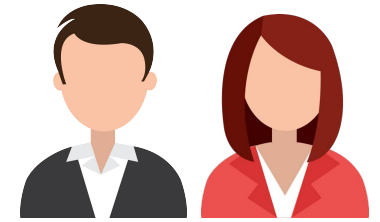


Compliant Mindset

- **Driven** by certainty, security, and belonging.
- Primarily **concerned** with stability, fulfilling their duties, complying with authority, living the one true way, and doing the right thing
- Are **resonant** with and tend to trust people (including marketers) who are perceived as having positional and/or moral authority. This usually means sharing their traditional beliefs and culture.



Modern Worldview

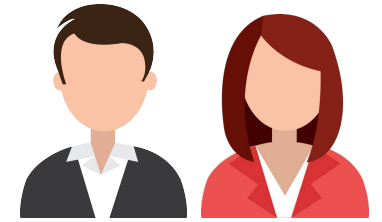


Achiever Mindset

- **Driven** by success, achievement, and status.
- Primarily **concerned** with personal autonomy, getting ahead, being at the top of their game, receiving recognition, living the good life, and most importantly winning.
- Are **resonant** with and tend to trust people (including marketers) who are perceived to have the most expertise and the ability to help them achieve their goals.



Post-Modern Worldview



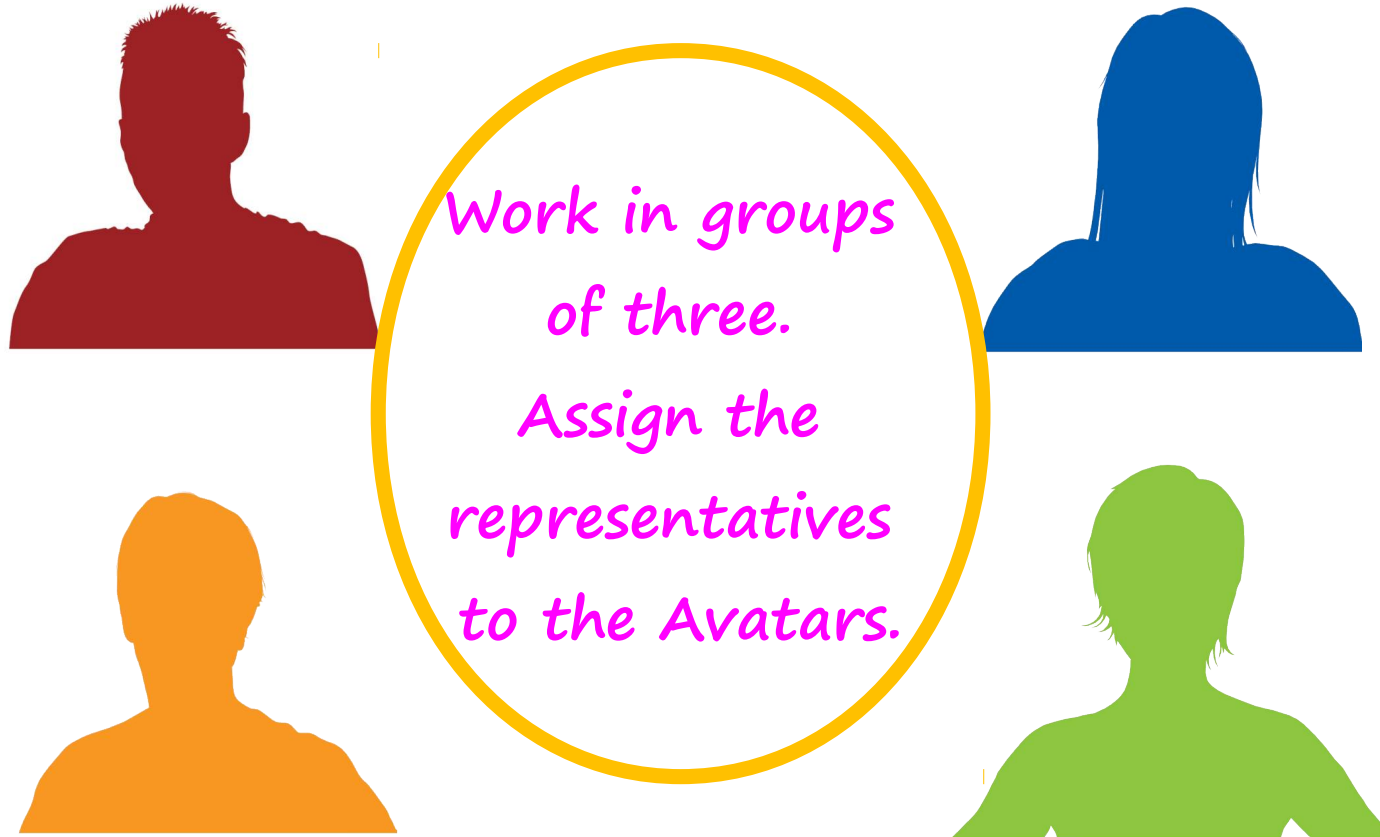
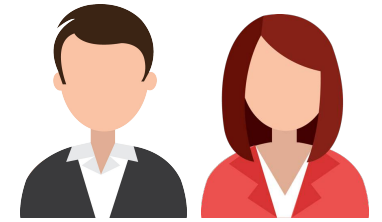
Pluralistic Mindset

- **Driven** by human connection and making a difference.
- Primarily **concerned** with meaningful relationships, cultivating self-awareness and peace of mind, fostering fairness and equality, and promoting human rights.
- Are **resonant** with and tend to trust people (including marketers) who are perceived as being aware, value consensus, and always treat others as equals.

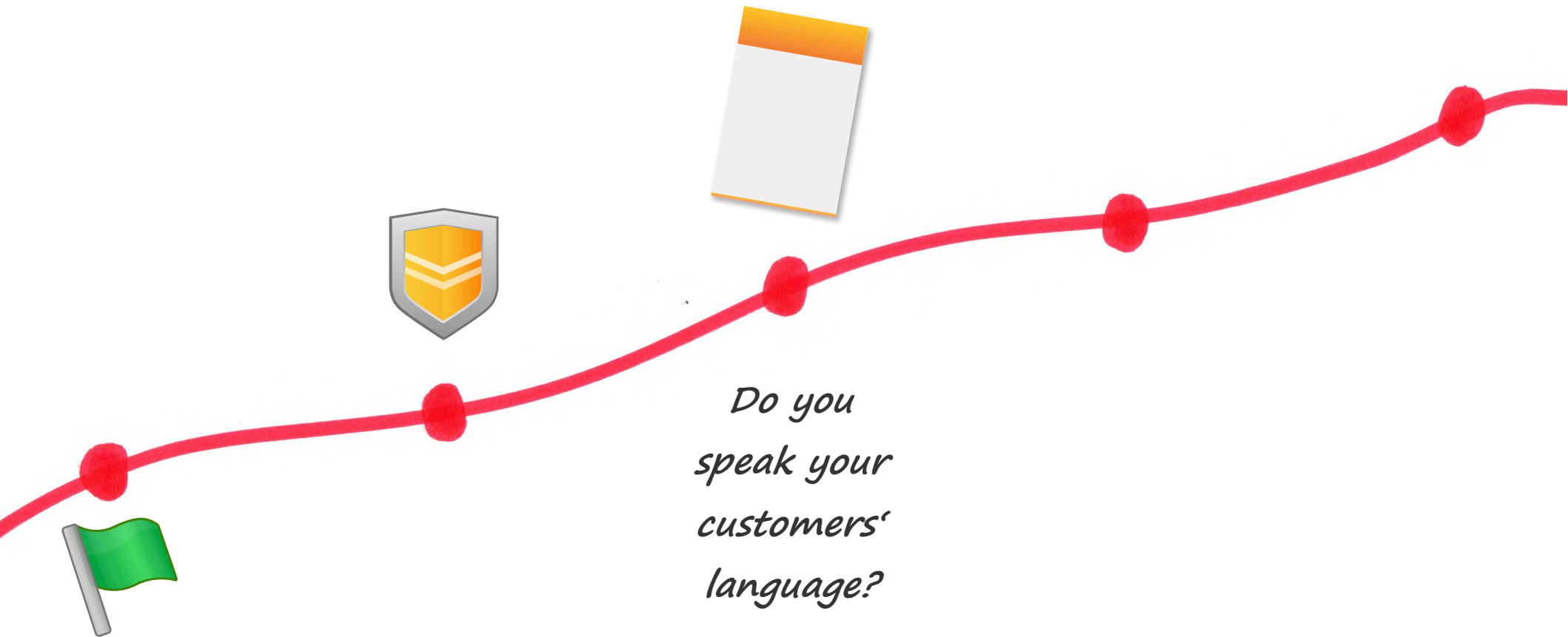
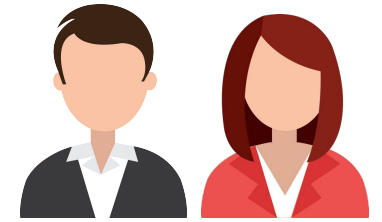


Who ticks how?

Find out who represents which worldview!



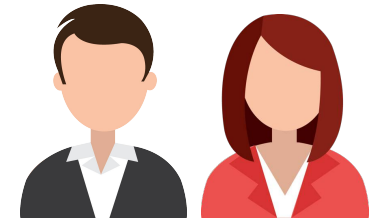
IQ: Insights & Questions



*Do you
speak your
customers'
language?*



Do You Speak Your Customers' Language?



sort features by worldview	imperial	traditional	modern	post-modern
and mindset	power-centric	compliant	achiever	pluralistic

When a potential customer doesn't understand, they don't buy.

Do your best to speak their language! :-)

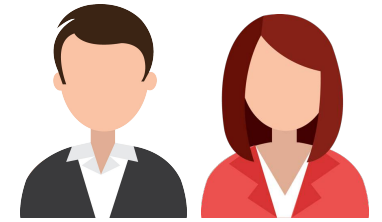
There are 20 features of products – 5 for each worldview.

- 1) Build groups of 3 and discuss where the features fit best.*
- 2) Enter them in the grid.*
- 3) Let's harvest your results.*



Look!

Feta in 4 Worldview Languages



ja natürlich

immer gut

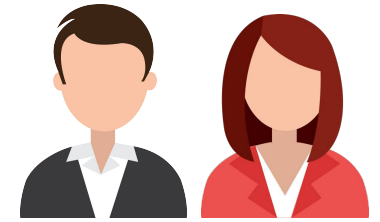
clever



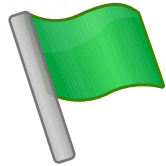
Kolios



IQ: Insights & Questions



*Co-create
tribe specific
messages*



Build 6 Marketing Groups



Talk about CARS, CLOTHES, FITNESS CENTERS, HAIRDRESSERS, RESTAURANTS and FURNITURE

In 2 – 4 different WORLDVIEW-DIALECTS.

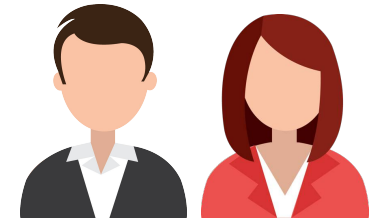


Collect Features for each and write them on the appropriately colored cards.

Let's harvest your marketing vocabulary collection in 4 colors.



Thank You!



*Take
aways
&
bye for
now!*

