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## LINKS YOU CAN USE NOW



### *This Month – Leadership*

With 2023's setbacks and chaos, leadership development had to take a back seat. Quickly catch up on the latest tips, tools, training and techniques:

#### **From Remote Work to Organizational Health: 5 Ways to Help Teams during Uncertain Times**

Consulting firm McKinsey & Co shares their top must-reads. More: <https://tinyurl.com/links022102>

#### **9 Great Tools that Enable Employee Engagement**

Employee engagement is a two-way street and a gift that keeps on giving. Discover the latest tools to help you fulfill your end of the bargain. More: <https://tinyurl.com/links022103>

#### **Free and Remote Mentorship Programs through SCORE**

Networking comes with extra hurdles this year. Here's one program designed to leap you forward. More: <https://tinyurl.com/links022104>

#### **Leadership during COVID-19: Resources for Times of Uncertainty**

Free webinars and white papers to foster an attitude of agility. More: <https://tinyurl.com/links022105>

## 5 Top TED Talks on How to Change an Industry (and the World)

March will celebrate the anniversary of the first motion picture (1885), Alexander Graham Bell's patent for the first telephone (1876), Coca-Cola's accidental formulation (1886) and the day light was first created from electricity (1877). All of these changed the world of their time.

How do we change the world? How do we change an industry? How can we do things differently, challenge "the way it has always been" and foster innovation? Here are some insights from TED Talks that are all about ideas that can change the world.

***The Art of Innovation.*** Famed marketer and author Guy Kawasaki shares his top 10 evergreen lessons about the art and heart of curve-shifting innovation. Watch here: <https://tinyurl.com/Feb21TED1>

***How Play Leads to Great Inventions.*** Many of today's technologies have surprisingly been born out of good, old-fashioned fun. Pulling from history's revolutionary ideas, Steven Johnson explains how "necessity isn't always the mother of invention." Watch here: <https://tinyurl.com/Feb21TED2>

***The Puzzle of Motivation.*** Career analyst Dan Pink explains the research behind how our brain's reward systems change when tackling a creative task. Incentives can actually harm creative performance, whereas autonomy, mastery and purpose are linchpins of highly engaged work that is productive and innovative. Watch here: <https://tinyurl.com/Feb21TED3>

***The Surprising Habits of Original Thinkers.*** Organizational psychologist Adam Grant studies "original thinkers" and shares the key ways these dreamers innovate to create tomorrow's breakthroughs. Watch here: <https://tinyurl.com/Feb21TED4>

***The New Rules of Innovation.*** In this talk, Carl Bass discusses the five most powerful trends that are accelerating the rate of innovation at an extraordinary pace. Watch here: <https://tinyurl.com/Feb21TED5>

### Quotes on ... Impact

*Every person and company can make a difference in the world. Here are a few quotes to inspire you to take action and make a positive impact.*

*The only limit to your impact is your imagination and your commitment.*  
Tony Robbins

*What you do has far greater impact than what you say.*  
Stephen Covey



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## 5 Core Elements of Building an Iconic Brand

Iconic brands weren't born by accident. These are the worldwide companies whose logos and slogans are as instantly recognizable as the smell of a fresh pot of coffee. How do these megabrands get to their stature? Below are the key signatures of the iconic brands that have become a part of our daily lives.

**They know their customers.** Iconic brands have spent millions investing in developing "customer profiles" to truly understand their needs, motivations and desires. This helps them relate to and connect with their current (and future) consumers on a higher level, as they are able to communicate and resonate with their customers at every stage of their customer journey.

**They have personality.** Iconic brands turn their logos into walking, talking, breathing and dynamic personalities. This allows for genuine human connection between their business and their target audience. In essence, their logos become friends we can trust.

**They have purpose.** Alongside these personalities, they have an influential sense of purpose in the world and truly stand for something other than their bottom line. To translate this into a more customer-facing perspective, these iconic brands connect with their core audiences through "corporate social responsibility" (CSR) campaigns that make sense for their industries, their audiences, and their brands' personalities.

**They are compelling storytellers.** Bold, imaginative and with the courage to lead the way, iconic brands know how to touch the hearts of their customers. Through a strong connection to customers' cultural roots, values, beliefs and concerns, they deliver powerful anecdotes in their marketing and messaging that move the emotions of their target audiences. This emotional aspect then moves their customers to brand loyalty.

**They have mastered the art of consistency.** Consistent, compelling and easy to recognize. That's the magic formula behind a powerful brand identity. These iconic brands have spent years, usually decades, perfecting this craft. This consistency across their visuals, messaging, brand personalities and every interaction and touch point in their ecosystems creates a point of reference where consumers know what to expect. Consistency creates familiarity, and familiarity breeds trust.

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## Worth Quoting ...

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## *This Month's Quick Quiz Question*

For an answer, email me at [info@g3cpa.com](mailto:info@g3cpa.com) or call 856-727-0100.

*According to Billboard, what was the most successful love song of all time?*