

Lift & Grow Principles

Art & Science



Dr Mzamo Masito (PhD)

Disclaimer

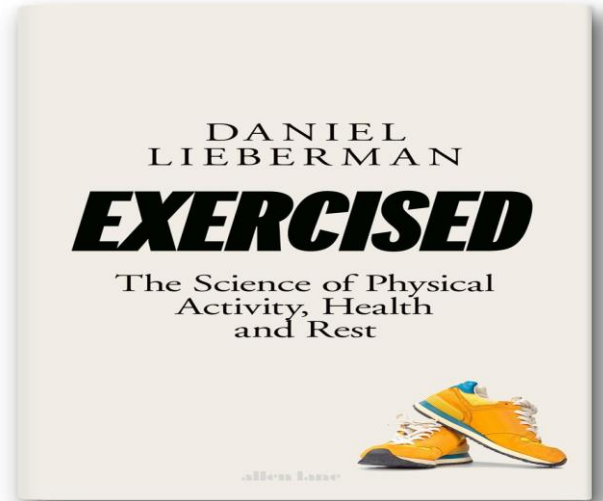
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LIFT & GROW SELF UP



*Every storm runs
out of rain.*

Maya Angelou



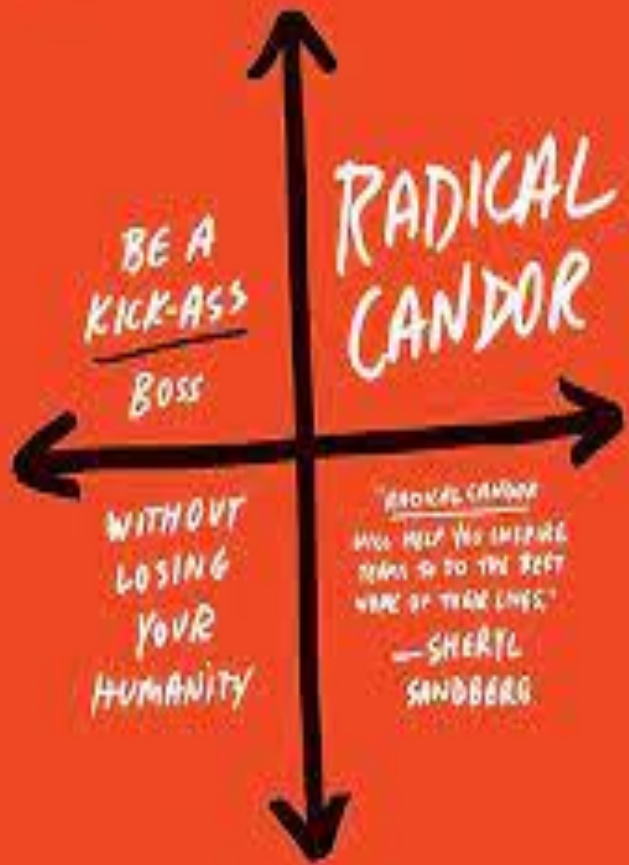
THE
LONELINESS
EPIDEMIC



 **EFFECTIVE**

to be best
point of view.
Conflict ['kan
disagreement
fighting between
clash between

NEW YORK TIMES BESTSELLER



KIM SCOTT

Updated with New Approaches for Today's Communication Challenges
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crucial conversations

THIRD EDITION



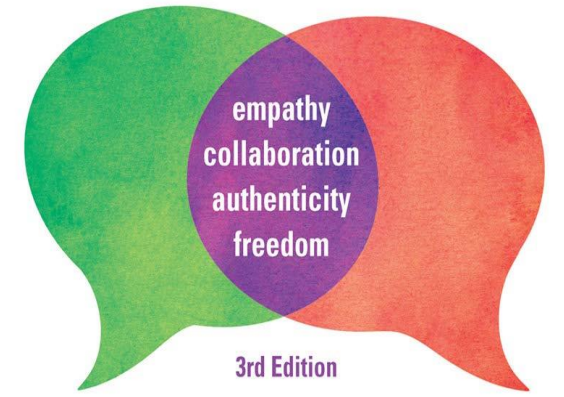
TOOLS FOR TALKING WHEN STAKES ARE HIGH

JOSEPH GRENNY • KERRY PATTERSON • RON McMILLAN
AL SWITZLER • EMILY GREGORY

If "violent" means acting in ways that result in hurt or harm, then much of how we communicate could indeed be called "violent" communication.

Nonviolent COMMUNICATION

A Language of Life



Words matter. Find common ground with anyone, anywhere, at any time, both personally and professionally.

MARSHALL B. ROSENBERG, PhD

Foreword by Deepak Chopra

Endorsed by Tony Robbins, Arun Gandhi, Marianne Williamson, John Gray, Jack Canfield, Dr. Thomas Gordon, Riane Eisler, and others



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'INDISPENSABLE' DANIEL KAHNEMAN

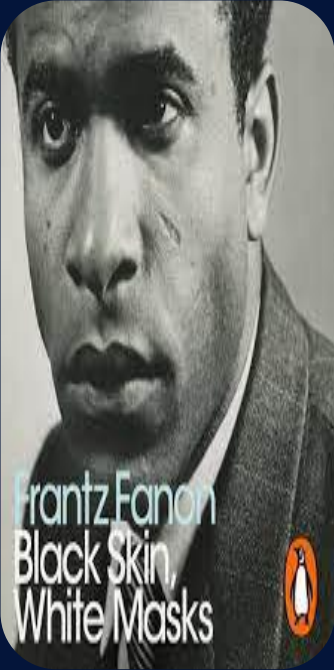
THE ELEMENTS OF CHOICE




WHY THE WAY WE DECIDE MATTERS

ERIC J. JOHNSON

'AN ABSOLUTE GIANT' CASS SUNSTEIN




Frantz Fanon
Black Skin, White Masks



WHAT HAPPENED TO YOU?


CONVERSATIONS ON TRAUMA, RESILIENCE, AND HEALING



BRUCE D. PERRY, MD, PhD
OPRAH WINFREY

THE NEW YORK TIMES BESTSELLER

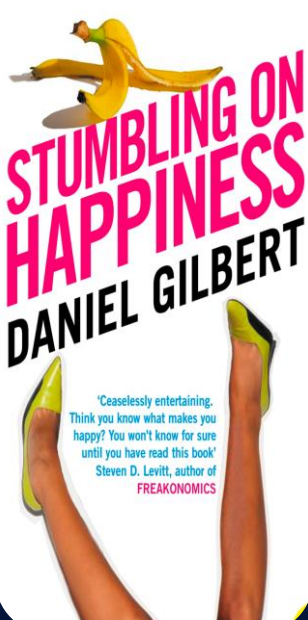
THINKING, FAST AND SLOW



DANIEL KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece... This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM EASTERAY, *Financial Times*




STUMBLING ON HAPPINESS

DANIEL GILBERT

'Ceaselessly entertaining. Think you know what makes you happy? You won't know for sure until you have read this book!'
Steven D. Levitt, author of **FREAKONOMICS**

How to Change



The Science of Getting from Where You Are to Where You Want to Be

Katy Milkman

Foreword by Angela Duckworth

"Compelling." —Carol Dweck, PhD, author of **MINDSET**
"I love this book and know you will, too!"
—Angela Duckworth, author of **GRIT**

FORGET QUIT UNDONE

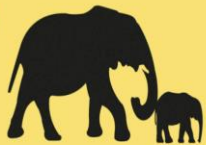
Surprising Lessons from the Science of Motivation

Ayelet Fishbach

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RICHARD H. THALER
WINNER OF THE NOBEL PRIZE IN ECONOMICS

and CASS R. SUNSTEIN
WINNER OF THE HOLBERG PRIZE



Nudge

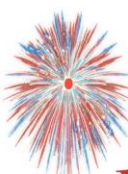
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Flourish

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NOISE

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DANIEL KAHNEMAN
AUTHOR OF THINKING, FAST AND SLOW

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*"David Taylor has created the 21st century's answer to *Who Moved My Cheese?* with this entertaining and easy-to-read parable of brand building."*
Andy Dornick, Marketing Director Procter & Gamble UK, *Marketing of the Year 2003*

Never mind the sizzle...



Branding based on substance not spin

DAVID J. TAYLOR

LIFT & GROW OTHERS UP

“

If you don't intentionally,
deliberately, proactively include,
you will unintentionally exclude

”



Source: "10 Things Your Corporate Culture Needs to Get Right"
By Donald Sull and Charles Sull, *MIT Sloan Management Review*, September 2021
sloanreview.mit.edu/x/63211



Overly Humble = Low to no Self Promotion + Downplay accomplishments

Women are

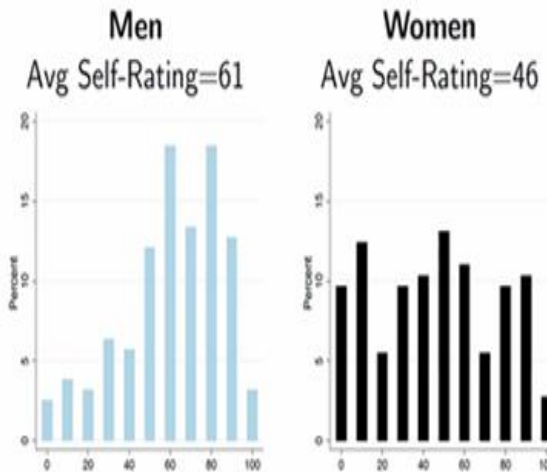
44%

more likely to be asked by male managers to perform non-promotable tasks, and 50% more likely to say yes.

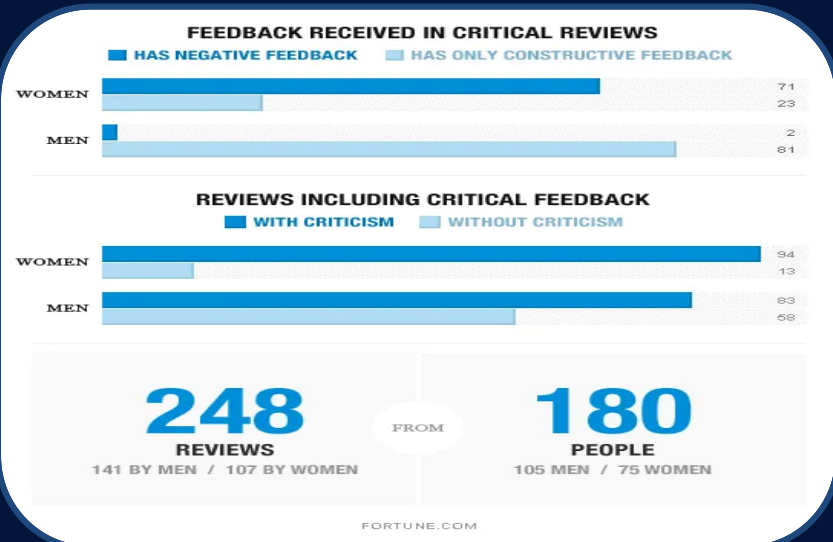
From *The No Club: Putting a Stop to Women's Dead-End Work*, by Linda Babcock, Brenda Peyser, Lise Vesterlund and Laurie Weingart.

#PennWomen

Non Promotable Work (NPW)



Self evaluation, self assessments and self perceptions



Useful and useless, negative and constructive feedback

Building at the Intersection

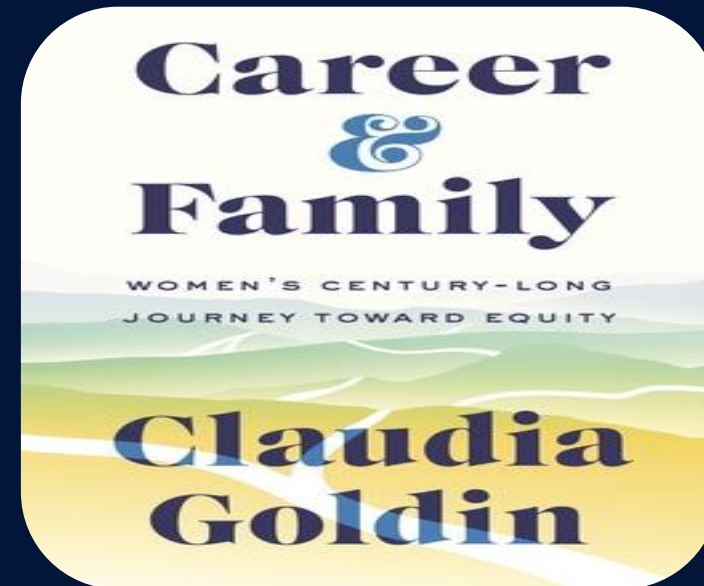
Stop Fixing Women

Women in organisations are over mentored, over trained and under sponsored. Stop training women around fixing them (confidence building etc), instead support them with meaningful development programs and give them real opportunities. Help women navigate through barriers and challenges and thrive in their work-life. Support with sponsors who open doors and help them thrive.



POWER WOMEN

Over trained/mentored. Under Sponsored



Corporate Culture Elements Most Important to Employees

The authors analyzed the SHAP values of over 150 culture topics to determine which cultural elements matter most to employees. The bars represent each cultural topic's relative importance in predicting a company's culture rating, meaning the feeling of being respected at work is 17.9 times more powerful a predictor of culture score than the typical topic.




Source: "10 Things Your Corporate Culture Needs to Get Right"
 By Donald Sull and Charles Sull, *MIT Sloan Management Review*, September 2021
sloanreview.mit.edu/x/63211

LIFT & GROW BRAND | BUSINESS UP

Kantar BrandZ: Strong brands bounce back more quickly



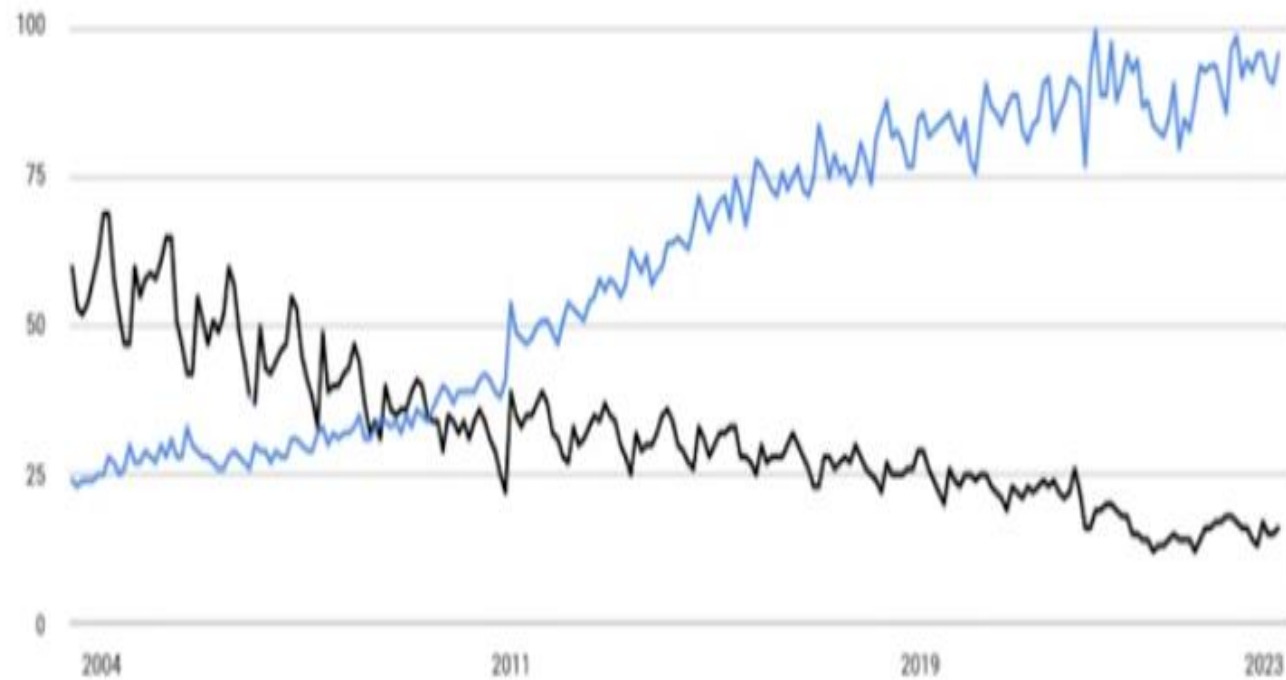
A top-down view of a wooden desk. On the right side, there is a silver laptop with a black keyboard. In the center, a pair of black-rimmed glasses lies horizontally. Below the glasses is a white ceramic coffee cup with a yellow handle, filled with dark coffee. At the top center, a small green succulent plant in a dark pot is visible. The background is a dark blue gradient.

A desk is
a dangerous
place from
which to view
the world.

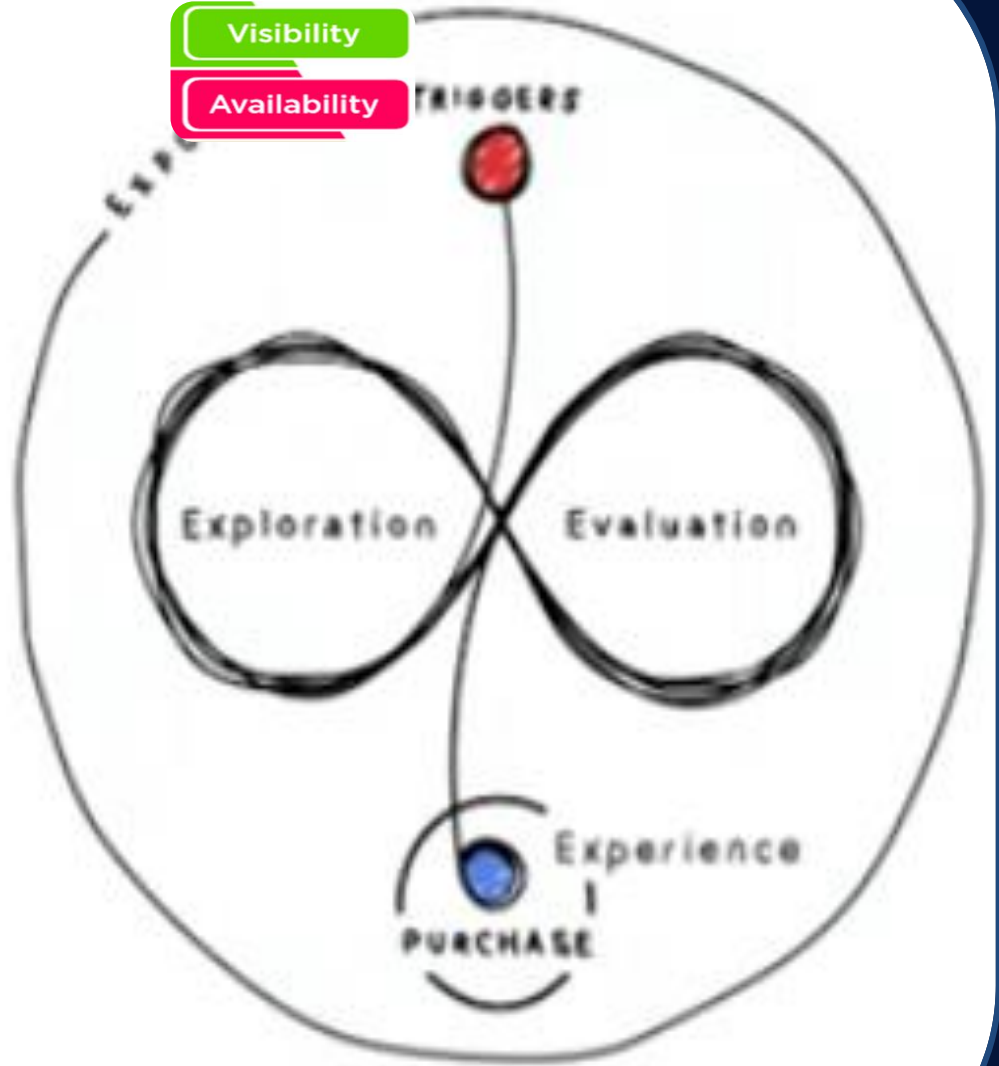
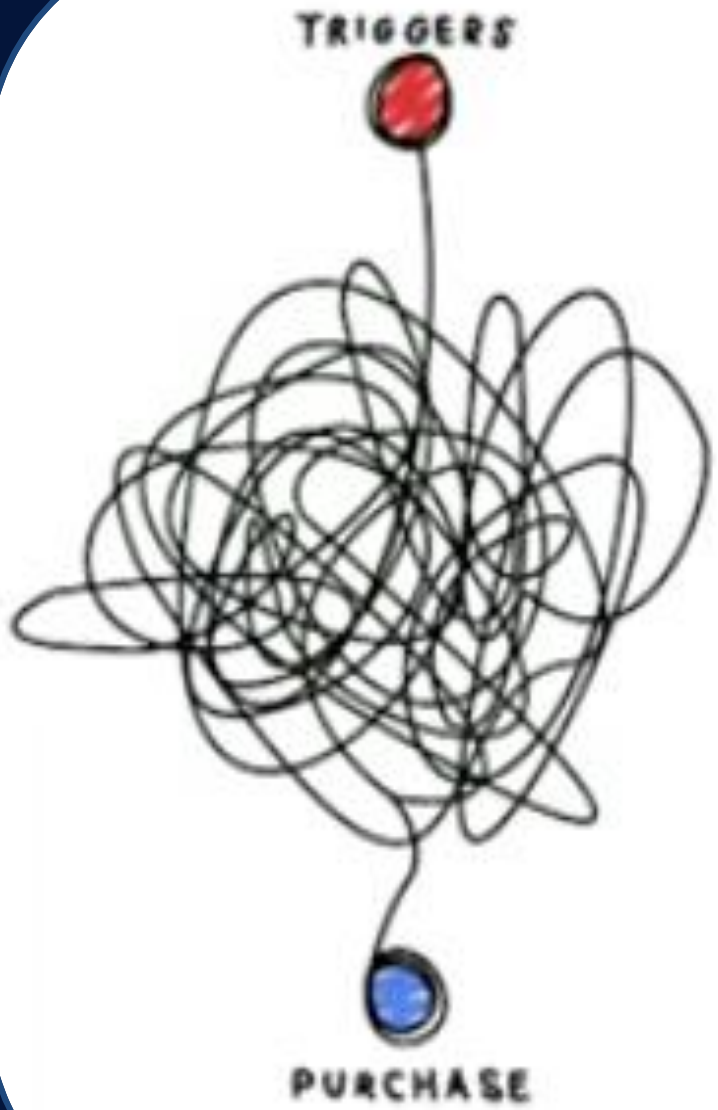
- John Le Carre

Better

Search interest over time for "best" and "cheap"



● best ● cheap



Purchase choice
is driven by
much more
than just price

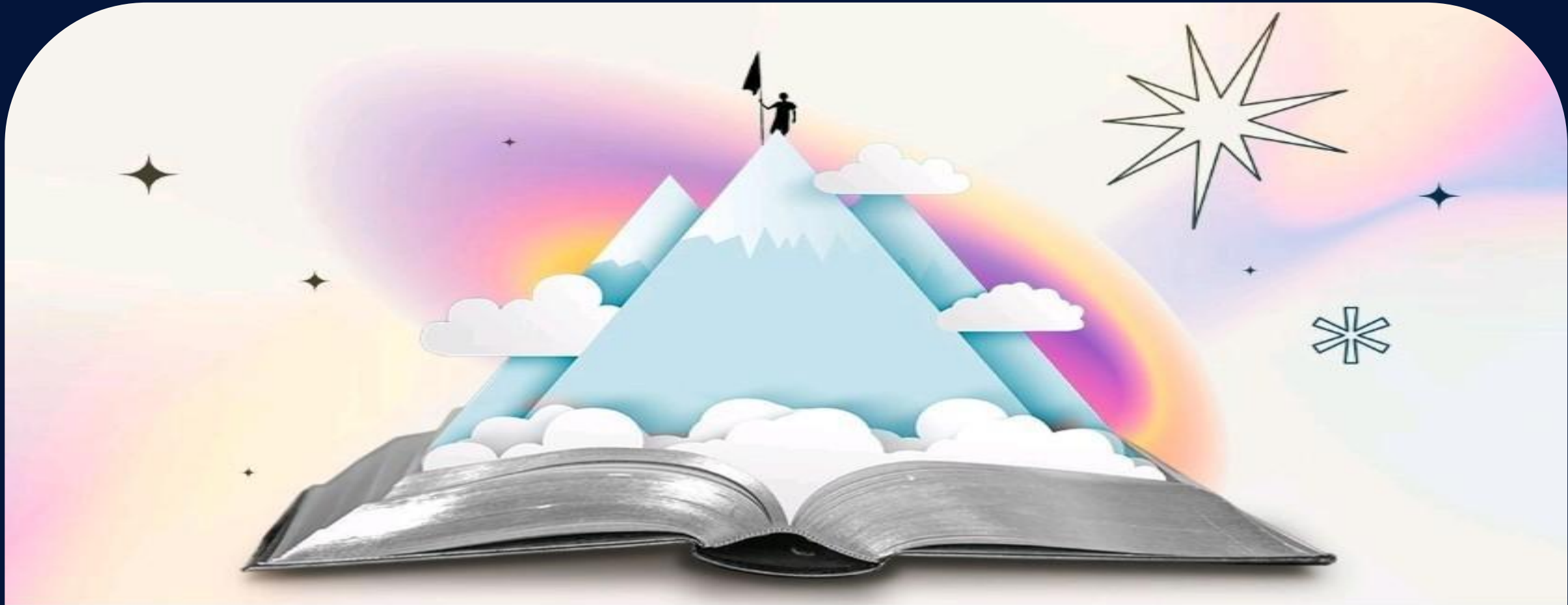


Source: Google/The Behavioural Architects, UK, US, Australia, June 2022.

Note: These are the importance scores obtained from this specific experiment. Testing different factors could lead to different results.

FACTS TELL.
STORIES SELL.





hbr.org • 1 min read

The Best Job Candidates Are the Best Storytellers

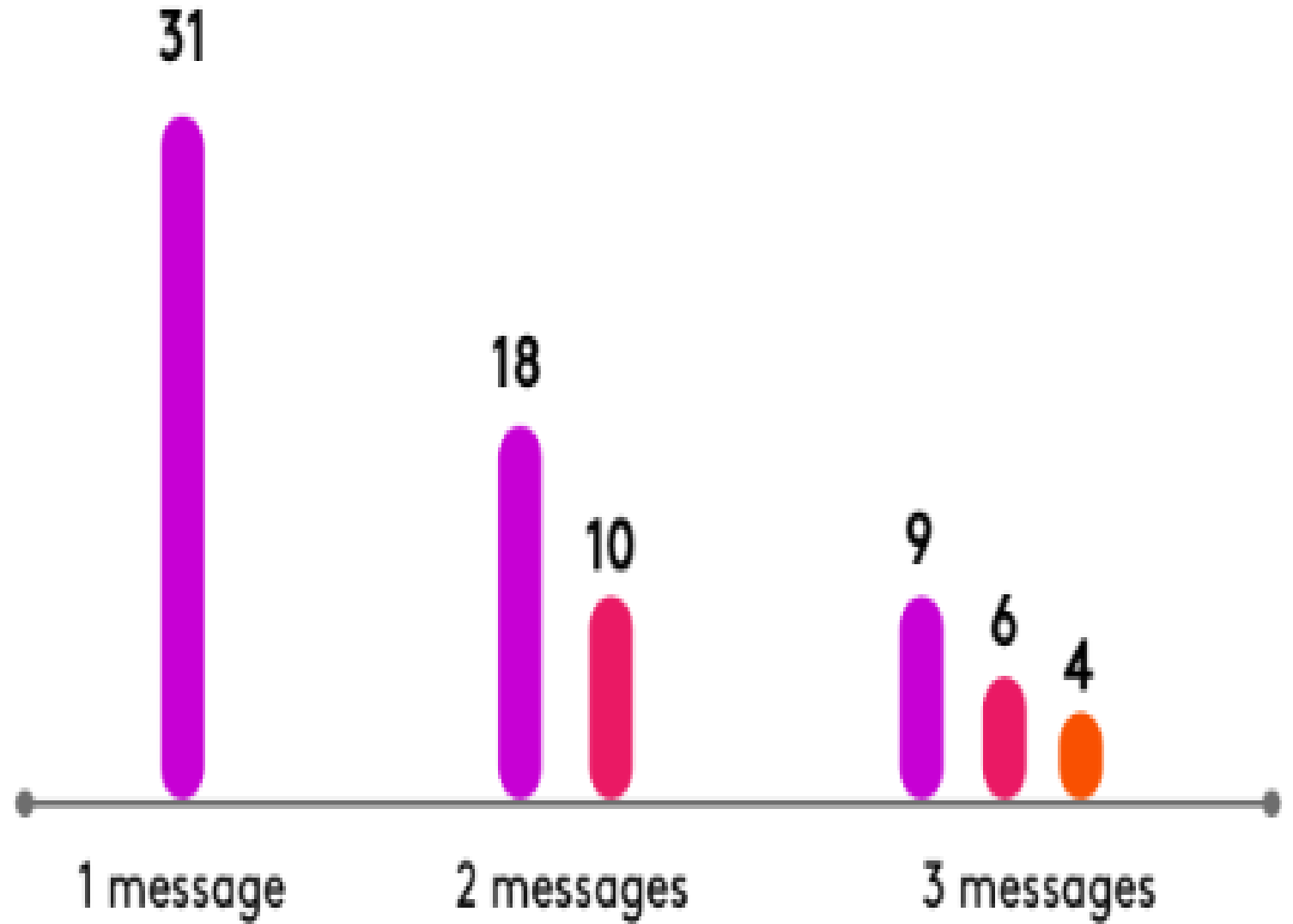


Follow Emerging vs Traditional Story Arc



**ONE MESSAGE IN
AN AD HAS MUCH
MORE IMPACT
THAN MULTIPLE**

- Key message A
- Key message B
- Key message C



An iceberg floating in the ocean. The tip of the iceberg is above the water, and the much larger base is submerged below the surface. The background is a blue sky and sea.

5-
35%

of ROI is from Targeting

vs

50-
80%

of ROI is from **Creative**





$$T = C (cxcs) / t$$



What African (youth) users want when they go online?

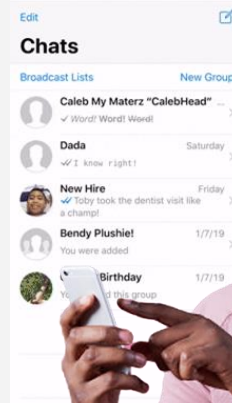
Content

The need to be entertained, with a preference for voice, vernacular and visual content



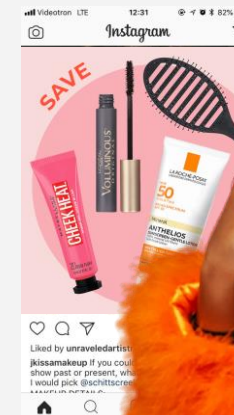
Community

The need to belong, to connect with their communities



Commerce

The need to make money now! 80% of African youth are self-employed



Thank you

We hope our insights are results driven, trigger ideas, and serve the consumer honourable at a profit.

If you have any questions, please feel free to reach out directly.



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