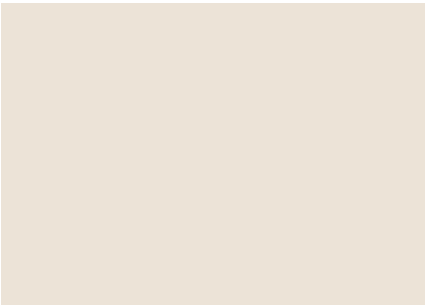




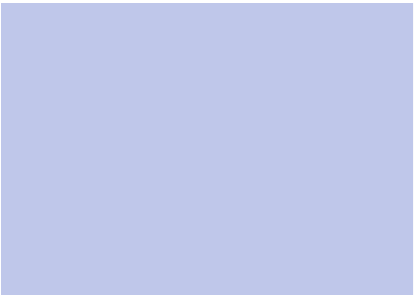
ANNA | THE BRAND



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Anna Lakomy



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Anna Lakomy

*Anna
Lakomy*





Anna Lakomy

I'm on a mission to help ambitious women with immigrant backgrounds climb the corporate ladder and get the money and recognition they deserve.

Anna Lakomy



RULES ARE MEANT
TO BE BROKEN

candid

PROVE PEOPLE WRONG

WHERE THERE'S A
WILL THERES A WAY

STRATEGY

You don't have to settle
for status quo. First
demand more, second,
go out and get it.

We can make the
world better.

Become Stronger
and Better

honest

BRAVE
COMBATIVE
REBELLIOUS

DISRUPTIVE

DARING

HONEST

GROWTH

LIBERATION

CHANGE

Encouraging

Empowering

Prove your worth

Achieve and gratify

Upstanding citizen

Revolution for change

rebellious

DRIVE

Mastery

Courage

Growth

Development

Defense

Liberation

Change

Righteousness

Revenge

Independence

Gratification

Worthy

Ambitious

Belief

Revolution

FEAR

Incompetence

Cowardnice

Deterioration

Downfall

Incapability

Dependence

Acceptance

Complacency

Conformity

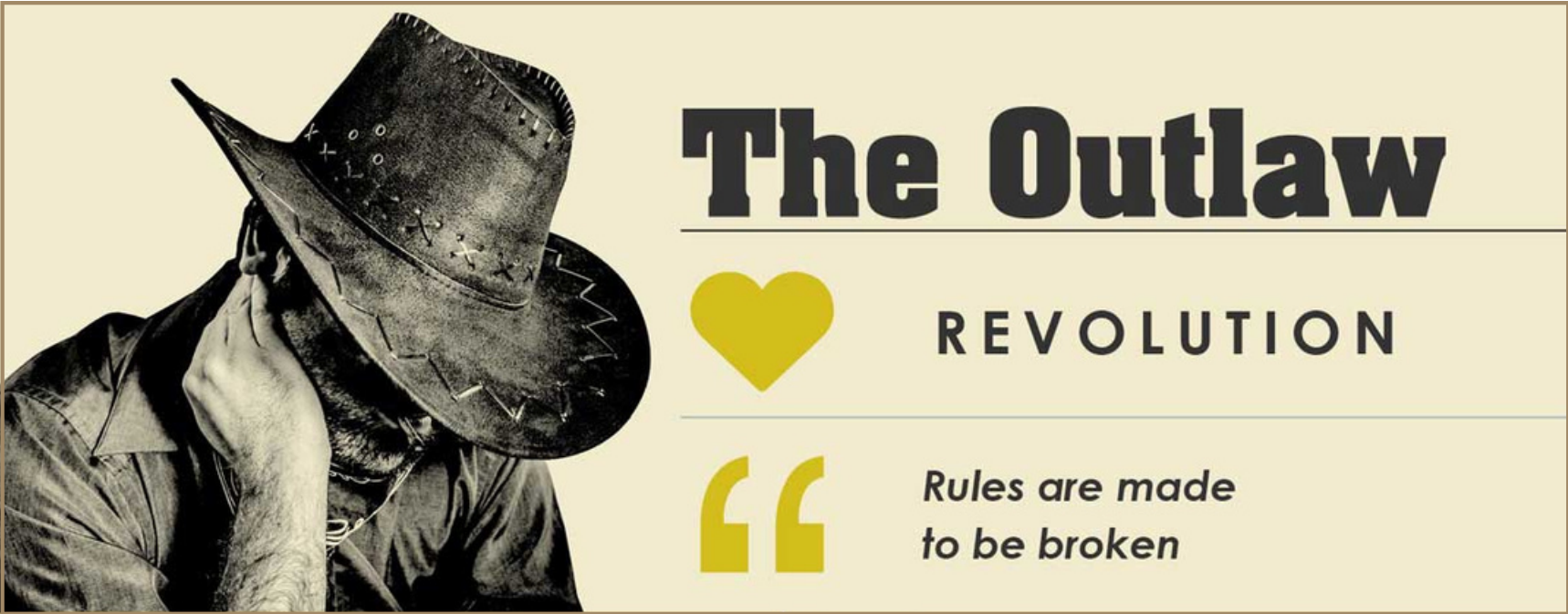
Servitude

Nemesis

Distain

Grit

Anger



RULES ARE MEANT TO BE BROKEN.

DISRUPTIVE
REBELLIOUS
COMBATIVE

You don't have to settle for status quo. First demand more, second, go out and get it.

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

To appeal to an outlaw you need to prove to them first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will make you an instant family (or gang) member. Formal communication should be avoided and your language and tone should be laced with grit and attitude.

DRIVE

- Liberation
- Change
- Righteousness
- Revenge
- Independence

FEAR

- Servitude
- Conformity
- Complacency
- Acceptance
- Dependence

STRATEGY

Denounce Status Quo
Disrupt + Shock



The Hero



MASTERY



*Where there's a will
theres a way*

WHERE THERE'S A WILL THERES A WAY

HONEST
CANDID
BRAVE

We can make the world better. We
have the grit and determination to
outwork the rest.

The Hero's main motivation is to prove their worth through courage and determination. They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest. They need to meet challenges head-on and carry defeats or failures until they are corrected. The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.

To appeal to a hero you should inspire them and make them feel empowered to succeed and achieve. They see themselves as upstanding citizens and the bully's nemesis and they stand up for what's right. Hero's want to rise to their ambitions and brands that can acknowledge those ambitions and encourage the challenge will connect with them. A Hero wants to be inspired by the possibility to achieve and gratification that comes with it.

DRIVE

Mastery
Courageousness
Growth
Development
Defence

FEAR

Incompetence
Cowardnice
Deterioration
Downfall
Incapability

STRATEGY

Become Stronger and Better
Prove People Wrong

