

Action sheet

Exercise 1: How companies make their products visible

1: Find a video advert of a product you like - write in the name

2: How does it make a good, positive first impression?

3: How do they make it 'warm' and 'welcoming'?

4: Does it end on a high? If so, how?

5: How do they make the product memorable?

6: What images/words/parts of the advert do you remember most?

7: How does the advert connect with you? What emotion do you feel?

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Exercise 2: How others make themselves visible to you

1: Think of a colleague you respect – write their name

2: How did they make a good, positive first impression with you?

3: How do they make it ‘warm’ and ‘welcoming’?

4: Do they finish conversations, meetings on a high? If so, how?

5: How do they make themselves memorable?

6: What do they frequently do that helps them stand out?

7: What connects you with them? (eg: common interests, values...)

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Exercise 3: Making yourself more visible

Now it is about YOU! Fill in the table below – start by thinking about what you are currently doing. Is it working? Remember E + R = O. If not, then what would work?

Top tip: Look back at your answers for exercise 1 & 2. Anything you can copy?

FLORA	What are you currently doing?	What can you start to do or do more of?
First: Be warm and welcoming		
Last: End on a high		
Outstanding: Be memorable		
Repetition: Repeat, repeat, repeat		
Association: Emotionally connect		

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