

DON'T BECOME A DOLLY:

HOW BRANDS CAN FIND THEIR AUTHENTIC VOICE

February 1997: meet **Dolly.**

Meticulously designed, constructed, tested.
The imaginations of *uninhibited* minds, were brought into existence.

Challenging scientific assumptions,
P u s h i n g **boundaries,**
Setting precedent.

But,

What is setting precedent when the first is also the second,
When the **original** is also the **copy,**
When the leader is also the sheep?

February 2017: meet you.

Unapologetically **DIFFERENT**, purposeful, **IMPACTFUL.**
True self cannot be realised simply,
Nor can it be **copied, pasted,** or **edited** at whim.

To understand authenticity as,
a sacrosanct component of communicating

The **STRENGTH** of an idea

Existing in the compartments of your mind,

Creating a course of action,
From one authentic self to another.

February 2017: meet **leadership**

The key is

To **listen.**

To not get lost in

Cliché assumptions, or

Dissuaded by the non-believer *engulfed* in scepticism.

To tune into the **voices** before you.

And the reality of the communities around you.

To lead with *ideas,*

To lead with *thought,*

TRANSCENDS imitation.

February 2017: Don't be a **Dolly.**