

Jonathan MacDonald – About Me - June 2008

I tend to generalise my positive and negative attributes into past, present and future tense. Hopefully the things I must improve on become retrospective, but I will never stop learning.

Here though, I would like to present the things I am still working on but I am probably better than worse at. I regularly seek feedback from those I spend my personal and professional life with. It's not always easy to hear how people see you, but I believe it is vital.

From feedback, spanning almost 2 decades, my abilities seem to categorise themselves into 4 areas:

- **Strategy** – I strive to find the most efficient and elegant way of getting something done. For most of my professional life, the strategies I have created cover: brand, offering and business growth – all of which revolve around the critical need for brilliant and effective communication – the purest form of interaction. How something is 'sold-in' to the world at large.
- **Negotiation** – Such a critical part of communication, negotiation is sometimes seen as 'deal-making' but arguably it runs deeper than that. Knowing the effect of a successful value-exchange is as powerful as knowing the effect of well-placed silence. Understanding the axis of integrity is as vital as learning the vast language of non-verbal communication.
- **Evangelising** – Spreading the word is a magnet for new opportunities, new clients, new consumers and overall belief. Evangelising is crucial to partner relationships and public acceptance, sculpturing how stories are delivered ensuring that readers, writers, partners, users and buyers; *believe*.
- **Leadership** – Over the years, the teams I have built are my undoubtedly my best references. I see the main components of leadership including: motivation, delegation, respect and experience. I believe effective leadership is found within the ability to strategise, negotiate and evangelise.

Every role I have had to date, either in my own companies or with others, has been about communication. Titles and positions do not necessarily need to include the words 'Brand Marketing' or 'Communications' to show a common thread. Upon occasion of having excelled, the environment has consistently been one of communication.

Whether one calls it engagement, market positioning or creating belief - my ambition is to have a significant influence and effect in the world of communication. Its what my life is, was and always will be about.