

# THE **ICONIST**

## **RISE ABOVE THE MASS DISTRACTION OF THE MODERN WORLD**

The Iconist teaches the primal laws of **BLOCKS™** that can help any art, product, service, idea, or offering **STAND OUT** and generate demand despite a world overloaded with content.

**MORE TECHNOLOGY + MORE DATA + MORE PRODUCTS =**

**HUMAN  
INVISIBILITY**

**THE ICONIST SOLVES THIS PROBLEM:**

The Solution

**BLOCKS™**

# THE **ICONIST** WORK + TALKS

## SPEAKING

**Iconist, Jamie Mustard**, is a dynamic, expressive storyteller and educator, creating social change through organizational and communication clarity. The change happens when individuals, teams and leadership realize the impact they can have using **BLOCKS™**.

**BLOCKS™** enable anyone to create Icons in the minds of others. Teaching the creation and execution of **BLOCKS™** will sharpen the focus of your team or organization. It's simple: People who feel that they can have an impact and be heard are happier and more self-fulfilled workers. Productivity, creativity, ingenuity and morale change instantly.

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### LEADERSHIP - CORPORATE CULTURE

#### INSPIRE EMPLOYEE PRODUCTIVITY + HAPPINESS

Use the simple laws of **BLOCKS™** to improve company wide cooperation and internal inspiration for each employee while improving efficiency and output.

### EDUCATION

#### INSPIRE EMPLOYEE PRODUCTIVITY + HAPPINESS

The primordial laws of **BLOCKS™** can teach any student in any subject to instantly and continuously **STAND OUT** giving them the recognition they desire and deserve.

### DEMAND GENERATION + SALES

#### DEMAND GENERATION + SALES

Use the simple primordial and tools of **BLOCKS™** bypass the distraction of your over-messaged-to audience and immediate increase demand

### GOVERNMENT

#### IMPROVE PRODUCTIVITY CULTURE + WORK INSPIRATION

The natural laws of **BLOCKS™** communication inspire cooperation and productivity in an work culture while remarkably improving happiness recognition and internal value.

### TECHNOLOGY

#### SIMPLIFY YOUR TECHNOLOGY

How technology and manufacturing companies can use the primal laws of **BLOCKS™** to simplify their messaging - through a proven process - and instantly inspire and create more demand.

### CREATIVE

#### DESIGN + ART THAT WILL CAPTIVATE THE IMAGINATION OF OTHERS

Apply the visual laws of **BLOCKS™** to any design medium to grab attention and increase engagement from an over messaged to audience - an audience that is having an impossible time seeing amongst content overload.

# STAND OUT



**THE** **ICONIST**  
**JAIME MUSTARD**

# THE **ICONIST**

## **JAIMIE MUSTARD**



### **JAMIE TEACHES THE SCIENCE OF WHAT CAUSES ANYTHING TO STAND OUT IN THE MODERN WORLD.**

Through his work Jamie has observed the primal laws of **BLOCKS™** which explains why anything **STANDS OUT** and endures the mind - or fails to. In his pending book, *The Iconist*, through pop stories and comprehensive research, he shows how **BLOCKS™** solve the problem of us all being made invisible as we compete for less and less available attention in a messaging and media oversaturated world.

He teaches how **BLOCKS™** allow anyone in any field to **STAND OUT**, at will, based on the natural and primal laws of human perception. As host of the popular RadioActive talk show on KXL 101.1 FM in Portland, Oregon, Jamie interviewed hundreds of designers, innovators, artists and agents for social change who are having an impact all over the world.

An avid consumer of popular culture Jamie is a graduate of the London School of Economics. He is obsessed with the "economics of attention" and has consulted for Intel, Cisco and Symantec.

# ICONIST TALK

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## Audio Visual Requirements

- **Oversized projection screen** suitable for audience size + venue. *(Please ensure all participants can see the screen. i.e. avoid pillars)*
- **Wireless clip-on microphone**
- **LCD Projector for PowerPoint presentation** Speaker will bring their PowerPoint presentation on a memory stick for loading on to your system. *Due to the proprietary nature of their presentation, the file needs to be removed from client's computer once the session is finished.*
- **Connection to LCD projector from laptop computer**
- (Laptop placed for speaker's visual reference.)
- **Handheld remote changer** for PowerPoint slides synched with laptop.
- **Access to wireless internet connection**

## Audio or Visual Taping

Taping must be approved in advance by Jamie Mustard or management and a copy of the tape given to the speaker within one week of the presentation.

## Presentation Materials/Handouts

Emailed in advance so clients can reproduce high quality copies in sufficient quantity for the expected audience.

## Books + Resources

Educational materials are available on request. Discounts available for larger orders. Speaker reserves the right to conduct back of room product sales.

# ICONIST WORKSHOP

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## Audio Visual Requirements

- **Laptop computer**
- **Wireless clip-on microphone** (if over 50 participants)
- **Oversized projection screen** suitable for size of room and audience
- **LCD Projector** for PowerPoint presentation
- **Connection to LCD projector** from laptop computer. The laptop computer should be placed on a nearby table or AV cart so the speaker can see the computer screen.
- **Remote changer for moving PowerPoint slides** - laptop computer provided by client
- **Access to wireless internet connection**
- **Sound system connected to laptop.** Portable speaker connected to laptop or connection to the room's speaker system to ensure audio from computer videos can be heard by participants.
- **Small rectangular table and stool** (at front of room) for speaker to place materials. Bottle of water on table.

*NOTE: Technical person should be available during setup and during the presentation if microphones are used.*

## Room Setup

Workshops are interactive. To facilitate discussion and group work we prefer:

- Tables seating six to eight people, depending on the room size and total number of participants.
- Ensure that all participants can see the screen. (i.e. avoid pillars)

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