



6 R'S IN SECURITY BRANDING



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6 R's to Security Branding is referenced from the book below and therefore is a summarized version of it

-Introduction to Private Security Branding: 6 Important lessons they don't teach in Graduate Security Management Degree Programs
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TABLE OF CONTENTS

Reasons for writing	01
Introduction	02
RELIABLE BRANDING	03
RESPONSIVE BRANDING	04
RELEVANT BRANDING	05
REVOLUTION BRANDING	06
RESOURCEFUL BRANDING	07
RISK BRANDING	08
SUMMARY OF THE R'S	09

Academia Vs Business Success

Reason For Writing

Academic growth versus personal growth is the realities each security professional encounter when they leave the corridors of graduate school.

A representation of an excellent accountability of discipline and self worth is attaining achievements in the professional field with the most innovation to its framework.

As such, examined the topic theme exemplifies the need for personal growth to take lead along with all new innovation leads. Working symbiotically to deliver the best solutions for world establishments, governments and clientele.

If graduate schools refuse to build personal endeavors into a successful brand attached to every student graduating, then better results to the industry would be seen.

A qualified academically professional, quantifying every result of analyzing threat assessment and developing framework as a blueprint to emphasize some level of competence, works best with the confines of a safe zone.

If the will of the recipient is not exercised in great amount to further the cause of the industry, not merely getting the qualification but doing more to brand the industry to new heights, then all other attached mechanism which functions under the will of the professional would soon crumble the dependant who are in direly need for their services.

Hence this eBook was written with the intent to broaden the concept of this industry conformed authority to act in accordance to the standard of association.

Regardless of its truthful intent, it is sacrosanct to believe that the best version of a professional is to accept conformity and allow the industry to fight against singular minded professionals; all submit to one form of concepts and allow the threats to be controlled by non security experts.

Best Security Success Model

6R's to Security Success

Branding security solutions or services is a marketing practice not new to the industry, whether used in today's social platform or through conference and product display shows; it is an essential tool to match potential clienteles' business needs.

Due to their existent presence; product marketing of self, the source product behind the display product continue to be a seldom personal growth lesson, taught in graduate security management degree programs.

More so their design framework is to follow a regimic order of associating to the norm of conformity, not going beyond capitalizing on the new industry market of personal branding.

Examined as a selfish goal to attain and if product marketing is perform, it shall be for the glory good of associated people, as many shall reap the rewards of one.

The topic theme examines 6R's of personal branding done on the framework of being a private associate to redefining the brand of the security professional, with or without affiliates, groups, employment categorization or security institutes.

Academic profit margins will decrease insurmountably when the future entrepreneurs discovers that qualification without a foundation of growth inception for exercising brand management, and being that ambassador the industry require to build the new frontier of security and new clienteles.

The following topic 6R's will indeed give a synopsis of what is required to survive in a workplace with many duplicated concept of ideas and no innovation to improve its code source.

RELIABLE BRANDING

To be a good source of information where the ones who seek it can be unbothered when the source is legit enough, rendering the security consultant or adviser that their knowledge is gold standard.

Reliable source of information are those tried and tested numerous amount of times, sufficient to be resourceful to the seeker.

Reliability Works

At most times the distribution of information within the security fraternity are plotted topics and discussion or all contribution have already purchased its ideas, routing new directions to explore its necessary purpose to the new threats at hand.

The deliverance power esteemed to the holder of reliable source force, dependency to the seeker searching for it. Its brand manipulation would be tested when such resources can fall into many categories of either; non resourceful, unutilized ancient principles governing its existence or a major step towards fulfilling the gaps created by threats facing those who seek clarity in its division.

Reliability in brand management are the supporters to your brand as your delivery and product line fits all the needs of the customer and not the customer needs to fit.

How Reliable Is Your Product

A lesson not taught in graduate schools as there are no acceptable gold standard set to operate universally, other than the persuasion of a copy to initiate corporate governance laws or principle governing security practices and business ethics among those who may seek profit regardless if the information is false.

Branding for customers and clientele require more than just grit to academics but a philosophical approach to minimize human condition of conspiracy and filling the glass with retrograde armor to defend not only business but state, country, societies and foreign investors.

For all major players in ensuring that trickle down effects are all maximize to all customers intended in the market industry.



RESPONSIVE BRANDING

With the constant threats to human life and livelihood it alerts the security professional and community more than all other profession, regardless if their proximity to the threats are more delicate than the security fraternity.

No matter its closeness or destination of desired attack, the security professional is duty bound to respond to all issues of target assimilation and acquirement meant to socially displace the movability of the social economics of its citizen.

Responsive Works

To not respond to all these matters or even worse, to not be aware of all territorial matters would place the professional in a compromising dilemma, if called upon to assess the outcomes of its trajectory and its relation to business opportunities or existing ones to the entity it concerns. It requires pure discipline and a love for the craft to be diligently apprised of threat theatre and its growing force of nurturing, surprising victims and opportunists to engage in citizenry combative mode.

To the security professional within their private business model, finds difficulty in interpreting soft zone approach of investigating and researching territorial upspring and spring threats in the confines of their safe zone, rather than perform field exercises and grounded observation, through tactical methods of operations amongst target interjections and analysis amongst the population engaged in the conflict.

How Responsive Are You

This would intensify the broader spectrum of assessing real and profitable data, enshrined to be more valuable in the mantra of the private capacity it has on the professional, who have interests in entering the territory to be a business partner or in the good will of the security department it represents.

For too long the adoption of field research as a means to effectively communicate to the agenda of the academia and the population under study, to prove a thesis is worth a valuable commodity to the researcher and its security profession.

A profession which have blindly refer to grounded theories as a pivot to security excellence over the assimilated measures of branding a professional to be a security analyst more so over, local investigation of threats but an international structural framework guided to cover all territorial threats globally.



RELEVANT BRANDING

Arguably one of the best poised professional in the world; the security professional is a profession which has measurable standards and attained personalities reflective of immense determination.

To the professional, it must be a product of high excellence when one demands more out of the profession. To be a gold standard all shall follow. To be that hierarchical figure all authority can measure to be the only product worth investing in.

Relevance Works

It is incumbent that the security professional achieve their highest potential within the field. To be the gold standard all must follow.

Redundancy in the core matrix behind the force of delivery, as one professional can make a huge contribution to its continual sustenance when branding is encouraged and its alternatives are eliminated.

Relevancy is the product margin to business success as this industry criticism can be borne out of fear factor syndrome of clienteles and customers when penetration of systems are a near cause risks or its happenance, is already present in the networks.

Justification for the absence of security measures in a service or product are replicated with legal structures and their demand for compensation. The duress of being incompetent in the field of security are enormous and its trickle down effects are felt for the institutions, its product is sold and the qualification attained by the recipient.

How Relevant Is Your Brand

Each student graduating out of institutional settings must fine tune their frequency to match the industry product market which must be equivalent to the needs of the security economy.

Not economizing within their framework would defer the newly graduated recipients into a stage of depression, as continuous threats which are frequent in numbers can outweigh the potential rewards if offered in a tangible and effective way.

Here the industry experience and quantitative qualification are not enough to measure future growth of relevancy, when the stagnated industry shows no improvement in the evolution stage, as the old industrial guard system is the only effective source to provide security solutions which are guaranteed to function within systematic regimic populace.

REVOLUTIONARY **BRANDING**

Allegiances to the old guard can place any practitioner in stage of doubt in this era of change. This rapid pace of change collaborated and rehearsed thousands of times in repetition, ensures that the security providers; the sellers point of the solutions, appreciates the revolutionary tasks and product engineers, also technical analyst are tirelessly doing to incorporate safe zone mechanism within their cliental safety bank.

Revolution Works

Solutions that are absent to the minds of the seller and the incorporated bodies are truly doing an injustice to the corporate governance structure of its longevity.

The revolution is here, regardless if prepared or not and businesses are in need of some. As their old style of industrialization and increased productivity margin, which are solely dependent on assembly workforce and craft manipulation to increased market share accessibility has ruined the latter stages of independence mobility of the new generational workforce.

Some fall similar to the old style of productivity while some defer to it as punishment for creativity uproots rebellionism in the mob. A mob, which needs controlment in order to create dependency in the appetite for small returns and a supposed job security.

You Must Be Revolutionary Now

Businesses today are being challenged by the many revolute millennia and generational hippies who are the stagers to the new frontiers.

Whether; service, solutions or self branding charismas, are surely getting their way to investors wanting change.

To internalize future success only on replacing old industrialized workforce matrix and not embracing the change, is all about replacing old business models and approaches is ridicule at most to ignorance about transformational systems.

A look within the industry of security one will find many sellers of crafts, solutions and products for all wants their clienteles may or may not need.



RESOURCEFUL **BRANDING**

Can there be cause of concern where the security industry have provided for the professional avenue, to network and build their brand awareness and private education, through networks even if there exists some who are not brand worthy to be a source of data centre when asked to consult on matters of security.

Resourceful Works

Ideally, can there be so many participants in the field of guardianship but yet so many un-resourceful agents who put little to no effort in networking and challenging their brand into new directions for the clienteles to be justly rewarded for their financial inputs into security solutions.

Arguably these descriptions are the reality faced on all security professionals to network into new or existing territory to share ideas and conform into the standard approach to the industry.

A dismal contributions where the battle for a growth economy maximizing in totality, greatly improves the reality security face with their own networks of reformists and their continued battle with extended stakeholders, who deny the entrance of innovation from the security practioners.

How Resourceful Can You Be

Innovation confronted within networking amongst resources to improve clienteles they function, without compensation of brand targeting and brand sourcing formalities of benefitting both parties in covering all contractual obligations to be the eyes in the sky and protector of all its assets.

Philosophy of bond building and association can surely be motivational and good for the consumer in their competitive industry.

But what type of philosophy is taught within these networks is the key product for its resourcefulness. Is total resources placed on the clienteles board room considered possibility of risks and catastrophic failure mode if implanted within existing security framework.



RISK BRANDING

A hunger which dwells within the ambitious corporate armies to be a sustainable developer of self ambitions and recruiting those suitable to be the right shield in marketing new brands into the industry.

An appetite only to be the best and fearless enough to shake all competitors shares in their segment population.

Risk Works

A discernment only for the risk takers and the corporate warrior who have nothing to lose but failure to do more with little time allocated to conquer territorial business systems. Risk branding purpose of chauvinistic compliments and purposeful engagements with competitors, to enlighten them that competition is good for the consumer and market dilution is a cause of deliberative connections to share that market population in segments, so all can continue to survive undisturbed.

For no matter which business segment and its carrier units it operates, dying entities along with its founders share manipulates their customer based, that risk taking at the early stages are beneficial for any corporate ascension but their mature stages are to be non combative to new competitors interests in takeover and investor manipulation.

Do You Take Huge Risk

Here these opportunities are ripe for digestion to the eager and hopeful risk takers to enter in the market to place a pivoted change in business. Whether brand replacement or brand manipulation, its restless creativity revival shareholders and interests groups propelling them, so the magnificent beauty of why it still fluctuates within normal economic conditions futile against the state and customer perplexed ability to wrestle interests fluctuation and personal income statement groups decline. The delineation examines the principles on one, the one to topple the triangular heavy based top into a new trajectory in risk branding.





SUMMARY OF THE R's

A grim look at the world security brand survival rate after graduating from graduate schools, in relation to innovation and originality emanating out of scholarly works, resonates a function all to hear of as just trying to fit in.

Branding the right way ensures that original craft are shared all over and the entities that are in need of it get the most efficient time required.

Teach the right thing academia

- Reliable Branding
- Responsive Branding
- Relevant Branding
- Revolutionary Branding
- Resourceful Branding
- Risk Branding

Need more resilient security entrepreneurs

Restriction to self-worthiness and security branding is not a choice in the world of continuous threats as this eBook explains the necessary importance between graduate schooling reluctance to teach core branding principles to the private security specialist, in search of it.

Progressive Assessment of Purpose

No longer is the professional to think locally within their territory, as it remains encumbered to network and share unique ideas to the professional associations who may be stuck within their old ways or from the systematic conformities of restriction.



Thank You



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