

THE BRANDING

BIBLE

FOR SECURITY UPSTARTS III



Dr Sylvan Lightbourne

OVERNIGHT SECURITY

**WEALTH CREATION & MONEY MAKING IN SECURITY
BRANDING ACADEMIA DON'T TEACH**

RELEVANT BRANDING-ARE YOU RELEVANT ENOUGH?





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ARE YOU RELEVANT ENOUGH?

Arguably one of the best poised professionals 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.

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

Redundancy is 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 clientele and customers when penetration of systems are a near cause risk or it's happenance, is already present in the networks.

"The security entrepreneur needs to be relevant 100% ." -Dr. Sylvan Lightbourne



To be exemplars without recourse and to be the voice for the voiceless, as the stakes are high and the investors to the industry wants their worth fully paid off, when in demand for security professional who are up to the tasks in greater proportion than their predecessor, who are great predictors to conspiracy theories and its useless adoration to today's conflict resolutions.

After all that is said, measured and co-varied amongst data scientists and social experts who judge performance of security practitioners..

"Branding beyond the science of academia ." -Dr. Sylvan Lightbourne



AS THE WORLD WAITS BUSINESS DIES!

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.

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.

It is the generation of new ideas and creating a gold standard of branding would the old republic framework would be tested and outlawed.

GROWING PAINS



Is it that easy to just say a few words and their mechanism can elope all former behavior of just being proud to graduate and to look forward to remain and grow in an inopportune industry without contributing and testing, all to follow the brand of the new entrepreneurs?

Obviously it is not; however it all comes with the growth curve to evolve into a new plateau and walk amongst others who have tried and tested the systems to measure performances of self and the business entity they serve.

pushing the goal post into the midfield:

An industry where too much is said on too little effort on substance to grow the industry; as all appointed experts are not experts in their field, delivering statements and releases on topics redundant in delivery, as their former commitment poised in their last communiqué makes substance to repetition in matters; all keen to repeat today.

A tactic used to show competency in the issues without looking incompetent at best, to the issues that cannot be solved but enough repeating on an area, can be seen as solving an issue, when not just dragging the problem until it lands on some other else department.

The measure of their repeated success of incompetence shall not be the brand sought after to the brand intended.

Relevancy is surely not used by all and its practices are not delivered in institutions, which are destined to act on as participation in ideas imperative to grow the learner.

The security industry is in demand of bold and efficient professionals who are ready to place their entire commitment to be the gold standard their territory needs.

"Exemplary, Studious, Ambitional, Boldface to change ." -Dr. Sylvan Lightbourne

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feedback or questions

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