



THE SUPERMAN MODEL

how to win with relatability

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Superman

- Perfect
- Motivated
- Successful
- Dedicated
- A Vitruvian Man





Spider-Man

- Humble
- Driven
- Curious
- Creative
- Caring

Why do we like Spider-Man more than Superman?

- Relatable
- Makes mistakes
- Has hopes and dreams
- Is genuine
- Could be anyone
- Is human

SUPERHERO MODEL



01

GOOD vs EVIL

Be authentic, empathetic,
and solution-oriented.

02

FIND YOUR SUPERPOWER

Set goals for your
brand's future.

03

WHERE'S MY SUPERSUIT?

What **do** you **do**/say is
why people choose you.



04

SAVE THE DAY

Always aim to impress by
going the extra mile.

01

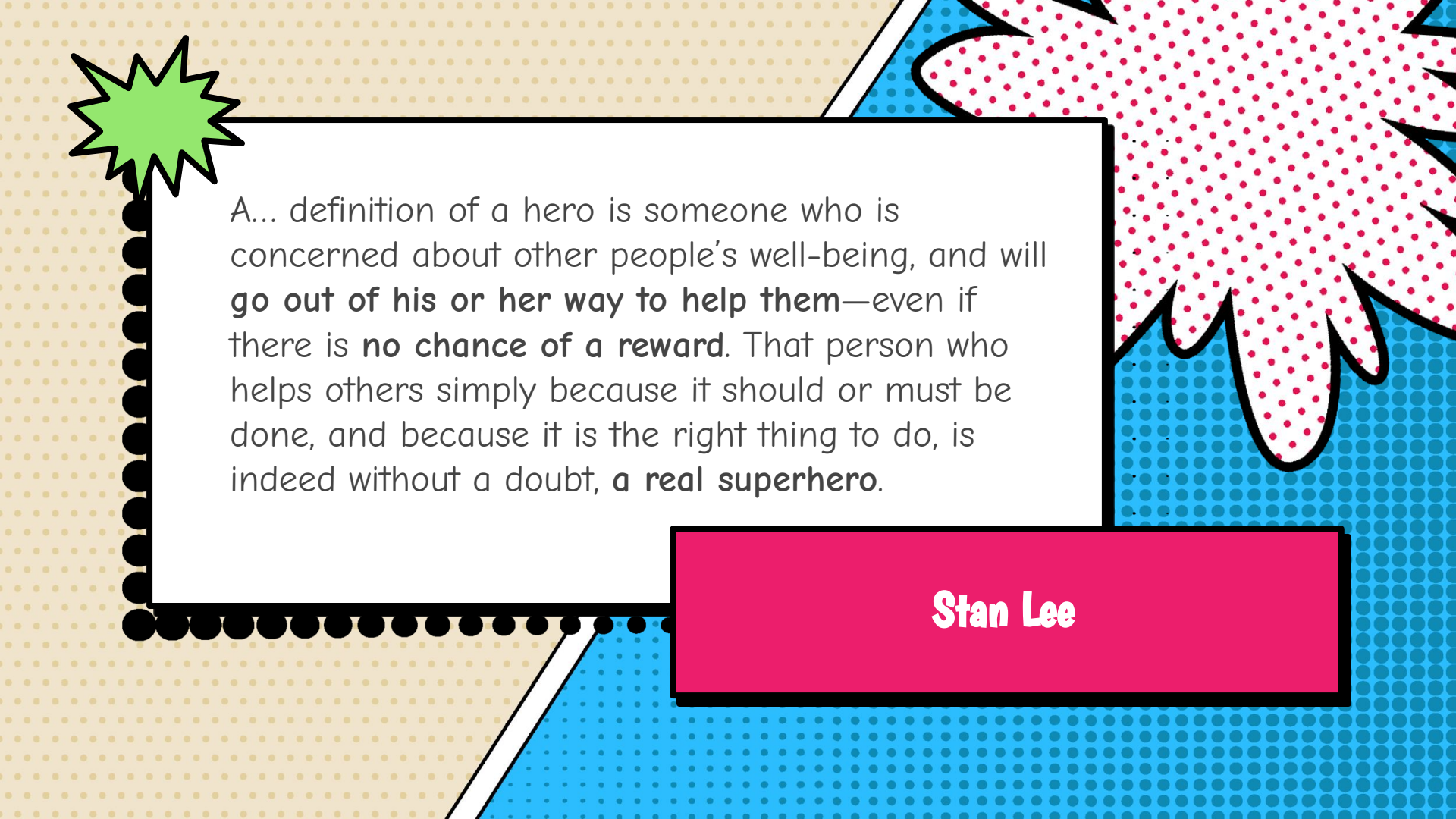
GOOD vs EVIL

don't be the bad guy

seconds

**to make a first
impression**

Fit Small Business 2023 Report



A... definition of a hero is someone who is concerned about other people's well-being, and will go out of his or her way to help them—even if there is **no chance of a reward**. That person who helps others simply because it should or must be done, and because it is the right thing to do, is indeed without a doubt, **a real superhero**.

Stan Lee

WHAT MAKES A "GOOD" SUPERHERO

**Customer
Obsessed**

**Proactively
Responsive**

**Under
Promise, Over
Deliver**

Show Empathy

Ask Questions

Be a Friend

WHAT MAKES AN "EVIL" SUPERHERO

**Inconsistent
Experience**

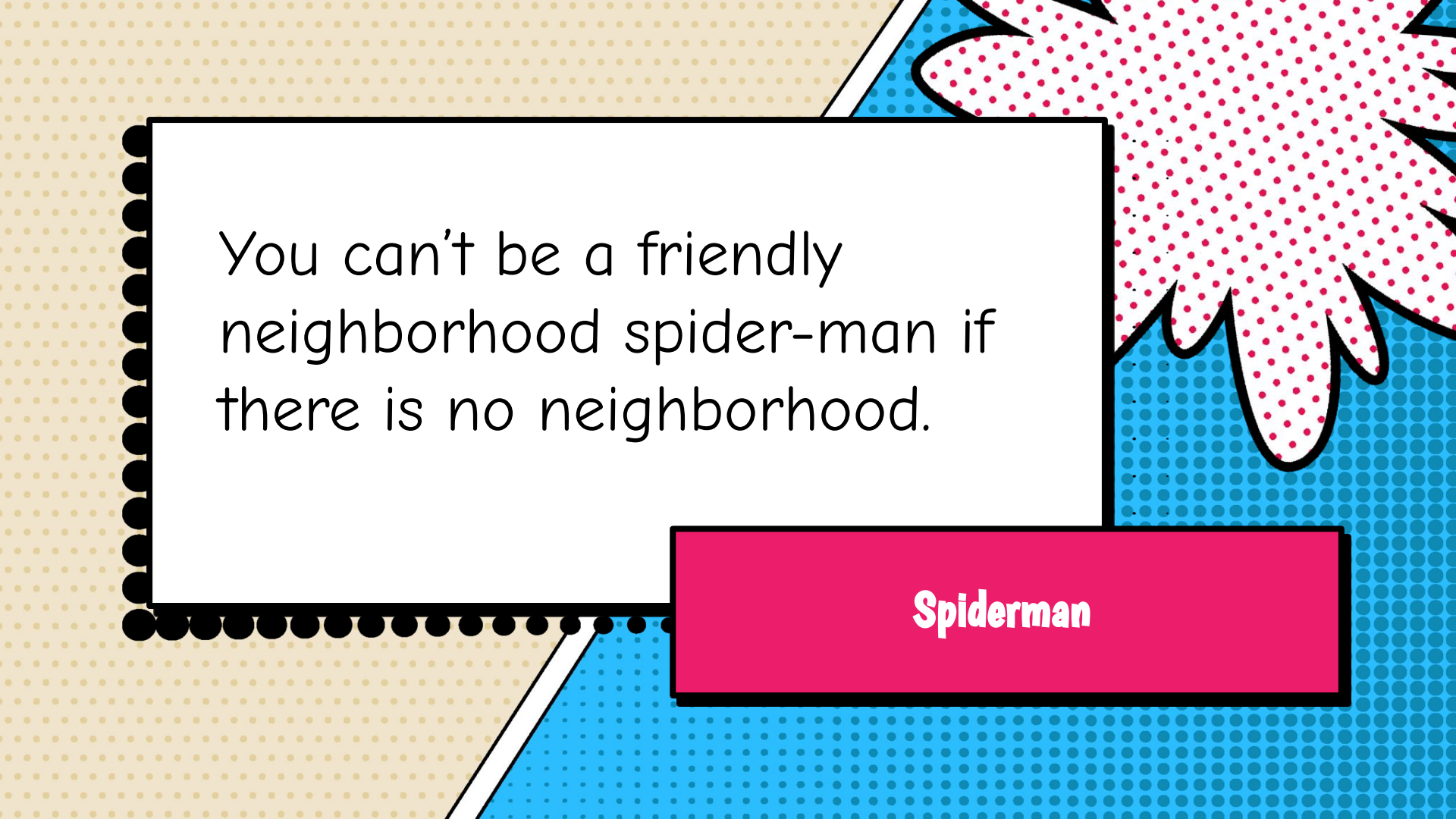
**Changing
Identity**

**Avoids
Relationships**

**In the
Shadows**

By the Book

Surface-Level

The image features a comic book-style background with a yellow dotted pattern on the left and a blue dotted pattern on the right. A white speech bubble with a black border and a scalloped edge contains the text. To the right of the speech bubble is a pink rectangular box with a black border containing the name 'Spiderman'. The background also includes stylized red and white dotted patterns and black jagged lines, suggesting an explosion or action scene.

You can't be a friendly neighborhood spider-man if there is no neighborhood.

Spiderman

What Makes You "Good"

- Asking questions and listening
- Being responsive
- Remembering what counts
- Going the extra mile
- Continued connection



89
%

**customers return to a
brand after one
positive experience**

Salesforce's State of the Connected Customer


02

**FIND YOUR
SUPERPOWER**

get bit by the success bug



Core Values



Core Values are deeply ingrained principles that guide all of a company's actions; they serve as its cultural cornerstones.

Harvard Business Review



Spider-Man

- Be human at all times
- Be yourself
- Take responsibility
- Always smile

Superman

- Kindness
- Compassion
- Unflagging belief in humanity's better nature





74
%

**customers expect
businesses to have a
brand purpose**

Razorfish: The Truth, Myths and Nuances Behind Purpose



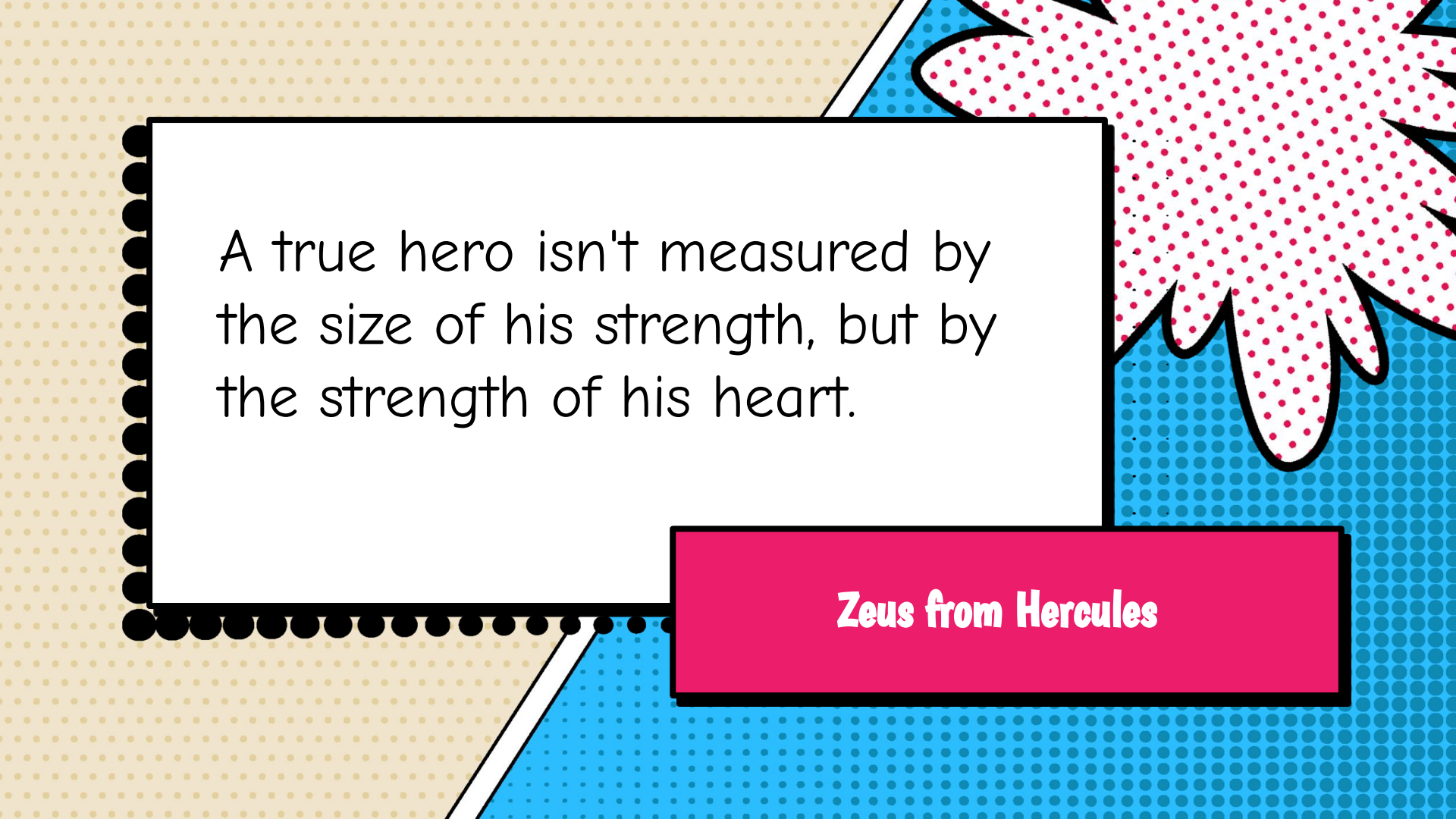
94
%

**customers state that
transparency is the
key to loyalty**

Marq's State of Brand Consistency report



Finding Your Core Value

The background features a yellow dotted pattern on the left and a blue dotted pattern on the right. A large white speech bubble with a black border and a scalloped left edge is positioned in the upper left. To its right, a pink rectangular box with a black border contains the text 'Zeus from Hercules'. The right side of the image is decorated with a red dotted pattern and black jagged lines, resembling a burst or explosion.

A true hero isn't measured by
the size of his strength, but by
the strength of his heart.

Zeus from Hercules



**Keys to
Meaningful Core
Values**

Relatability

Reliability

Responsibility

Finding Your Core Value

- Why do you do what you do?
- What motivates you everyday?
- What do you bring into the world?
- What do your clients say?
- What do your friends say?
- How do you want to be seen?



**What's your
Superpower?**



**It's what makes
you unique**



**It's what makes
you human**



Practice Your Powers

1. Align your team
2. Make it your supersuit
3. Believe in yourself
4. Save the day
5. Check yourself

64
%

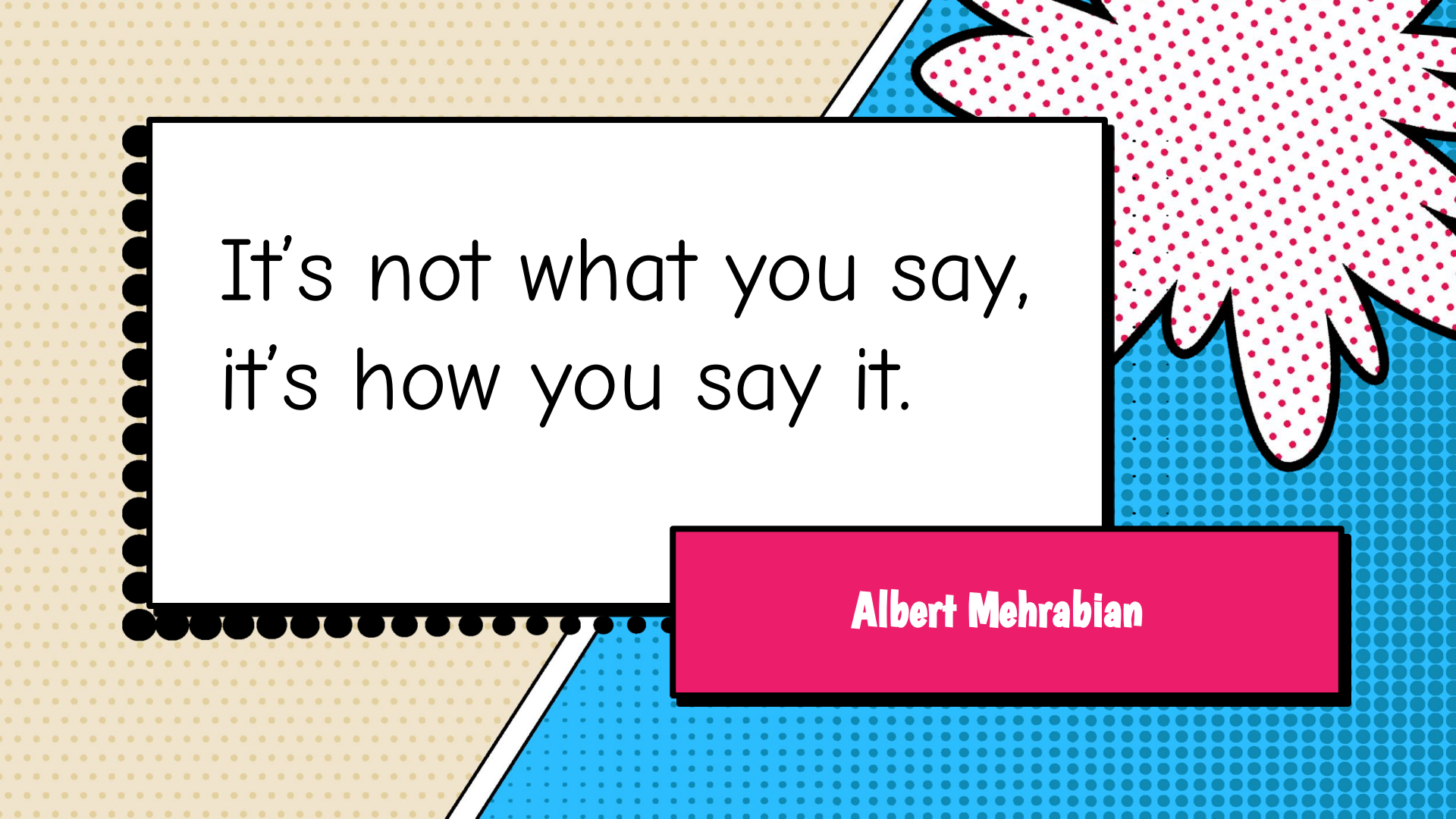
**consumer brand
relationships driven
by aligned values**

Harvard Business Review

03

**WHERE'S MY
SUPERSUIT?**

we are talking about the greater good!



It's not what you say,
it's how you say it.

Albert Mehrabian

Albert Mehrabian's Proven Communication Theory

VERBAL

the words you say

7%

VOCAL


how you say them

38%

FACIAL

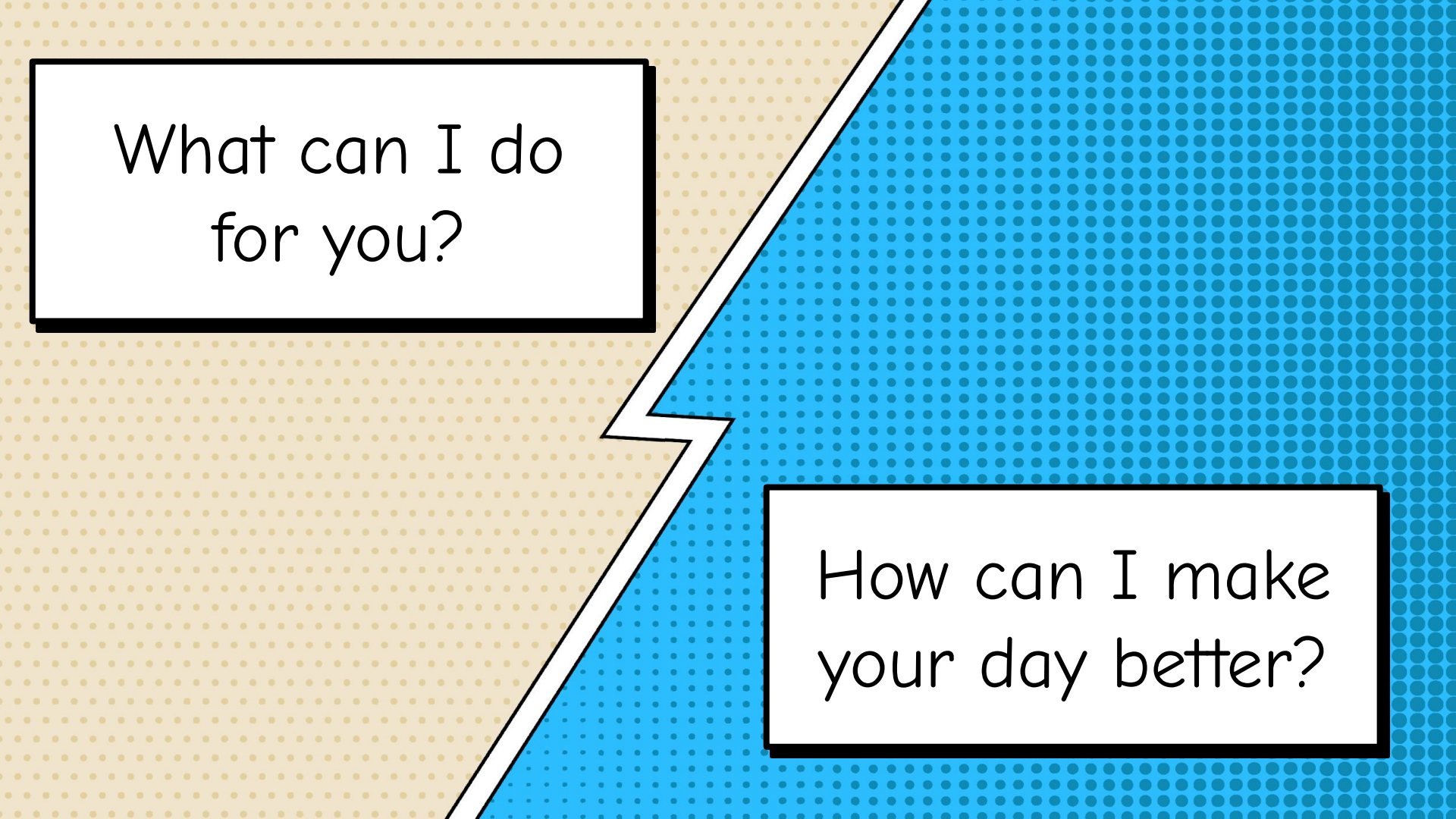
how you look when
you say them

55%



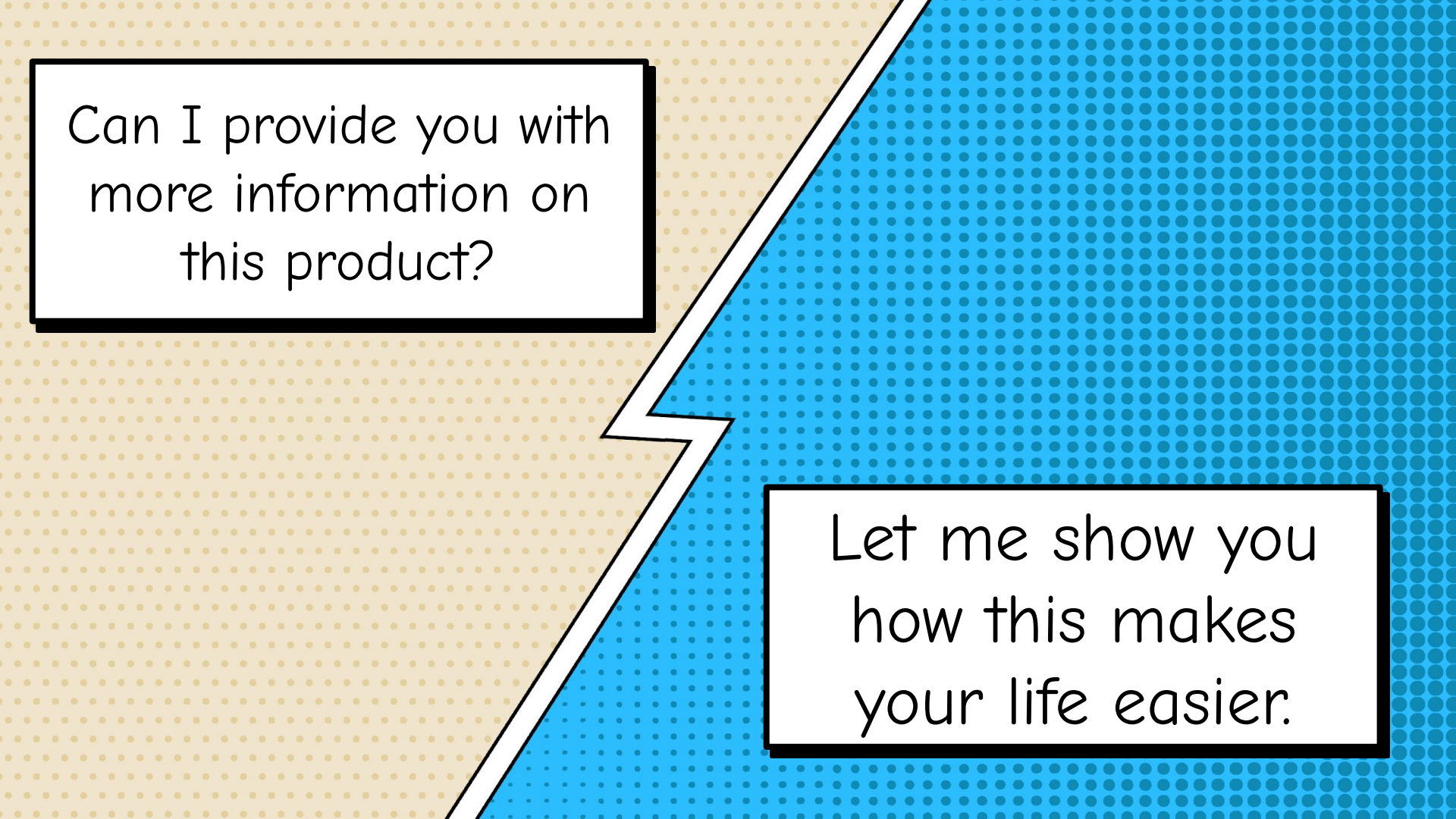
How can I help
you today?

I can help you
today.



What can I do
for you?

How can I make
your day better?



Can I provide you with
more information on
this product?

Let me show you
how this makes
your life easier.





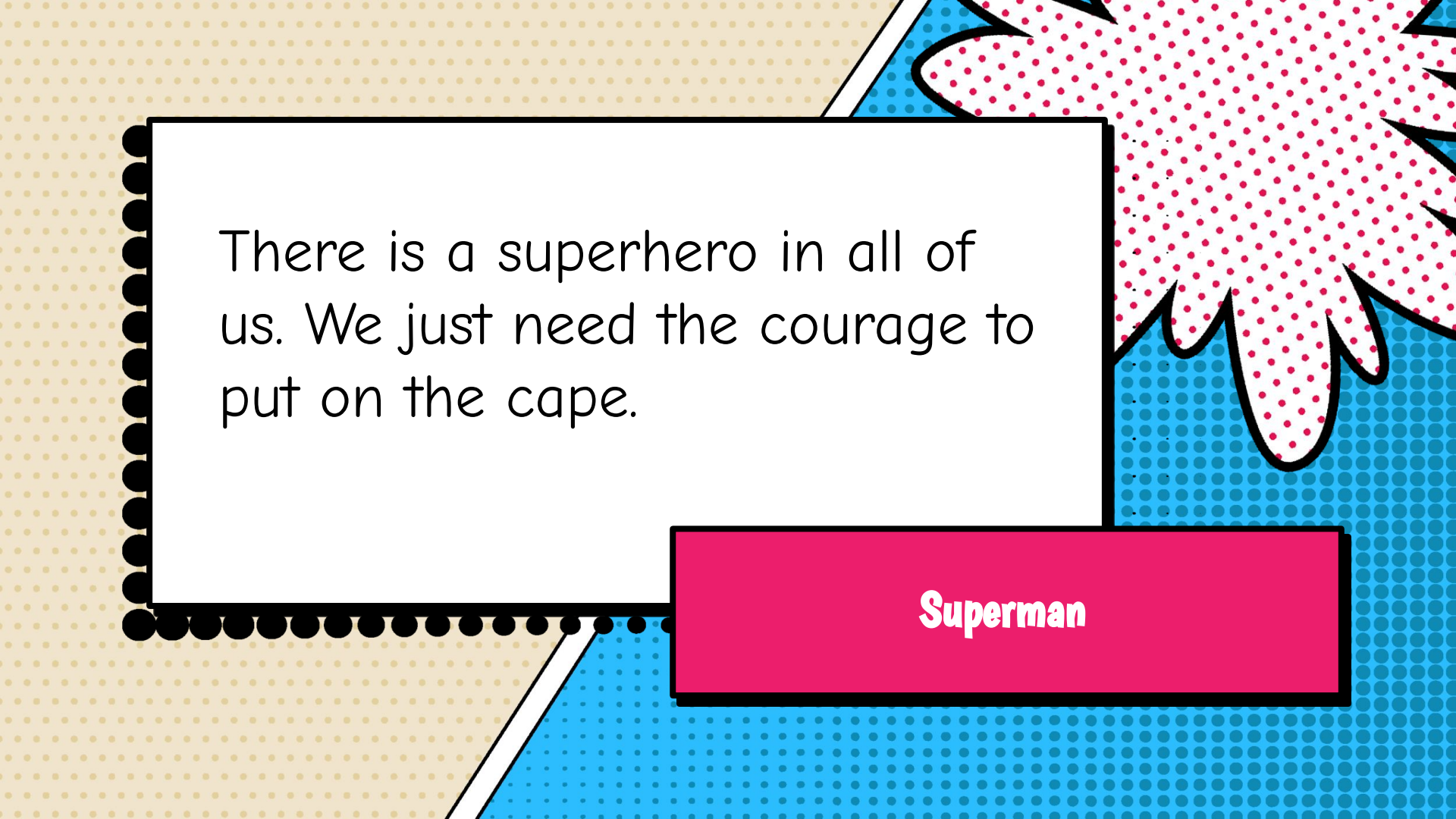
20
%

**revenue increase for
consistent branding**

Marq's State of Brand Consistency report

SUPERSUITS 101

1. Always be ready
2. Become your identity
3. Never blow your cover
4. Love your “damsel”
5. No capes!

The image features a comic book aesthetic. A large white speech bubble with a black border and a scalloped left edge is positioned on the left. To its right is a pink rectangular box with a black border. The background is divided into three sections: a tan area with small dots on the left, a blue area with larger dots on the bottom, and a white area with red dots on the top right. A jagged black line separates the white and blue areas, resembling a flame or explosion.

There is a superhero in all of us. We just need the courage to put on the cape.

Superman

04

SAVE THE DAY

win by being genuinely authentic

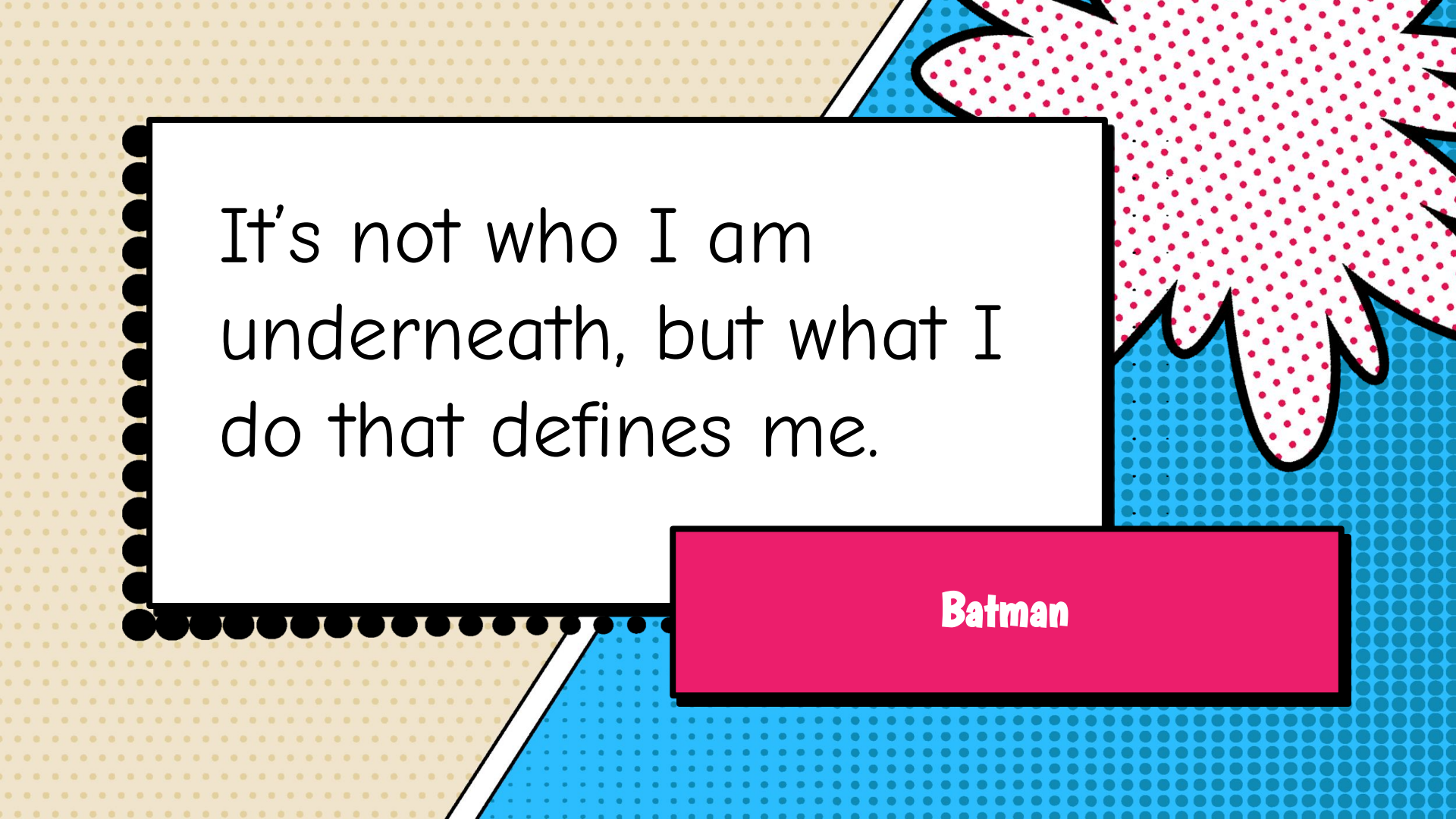
64
%

**customers
emotionally connect
to their favorite
brands**

Salesforce's State of the Connected Customer

**Save the day as
the favorite
superhero**

1. Consistency
2. Transparency
3. Customer-Centricity
4. Storytelling
5. Purpose
6. Quality
7. Differentiation



It's not who I am
underneath, but what I
do that defines me.

Batman

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