

Sia Papageorgiou

I grew up in Melbourne, Australia, the middle daughter of Greek immigrant parents who spoke English with heavy accents. My upbringing, coupled with my ethnicity, profoundly shapes my approach to business as a communication professional. Drawing on my lived experience of cultural diversity, I bring a unique blend of empathy, cultural awareness, and emotional intelligence to the communication problems I solve for my clients.

After nearly five decades, I embrace the ongoing journey of becoming the best version of myself, continually evolving, and contributing to the tapestry of trust and excellence in the world of strategic communication.

Changemakers inspire me. It's one of the reasons I co-founded the Gifted Professionals and Communicators community, which brings together individuals with extraordinary vision – everyday geniuses – who share a common trait: their remarkable ability to propel progress forward.

I have been fortunate to receive numerous accolades for my work, amassing 54 awards for strategic communication excellence and leadership. Proudly, I hold the distinction of being one of the first Australian communication professionals to achieve SCMP certification through the Global Communication Certification Council.

As managing partner at the Centre for Strategic Communication Excellence, my mission is to elevate the value and visibility of strategic communication as a force for good in society. My endeavours are guided by a commitment to shaping cultures of care, where inclusivity, mental wellbeing, and psychological safety flourish as the norm, affording every individual the opportunity to feel a sense of belonging. I achieve this by cultivating communities, bridging diverse backgrounds, advocating for emotional wellbeing, and nurturing the development of communication professionals, leaders, and organisations.

My dedication to the communication profession intensifies, propelling much of my work with a deep-seated conviction. I am opinionated about what our profession can achieve and believe communication professionals have the best job in the world. Building genuine and trusted relationships is one of my superpowers. Recognised globally as a connector, I am an unwavering proponent of life-long learning, intuitive listening, and kindness. Authenticity is my compass, and I encourage others to embrace the same genuine approach in their communication.

I envision a future where I continue to approach life with an open mind, heart, and arms, eagerly embracing new opportunities to learn and grow. I am driven by my core values, firmly believing that trust, rooted in emotional generosity, serves as the essential foundation for a rich tapestry of thriving relationships. This trust acts as the unifying force that propels growth, collaboration, and resilience.

This girl is on fire.



PURPOSE PYRAMID 2.0: 3 steps to identify your Character & Purposefulness

Use the Purpose Pyramid Canvas by itself.

Or in tandem with other tools...

Or to influence your wider thinking

How can you inspire others to be more purposeful if you don't know your own purpose?

Having clarity around your character stories and purpose can enable you to be more purposeful. It provides a clearer idea, providing greater self-confidence about who you are, your social identity, your social roles, what you expect of yourself and others, how you help others, and why others should help you, and where you are going.

Your clarity primes you to be more receptive to new ideas and opportunities to advance your purposefulness. It signals to others how they can help you to realise your purposes.

1. Use the 'Purpose Spectrum Canvas' to identify your current and desired state for realising your purpose.

2. Use this 'Purpose Pyramid' to explore the three steps within it for discovering and realising your character and purposefulness.

3. Consider creating a Personal Purpose Manifesto that captures your narrative and stories about your purposefulness. Use the *Personal Manifesto Canvas* to guide you on how to collect and curate your thoughts. By creating your own 'Personal Purpose Manifesto' creates a precious, valuable touchstone to articulate and declare your purposefulness and credo. Always treat it as work in draft, updating whenever necessary to support in good and bad times.

A

Your Values

What are your values?

Identifying and articulating your values unlocks discovering your character and purpose. It provides the key to unpacking and understanding who you are, and how you do what you do.

Use the 'Values Canvas'

B

Your Persona

How can others more easily understand who you are? Your persona is the way you present yourself to the world, your character traits.

Identify your Persona and tell your story through it.

Use the 'Persona Canvas'

C

Your Beliefs

What are the beliefs that provide the foundations of how you think, act and do?

Use the 'Beliefs Canvas'

D

Your Social Instincts

Are you a Leader or a Follower? Are you 'We-led', or 'Me-led'? Defined by your tribe?

Use the 'Social Instincts Canvas'

E

Purposes

Why do you do, what you do? What are your Business, Creative or Social Purposes?

Use the 'Purpose Formula Canvas'

F

Your Stories

What are your stories and wider narratives, of how you connect with the wider world?

Use 'Stories & Narratives Canvas'

G

Prime Purposefulness

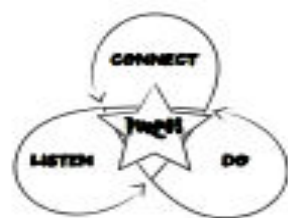
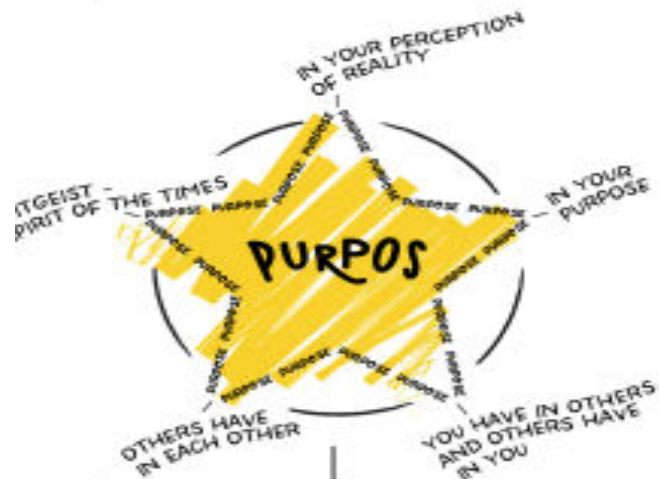
What is your prime purposefulness?

Use the 'Prime Purposefulness' Canvas

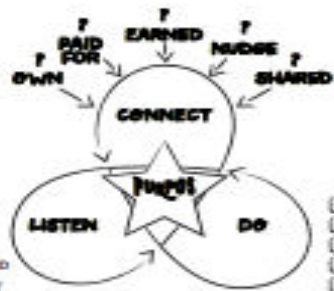
Step 1 Your Character

Step 2 Your Stories

Step 3 Your Narratives

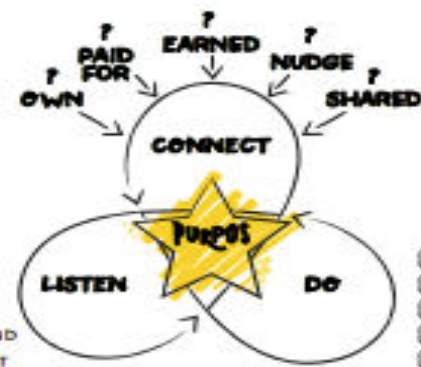


- KNOWN
- LIKED
- TRUSTED
- FRONT OF MIND
- TALKED ABOUT



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STEP 1 You need to earn confidence around your 'Purpos'

within yourself and with others. 'Earned confidence' is a reliable expectation of subsequent reality. You create confidence by managing perceptions around your future behaviours. Authentic **Purpos** makes this task easier, enabling you to be more coherent and compelling.

Use Canvases 1.1, 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 2.1, 2.2, 2.3, 2.4

Context

The communications industry is witnessing paradoxical change with greater fragmentation and convergence, coupled with new knowledge about how we think and act. The '5 Steps to the Dublin Window' allows you to see the world through a bigger window, explaining how we socially interact without using labels like 'advertising', 'communications', 'journalism', 'public relations' and more. This enables you to **unlearn** these ideas to either repurpose them or replace them with better ones.

STEP 2 LISTENING, CONNECTING AND DOING enables you to think and act to engage with others,

driven by instincts of either of 'We-led' or 'Me-led' thinking. Comms describes the process of how you earn confidence around your authentic **Purpos** to add value to your social inter-actions.

Use Canvases 2.2, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 2.2

STEP 3 '5 GOALS' frame what you need to achieve to successfully socially interact with others,

by managing how you are Known, Liked, Trusted, Front-of-mind or Being Talked about.

Use Canvases 3.1, 3.2

STEP 4 '5 OPENS CHOICES' guide how you connect with others to socially interact

by using Own, Paid-for, Earned, Nudge and Shared choices.

Use Canvases 2.2, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6

STEP 5 You deliver REGENERATIVE COMMS to achieve added value social inter-actions and replenish

in any interaction the social fabric of trust, togetherness and being able to come together to tackle the critical challenges faced by humanity

Use Canvases 2.1, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 6.1, 6.2, 6.3, 6.4

