**Personal Branding**

**Instructor Guide**

**Corporate Training Materials**



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# Preface

*Visibility creates opportunities.*

***Dan Schawbel***

## What is Courseware?

MC900071138[1]Welcome to Corporate Training Materials, a completely new training experience!

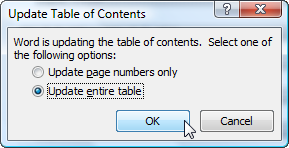
Our courseware packages offer you top-quality training materials that are customizable, user-friendly, educational, and fun. We provide your materials, materials for the student, PowerPoint slides, and a take-home reference sheet for the student. You simply need to prepare and train!

Best of all, our courseware packages are created in Microsoft Office and can be opened using any version of Word and PowerPoint. (Most other word processing and presentation programs support these formats, too.) This means that you can customize the content, add your logo, change the color scheme, and easily print and e-mail training materials.

## How Do I Customize My Course?

Customizing your course is easy. To edit text, just click and type as you would with any document. This is particularly convenient if you want to add customized statistics for your region, special examples for your participants’ industry, or additional information. You can, of course, also use all of your word processor’s other features, including text formatting and editing tools (such as cutting and pasting).

To remove modules, simply select the text and press Delete on your keyboard. Then, navigate to the Table of Contents, right-click, and click Update Field. You may see a dialog box; if so, click “Update entire table” and press OK.

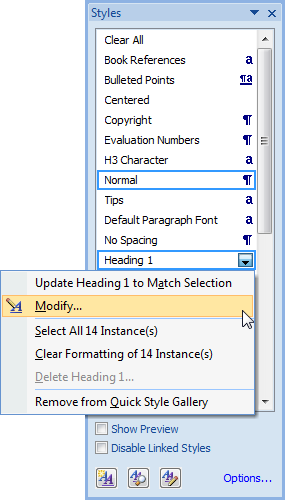


(You will also want to perform this step if you add modules or move them around.)

If you want to change the way text looks, you can format any piece of text any way you want. However, to make it easy, we have used styles so that you can update all the text at once.

If you are using Word 97 to 2003, start by clicking the Format menu followed by Styles and Formatting. In Word 2007 and 2010 under the Home tab, right-click on your chosen style and click Modify. That will then produce the Modify Style options window where you can set your preferred style options.

For example, if we wanted to change our Heading 1 style, used for Module Titles, this is what we would do:



Now, we can change our formatting and it will apply to all the headings in the document.

For more information on making Word work for you, please refer to Word 2007 or 2010 Essentials by Corporate Training Materials.

## Materials Required

All of our courses use flip chart paper and markers extensively. (If you prefer, you can use a whiteboard or chalkboard instead.)

We recommend that each participant have a copy of the Training Manual, and that you review each module before training to ensure you have any special materials required. Worksheets and handouts are included within a separate activities folder and can be reproduced and used where indicated. If you would like to save paper, these worksheets are easily transferrable to a flip chart paper format, instead of having individual worksheets.

We recommend these additional materials for all workshops:

* Laptop with projector, for PowerPoint slides
* Quick Reference Sheets for students to take home
* Timer or watch (separate from your laptop)
* Masking tape
* Blank paper

## Maximizing Your Training Power

We have just one more thing for you before you get started. Our company is built for trainers, by trainers, so we thought we would share some of our tips with you, to help you create an engaging, unforgettable experience for your participants.

* **Make it customized.** By tailoring each course to your participants, you will find that your results will increase a thousand-fold.
  + Use examples, case studies, and stories that are relevant to the group.
  + Identify whether your participants are strangers or whether they work together. Tailor your approach appropriately.
  + Different people learn in different ways, so use different types of activities to balance it all out. (For example, some people learn by reading, while others learn by talking about it, while still others need a hands-on approach. For more information, we suggest Experiential Learning by David Kolb.)
* **Make it fun and interactive**. Most people do not enjoy sitting and listening to someone else talk for hours at a time. Make use of the tips in this book and your own experience to keep your participants engaged. Mix up the activities to include individual work, small group work, large group discussions, and mini-lectures.
* **Make it relevant.** Participants are much more receptive to learning if they understand why they are learning it and how they can apply it in their daily lives. Most importantly, they want to know how it will benefit them and make their lives easier. Take every opportunity to tie what you are teaching back to real life.
* **Keep an open mind**. Many trainers find that they learn something each time they teach a workshop. If you go into a training session with that attitude, you will find that there can be an amazing two-way flow of information between the trainer and trainees. Enjoy it, learn from it, and make the most of it in your workshops.

And now, time for the training!

# Module One: Getting Started

In the information age, personal branding is necessary for the success of any company or individual. Failing to manage personal branding can lead to misinformation about you or your company becoming public. Taking control of your public image is no longer an option. Identifying and using the tools that affect personal branding correctly will ensure that the public sees the image that you want them to see. A positive brand is necessary for success.

*A personal brand is your promise to the marketplace and the world.*

***Tom Peters***

## Housekeeping Items

Take a few moments to cover basic housekeeping items.

* If you need an opening or a way to introduce the participants to each other, utilize the Icebreakers folder to begin or between breaks during the day.
* Let participants know where they can find washrooms, break facilities, and fire exits.
* Ask participants to turn off their cell phones or at least turn them to vibrate. If they must take a call, request that they do it outside.
* Take this time to encourage the group to ask questions and make this an interactive workshop.
* Write the words Respect, Confidentiality, and Practice on a piece of flip chart paper and tape it to the wall. Explain to participants that in order to get the most out of this workshop, we must all work together, listen to each other, explore new ideas, and make mistakes. After all, that’s how we learn!

## The Parking Lot

MC900057299[1]Explain the concept of The Parking Lot to participants.

* The Parking Lot is a visible place where you will “park” ideas that arise which are not on the agenda, may be off topic, or are better addressed outside of the program.
* At the end of the session, we will review parked ideas and follow up, or make suggestions for your own investigation when you are back at work.

Suggestions for the trainer:

1. If you are working with a large group of participants, you may wish to nominate a recorder to park items as you are facilitating.
2. It’s a good idea to note the name of the contributor along with the parked item.
3. Items noted on the parking lot can be useful to you later as you plan future training sessions.

## Workshop Objectives

MCj02934740000[1]Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly. With that in mind, let’s review our goals for today.

At the end of this workshop, participants should be able to:

* Define your image.
* Control your image.
* Understand how to sharpen your brand.
* Use social media appropriately.
* Manage your brand in a crisis.
* Develop a professional appearance.

# Module Two: Defining Yourself (I)

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\HPAUG4QU\MC900389060[1].wmfYou are in control of your personal brand if you choose to be. When establishing your brand, it is essential that you define yourself. Remember that perception is reality, so it is essential that you carefully cultivate your image. When you take the time to define yourself and present this definition to the public, your will reap the benefits that come with taking control of your personal branding.

*Life isn’t about finding yourself. Life is about creating yourself.*

***George Bernhard Shaw***

## If You Don’t, They Will

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\VNUEA0YR\MC900295311[1].wmfIt is easy to underestimate the importance of personal branding and avoid actively participating in your brand. The truth, however, is that branding occurs whether you participate in it or not. If you do not take the time to brand yourself, the market will brand you, and it may not do it favorably. Customers can bring negative attention to a company or individual, and attention can easily escalate to the court of public opinion. For example, the video “United Breaks Guitars” brought negative attention to the United Airlines brand. Without personal branding and active intervention, the damage to the brand name could have been beyond repair. Taking control of personal branding is necessary to manage your public reputation.

|  |  |
| --- | --- |
| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the importance of participating in personal branding. |
| **Topic Summary** | **If You Don’t, They Will**  Discuss how to the market affects brands. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss situations where the market has influenced brands. What is the result of ignoring personal branding? Make a list of the consequences of personal branding. |
| **Stories to Share** | Share any personal or relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why would someone not pay attention to personal branding? |

## Brand Mantra

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\1YC1WJ78\MC900283365[1].wmfBrand mantras are short, but they are powerful. This short phrase or statement may only be three to five words, but these words define your brand. A mantra must explore the brand’s points of difference or how the brand is unique along with what the company represents. For example take a look at, Nike’s *“Authentic Athletic Performance.”* In order to create a brand mantra, you must first identify what sets your brand apart and list your points of difference.

Once the points of difference are identified, you must create a mantra that is simple, communicates, and inspires.

* **Simple**: The mantra should be short and to the point.
* **Communicate**: The mantra should define the purpose of the brand and what is unique about it.
* **Inspire**: The mantra should be significant.

When creating a mantra, you should begin with a word bank of points of difference and your purpose and mission.

|  |  |
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| **Estimated Time** | **10 minutes** |
| **Topic Objective** | Introduce Brand Mantra |
| **Topic Summary** | **Brand Mantra**  Explore brand mantras. |
| **Materials Required** | **01-Mantra** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is a brand mantra? |

## Be Real

People are attracted to genuine people. The key to personal branding is to make it personal. Communicating dry facts will not impress most people. Your brand must have personality. Develop a persona that attracts people. Share ideas, implement humor, and make connections with people. Having an online presence makes sharing your persona much easier.

When you are developing your persona, remember to be real. You are under no obligation to share personal details about yourself, but everything that you do share must be genuine. Never make up facts, statistics, or tell lies. Fact checking has become easier than ever, and lies will do nothing to improve your brand’s reputation.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce the concept of being real. |
| **Topic Summary** | **It’s a Moving Target**  Discuss the purpose of being real. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, discuss branding and persona. Make a list of ideas on the flipchart/board that help brands become real. Draw from examples in popular culture. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is the key to personal branding? |

## SWOT Analysis

In defining yourself, it is helpful to perform a SWOT analysis. By identifying your strengths, weaknesses, opportunities and threats, you will be able to define your brand and understand what you have to offer. You will also identify areas that need improvement.

* **Strengths**: Strengths are internal characteristics that create a competitive advantage. For example, accounting skills would be a strength.
* **Weaknesses**: Internal weaknesses that need to be improved. Disorganization would be an example of a weakness.
* **Opportunities**: Opportunities are external. There are always opportunities for you to take advantage in the marketplace. Education would be an example of an opportunity.
* **Threats**: External threats cannot be controlled, but they may be addressed in your opportunities. Competition with a more relevant skill set is a threat.

A SWOT analysis will be unique to each person or business. Taking a moment to honestly assess your situation will allow you to complete a personal SWOT analysis.

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| **Estimated Time** | **10 minutes** |
| **Topic Objective** | Introduce the SWOT analysis. |
| **Topic Summary** | **Practice**  Practice creating a SWOT analysis. |
| **Materials Required** | **02-SWOT** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What does a SWOT analysis identify? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\B78YWN58\MC910217212[1].wmfSean created a new startup business. At first, everything seemed to be going well, and sales were 20% higher than he originally projected. Unfortunately, a dissatisfied customer began making life miserable. The customer had demanded a refund, but Sean refused because there was nothing wrong with the product. Soon, he found comments online that he had poor customer service, warning people away from his product. Sean was sure that the problem would go away on its own, but his sales fell 30% the next month.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Outline the Defining Yourself (I) case study. |
| **Topic Summary** | **Case study**  Discuss the importance of taking control of a brand’s reputation. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the outcome of the case study. What should Sean have done differently? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why was the customer unhappy? |

## Module Two: Review Questions

1. How will you be branded if you do not brand yourself?
2. By your work
3. By the market
4. By the law
5. You will not be branded

You need to brand yourself. The market will brand you if you do not.

1. What is necessary to manage a public reputation?
2. Monitoring
3. Market
4. Mantra
5. Personal branding

It is important to manage your public reputation. Personal branding helps manage a public reputation.

1. How many words is a mantra?
2. 3 to 5
3. 1 to 3
4. 5 to 7
5. It does not matter

Brand mantras are brief. They are only 3 to 5 words.

1. What do you Not need to consider in a brand mantra?
2. Simple
3. Communicate
4. Strength
5. Inspire

Strength is not necessary when establishing a mantra. The other answers need to be considered.

1. What attracts people?
2. Brands
3. Persona
4. Authenticity
5. Lies

People are attracted to authenticity. This is why communication needs to be honest.

1. What has become easier?
2. Strength
3. Fact checking
4. Opportunity
5. Threat

Fact checking has become easier to do. Lies are easier to discover.

1. What is a positive internal influence?
2. Strength
3. Weakness
4. Opportunity
5. Threat

Strengths and weaknesses are internal characteristics. The other answers are external characteristics.

1. What is a negative external influence?
2. Strength
3. Weakness
4. Opportunity
5. Threat

Opportunities and threats are external characteristics. The other answers are internal characteristics.

1. How far were sales above projection at first?
2. 20%
3. 10%
4. 25%
5. 30%

The sales were originally 20% above expectations. This fell after a customer was ignored.

1. How far did sales fall after a negative online comment?
2. 20%
3. 10%
4. 25%
5. 30%

Sales fell 30%. They were originally 20% above projections, which brings the sales down to 10% below projections.

# Module Three: Defining Yourself (II)

In order to define yourself, you need to know yourself. Identifying your core values, passions, and strengths will help you realize what you need to communicate in your brand. Once you understand what you have to offer, it will be possible to create a brand image that is both honest and positive. Defining yourself will allow others to see you clearly.

*When you brand yourself properly, the competition becomes irrelevant.*

***Dan Schwabel***

## Pillars

In branding, your pillars are your main values. They are the attributes that help define your identity. In order to identify your pillars, you must ask yourself what you stand for and what your core values are. Your pillars are not what you have to offer; they explain how you offer what you have. For example, you may offer years of sales experience, but your pillar could be offering an honest and authentic sales experience. Remember that there are no correct or incorrect pillars; they simply need to reflect your core values.

Ask yourself what you stand for and make a list of ideas. Then, choose the main values and link them to what your brand has to offer. It is best to begin branding with one or two pillars. You can always expand in the future.

|  |  |
| --- | --- |
| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce pillars in branding. |
| **Topic Summary** | **Pillars**  Practice identifying pillars. |
| **Materials Required** | **03-Pillars** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What are pillars in branding? |

## Passions

Your brand should reflect your passions. Ask yourself the following questions to identify your passions:

* What do you care about?
* What drives you?
* What do you consider your passions?

Remember to list all of your passions, not just the ones that are obviously related to work. If the only passion you communicate is the desire to increase sales, you appear boring and work obsessed. People know that there is more to you than your work. Your brand needs to personalize you to other people, so a passion for art, family, or the environment could only contribute to your brand. You are bound to attract people with similar passions. You can also find ways to incorporate your passions into your work.

|  |  |
| --- | --- |
| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Explore the importance of defining passions. |
| **Topic Summary** | **Passions**  Consider real world citizenship. |
| **Materials Required** | **04-Passions** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What questions help identify your passions? |

## Define Your Strengths

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\SBRJDRPZ\MC910217210[1].wmfBranding requires you to identify your strengths, which you already visited in your SWOT analysis. Your strengths, however, are essential in your branding, so it is important that you do not overlook any of them. It is easy to overlook personal strengths by focusing on desired attributes. Making this mistake can be disastrous and keep you from realizing your potential.

Remember to consider your natural talent when finding your personal strengths. What comes easily to you? What do you do better than other people? Also, consider aspects of your character that are natural strengths. For example, self-control, trustworthiness, and intelligence are all strengths that define you and your brand.

|  |  |
| --- | --- |
| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Examine how different strengths shape brands. |
| **Topic Summary** | **Define Your Strengths**  Consider your strengths. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, share natural attributes and talents that are appealing in a brand. List these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Where have you already identified strengths? |

## The Three Cs

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\KIG6R9Q4\MC900221993[1].wmfWhen establishing your brand, you must remember the three Cs: Clarity, Consistency, and Constancy. Whether you are creating a personal or business brand, you will find the three Cs extremely useful.

**Clarity:** Your brand needs to be clear about what you do and do not represent. Are you a risk-taker or do you represent stability? Are you creative or analytical? If there is any ambiguity in your branding, you will confuse people and cause disappointment.

**Consistency:** Once you have clearly established your brand identity, it is important that you remain consistent. Consistency requires that you present yourself in the same light each time you communicate your brand. This consistency needs to be in your stated values and made visible in your actions.

**Constancy:** Your brand requires constancy, meaning that it is visibly dependable. Once you define your brand, commit to it.

|  |  |
| --- | --- |
| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce the three Cs. |
| **Topic Summary** | **The Three Cs**  Consider the three Cs. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | **None** |
| **Recommended Activity** | Have everyone take a minute to consider the three Cs. Ask the class experiences where violating the three Cs made them lose respect for a brand. What actions violate the three Cs? List these on the board/flipchart. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What are the three Cs? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\VNUEA0YR\MC900383516[1].wmfAshley was given an exercise at work to help her define her strengths. Every time that she thought of a strength, she thought again and decided that it really wasn’t. Nothing that she considered a strength was related to her job description. Additionally, she thought about all of the traits that successful people at work had that she lacked. By the end of the exercise, Ashley was convinced that she had no strengths. She lied on the answers by choosing strengths that she would like to have rather than the ones that she actually possessed.

|  |  |
| --- | --- |
| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Outline the Defining Yourself (II) case study. |
| **Topic Summary** | **Case Study**  Discuss why Ashley had problems identifying her strengths. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the outcome of the case study. What would have helped Ashley identify her strengths honestly? |
| **Stories to Share** | Share any personal relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why did Ashley believe that her strengths were not strengths? |

## Module Three: Review Questions

1. What is useful for establishing pillars?
2. Discussion
3. Passions
4. Brainstorming
5. Nothing

Pillars are core values. Brainstorming helps identify pillars.

1. What do pillars reflect?
2. Core values
3. Consistency
4. Interest
5. Brand

Pillars need to reflect core values. They are essential for a brand.

1. What should your brand reflect?
2. Nothing
3. Passions
4. Interests
5. Strengths

Your brand needs to reflect your passions. First, you need to identify your passions.

1. What is true of passions in your brand?
2. They should only be work related
3. You should not express them
4. They should be professional
5. They should include all passions

All of your passions need to be included in your brand. Do not limit them to work related passions.

1. What should you consider when identifying strengths?
2. Weakness
3. Natural talent
4. Mistakes
5. All of the above

Strengths are essential to branding. Natural talent should not be overlooked when identifying strengths.

1. Focusing on which of the following will distract from your strengths.
2. Nothing
3. Passion
4. Interests
5. Desired attributes

Questionable activity puts a computer at risk. Logging onto questionable websites increases the risk of a virus.

1. What needs to be clear in your brand?
2. What you do and do not represent
3. What you represent
4. What you do not represent
5. Everything

Clarity is part of the three Cs. Your brand needs to be clear about what it does and does not represent.

1. What makes the brand visibly dependable?
2. Consistency
3. Clarity
4. Constancy
5. Nothing

Constancy makes the brand visibly dependable. Clarity and consistency are the other 3 Cs.

1. Why was Ashley evaluating her strengths?
2. Work exercise
3. Personal growth
4. Curiosity
5. No reason

Ashley was evaluating her strengths for and exercise at work. She was not naturally curious.

1. How did Ashley answer the questions on her exercise?
2. She told the truth
3. She copied someone else’s answers
4. She lied
5. She did not

Ashley answered the questions. She lied.

# Module Four: Controlling and Developing Your Image

This module will further explore the influence of the 3Cs. Remember that your brand needs to be clear and consistent, and you need to be committed to it. By following the rules of the three Cs, you will be able to control and develop your brand and your image. Once you commit to the three Cs, it will be easier to continue developing your brand.

*If you are not a brand, you are a commodity.*

***Philip Kotler***

## Clear and Defined

As we have already learned, brand descriptions must be clear and defined. There should be no ambiguity or vague qualities in your brand. Clarity in your brand will allow people to understand what you do and do not represent. Failure to be clear about your brand is destructive. Your brand creates expectations, and there will be disappointment if your brand hints at promises that you will not fulfill. Additionally, people will be more likely to embrace your brand if they fully understand what your brand is. For example, Starbucks built its brand on the promise of the “third place” or the home away from home where people can relax. There is no confusion in this idea or what it represents.

|  |  |
| --- | --- |
| **Estimated Time** | **9 minutes** |
| **Topic Objective** | Explore the importance of a clearly defined brand. |
| **Topic Summary** | **Clear and Defined**  Consider clarity in brands. |
| **Materials Required** | **05-Clarity** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What should NOT be in your brand? |

## Consistent Image

You must make sure that your brand has consistency. If you say that you are going to do something, you need to do it. Every exposure to your brand needs to be the same as the last. Online encounters, face-to-face interactions, and every other way that you connect with other people must reflect the brand that you have set forward. If your brand promises one thing online, but a physical encounter does not measure up to that image, your brand will suffer.

It is important to note that you need to choose branding wisely before you make it public. Frequent rebranding can make you appear indecisive. Once you have created your brand, you must make every effort to be consistent in its execution.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Consider the importance of consistency in your image. |
| **Topic Summary** | **Consistent Image**  Discuss consistency in branding. |
| **Materials Required** | **None** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, discuss brands that show consistency, Nike for example. Discuss brands that seem to be ever changing. How does consistency make you feel about a brand? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is consistency in branding? |

## It Takes a Commitment

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8GNIE8M1\dglxasset[1].aspxConsistency takes commitment. You need to make sure that you are faithful and dependable in the execution of your brand’s promises. This requires the cooperation of everyone who executes your brand. If a company promises excellent service but do not deliver on that promise, the brand will suffer. It is important that each exposure to the brand is the same for every person. For your brand to be seen as dependable, multiple encounters with other people must reflect the values and mission of your brand. By committing to execute your brand correctly, your reputation will remain positive and spread.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Consider ways to explore commitment. |
| **Topic Summary** | **It Takes Commitment**  Discuss constancy and commitment. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Brainstorm ways to commit to a brand. List these ideas on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What does constancy require? |

## Live It Every Day

Committing to your brand requires you to take action every day. It falls in line with consistency and constancy. As we have already learned, every interaction with your brand needs to build a sense of dependability. Committing to living out your brand is the only way to make this happen, and you must commit to doing it every day. How you execute day in and day out will depend on your brand and your customers. Taking from the customer service example, you would need to exercise customer service with a positive attitude and by going the extra mile for your customers. Regardless of your brand, the point is for you to follow through every day. As you do, the actions will become easier and more natural, and you will be able to expand your brand’s reputation.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Consider the importance of living your brand’s values every day. |
| **Topic Summary** | **Live It Every Day**  Examine ways to live out your brand every day. |
| **Materials Required** | **06-Every Day** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | When should action be taken? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\X4OI297S\dglxasset[1].aspxJennifer wanted to create a bakery with a reputation for quality. Her business partner agreed with her vision for the company. At first, the bakery’s reputation was positive as Jennifer worked 18 hour days cooking and serving her customers. Six months after opening, Jennifer left town for a few weeks to handle some family business, leaving her partner in charge. While she was gone, the customer reviews began to spiral downwards. She returned to find her business partner had stocked the kitchen with premade items to save on labor and cost. Jennifer was furious and wondered how she would get back the customers who no longer trusted her product.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Controlling and Developing Your Image case study. |
| **Topic Summary** | **Case Study**  Discuss the importance of self-monitoring online behavior. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the result of the case study. What could Jerry have done differently? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Define Jennifer’s brand. |

## Module Four: Review Questions

1. What can failure to represent your brand clarity cause?
2. Interest
3. Destruction
4. Consistency
5. Nothing

Brand clarity is essential to brand success. Lack of clarity will lead to destruction.

1. What will cause people to embrace your brand?
2. Exposure to the brand
3. Exposure to the brand’s history
4. Understanding what the brand does not represent
5. Clearly understanding what the brand represents

People need to clearly understand what your brand represents. This will help people embrace your brand.

1. What will cause your brand to suffer?
2. Lack of consistency
3. Consistency
4. Commitment
5. Nothing

The branding requires consistency. A lack of consistency will cause the brand to suffer.

1. What impression does constant rebranding create?
2. Interest
3. Decisiveness
4. Indecisiveness
5. Nothing

Consistency is important for a brand’s reputation. Rebranding creates the impression that a brand is indecisive if it is constant.

1. How should your brand’s promises be executed?
2. With dependability and faithfulness
3. With expectations
4. With faithfulness
5. With dependability

Commitment requires dependability and faithfulness. This is how promises need to be executed.

1. Exposure to your brand must \_\_\_\_\_\_\_\_.
2. Vary with each person
3. Be the same for each person
4. Be creative for each individual
5. Change constantly

Exposure to a brand should be consistent. Should be the same for each person.

1. What will happen as you live out your brand?
2. It becomes more difficult
3. The brand evolves
4. It becomes easier
5. Nothing

Your actions will become easier as you repeat them. This requires you to live it daily.

1. How often should you live out your brand?
2. At work
3. As needed
4. When necessary
5. Daily

Consistency and constancy are essential for branding. This requires living the brand daily.

1. How long did Jenifer work before leaving for a few weeks?
2. 6 months
3. 3 months
4. 2 month
5. 12 months

Jennifer worked on for six months before leaving. The reviews were positive while she was there.

1. Why did Jennifer’s partner change the product?
2. Uncertain how to cook
3. Save on labor
4. Lack of interest
5. Save on labor and cost

Jennifer’s partner changed the product while she was gone, which damaged the brand. The reason was to save on labor and cost.

# Module Five: Personal and Professional Influences

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8GNIE8M1\MC900437533[1].wmfYou are constantly presenting your brand to other people, both in your personal and professional life. It is important that you understand how your personal brand and your professional brand reflect each other. When you are able to integrate them successfully, you will be able to use your brand to further your personal and professional life.

## Corporate and Personal Integration

*If people like you they will listen to you, but if they trust you, they’ll do business with you.*

***Zig Ziglar***

It is easy to believe that your personal life is completely separate from your professional life. Your personal brand, however, will intersect with your corporate brand, and the values of each need to reflect each other. Consider how the reputations of professionals are ruined by personal scandals. If your personal brand conflicts with your professional, distrust for both your personal and professional brand will develop.

While you should try to integrate your personal and professional brands at all times, you must be particularly careful in certain situations. Behavior at public events, for example, needs to reflect your brand. Additionally, you should exercise restraint when using social media. No matter your privacy settings, nothing online is private. What you say on your personal Twitter account needs to positively reflect your company’s brand and your personal brand. If you must vent your frustrations, do so in a private setting that will not reflect poorly on you.

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| **Estimated Time** | **9 minutes** |
| **Topic Objective** | Consider the how your personal and professional brand interact. |
| **Topic Summary** | **Corporate and Personal Integration**  Discuss ways that you have seen the personal brands affect corporate brands. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | Look up current stories about professional whose positions were put in jeopardy by personal decisions. |
| **Recommended Activity** | Discuss how personal decisions can influence your view of a person’s professional life. What type of actions do you think can damage a professional brand? List these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is true about personal and professional brands? |

## They Will Influence Each Other

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\X4OI297S\MC900437521[1].wmfYour personal and professional brands will influence each other. We are used to stories of a personal brand affecting a professional brand. There are, however, ways that your professional brand will influence your personal brand. While we are accustomed to stories of negative influence, it is important to remember that the influence may also be positive. For example, a CEO who performs a charitable act at work would influence his personal brand. People would view the personal brand in a positive light. You must be mindful of how each brand will draw influences from the other.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Explore how each brand will influence the other |
| **Topic Summary** | **They Will Influence Each Other**  Discuss how personal and professional brands influence each other. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss how brands influence each other, both positively and negatively. Brainstorm a list of positive influences and negative influences. Place these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What influences personal branding? |

## Be a Professional

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\YVV333RR\MC900437529[1].wmfWhen developing your personal and professional brands it is important that you exhibit professionalism. Be a professional both in and out of the office. In order to behave professionally, you need to define professional behavior. Not everyone defines professionalism the same way. Some people are more rigid in their views and others are more relaxed. There are, however, a few different ways to behave professionally that most people would agree are professional.

**Professional behavior:**

* Be dependable.
* Be competent in your work.
* Act with honesty and integrity.
* Treat everyone with respect.
* Be a positive example.

This list is not inclusive, but it is a good starting point. By behaving professionally in your personal and professional life, you will help create a brand that is respected.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce the concept of professionalism. |
| **Topic Summary** | **Be a Professional**  Discuss social networking. |
| **Materials Required** | **07-Professionalism** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | When should you be a professional? |

## Build Rapport

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\HPAUG4QU\MC900436996[1].wmfPart of personal branding requires building a rapport. When you build a rapport with people, you have the chance to develop a cross promotion between your personal and professional life that will lead to opportunities as you show your brand to potential employers, employees, and customers.

**How to Build a Rapport:**

* **Consider your appearance**: Dress professionally.
* **Find mutual interest**: Discover common ground.
* **Exhibit honesty**: Be truthful in your interactions.
* **Show empathy**: Connect with people on an emotional level.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Explain the importance of building rapport. |
| **Topic Summary** | **Build Rapport**  Practice building a rapport. |
| **Materials Required** | **08-Rapport** |
| **Planning Checklist** | None |
| **Recommended Activity** | Break into pairs and complete the instructions on the worksheet. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is the potential of building a rapport? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8GNIE8M1\MC900291044[1].wmfMitch always tried to behave professionally at work, but he completely relaxed when he was off of work. He went on a business trip with a couple of colleagues, and every night after work, he went out to enjoy himself. One night, he had far too much to drink and tweeted some questionable pictures. The next day, they were scheduled to travel back. One of his colleague joked that Mitch certainly knew how to relax. The other seemed unnerved. Mitch’s boss contacted him immediately after the plane landed and asked to see him immediately. At the office, Mitch was shown his tweets and told that his actions jeopardized the reputation of the entire company. He was on placed on final notice, and any further unprofessional behavior would cost him his job.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Personal and Professional Branding case study. |
| **Topic Summary** | **Case Study**  Discuss the results of the case study. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the case study. What were his mistakes, and what must he do differently in the future? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why was Mitch out of town? |

## Module Five: Review Questions

1. What is true of online posts?
2. They are private
3. You can easily control all access to them
4. The privacy rules are not subject to change
5. They are not private

It is important to be careful online. Nothing that you post online is truly private.

1. What occurs when personal and professional brands conflict?
2. Trust
3. Misconception
4. Distrust
5. Nothing

Personal and professional brands need to align. If they do not, distrust will develop.

1. Influence on brands can be \_\_\_\_\_\_\_\_.
2. Negative
3. Negative or positive
4. Positive
5. Unimportant

Personal and professional brands will influence each other. The influence can be negative or positive.

1. If someone gains a positive feedback on a professional brand, how would the personal brand be affected?
2. Positively
3. Negatively
4. It depends on the feedback
5. It would not be affected

The professional and personal brands affect each other. A positive impact on a professional brand will have a positive impact on the personal brand.

1. How should you behave in your personal brand?
2. Professionally
3. Playfully
4. Respectfully
5. It does not matter

It is important to behave professionally in your public life. You should also behave professionally in your personal brand.

1. What is Not considered professional?
2. Competency
3. Respect
4. Dependability
5. Creativity

Creativity is a useful trait. It is not necessarily, however, a sign of professionalism.

1. How can you build a rapport emotionally?
2. Appearance
3. Empathy
4. Dress
5. Common ground

Empathy will help create a rapport. It is a connection on an emotional level.

1. How should you dress to build a rapport?
2. Flirtatiously
3. Casually
4. Professionally
5. It does not matter

Dress can affect rapport. To build a rapport requires you to dress professionally.

1. What did Mitch Tweet?
2. Insults
3. Pictures
4. Opinions
5. Secrets

Mitch tweeted pictures on his night out. They were considered questionable.

1. What happened to Mitch when he arrived?
2. Fired
3. Warned to stop tweeting
4. Demoted
5. Placed on final notice

Mitch was warned to behave in the future. He was also placed on final notice to protect the reputation of the company.

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There are many ways that you can sharpen your brand. By using the tools available to you, you have the opportunity to strengthen your brand and its influence over others. For example, you should take advantage of the opportunity to share ideas and influence others by blogging. By being transparent and authentic in your communication, you will attract people to you and to your brand.

## Blogging

*Absorb what is useful, reject what is useless, add what is specifically your own.*

***Bruce Lee***

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8GNIE8M1\MC900434671[2].wmfBlogging is an excellent way to draw people to your brand when it is done correctly. Unfortunately, you can repel people when you blog incorrectly. If you choose to blog, you must write about your passion. This passion will translate to your audience. In order for your personal brand to develop with your blog, you need to provide your biography. An anonymous blog will do little to increase your reputation online.

**How to Blog:**

* Make a clear point – Only blog if you have something to share.
* Be thorough – Proofread your posts for accuracy and grammar.
* Update consistently – Update your blog on a regular basis.

Blogs should not be created on a whim. They require time and effort, but they are worth the investment.

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| **Estimated Time** | **9 minutes** |
| **Topic Objective** | Introduce blogging. |
| **Topic Summary** | **Blogging**  Practice blogging. |
| **Materials Required** | **09-Blog** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually and share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What happens when blogging is not done correctly? |

## Authenticity Is Key

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EUNLYIRK\MC900370200[1].wmfRegardless of how you choose to portray your brand, authenticity is key. It is not easy to fake being authentic. People are becoming more savvy at identifying authenticity, and they are drawn to it. While authenticity might seem like an easy message to convey, many people fail to be authentic in their brands. There are specific actions you can take to improve your authenticity:

* **Honesty:** Being authentic requires being honest about your values and ideas.
* **Promote causes:** Authenticity requires action. Supporting charities and causes that align with your values shows your commitment to your values.
* **Show consistency:** Back up your words with your actions at every opportunity, and do not deviate from your core message.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Consider the importance of authenticity. |
| **Topic Summary** | **Authenticity Is Key**  Discuss authenticity. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss actions people take that support their authenticity. List some of these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What are people drawn to? |

## Transparency

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\YVV333RR\MC900446006[1].wmfBeing transparent is a difficult task for most people. Transparency requires living your life and conducting your business in the open. Secrecy will cause people to become suspicious, and suspicion leads to misinformation. If you do not tell people the truth, they will create stories to explain what they do know. Transparency does not require you to share every intimate detail of your life, but it does demand you to be open and honest.

**Transparency:**

* Be transparent in business finances. (To a point)
* Be transparent in your communication. (Avoid double talk)
* Share your personal life. (To a point)
* Be transparent in your business decisions.

When you are transparent with your personal and professional brand, you gain the trust of your audience.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce transparency. |
| **Topic Summary** | **Transparency**  Discuss the concept of transparency. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss transparency. What actions create a sense of transparency? What actions make you believe someone is hiding something? List these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is transparency? |

## Networking

Networking is a necessary aspect of any brand. As the saying goes, “It is who you know.” This is particularly true when you are developing your brand. Networking can be a great boost to your brand when done correctly. When it is not done correctly, it is a waste of time. There are a few steps you can take to help develop your networking skills:

* **Meet people:** Take advantage of networking opportunities to meet new people; do not stay exclusively within your social circle.
* **Collaborate:** Work with others to showcase your skills.
* **Develop an elevator speech:** An elevator speech is a brief introduction of 30 seconds to a minute. You need to include your name, qualifications, and how you can be useful.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce networking. |
| **Topic Summary** | **Networking**  Consider networking |
| **Materials Required** | **10- Elevator Speech** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually and share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is necessary in branding? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\CIPGJXTB\dglxasset[1].aspxGary decided to create a blog for self-promotion. He focused on his main tasks at work, which he considered rather boring. The first blog post did not elicit many responses. In fact, there was only one response and it was lackluster. He continued working on the blog and promoting it among his colleagues. Unfortunately, the reception remained lukewarm. After a few weeks, Gary blogged about his company’s charity walk, a cause that he greatly supported. For the first time, there were multiple responses, and most of them encouraged him to continue writing similar posts.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Sharpening Your Brand case study. |
| **Topic Summary** | **Case Study**  Consider the importance of blogging about your passion. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the results of the case study. Why were the first blogs less successful? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why did Gary create a blog? |

## Module Six: Review Questions

1. What should you blog about?
2. Passions
3. Information
4. Work
5. Hobbies

It is important to blog about passions. This passion will translate to your audience.

1. What do you need to complete for your blog to reflect your brand?
2. Background
3. Biography
4. Authority
5. Posts

An anonymous blog will not promote your brand. You need to complete the biography for your blog.

1. What do many people fail to establish in their brands?
2. Nothing
3. Consistency
4. Authenticity
5. Focus

Successful branding requires authenticity. It seems easy, but many people fail to establish it.

1. Where does authenticity require?
2. Creativity
3. Work
4. Community
5. Action

Authenticity requires action. The action should reflect the brand’s values.

1. What will cause people to become suspicious?
2. Personal transparency
3. Lack of transparency
4. Business transparency
5. Transparency

Transparency is an important part of personal branding. Lack of transparency will create suspicion.

1. What happens if people do not know the truth?
2. Nothing
3. People look for the truth
4. Misinformation
5. They ask questions

Misinformation occurs when the facts are not available. Transparency will prevent the misinformation.

1. How long is an elevator speech?
2. 30 seconds
3. 5 minutes
4. 20 seconds
5. 10 minutes

An elevator speech should only last 30 seconds to a minute. A is the correct answer choice.

1. What will showcase your skills?
2. Elevator speech
3. Networking
4. Meet people
5. Collaborate

Collaboration is a necessary part of networking. It will showcase your skills.

1. What did Gary blog about first?
2. Passion
3. Work tasks
4. Interests
5. Hobby

Gary blogged about work tasks first. These posts were not well received.

1. What subject brought attention to Gary’s blog?
2. Nothing
3. Work tasks
4. The charity walk
5. Hobbies

Gary blogged about the charity walk and engaged with his passion. This engaged his audience.

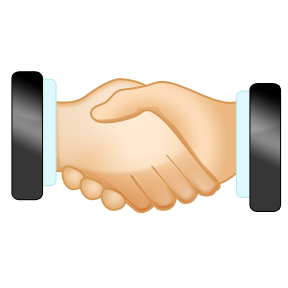
# Module Seven: Appearance Matters

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\X4OI297S\dglxasset[2].aspxLike it or not, appearance is an important part of any brand. Your appearance matters. Remember that first impressions and the way that you dress will affect the way people perceive you and your brand. It is important that your appearance reflects your brand and gives off the image that you want to portray to the public. Taking the time and effort to develop your appearance will greatly improve your brand’s reputation.

*Be yourself, everyone else is already taken.*

***Oscar Wilde***

## First Impressions

First impressions only happen once, and they happen quickly. We are hardwired to make fast decisions, and research shows that we make decisions about people within seven seconds of meeting them. Appearance, verbal cues, and nonverbal cues all contribute to our perceptions of other people. So, how do people see you? What type of first impression do you make? Ask yourself these questions before meeting new people.

Fortunately, today’s technology and the rise of digital communication provide the opportunity to get to know people before meeting them in person. This is not an excuse to let your appearance go, however. You never know when you are going to run into someone for the first time.

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| **Estimated Time** | **9 minutes** |
| **Topic Objective** | Introduce first impressions. |
| **Topic Summary** | **First Impressions**  Consider the importance of first impressions. |
| **Materials Required** | **Computer/projector and flipchart/board** |
| **Planning Checklist** | Find pictures of people dressed in different styles of clothing. |
| **Recommended Activity** | Show the different pictures to the class, and ask them for their immediate impressions about each person. List these impressions on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What should you ask yourself before meeting new people? |

## Rise Out of the Crowd

If you want to distinguish your brand from others, you need to stand out. It is important, however, that you are memorable for all the right reasons. No one wants to stand out as the crazy person who lacks social skills and wore two different shoes to a conference. You need to stand out in positive ways:

**How to Stand Out:**

* Dress well
* Give unique opinions
* Be helpful
* Be confident
* Showcase your personality
* Create your own method for doing things

You must remember that rising out of a crowd is a risk. You will be noticed by other people, so make sure that you are noticed for all of your best attributes.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Explore ways to rise out of the crowd. |
| **Topic Summary** | **Rise Out of the Crowd**  Consider people who stand out in a crowd. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, discuss people who stand out. What characteristics do they have in common? List these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What do you need to do to distinguish your brand? |

## True Reflection

Your outward appearance needs to reflect who you are inside. Unfortunately, stress can cause people to give the wrong impression in their facial expressions and body language. What image do your facial expressions and body language portray about you?

Negative body language:

* Lack of eye contact
* Fidgeting
* Yawning
* Hunching over
* Not smiling

Positive body language:

* Eye contact
* Smiling
* Slightly leaning in during conversation
* Nodding

It is important to pay attention to what your body image is saying. You want to give off a positive impression that reflects your brand.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Explore true reflection. |
| **Topic Summary** | **True Reflection**  Consider how facial expressions and body language reflect personality. |
| **Materials Required** | **Computer/projector and Flipchart/board and marker** |
| **Planning Checklist** | Look for pictures of professionals with different facial expressions and body language. |
| **Recommended Activity** | Show the different pictures to the class, and ask them to describe each person’s personality based on appearance. List these impressions on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What affects body language? |

## Dress for Success

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\CIPGJXTB\MC900436990[1].wmfWhile it is true that professional attire is much more relaxed than it used to be, clothes still matter. The way a person dresses is not a reflection of his or her capabilities, but people are still judged by the way they look. A neat, clean, professional appearance is necessary for people to take you seriously. This does not mean that you have to wear drab, boring clothes. Simply take the time to put yourself together.

* Clothing should fit well. Avoid revealing cuts.
* Make sure that your clothes are clean, pressed, and free of lint.
* Manicure your nails.
* Hair should be neat and clean.

Dressing for success involves careful planning. You should choose your outfits ahead of time so that you are not surprised by hidden stains or missing buttons. You should also get up early so that you can dress without having to rush out the door half finished.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce dressing for success. |
| **Topic Summary** | **Dress for Success**  Discuss how to dress for success. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Ask the class to describe an unprofessionally dressed person. How would this person look? List the qualities on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | How are people judged? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\VNUEA0YR\MC900363658[1].wmfHolly was running late the day of her job interview. She had 10 minutes to change out of the clothes she wore to her job at a fast food restaurant before she had to leave. The outfit that she planned on wearing was dirty, so she chose a slightly rumpled dress. She pulled back her greasy hair and managed to put on a little mascara and lip gloss before leaving. Holly barely made it to the interview on time. She ran in breathlessly as strands of her hair began to slip out of the clip.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Appearance Matters case study. |
| **Topic Summary** | **Case Study**  Discuss the importance of appearance. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss Holly’s impression. Based on what you know, do you think she got the job? What should she have done differently? |
| **Stories to Share** | Share any personal, relevant studies. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Where was Holly going? |

## Module Seven: Review Questions

1. How quickly do first impressions occur?
2. 7 seconds
3. 15 seconds
4. 30 seconds
5. 1 minute

First impressions happen quickly. We pass judgment on people within 7 seconds of meeting them.

1. What allows people to get to know each other without first impressions?
2. Appearance
3. Security
4. Nothing
5. Technology

Technology has changed the way we communicate. It allows us to know people before meeting them.

1. How should you stand out?
2. In appearance
3. Positively
4. In work
5. It does not matter

Standing out is a risk. It is important to stand out for positive reasons.

1. What is Not a way to stand out?
2. Be helpful
3. Be confident
4. Dress casually
5. Give opinions

Dressing too casually is not a great way to stand out. The other answers are.

1. What should your clothes reflect?
2. Position
3. Authority
4. Personality
5. Interest

Clothes are important to a brand. Clothes should reflect the personality of the wearer.

1. What is Not synonymous with professional dress?
2. Flattering clothes
3. Accessories
4. Colors
5. Boring clothing

Clothing does not need to be boring to be professional.

1. What will help people dress for success?
2. Plan ahead of time
3. Take a course
4. Wear makeup
5. None of the above

Planning ahead of time will help people dress for success. This prevents last minute problems.

1. What is Not true of professional clothing?
2. It must be clean
3. It must be the latest fashion
4. It must be pressed
5. It must be free of lint

Clothing should be fashionable, but it does not need to be the latest style. The other answers are essential for professional clothing.

1. How long did Holly have to change before leaving for her interview?
2. 10 minutes
3. 15 minutes
4. 1 hour
5. Unknown

Holly had to get ready quickly. She only had 10 minutes to change.

1. What did Holly wear?
2. Skirt
3. Business suit
4. Chosen outfit
5. Dress

Holly did not wear her chosen outfit. She couldn’t wear it so she wore a rumpled dress.

# Module Eight: Social Media (I)

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\W6733BSS\MC900441978[1].wmfSocial media is an excellent way to improve your brand’s presence. You must, however, use social media correctly in order for it to be effective. It is not enough for you to have social media accounts. You need have a specific purpose for your accounts and monitor them closely. It is also imperative that you implement security as you promote your brand.

*You shouldn’t brand yourself online without discovering what is at the core of your personal brand.*

***Jill Celeste***

## Needs Constant Monitoring

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\QUVP2ZLH\MC900367816[2].wmfSocial media requires constant monitoring. If you do not pay attention to your social media accounts, they will not do you any good. When using social media, open accounts that are relevant to you and your business. It is difficult to juggle numerous social media accounts. Once you are actively using social media, be sure to check your accounts regularly. You can also implement different tools to track your social media presence. Google alerts are a useful tool to monitor your social media accounts. Some tools are paid and others are unpaid.

**Free Tracking Tools:**

* Hootsuite
* Viralheat
* Trendrr

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce constant monitoring. |
| **Topic Summary** | **Needs Constant Monitoring**  Discuss constant monitoring. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Have the participants share their experience using and monitoring social media. List the tools used on the flipchart/board. Discuss the pros and cons of each. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why pay attention to social media accounts? |

## Security

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\ZOU2G9EF\dglxasset[1].aspxEveryone with an online presence needs to focus on internet security. Being secure while using social media requires more than virus software. You need to use all of the security tools available to you such as secure passwords and two factor authentications or a 2-step verification process.

Using two factor authentications will keep your password safe. In this process, you enter your password and a verification code is sent to your phone. The account cannot be accessed without the code. To save time, you may establish your home computer so that the code is not needed to log in on that computer. Since the code is needed for other locations, it becomes more difficult to hack the account.

Choosing secure passwords and using different passwords for each account will improve security. A secure password is typically 8 to 10 characters and includes all of the following:

* Uppercase letters
* Lowercase letters
* Numbers
* Symbols or characters

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce the concept of security online. |
| **Topic Summary** | **Security**  Practice creating passwords. |
| **Materials Required** | **11-Passwords** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is another name for two factor authentication? |

## Have an Objective

People who fail or are not completely successful using social media, often only use it for general self-promotion. While social media is great for self-promotion, you need to have a clear objective in what you are promoting and how you promote it. Why are you there? What are you trying to promote? How does it translate to your brand?

If you only share self-glorifying posts of your triumphs, you lose your authenticity. Take your objectives from your pillars and find ways to reach them. For example, if you are passionate about fair trade, share your experiences and link to other articles, blogs, etc. Having an objective helps you to establish a network of followers with similar ideas.

|  |  |
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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce objectives. |
| **Topic Summary** | **Have an Objective**  Consider your objectives. |
| **Materials Required** | **12-Objectives** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually, and share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why do people often fail when using social media? |

## Promote

Promoting your social media sites takes time and effort on your part. There are many ways that you can increase the visibility of your brand using social media. The first step is to create the same message and theme throughout all of your social media sites, Your Tumblr and your Facebook should not share conflicting information; they should promote each other. Certain tools allow you to link the same post to multiple sites. They should also have a similar look, color scheme, and feel to them.

You need to drive awareness of your brand by attracting people to you. The more connections you make, the more exposure you have. Don’t be afraid to include links in your content. Additionally, SEO can be implemented to improve your visibility. Find useful search terms and integrate them into your content to increase your search rankings. Running an SEO campaign is more complex than this, but choosing useful keywords is an excellent starting point.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce promotion. |
| **Topic Summary** | **Promotion**  Discuss promotion. |
| **Materials Required** | **None** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, share ways that you have used social media. What tools have you found effective? What strategies did not work? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What should be true of all your social media sites? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\1YC1WJ78\MC900440619[1].wmfTerry opened several social media sites for the startup. She had no interest in social media, but people told her it was the only way to stay in business. She posted daily for the first two weeks. Soon, however, she became too busy to pay attention to her social media accounts. She checked back in after three months and found several flattering comments. She also discovered a complaint that was a month old. The customer was so frustrated by being ignored that he took ranted on all of her accounts. Terry wondered why he had not tried to call her if he was so upset.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Social Media (I) case study. |
| **Topic Summary** | **Case Study**  Discuss the importance of monitoring social media. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the results of the case study. What two things could Stan have done to prevent the problem? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why did Terry create a social media account? |

## Module Eight: Review Questions

1. When should social media be monitored?
2. Daily
3. Weekly
4. Constantly
5. It does not need to be monitored

It is important to monitor social media. It needs to be monitored constantly.

1. What will help monitor social media accounts?
2. Security
3. Google alerts
4. Logging into social media
5. Nothing

Social media needs to be monitored carefully. Google alerts will help monitor social media accounts.

1. How many characters are ideally in a password?
2. 8
3. 6
4. 12
5. 10

There are typically 8 characters in a password minimum. Ten characters are recommended.

1. What is Not useful when creating a password?
2. Personal information
3. Numbers
4. Symbols
5. Uppercase letters

Passwords should include upper and lowercase letters, numbers, and symbols. Personal information is not suggested.

1. Where should you find objectives?
2. Pillars
3. Brainstorming
4. Nowhere
5. Anywhere

Your objectives are necessary in social media. You can find objectives in your brand’s pillars.

1. What helps you to establish a network of followers with similar ideas?
2. Promotion
3. Security
4. Objectives
5. Nothing

Objectives are necessary in social networking. They connect you with people who have similar ideas.

1. What involves integrating search terms into content?
2. Nothing
3. SEO
4. Theme
5. Message

SEO is search engine optimization. It involves integrating search terms into content.

1. What should you avoid in social media?
2. Nothing
3. Uniform information
4. Similar colors
5. Conflicting information

Your social media accounts should complement each other. There should never be conflicting information.

1. How long did Terry monitor her social media accounts daily?
2. One month
3. Three weeks
4. Two weeks
5. Three months

Terry monitored her accounts daily for two weeks. The then stopped for three months.

1. How long did the customer complaint go unnoticed?
2. One month
3. Three weeks
4. Two weeks
5. Three months

Terry did not check her social media for three months. The customer complaint was unnoticed for one month.

# Module Nine: Social Media (II)

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\JGDFC6V4\MC900436992[1].wmfSocial media is changing the way that people communicate. Its influence is undeniable, but it needs to be managed correctly. Your online presence is a direct reflection of your brand. By learning to use social media, you will be able to increase the presence of your brand and your social network. It simply takes a little effort.

*Make your life one giant networking event.*

***Dan Schwabel***

## It’s a Tool

Social media may seem like a way of life, but it is a tool. Like any other tool, there is a learning curve. In order to use the social media effectively, you need to practice. Experiment with different styles of communication until you find the one that best reflects your brand. Get feedback from your friends, and improve with every entry or share.

**Social Media Tips:**

* Clearly establish what you want to communicate.
* Use attention grabbing vocabulary.
* Use stories to engage people.
* Encourage readers to action.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce social media as a tool. |
| **Topic Summary** | **It’s a Tool**  Practice using social media. |
| **Materials Required** | **13-Tool** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is social media? |

## Content is King

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\X3YWEB9O\MC900389528[1].wmfEveryone is familiar with the phrase “content is king”. It is not enough to simply create content, you have to make sure that it is good content. Your content needs to have a clear point that is relevant to your brand. Once you find a relevant topic, you have to communicate your opinions well.

**How to Create Content:**

* **Be relevant**: Stay informed on the latest trends that affect your brand. Writing about an old story is not likely to engage an audience.
* **Use variety:** Use both written and video content. Not everyone is skilled at writing.
* **Communicate well**: Make sure that your written content is well written and factual. Make sure that videos are edited properly.

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| **Estimated Time** | **10 minutes** |
| **Topic Objective** | Introduce content. |
| **Topic Summary** | **Content Is King**  Consider the characteristics of good content. |
| **Materials Required** | **14-Content** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually. Share your answers with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is content? |

## Have a Gimmick

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EUNLYIRK\MC900437176[1].wmfHaving social media sites are not enough to set you apart. Almost everyone has a social media account. A useful way to stand out is to create a gimmick. Gimmicks are not for everyone. If you do not want to use gimmicks, it is better to leave them alone. Better no gimmick than a poorly executed one. A gimmick is often a trick or some type of device to catch attention. You typically see it in advertising. Your brand will determine the type of gimmick that would work best for you.

**Types of Gimmicks:**

* Humorous
* Generous (give away)
* Create mystery
* Give demonstrations

By using the right gimmick, you will be able to set your brand apart from your competitors’ brands.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce gimmicks. |
| **Topic Summary** | **Have a Gimmick**  Discuss gimmicks. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss gimmicks that the group considers effective and ineffective. List these on the flipchart/board. What do effective gimmicks have in common? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is a gimmick? |

## Don’t Ignore Any Mentions

Social media helps people connect with each other. While it may seem unimportant, you must engage with everyone who reaches out to you. If you ignore people on social media, you are damaging your brand. It is essential that you address every positive and negative mention that you come across. Positive mentions are easy to address. You thank them for taking the time to provide positive feedback, not everyone takes the time to do this. When handling negative mentions, you need to begin by addressing misinformation. You should also apologize if you are in the wrong. Addressing online mentions will connect you with your audience and improve your brand’s reputation.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Consider ways to address mentions. |
| **Topic Summary** | **Don’t Ignore Any Mentions**  Discuss how to address mentions. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Have the class discuss their experiences handling mentions online. What techniques have they found useful? List these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What does social media do? |

## Case Study

At a seminar, Delia learned the value of producing content. So, she decided to start blogging and linking it to her social network daily. The only problem with this decision was that she did not have much time to devote to the activity. Still, she was determined to produce content. Delia’s first few blogs appeared without any comments or fanfare. After the fifth blog, the grammar police appeared. Her content was questioned and her writing style shredded. Delia’s blogs were all first drafts; so, much of the criticism was well founded. She did not believe that her writing style would have made much of an impact when she began the endeavor.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Social Media (II) case study. |
| **Topic Summary** | **Case Study**  Consider the importance of writing good content. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the results of the case study. What was Delia’s mistake? What blogging alternative could she have used? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why did Delia want to blog daily? |

## Module Nine: Review Questions

1. What will engage people in social media
2. Stories
3. Tools
4. Action
5. Communication

It is important to engage people in social media. Stories are engaging.

1. Where should you find help determining your style?
2. Practice
3. Researchers
4. Friends and family
5. Nowhere

Friends and family can provide valuable feedback. This will establish you communication style.

1. What content is useful for people who are not talented writers?
2. Nothing
3. Blog
4. Social media
5. Video

Content may be written or video. Video content is useful for people who are not talented writers.

1. Content should be \_\_\_\_\_\_\_ to the brand.
2. Safety
3. Relevant
4. Manager buy in
5. Attendance

Content needs to be created well. It must be relevant to the brand.

1. What should be done if someone is uncomfortable with gimmicks?
2. Do not use them
3. Ignoring
4. Offering food
5. Bullying

Gimmicks can be effective, but they are not for everyone. It is better not to use a gimmick if you do not like the idea.

1. Where do you typically see gimmicks?
2. Social networks
3. Everywhere
4. Advertising
5. Nowhere

Gimmicks are used to create attention. They are typically seen in advertising.

1. Which mentions should you respond to?
2. All of them
3. Positive ones
4. Negative ones
5. None of them

It is important to respond to all mentions. This includes positive and negative mentions.

1. What should you do if you are in the wrong in a mention?
2. Damage control
3. Ignore it
4. Defend it
5. Apologize

It is important to communicate honestly. If you are in the wrong, you need to admit it.

1. What was true of Delia’s blogs?
2. They were second drafts
3. They were first drafts
4. They were accurate
5. They were well written

Delia’s bogs were all first drafts. This is why people found so many errors.

1. How often did Delia commit to blog?
2. Weekly
3. Monthly
4. Daily
5. Bimonthly

Delia wanted to create as much content as possible. She committed to blog each day.

# Module Ten: Brand Management During a Crisis

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8X37435D\MC900090563[2].wmfYou brand will face a crisis, no matter how prepared or well organized you are. When a crisis comes, you need to know how to handle the situation. Keep your head in a crisis and respond carefully. Acting precipitously will only damage your reputation and your brand. By addressing the problem head on, you will be able to mitigate the damage to your brand.

## Caught in a Bad Spot?

*Your brand is what people say about you when you are not in the room.*

***Jeff Bezos***

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\BUF3ILLB\MC900251311[1].wmfThere may come a time when you find yourself in a bad spot. For example, you could upload mistaken information in your area of expertise. You could also act against your own advice. Regardless of what you do to damage your reputation, never avoid facing your mistakes. You must take control of the situation and the message using specific steps:

* Act quickly and apologize
* Explain your error in judgment
* Learn from your mistakes

It is essential that you do not allow your mistakes to define you. Once you address the problem, you need to move on and continue expanding your brand.

|  |  |
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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Explore ways to handle mistakes. |
| **Topic Summary** | **Caught in a Bad Spot**  Discuss ways to handle bad situations. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, discuss how brands have revived their reputations after making mistakes. Which techniques are effective? List these on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What actions would put someone you in a bad spot? |

## Never Burn a Bridge

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\W6733BSS\MC900233641[1].wmfIn difficult situations, you may be tempted to burn bridges, but you should NEVER burn a bridge. Burning bridges is breaking ties with difficult people, be they at work or in your social network. When you burn a bridge, you walk away from someone with no hope of salvaging the relationship. Burning bridges at work can negatively affect your employment record. Burning bridges within your social group can do more than cost friends; it can create enemies.

**Burning Bridge Alternatives:**

* Wait to communicate until your anger has passed.
* Thank the person for his or her feedback.
* Consider your fault in the situation.
* Take space in the relationship without braking ties.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Consider the effects of burning bridges. |
| **Topic Summary** | **Never Burn a Bridge**  Discuss burning bridges and alternatives. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the fallout that can come from burning bridges. List these on the flipchart/board? What techniques have helped you preserve difficult relationships? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is burning a bridge? |

## Information

Problems in personal branding often stem from problems in communication. Miscommunication and misinformation happen regularly, and they can destroy your personal brand. It is essential that you address communication errors immediately and squelch rumors before they spread. Once a negative rumor spreads, it is difficult to stop the gossip train. This is why you need to monitor your online presence carefully.

**Examples of misinformation:**

* Business rumors
* Misquotations
* False claims
* Incorrect statistics

The best way to handle this situation is with the truth. Address the source of the misinformation directly, and be sure to spread the truth throughout all of your public platforms.

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| **Estimated Time** | **8 minutes** |
| **Topic Objective** | Introduce the importance of addressing miscommunication and misinformation. |
| **Topic Summary** | **Information**  Consider the effect of misinformation. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | As a group, share stories of misinformation spreading. For example, news sources sharing the wrong information to the public would be misinformation. Place these on the flipchart/board. How long does it take for the truth to squelch the rumors? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What often causes problems in branding? |

## Monitor and Respond

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\H0BR8P42\MC900300009[1].wmfYou must carefully monitor every crisis situation because time is of the essence. Gather all information about your brand as it appears online. Google alerts and other tools are useful for this task. You need to be aware of the situation in order to respond appropriately. When you find errors being reported, you need to respond immediately.

Your response will depend on the message that you found. For example, you may need to clarify the information to someone who posted about your brand. You could also need to confront someone with truth when everything said is false. It is important that you do not attack people in your responses. Your goal is to present the truth, not go on a personal crusade.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Consider ways to monitor and respond to information online. |
| **Topic Summary** | **Monitor and Respond**  Discuss monitoring and responding. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss effective responses to misinformation. What tone and information needs to be included in these responses? |
| **Stories to Share** | Share any relevant, personal stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why monitor all information in a crisis? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8X37435D\MC900434681[1].wmfBeth was stunned when a colleague told her that the information on her blog was inaccurate. The post had been one of her most popular. She looked at the post carefully and realized that the error was minor. She did not think that it really conflicted with the message she was trying to portray. Beth decided to leave the post alone. The next day, her mistake had been pointed out in the comments section. She decided to ignore the problem and hope for the best.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Brand Management During a Crisis case study. |
| **Topic Summary** | **Case Study**  Address the importance addressing problems. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the results of the case study. What should Beth have done differently? What do you think will happen given her current choices? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | Why did Beth leave the post alone? |

## Module Ten: Review Questions

1. What should never be avoided?
2. Crisis
3. Information
4. Relationships
5. Mistakes

You need to accept your mistakes. Never avoid them.

1. What is the first step you need to take in a bad spot?
2. Explain
3. Learn
4. Apologize
5. Nothing

When you find yourself in a bad spot, you need to take control of the situation. The first step is to apologize.

1. When should bridges be burned?
2. In extreme cases
3. Never
4. Outside work
5. Inside work

It is tempting to burn bridges in difficult situations. It is important that you never burn a bridge.

1. What is the risk of burning bridges in social networks?
2. Create enemies
3. Damage employment
4. Cost a job
5. Nothing

Burning bridges in social networks can cost friendships. It will also create enemies.

1. When should you address rumors?
2. Immediately
3. Never
4. After a day
5. Before they start

Rumors spread quickly. This is why they need to be addressed immediately.

1. What is necessary to address rumors in a timely manner?
2. Information
3. Response
4. Explanation
5. Monitoring

Rumors need to be addressed immediately. This requires monitoring social media.

1. What should you do before responding in a crisis?
2. Address miscommunications
3. Gather all information
4. Address misconceptions
5. Nothing

Responding requires understanding the situation. Before responding, you need to collect all of the information.

1. What will help gather information?
2. Internet
3. Social networks
4. Google alerts
5. Nothing

It is important to gather all relevant information. Google alerts are useful for gathering information.

1. How did Beth address the problem?
2. Ignored it
3. Change the post
4. Remove the post
5. None of the above

Beth saw the flaw in her post. She decided to ignore it.

1. How did Beth discover the problem?
2. Comments
3. Rereading
4. Review
5. A colleague

Beth first discovered the problem when her colleague pointed it out. She confirmed the error and it was pointed out in the comments.

# Module Eleven: Branding Personality Traits

Brands need personality. Fortunately, you have the perfect opportunity to develop your brand and personality: yourself. The traits that your brand exhibits are completely up to you. When you identify your unique values and boldly look outside the box, your brand will have clear personality.

*Why fit in when you are born to stand out?*

***Dr. Seuss***

## Identify Your Unique Values

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\VNUEA0YR\MC900441515[1].wmfWhen branding personality traits, you need to identify what makes you unique. What makes you stand out in the crowd? This could be anything. For example, you could identify your creativity, outgoing personality, confidence, courage, or curiosity. Once you identify what makes you valuable, you will be able to communicate this to others. If you have any trouble identifying your unique values, you should ask your friends and family for their advice.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce unique values. |
| **Topic Summary** | **Identify Your Unique Values**  Discuss unique values. |
| **Materials Required** | **15-Unique** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the worksheet individually and share the information with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What is a unique value? |

## Be Bold

Branding personality traits requires you to be bold. You cannot be shy in the efforts to expand your brand. You need to engage people in your brand and inspire their confidence. An excellent way you can do this is to use powerful words to describe yourself.

**Examples of powerful words:**

* Accomplished
* Insightful
* Leader
* Successful
* Independent

Some people will struggle with being bold, but it is not negotiable. People who lack the confidence to be bold can benefit from following the “fake it till you make” technique. There are also classes specifically geared to help introverts connect.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce the importance of being bold. |
| **Topic Summary** | **Be Bold**  Discuss ways to be bold. |
| **Materials Required** | **Flipchart/board and marker** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss strategies to help people be bold. Brainstorm a list of powerful words and list them on the flipchart/board. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What requires boldness? |

## Think Outside the Box

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EUNLYIRK\MC910217595[1].wmfThinking outside the box can facilitate the successful use of personal branding. Thinking outside the box requires you to take risks to promote your brand. There are a few simple ways to help you think outside of the box with your branding:

* Focus what you are trying to express.
* Brainstorm unconventional ways to communicate your idea.
* Consider ways to implement your idea.

Once you have brainstormed ideas, narrow them down to your top choice.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce the concept of thinking outside the box |
| **Topic Summary** | **Think Outside the Box**  Practice thinking outside the box. |
| **Materials Required** | **16-Outside of the Box** |
| **Planning Checklist** | None |
| **Recommended Activity** | Complete the exercise individually. Share them with the rest of the class. |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What will facilitate personal branding? |

## Fail. Learn. Repeat.

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\CIPGJXTB\MC900038827[1].wmfYou will face failure in life, and your personal branding is no exception. You need to practice the process of fail, learn, and repeat. When you face failure, take the opportunity to learn from your mistakes, which creates learning moments. It is important that you recognize learning moments when they occur. These are organic learning moments when something makes sense without having to be explained. Once you learn from your mistakes, you are less likely to repeat them. If you repeat this process each time that you fail, you will continue to learn from your mistakes and create a stronger brand.

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| **Estimated Time** | **7 minutes** |
| **Topic Objective** | Introduce the process of Fail. Learn. Repeat. |
| **Topic Summary** | **Fail. Learn. Repeat**  Discuss Fail. Learn. Repeat. |
| **Materials Required** | **None** |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss how you have learned from your failures. How did you recognize your learning experiences? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What will you face in life? |

## Case Study

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\KIG6R9Q4\MC900104752[1].wmfWilliam knew that he had a good brand, but he was having difficulty establishing his reputation. He used all of the tried and true methods to get attention, including cold calling, emails, blogs, and social media. His brand just never seemed to stand out. William decided that he needed to do something outrageous. He chose to give away the product free at advertised times throughout the week. By the end of the week, discussions about his product began to increase online.

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| **Estimated Time** | **5 minutes** |
| **Topic Objective** | Introduce the Branding Personality Traits case study. |
| **Topic Summary** | **Case Study**  Explore the potential of thinking outside the box. |
| **Materials Required** | None |
| **Planning Checklist** | None |
| **Recommended Activity** | Discuss the results of the case study. Why was William having difficulty getting attention to his brand? |
| **Stories to Share** | Share any personal, relevant stories. |
| **Delivery Tips** | Encourage everyone to participate. |
| **Review Questions** | What was William’s problem? |

## Module Eleven: Review Questions

1. Why identify valuable traits?
2. Share them
3. Personal growth
4. Identify strengths
5. No reason

Valuable traits are useful to other people. Sharing these will help promote your brand.

1. What should you do if you cannot identify valuable traits?
2. Take a test
3. Ask friends and family
4. Ask supervisors
5. Nothing

Friends and family are valuable sources of information. Consult them if you cannot identify them yourself.

1. What should Not be in branding?
2. Boldness
3. Powerful words
4. Shyness
5. None of the above

Personality branding requires boldness. Shyness will not be effective in branding.

1. What is Not an example of a powerful word?
2. Successful
3. Leader
4. Accomplished
5. Employee

Employee is not a powerful word to describe a person. The other answers are.

1. What does thinking outside of the box require?
2. Monitoring
3. Space
4. Timing
5. Risk

Thinking outside of the box is using an unconventional idea. This involves a certain level of risk.

1. What is the first step to thinking outside the box?
2. Brainstorm
3. Narrow ideas
4. Make a choice
5. Focus idea

The first step is to thinking outside the box is focusing the idea. Brainstorming follows.

1. What opportunity do mistakes offer?
2. Learning
3. Change
4. New perspective
5. None of the above

Mistakes are not all bad. They offer the opportunity to learn.

1. What is necessary to learn from mistake?
2. Nothing
3. Reflection
4. Recognize the opportunity
5. Repetition

Mistakes offer the opportunity to learn. These opportunities, however, need to be recognized.

1. How long did the gimmick last?
2. 1 day
3. 1 week
4. 1 month
5. unknown

William used a gimmick to draw attention to his brand. This lasted one week.

1. What was the result of the gimmick
2. Nothing
3. Decreased sales
4. Increased sales
5. Increased exposure

The gimmick brought more exposure. William saw an increased presence online.

# Module Twelve: Wrapping Up

*If opportunity doesn’t knock, build a door.*

***Milton Berle***

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\KIG6R9Q4\MC910217203[1].wmfAlthough this workshop is coming to a close, we hope that your journey to personal branding is just beginning. Please take a moment to review and update your action plan. This will be a key tool to guide your progress in the days, weeks, months, and years to come. We wish you the best of luck on the rest of your travels!

## Words from the Wise

* **Tim Ferriss**: Personal branding is about managing your name — even if you don’t own a business — in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.
* **Sir Richard Branson**: Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.
* **Tom Peters**: All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.
* **Theodore Roosevelt**: Believe you can and you’re halfway there

## Review of Parking Lot

Review the items on the parking lot. Some items may need one-on-one participant follow up. You may be able to clear other items up now. Follow-up workshops may even be appropriate.

## Lessons Learned

* Understand the elements of personal branding
* Use social media
* Establish your brand and identity
* Use social networks wisely
* Develop a brand image
* Address a crisis

## Completion of Action Plans and Evaluations

Do a quick round robin and ask everyone to share one thing that they learned today. Then, ask participants to make sure their action plans and evaluations are complete.

If possible, ask participants to buddy up and set up a follow-up system, so that they can check up on each other in the coming days, weeks, and months. If appropriate, provide your contact information in case they have any questions.