

SPOTLIGHT ON: **MARKETING**

CREATING A PERSONAL BRAND

TASK: You will create your own personal brand and present your brand to the class. The presentation should include multiple elements of a brand.

BRAND ELEMENTS:

1. What is your mission? (*hint: your mission is who you are right now*)
2. What is your vision? (*hint: your vision is who you want to be*)
3. What are your guiding principles or values?
4. Design or “look” (i.e. in this case, design will be how you dress, wear your hair and physically present yourself).
5. What language will you use when you talk or post on social media?

ASSIGNMENT: Create a presentation and prepare to present your personal brand to the class. During your presentation you should address:

1. Your mission
2. Your vision
3. Your guiding principles or values
4. How you will physically communicate your brand. This should be demonstrated by dressing on brand for your presentation and speaking on brand. Explain the physical aspects of your brand during the presentation to ensure your classmates understand the connection.
5. How you will live out your brand day-to-day including on social media.
6. How your brand will affect how others will view you and your future.

INNOVATION → **CHANGE** → **OPPORTUNITY** → **SUCCESS**

In order to **grow** and **thrive**, businesses need to constantly be **thinking two steps ahead** of today. *What **changes** are happening in their industry? What do their customers **want**? How can they **improve** their business processes and procedures? How can they **create a need**?*