

SPOTLIGHT ON: **MARKETING**

CREATING A PERSONAL BRAND

TASK: Students will create their own personal brand and present their brand to the class. The presentation should include multiple elements of marketing. The *Creating a Personal Brand* worksheet includes prompts to help students determine their personal brand.

BRAND ELEMENTS:

1. Mission
2. Vision
3. Values/Principles
4. Design or “look” (i.e. in this case, it will be how the student dresses and wears their hair).

ASSIGNMENT: Create a presentation and prepare to present your personal brand to the class. During your presentation students 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 communication during the presentation to demonstrate how both are on brand.
5. How you will live out your brand day-to-day including on social media.
6. How will your brand affect how others will view you and your future?

Really make your presentation shine using colors, pictures, memes, etc., that showcase your unique personality and branding.

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**?*