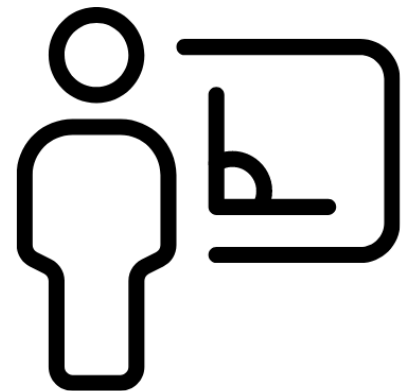


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



Life isn't about finding yourself. Life is about creating yourself.

George Bernhard Shaw

Module Two: Defining Yourself (I)



You are in control of your brand if you choose to be. When establishing your brand, you must 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, you will reap the benefits that come with taking control of your branding.

If You Don't, They Will



It 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 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 not creating a personal brand.
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



Brand 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.

Estimated Time	10 minutes
Topic Objective	Introduce Brand Mantra
Topic Summary	Brand Mantra Explore brand mantras.

Materials Required	Worksheet 1-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.

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 of. 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.

Estimated Time	10 minutes
Topic Objective	Introduce the SWOT analysis.
Topic Summary	Practice Practice creating a SWOT analysis.
Materials Required	Worksheet 2-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?

Practical Illustration



Sean 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.

Module Two: Review Questions

1.) How will you be branded if you do not brand yourself?

- a) By your work
- b) **By the market**
- c) By the law
- d) You will not be branded

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

2.) What is necessary to manage a public reputation?

- a) Monitoring
- b) Market
- c) Mantra
- d) **Personal branding**

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

3.) How many words make up a mantra?

- a) **3 to 5**
- b) 1 to 3
- c) 5 to 7
- d) It does not matter

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

4.) What do you Not need to consider in a brand mantra?

- a) Simple
- b) Communicate
- c) **Strength**
- d) Inspire

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

5.) What attracts people?

- a) Brands
- b) Persona
- c) Authenticity
- d) Lies

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

6.) What has become easier?

- a) Strength
- b) Fact-checking
- c) Opportunity
- d) Threat

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

7.) What is a positive internal influence?

- a) Strength
- b) Weakness
- c) Opportunity
- d) Threat

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

8.) What is a negative external influence?

- a) Strength
- b) Weakness
- c) Opportunity
- d) Threat

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

9.) When establishing your brand, you must define _____.

- a) The market
- b) Your customers
- c) Yourself
- d) Your projected sales

When establishing your brand, you must define yourself

10.) Never underestimate the power of _____.

- a) Love
- b) Money
- c) Branding
- d) All of the above

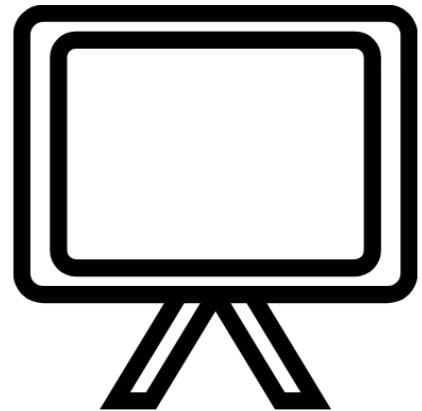
It is easy to underestimate the importance of personal branding and avoid actively participating in your brand

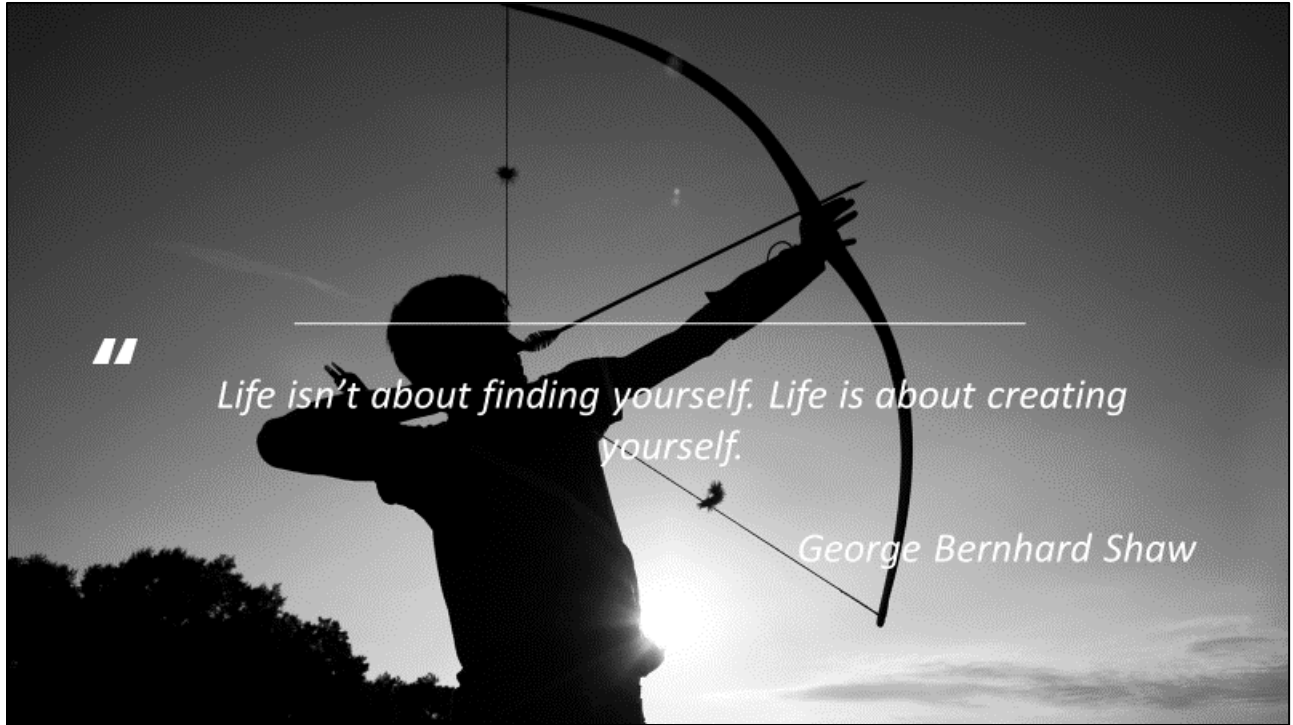
PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





MODULE TWO

Defining Yourself (I)

When you take the time to define yourself and present this definition to the public, you will reap the benefits that come with taking control of your branding.



If They Don't, They Will

Taking control of personal branding is necessary to manage your public reputation.

Brand Mantra

- Simple
- Communicate
- Inspire





Be Real

Fact-checking has become easier than ever, and lies will do nothing to improve your brand's reputation.

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



Practical Illustration



- If You Don't, They Will
- Brand Mantra
- Be Real
- SWOT Analysis

Module Two: Review Questions

1. How will you be branded if you do not brand yourself?

A. By your work

B. By the market

C. By the law

D. You will not be branded

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Personal Branding Quick Reference Sheet



Build Rapport

Personal branding requires building rapport. When you build rapport with people, you have the chance to develop a cross promotion between your personal and professional life that will lead to opportunities with 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.



Authenticity is Key

Regardless of how you choose to portray your brand, authenticity is key. It is not easy to fake being authentic. People are becoming savvier 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.



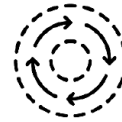
The Three Cs

When 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, 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.

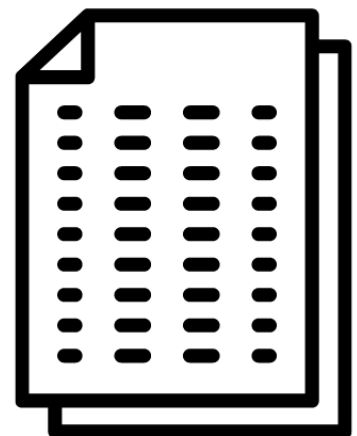


Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.



As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.

Sample Worksheet 1

Mantra

In the blank space, brainstorm a list of words that describe the differences and purpose of your organization. Next, create three different brand mantras in the space provided.

Mantras

- _____
- _____
- _____

Sample Worksheet 2

SWOT

Perform a personal SWOT analysis.

Strengths:

- _____
- _____
- _____
- _____

Weaknesses:

- _____
- _____
- _____
- _____

Opportunities:

- _____
- _____
- _____
- _____

Threats:

- _____
- _____
- _____
- _____

Icebreaker: A New Leader

PURPOSE

To help participants get acquainted and start talking to each other.

MATERIALS REQUIRED

1. Index cards

PREPARATION

Write the name of a different famous person on five or six index cards. Some examples: Madonna, Tiger Woods, Lance Armstrong, Nelson Mandela, Bill Gates, Angelina Jolie.

Divide participants into groups of four to six. Give each group one of the cards.

ACTIVITY

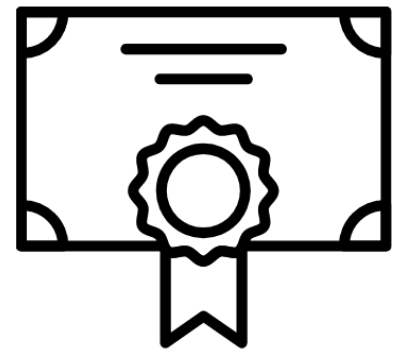
Tell participants that the president of their company (or the head of their department) has resigned and the position is now being taken over by the person on their index card. Ask each group to think of one characteristic of this person that will help him or her do well in this new role.

After a few minutes, ask the groups to report on what they decided.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

*Has mastered the course
Personal Branding*

Awarded this _____ day of _____, 20____

Presenter Name and Title
