



# Sample Personal Brand Activities

VERSION 4.0- Release Date August 2016

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## Your P.O.V.: Your Personal Brand

### DIRECTIONS

Whenever you present yourself to someone new, whether it is at an interview, the first day of a new school/job, or a more social setting, you have an opportunity to leave someone with a clear and positive impression. Based on the work you have done so far, choose three adjectives that you want other people to connect to you. Explain why you pick each word.



### Three Words that Describe Me...

1. \_\_\_\_\_ because...

2. \_\_\_\_\_ because...

3. \_\_\_\_\_ because...

### Some Sample Adjectives

(Feel free to use words not in this box!)

agreeable	detailed	punctual
alert	determined	reflective
Ambitious	diligent	responsible
bright	dynamic	skillful
calm	eager	successful
capable	energetic	thoughtful
charming	enthusiastic	trustworthy
cheerful	fair	warm
coherent	hardworking	willing
comfortable	helpful	
confident	industrious	
cooperative	knowledgeable	
decisive	productive	



# IDENTIFYING SKILLS

## Your P.O.V.: Translating your Experiences into Skills

### DIRECTIONS

Most experiences are opportunities to build positive qualities and skills. Read over the examples. Select three past work or learning experiences and identify the related qualities and skills. Be ready to share with a partner.

Experience	Qualities	Skills
Taking care of your younger sibling	<ul style="list-style-type: none"> <li>• patient</li> <li>• organized</li> </ul>	Knows essential childcare tasks Organizes and leads activities
Writing a report for school	<ul style="list-style-type: none"> <li>• bright</li> <li>• thoughtful</li> </ul>	Reads and analyzes details Organizes related ideas in writing



**Perspective Shift!:** What is a new experience that you would like to have? What qualities and skills could you develop from this experience?

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# IDENTIFYING SKILLS

## Identifying Your Skills

### Part A - Charting Skills

#### DIRECTIONS

You are developing skills in all aspects of your life! Visit the different chart paper stations and brainstorm and record skills that you can develop in each of those settings.



### Part B - My Top Skills

#### DIRECTIONS

Use the chart to make a list of skills that you have and skills that you are working on developing.

Skills I have...	Skills I am developing...
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



### Portfolio Connection

Use the portfolio to record what you have learned about your experiences, qualities and skills.

# PERSONAL BRANDING & POSITIVE SIGNALS



## Your P.O.V.: Your Personal Brand REVISITED

**DIRECTIONS** Earlier in this course, you were asked to identify your personal brand by choosing three adjectives that you most wanted people to connect to you. Look back and see which words you chose and why. Complete the sections below.

1. Do you still agree with the three words that you picked last time? Why or why not?
2. Write the three words that you want to focus on going forward.
3. Your personal brand is more than just a set of adjectives. In order to convey your brand to others you need to connect actions and evidence to your key qualities. Complete the chart below.

**Some Example Adjectives**  
(Feel free to use words that are not in this box!)

- agreeable
- alert
- ambitious
- bright
- calm
- capable
- charming
- cheerful
- coherent
- comfortable
- confident
- cooperative
- decisive
- detailed
- determined
- diligent
- dynamic
- eager
- energetic
- enthusiastic
- fair
- hardworking
- helpful
- industrious
- knowledgeable
- productive
- punctual
- reflective
- responsible
- skillful
- successful
- thoughtful
- trustworthy
- warm
- willing

Key Qualities	Actions Identify actions that would demonstrate this quality at an interview.	Evidence Identify past experiences that you could write about on a resume or talk about in an interview to illustrate this quality.

# Personal Branding and Positive Signals

## IMPRESSED vs. UNIMPRESSED

You are about to complete a task that requires you to work with a partner to brainstorm ideas. You and your partner will think about different ways a part of your personal brand can be shown in different parts of your life.

The ability to work collaboratively and creatively with another person is essential to many jobs including designers, publicists, teachers, engineers and project managers. What actions or attitudes do you think would **impress** your partner and show them that you are a good person to work with on creative and challenging projects?

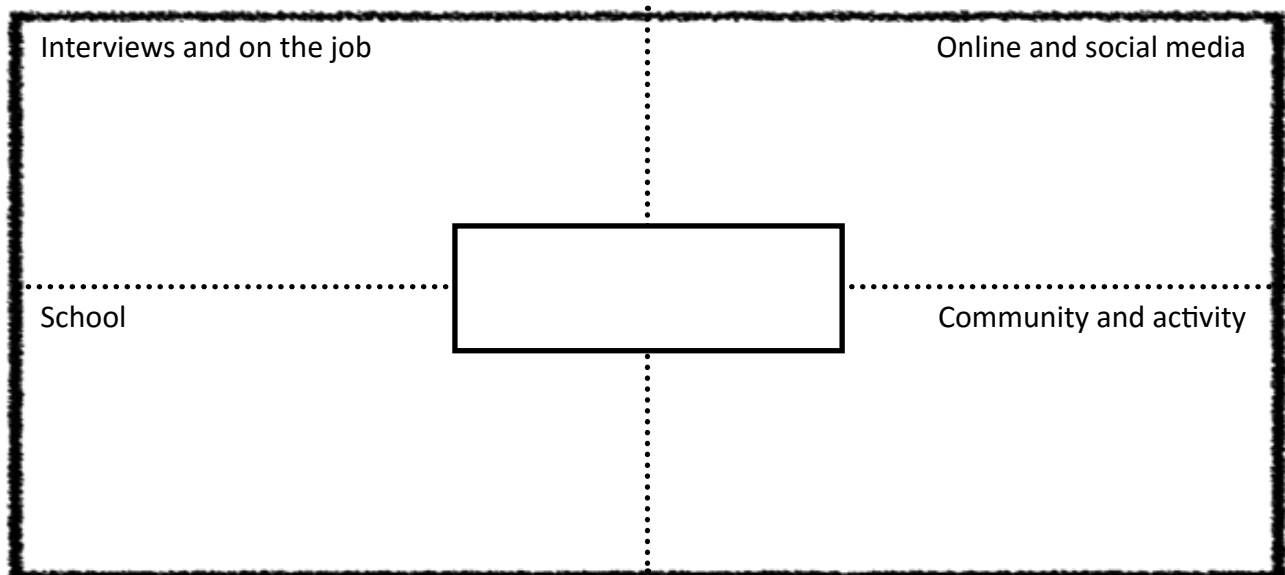
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## Personal Brands Expanded

**DIRECTIONS** Work with your partner(s) to brainstorm how you can demonstrate your brand in different parts of your life. Start by having each person in your group pick one word from their brand list, and write it in the center box below. Write a few ideas on your chart first, and then rotate with your partner(s) to add more ideas.



PORTFOLIO CONNECTION - Personal Brand