

# Personal branding



## Overview of the activity

Participants learn to promote themselves by reflecting on their strengths and how these could be valuable to others, to develop their personal branding.

## Learning goal

- Participants will analyze their strengths and identify how these can be valuable to others in professional or personal settings.
- Participants will be able to create a personal brand that highlights their strengths and values, aligning them with the needs of a potential customer or audience.
- Participants will reflect on how their personal strengths can serve the needs of others and how they can communicate these strengths effectively to create a meaningful connection.

## Target group

**Age range:** secondary school or VET students (aged 14-18) who are starting to think about their future careers and want to develop a personal brand

**Group size:** 10-25 participants

## Duration

60 - 90 minutes

## Format

- ☒ In-person      ☒ Adaptable to digital format
- ☐ Included in learning platform

## Materials

- A4 paper or devices with an internet connection
  - Pens
- ✓ Included in this activity:
- “Personal branding” worksheet
  - “Strengths, values and goals” list



## How to implement

### **Introduction and overview** (10–15 minutes)

- Briefly introduce the concept of personal branding and explain its importance. Discuss the goals of the activity.

### **Step 1:** individual reflection and exercises (20–30 minutes)

- Students reflect on their personal strengths, values, and goals. This could include a quick self-assessment or working on a personal branding worksheet.

### **Step 2:** group discussion and sharing (20–30 minutes)

- Students share their reflections in small groups or with the larger class. They discuss how to communicate their brand to others and exchange feedback.

### **Step 3:** wrap-up and reflection (10–15 minutes)

- Summarize the key takeaways, discuss how to apply their personal brand in various settings (e.g., job interviews, school presentations), and allow students to ask any questions.

## Tips for use

### **In-person:**

- Use flip charts or sticky notes for students to organize their ideas, making the process interactive and visual.
- Have a group discussion circle where each student shares their personal brand statement with the group for feedback.

### **Online:**

- Use tools like Padlet or Jamboard to create a collaborative space where students can post ideas, images, and reflections.
- Use video recordings where students present their personal brand pitch and receive constructive feedback from their peers in the chat or through comments.

## Tools & downloads

### **Tool**

 *"Personal branding" worksheet*

 *"Strengths, values and goals" list*

# Personal branding



**Important values for you**

**Your strengths**

**Your characteristics:  
What makes you stand out?**

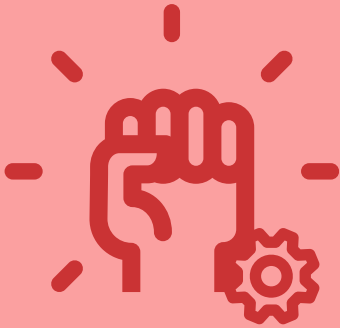
**How could your strengths be valuable?**

**To whom could they be valuable?**

**What is important to your potential customers? What do they need?**

**What added value do you bring to your customers? How do your strengths connect with their needs?**





## STRENGTHS

1. Strong communication skills
2. Problem-solving ability
3. Leadership
4. Technical expertise
5. Time management
6. Adaptability
7. Teamwork
8. Decision making
9. Project management
10. Creative thinking



## VALUES

1. Integrity
2. Empathy
3. Accountability
4. Respect
5. Authenticity
6. Compassion
7. Honesty
8. Equality
9. Innovation
10. Loyalty



## GOALS

1. Obtain a promotion
2. Start a business
3. Improve public speaking skills
4. Travel the world
5. Become a thought leader
6. Increase my network
7. Learn a new skill
8. Achieve financial independence
9. Build a personal brand
10. Write a book