



Western Michigan University
ScholarWorks at WMU

Honors Theses

Lee Honors College

12-5-2018

Becoming Your Brand

Blake Kuzma

Western Michigan University, blaker960@live.com

Follow this and additional works at: https://scholarworks.wmich.edu/honors_theses



Part of the Public Relations and Advertising Commons

Recommended Citation

Kuzma, Blake, "Becoming Your Brand" (2018). *Honors Theses*. 3071.
https://scholarworks.wmich.edu/honors_theses/3071

This Honors Thesis-Open Access is brought to you for free and open access by the Lee Honors College at ScholarWorks at WMU. It has been accepted for inclusion in Honors Theses by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.





B.E.K. Workshops

Becoming Your Brand

A WORKSHOP ON DEVELOPING AND MAINTAINING A PERSONAL
BRAND

Blake E Kuzma

B.E.K. WORKSHOPS | BLAKE.E.KUZMA@WMICH.EDU

Becoming Your Brand

This workshop was created as an Honors Thesis Project for the Lee Honors College at Western Michigan University and was created by Blake Kuzma, a senior studying public relations.

Thesis Committee Chair: Dr. Leah Omilion-Hodges, Associate Professor of Communication at Western Michigan University

Thesis Committee Member: Dr. Anna Popkova, Assistant Professor of Communication at Western Michigan University

Blake would like to sincerely thank both Dr. Omilion-Hodges and Dr. Popkova for all their time and energy spent assisting in creating this workshop.

She would also like to thank Dr. Mark Orbe who provided some of the materials that appear in this workshop.

Special thanks to Professor Sue Ellen Christian and Daniel Tennant who assisted Blake in choosing the career path of public relations at the beginning of her college career.

None of this would have been possible without all of you.

Table of Contents:

Introduction.....	3
Workshop Proposal.....	5
Presentation Slides.....	9
Workshop Activities and Facilitator Instructions.....	21
Take-Away Notes.....	30
Survey.....	38
Conclusion.....	40



B.E.K. Workshops

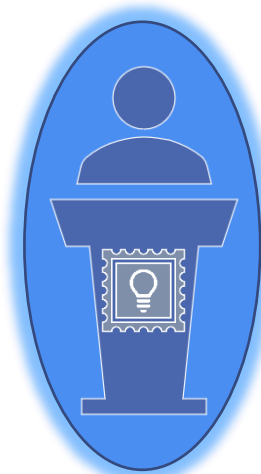
Introduction

An Introduction to Becoming Your Brand:

As many young professionals now, starting a career is a very important and scary time. We are taught more and more how important it is that you present yourself in a way that is marketable to employers not only in person, but online as well. As a survey done by Jobvite in 2015, “75% of HR departments are required to search job applicants online” and also that “75% of HR professionals have rejected candidates based on information they have found online.” (Jobvite, 2015).

But beyond the advice we receive from our parents and mentors, there is very little that is taught to young professionals about what exactly personal branding is and exactly why it is so important for young professionals starting careers. This workshop seeks to educate young professionals on this very important skill that could change their life and is set up in a way that no matter how much or how little they know about personal branding they will be able to use the tools and skills provided at any time during their journey of personal branding. It is also designed to be an opportunity for companies to invest in the development of their employees as well. A survey conducted by Altimeter about Social Economics found that of the employees who participated in personal brand development workshops through their employers, “27 percent (of employees) were more likely to feel optimistic about their company's future; 20 percent were more likely to stay at their company; and 40 percent were more likely to believe their company is more competitive.”(Erskine, 2016).

By the end of the workshop participants will understand what personal branding is, why it's important for their careers, and steps they can take to aid in the creating or growth of their personal brand. It is my wish, that through this workshop, young professionals take on a pride and ownership in what they bring to the table for their future employers. They will be confident in what they can do well, and knowledgeable about what they can do better. My hope for these young people is that this workshop will guide them towards success not only in the start of their careers, but also guide them throughout their professional lives.



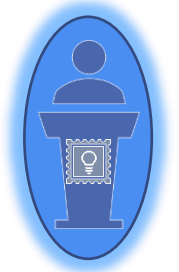


B.E.K. Workshops

Proposal

Title of Workshop: Becoming Your Brand

B.E.K. Workshops



Facilitator: Blake Kuzma

Intended Audience: College Students and young professionals age 17- 24. Interested in developing or learning more about personal branding in the 21st century.

Rational:

There are several disturbing statistics about personal branding that validate the need for a workshop of this nature. Based on a survey conducted by Forbes Magazine, “less than 15% of people have truly defined their personal brand and less than 5% are living it consistently at work – each and every day”. What is even more concerning that the same survey also found that “70% of professionals believe they have defined their personal brand and 50% believe they are living it”.

Personal branding online has also become more and more important over the years as well. In another survey done by Jobvite in 2015 found that “75% of HR departments are required to search job applicants online” and also that “75% of HR professionals have rejected candidates based on information they have found online”.

There are also benefits for companies that choose to invest in the personal branding of their employees. In a survey conducted by Altimeter about Social Economics, they found that companies who invested in their employees personal branding reported that, “27 percent (of employees) were more likely to feel optimistic about their company's future; 20 percent were more likely to stay at their company; and 40 percent were more likely to believe their company is more competitive.” This workshop will stress the importance of investing in your personal brand and the benefits that it can bring you as an individual and the benefits it can bring your future employers.

Workshop Objectives:

By the end of this workshop participants will be able to:

Define personal branding

Understand why it is important for young professionals to develop and maintain a personal brand

Identify what stage of development or implementation of personal branding they are currently at and how to move forward

Understand how personal branding applies to their digital brand and in-person brand

Schedule:

6:00-7:30

The workshop will consist of lecture and several small activities throughout that will allow for movement and interaction with peers.

Breakdown:

Introduction/Guessing Game

Welcome and a brief activity involving making assumptions about the presenter based on limited information.

Defining Personal Branding

What is personal branding and where does it come from?

Why It's Important/3 Words Activity

Why it's important for millennials to develop a personal brand. Brief Activity where participants partner up and use 3 words to describe themselves and then 3 words they think other people use to describe them.

Where Are You At? Personal Branding Quiz

Reflection on participants personal brand and taking a 20-question true or false quiz about their personal brand.

Evaluation

Discussing the results of the 20-question quiz and what that means for their personal brand.

In-Person Brand VS. Digital Brand

Defining what an In-Person brand and Digital Brand is and how they should be similar and different.

What To Do

What participants can do to improve their personal brand based on where they currently are.

What NOT To Do

Things to avoid while creating and maintaining a personal brand.

Wearing Your Brand Activity

An activity that require participants to design a logo for their personal brand on a nametag. Facilitators will then select a volunteer to present and evaluate their new personal brand.

Conclusion

Wrap up and Questions



B.E.K. Workshops

Presentation Slides

Becoming Your Brand

Blake Kuzma



Figure 2. Blake K. Kuzma personal logo.
Created by Blake Kuzma Kuzma, 2019.

B.E.K. Workshops

**Make Some
Assumptions
About Me!**



Figure 2.1 I Am a Brand T-Shirt. Adapted from "What is personal branding? Building your personal brand" by Steward Hodgson, 2017, retrieved from <http://fabrickbrands.com/what-is-personal-branding/>

Defining Personal Brand

Personal Brand: A combination of how you present yourself to others, how others speak of you and how you are presented online. –Blake Kuzma



Figure 2.1 I Am a Brand T-Shirt. Adapted from "What is personal branding? Building your personal brand" by Steward Hodgson, 2017, retrieved from <http://fabrickbrands.com/what-is-personal-branding/>

Defining Personal Branding

Personal Branding: a method you can use to help you focus on your authentic core and what you want to be known for or 'famous' for and then package and project that brand consistently so that others can engage with you, market or sell you more effectively." -Lesley Everett (Author of *Corporate Brand Personality*)

3 WORDS ACTIVITY!



Figure 3. What is a personal brand. Adapted from "Recruiters and Employers Decide on Your Future by Evaluating Your Personal Brand" by Power Resumes, 2018, retrieved from <https://www.powerresumes.com.au/personal-branding-services/>, copyrighted 2018 by Power Resumes

Why is it Important?

- Your personal brand can make you more or less employable.
- Knowing your brand can increase your confidence.
- Your personal brand can help attract or repel people.
- **75%**

Personal Branding Assessment



Figure 4. Pitch Perfect Gif Adapted from *Pitch Perfect* by Jason Moore, 2012, retrieved from <https://giphy.com/gifs/yikes-10j5rRn1U0I2>. Copyright 2012 by Universal and Gold Circle Films

In Person Brand VS. Digital Brand



Figure 5. Hand touching digital hand. Adapted from "How Siemens is digitizing machine tools" by Factory, 2017, retrieved from <https://factoryfirst.at/a/wie-siemens-werkzeugmaschinen-digitalisiert> copyrighted 2017 by alphaspirt

Both are **important**, but there are many things that make them **different**.

- Your In Person Brand is what people see, hear, and process about you themselves or from other people.
- Your Digital Brand is what people see, hear, and process from things they themselves discover or other people discover about you online.

Factors of An In Person Brand



Figure 5 Individual in color. Adapted from "Creating a Personal Brand" by Ritu Bararia, 2018, retrieved from <http://reputationsociety.in/little-joys/creating-personal-brand/>

- How you look
- How you speak
- How you dress
- Personality
- Morality
- Knowledge
- Experience
- Attitude

"Some of these factors are tangible and others are intangible, but they all come together to give people a feel of both what and who you're all about, so they can decide if they're going to buy into that brand," [Jennifer Holloway](#).

Digital Brand

- Social Media Pages
- Blogs
- LinkedIn Profiles
- Websites
- Newspaper articles
- Posts about you from other people
- Pictures of you online



Figure 6. Digital networking. Adapted from "8 Executive Personal Branding Ideas to Build and Shape your Brand" by Beata Staszko, 2018, retrieved from <https://www.businessinsider.com/business-executive-personal-branding-ideas-to-build-and-shape-your-brand-2018-01> copyrighted 2018 by sagararora372

twitter, facebook, tumblr, instagram, and linkedin



Figure 7. Breakfast club meme. Adapted from *The Breakfast Club* by John Hughes, 1985, retrieved from https://www.reddit.com/r/tumblr/comments/7ar3be/social_media_breakfast_club/ copyrighted by A&M Films and Universal Pictures



Figure 8. Branding Superman Adapted from "From Seth Godin to Richard Branson: learning personal branding from the best" by Mathew J. Maniyamkott, 2018, retrieved from <https://www.shutterstock.com/2018/02/personal-branding-reasons-from-the-best/>

What You Should Do to Improve Your Brand

1. Identify what you want to be.
2. Eliminate things that are preventing you from becoming what you want to be.
3. Focus on promoting the things you like best about yourself online and in person.



Figure 8. Branding Superman Adapted from "From Seth Godin to Richard Branson: learning personal branding from the best" by Mathew J. Maniyamkott, 2018, retrieved from <https://www.shutterstock.com/2018/02/personal-branding-reasons-from-the-best/>

What You Should Do to Improve Your Brand

4. Find out what people think are your best and worst qualities.
5. Find someone who you think is a good role model or is where you want to be. Ask them how they got to where they are.



Figure 9. Phony Gif Adapted from *The Real Housewives of Orange County*, by Michael Dimich, 2006, retrieved from <https://giphy.com/gifs/real-housewives-of-orange-county-rhoc-heather-dubrow-ZhoARo05Gzmg> copyrighted by Bravo



Figure 10. Hello clueless nametag. Adapted from "Conference Organizers Suck At Name Tags" by Mark Suste, 2010, retrieved from <https://www.hospitalmag.com/conference-organizers-suck-at-name-tags-2010-11>

What You Should NOT Do to Improve Your Brand

1. Try to be something you are NOT for other people.
2. Try to be something you are NOT for yourself.
3. Try to rush yourself into figuring out who you are.

What You Should NOT Do to Improve Your Brand

4. Stick with one brand for all eternity.
5. Obsess over your brand.



Figure 10. Hello clueless nametag. Adapted from "Conference Organizers Suck At Name Tags" by Mark Suste, 2010, retrieved from <https://www.businessinsider.com/conference-organizers-suck-at-name-tags-2010-11>

Wearing Your Brand

In Conclusion....



Figure 11. Profile Picture Adapted from The Art and Science Behind Personal Branding Online by Best Marketing Degrees.org, retrieved from <https://www.bestmarketingdegrees.org/art-science-behind-personal-branding-online/>

- Personal branding focuses primarily on how you see yourself and how others see you.
- There are things you can do to change the perceptions of both.
- Personal branding is not about becoming someone or something else, it is about presenting your best self.

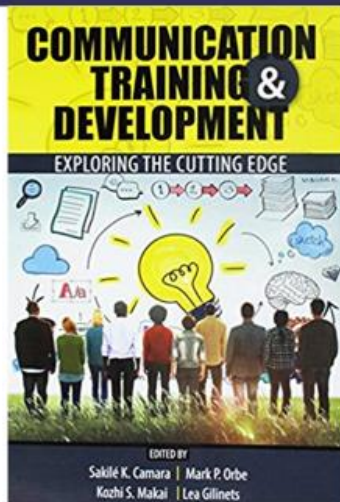


Figure 12. Cover of Dr. Orbe's Book. Adapted from *Training and Development: Exploring the Cutting Edge*, by Sakile Camara, Mark Orbe, Kozhi Mmakai, and Lea Gillinets, 2018, retrieved from <https://www.amazon.com/Communication-Training-Development-Exploring-Cutting/dp/1524923303>. Copyright 2018 by the Kendall Hunt Publishing Company.

Questions & Survey!

References

- Alphaspirit. (2017, July 31). [Hand Touching Digital Hand]. Retrieved from <https://factorynet.at/a/wie-siemens-werkzeugmaschinen-digitalisiert>
- Bararia, R. (2018, April 18). [Individual in color]. Retrieved from <http://reputationtoday.in/little-joys/creating-personal-brand/>
- Best Marketing Degrees.org. (n.d.). [Profile picture]. Retrieved from <https://www.bestmarketingdegrees.org/art-science-behind-personal-branding-online/>
- Camara, S., Orbe, M., Makai, S. K., & Gillinets, L. (2018). *Communication Training & Development: Exploring the Cutting Edge* (2nd ed.). Kendall Hunt Publishing Company.
- Hodgson, S. (2017, May 25). [I am a Brand T-Shirt]. Retrieved from <http://fabrikbrands.com/what-is-personal-branding/>
- Hosie, R. (2017, February 15). How to build a personal brand. Retrieved from <https://www.independent.co.uk/life-style/how-to-establish-personal-brand-career-job-millennial-work-marketplace-experts-a7537731.html>
- Hughes, J. (Director). (1985). *The Breakfast Club* [Motion picture]. Retrieved from https://www.reddit.com/r/tumblr/comments/7ar3be/social_media_breakfast_club/
- J. (2015). Jobvite Recruiter Nation 2015 [Digital image]. Retrieved 2018, from https://www.jobvite.com/wp-content/uploads/2015/09/jobvite_recruiter_nation_2015.pdf
- Maniyamkott, M. (2018, February 27). [Branding Superman]. Retrieved from <https://yourstory.com/2018/02/personal-branding-lessons-from-the-best/>
- Moore, J. (Director). (2012). *Pitch Perfect* [Motion picture]. United States: Universal.
- Power Resumes. (2018). What is a personal brand [Digital image]. Retrieved from <http://www.powerresumes.com.au/personal-branding-services/>
- Sagararora372. (2018, May 10). [Digital networking]. Retrieved from <https://www.business2community.com/branding/8-executive-personal-branding-ideas-to-build-and-shape-your-brand-02057318>
- Suster, M. (2010, November 11). [Hello clueless nametag]. Retrieved from <https://www.businessinsider.com/conference-organizers-suck-at-name-tags-2010-11>
- The Real Housewives of Orange County Retrieved from <https://giphy.com/gifs/real-housewives-of-orange-county-rhoc-heather-dubrow-ZhoARo0SGzzng>



B.E.K. Workshops

Workshop Activities and Facilitator Instructions

Title: Guessing Game

Estimated Time Total: 8 minutes

Activity Time: 3 minutes

Debrief Time: 5 minutes

Preparation Needed: None

Materials Needed: None

Instructions:

1. Stand in front of the room and ask the participants in the workshop to raise their hands and tell the facilitator things about them based on how they present themselves through dress, appearance, and voice. The facilitator is not allowed to give hints or any indication as to whether the assumptions made are correct or not. **Helpful Hint:** If there is lack of participation, the facilitator may ask some prompting questions like, “What do you think I like to do in my free time?”, “Do you think I have any children?”, “Where do you think I live?”. Encourage participants to be specific in their answers (i.e. if a participant assumes you have children, ask how many they think you have).
2. After 5-10 assumptions are made, the facilitator can tell participants a little more about themselves and confirm or disprove the assumptions made by participants. Make it clear no grudges will be held for assumptions made.
3. Begin debriefing of why you included the activity in the workshop.

Purpose of the Activity:

The purpose for this activity is to demonstrate how many things people can assume about you and your brand just from a few seconds or minutes of interaction. This activity shows participants what might be going on inside employers' heads when they first interact with them. Essentially, this is a game about first impressions and how critical they can be.

Title: 3 Words

Estimated Time Total: 9 minutes

Activity Time: 4 minutes

Debrief Time: 5 minutes

Preparation Needed: None

Materials Needed: None

Instructions:

1. Instruct participants to pair up with each other. Assist them in doing this by helping people find partners and if there is an odd number, the facilitator can also participate.
2. Instruct participants to share with each other three words that they would use to describe themselves to people who know nothing about them.
3. Allow 2 minutes for both partners to communicate to each other what their words are.
4. Then, instruct the pairs to tell each other three words they think other people use to describe them to people who know nothing about them.
5. Allow another 2 minutes to pass for them to complete this activity.
6. Once they are finished, ask the participants to raise their hand if they said other people would describe them the same way they would describe themselves.
7. Ask people to raise their hands if the two groups of words were completely different.
8. Finally, ask how many people used similar words in both groups but weren't identical.
9. Have everyone return to their original seats and begin debriefing of why you included the activity in the workshop.

Purpose of the Activity:

This activity is meant to reveal to participants the inconsistencies/consistencies in their personal branding. A huge part of your brand is what other people say about you when you leave the room. This activity can show how poorly or how well other people interpret the participants brand.

Title: Personal Branding Assessment

Estimated Time Total: 15 minutes

Activity Time: 10 minutes

Debrief Time: 5 minutes

Preparation Needed: Try to get the number of participants attending the workshop and prepare the correct amount of assessments adding an extra 5 just in case. You will also need to collect the same number of pens or pencils.

Materials Needed:

- **Pre-printed and stapled Branding Assessments**
- **A collection of pens or pencils**

Instructions:

1. Have the workshop facilitator distribute the quiz below and something to write with to all participants in the workshop.
2. Instruct participants that they have 5-7 minutes to complete the 20-question assessment about personal branding and add up the amount of questions they marked True on their worksheet.
3. Have them raise their hand if they have any questions about the questions on the assessment.
4. Set a timer and tell them to begin. **Helpful Hint:** If five minutes comes and people are still working on the assessment, give them a two-minute warning and let the time run to seven minutes.
5. When everyone has finished their assessment, or seven minutes has gone by (whichever comes first), ask how many people put 14 true answers on their assessment to raise their hand.

6. Repeat this process for people who put 10-13 true answers and the people who put less than 10 true answers.
7. Tell participants they can keep the assessment and begin the debriefing of why you included the assessment in the workshop.

Purpose of the Activity:

This assessment is meant to give participants an idea of how much or how little work they need to do to improve their personal brand. Once they have filled out the assessment, they should be able to recognize how many conscious decisions they make in their personal and professional lives when it comes to personal branding.

Personal Branding Assessment

Adapted from [Communication Training & Development: Exploring the Cutting Edge](#) by Sakile Camara, Mark Orbe, Sidney Kozhi Makai, and Lea Gilinets

Use the following assessment to help you determine your overall “personal branding health” as well as ways you can build and/or sustain your personal brand. Answer the following questions either “T” for True, “F” for False, or “U” for Unsure.

1. I know what my personal brand is. _____
2. I can easily explain my brand to someone. _____
3. I can quickly note ten of my key skills. _____
4. I can easily communicate to others the value I bring in today’s workplace. _____
5. When I do a search about myself online, I find exactly what I expect and it aligns with my key skills. _____
6. My LinkedIn profile represents my key skills and personal brand well. _____
7. When I ask others how they would describe me, those words and phrases align with my key skills. _____
8. I keep track of my work accomplishments and skills. _____
9. I update my resume quarterly with my key accomplishments and skills and they align with my personal brand. _____
10. I can answer “Tell Me About Yourself” and these three things are part of it: key skills, accomplishments, and my brand phrase. _____
11. I have contributed content to my industry publications or other media outlets in the last year. _____
12. I contribute content to LinkedIn groups and/or have started my own group that reflects my brands. _____
13. I get endorsed regularly on LinkedIn for skills that reflect my brand. _____

14. I am an expert in my field and considered as such by my colleagues, _____
mentors, and my competition.
15. I have identified my competitors in my industry. _____
16. I have identified the audience I am targeting for my brand. _____
17. I know the brands of my competitors. _____
18. I evaluate my personal brand yearly to assess its value. _____
19. I review my brand health quarterly for any possible threats to it. _____
20. I do things regularly to stand out in my field. _____
21. I assess the brand health of any organizations with which I am _____
affiliated.

____ Number of True Answers ____ Number of False Answers ____ Number of Unsure Answers

14 True Answers and Above: You have a healthy personal branding strategy. You know your value in the workplace, you assess it regularly, and pay attention to how it impacts your career. Keep up the good work.

13-10 True Answers: You have a pretty good sense of your branding and are paying attention to it. You might want to take more time to focus on your unique value in the workplace and strengthen your personal branding strategy.

Below 10 True Answers: It's time for you to focus on your personal branding strategy so you stand out in today's workplace. Don't get so busy working in your job that you forget to focus on your career. Pay attention to your own professional development, creating a strong reputation and building your unique value so you create sustainability in your career.

Title: Wearing Your Brand Activity

Estimated Time Total: 18 minutes

Activity Time: 15 minutes

Debrief Time: 3 minutes

Preparation Needed: You will need to purchase several sticky name tags and collect or purchase markers or colored pencils for participants to utilize. You will also probably want to practice drawing your own logo before the workshop.

Materials Needed:

- Sticky name-tags for each participant
- A variety of colored pencils and/or markers

Instructions:

1. Pass out a name tag sticker to all participants along with some markers or colored pencils for participants to share.
2. Instruct participants that they have 10 minutes to create a logo for themselves and to draw/write it on the name tag. Tell them that once they have finished designing the logo, to stick the sticker onto their shirts and that once everyone is finished, you will select a volunteer to come to the front of the room to explain their logo to the room.

Helpful Hint: The facilitator will also want to participate in this activity themselves, so they can explain their own brand to the room as well.
3. When everyone has completed their logos (including yourself), draw their attention to your logo and explain it.

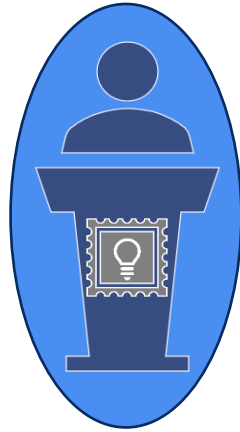
Helpful Hint: You will want to address the following questions: Why did you pick the colors you did? What does the logo symbolize? Why did you pick just a picture instead of words and pictures or just words?

4. Once you are finished analyzing your own, ask for a volunteer to come to the front of the room and do the same.

5. Allow about 5 minutes for both you and the volunteer to analyze your logos. Once the volunteer is done, thank them, ask them to return to their seat and begin debriefing on why you choose to have them participate in this activity during the workshop.

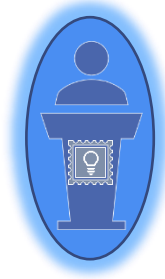
Purpose of the Activity:

This activity forces participants of the workshop to try and take key elements of their personal brand and condense them into something small and simple like a logo. This will also force them to choose what traits they value the most about their brand to put into their logo which therefore makes them think once more about what values and strengths their brand has. If they choose to explain their logo out loud, this gives them practice on explaining what their brand is to other people.



B.E.K. Workshops

Workshop Take-Away Sheets



Name: _____

Date: _____

B.E.K. Workshops

Becoming Your Brand Takeaway Notes

Personal Brand:

Personal Branding:

Why is it Important?

Your personal brand can make you:

Knowing your personal brand can:

Your personal brand can:

75% of HR professionals:

75% of HR professionals:

.

In-Person or Face-to-Face Brand:

Digital Brand:

Elements of In Person Brand

-

-

-

-

-

-

-

-

Elements of a Digital Brand

-

-

-

-
-
-
-

What You Should Do to Improve Your Brand:

1.

2.

3.

4.

5.

What You Should NOT Do to Improve Your Brand:

1.

2.

3.

4.

5.

In Conclusion:

- Personal branding focuses primarily on
- There are things you can do to change the
- Personal branding is not about



Name: _____

Date: _____

B.E.K. Workshops

Questions To Help Set Personal Branding Goals:

Adapted from "Communication Training and Development: Exploring the Cutting Edge" By Sakile Camara, Lea Gilnets, Kozhi Makai, and Mark Orbe.

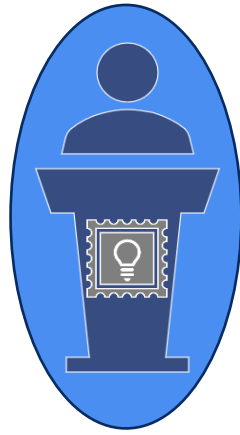
1. What are areas of your personal brand have you already focused on?

2. What areas do you need to work on related to your personal brand?

3. What areas would you like to focus on for the next twelve months? Make sure these statements are S.M.A.R.T (Specific, measurable, attainable, relevant, and time specific.)

4. List three things you can do in the next twelve months to stand out in your profession. Make sure these statements are S.M.A.R.T (Specific, measurable, attainable, relevant, and time specific.)

5. List three things you **should not** do in the next twelve months to stand out in your profession. Make sure these statements are S.M.A.R.T (Specific, measurable, attainable, relevant, and time specific.)



B.E.K. Workshops

Post- Workshop Survey

Becoming Your Brand Post Survey

Below, indicate the extent to which you agree with the following statements:

1. How much do you feel you learned about personal branding during this workshop?

Very Little 1 2 3 4 5 6 7 A Large Amount

2. On a scale from 1 to 7, how useful do you think this workshop is for creating a personal brand?

Not Useful 1 2 3 4 5 6 7 Very Useful

3. On a scale from 1 to 7, how useful do you think this workshop is for developing a personal brand?

Not Useful 1 2 3 4 5 6 7 Very Useful

4. On a scale from 1 to 7, how applicable do you think this workshop is to your professional life?

Not Applicable 1 2 3 4 5 6 7 Very Applicable

5. Would you recommend this workshop to a friend or family member? Why or why not?

6. Do you have any suggestions for improvements to the workshop or materials received during the workshop?



Thank you for your feedback
and participation!

We hope you enjoyed our
workshop!

Conclusion:

Personal branding is an incredibly important aspect of career building, that is too often neglected by professionals. Forbes Magazine found that “less than 15% of people have truly defined their personal brand and less than 5% are living it consistently at work – each and every day”, this work shop seeks to rectify that disturbing statistic.

Personal branding is a useful tool that young professionals can use to further distinguish themselves from others. A study conducted by Jobvite found that “95% of recruiters for employers believe that the job market will remain or become more competitive”. Due to this statistic, I firmly believe that personal branding will become a forefront in career development for not young professionals, but all generations. This workshop can serve many young professionals in ways that could change their lives by providing them with the proper tools and mindset for them to really take control of their professional lives.

I hope that this workshop assists people in finding the confidence and drive that they need to take ownership of their professional lives not only to benefit their future employers, but for themselves as well. Perhaps by being a better employee, this will allow them to also become a better partner, a better parent, or a better person in general. This is really the best that I can hope comes from this workshop.



B.E.K. Workshops