

Self Branding



HOW YOU LOOK + HOW
YOU SPEAK + HOW YOU
ACT = YOUR PERSONAL
BRAND.

Do you know your personal brand?

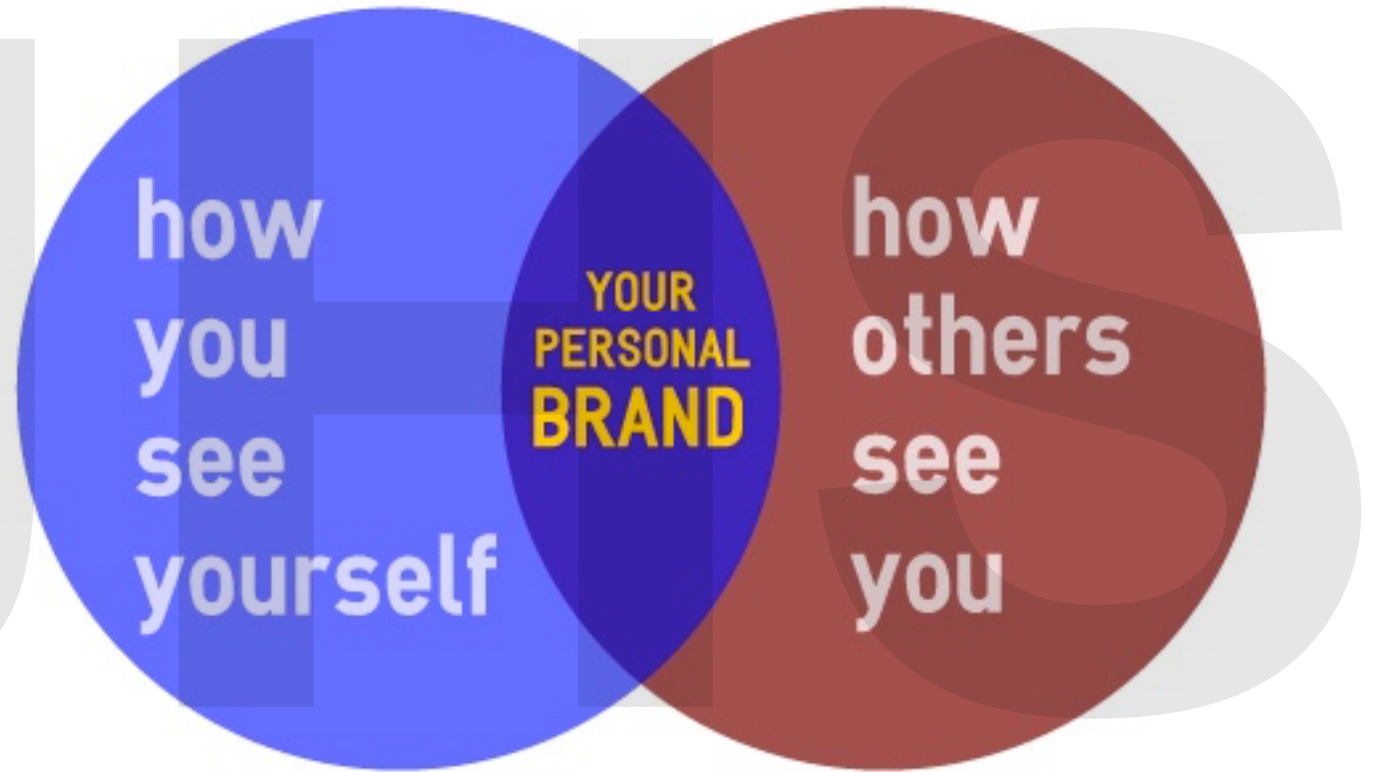
Q. Ask two people what they notice about your personality

Q. What positive qualities do you hear?

Q. What qualities do you not want to keep or do not like?

Q. How would you like others to see or remember you by?

Q. What type of personal branding would impress ?



REFLECT HONESTLY

Q. What do you think people REALLY think about you when you can not hear them?

Q. Do people really appreciate you as a person and friend.... If yes then why?

Q. Your 'self branding' needs to match the same 'wants' future employers/universities have too. What would they like about you in terms of what they see and hear at interview?



HAVE A GO

The next few slides have pictures include well known people, talk to the person next to you about what you think their 'self branding' is.

In other words what qualities or personality traits come to mind when you see their face.

Q. Some famous people earn themselves a reputation or create an image that is good for business; bad boy/girl, edgy, sweet, cool, calm, explosive, passionate, friendly, trendy, traditional, funny, sarcastic, tough, bling.....

What's Gordon's personality?



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Q. Not just a good actress but someone who went to Cambridge University too, how has she been successful at both?

Q. Actresses and actors try not to be 'typed cast', what does this mean and why is it important for us too?



3

Think Self branding.

No swearing!!!

Q. He has a certain type of image that some like and some do not!

Q. Being self opinionated and having a big mouth comes with advantages and disadvantages, what are they?



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Q. How is she different to others?

Q. Image and appeal are key ingredients for singers, what do you think Pink's image or branding is?

Q. If Pink is not your 'type' then who is and why?

Q. How does their 'self branding' appeal to you?



5

Qualities and Self Branding

Q. What makes Mo.....Mo?

Q. Not just THE BEST in the world but a family man too, how does he manage to get the balance?



6

Q. All three are different but how?

Q. What image or Branding do they want to give?

Being part of the royal family requires them to meet so many different people and represent the UK around the world.

Q. Three different individuals who may appeal to different groups of people, why?



7

Remember he is not in the room so what comes to mind?

Q. To be one of the best actors in the world how has he done it?

Q. In a business where competition is fierce how has he got such a great reputation?



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Famous....yes, but think about the image or 'branding'.

Q. What do politicians want people to think of them?

Q. Politicians first role is to represent the people they were elected by, but what qualities do they need to do their job well?



Branding and Leadership

These go together

Talk to the person next to you;

Q. So if you were trying to give people an impression that you are a good leader what good qualities would you show?

Q. What is a good leader?

Q. What people come to mind when you think of good leaders?

Q. Can leaders be young people or do they need to be old and have experience?



Virgin



MIX'N'MATCH

Q. Who do you think matches the qualities on the right.

Q. Do you possess some of these?

Q. How would you demonstrate this to others?

Leadership Attributes



Role Model

- Live values; lead by example
- Demonstrate integrity; support people
- Be charismatic & energized; keep learning

Inspirer

- Create an inspiring vision; set directions
- Direct emotions; energize people
- Encourage risk-taking & experimentation

Enabler

- Help people grow; empower others
- Build teams & collaborative relationships
- Leverage diversity; build synergies

Achiever

- Focus on results; be persistent
- Discover and pursue opportunities
- Lead change; learn from feedback

LEADERSHIP @SJHS

We need leaders, we need young people to represent their peers, we need voices and ideas to move our school forward to be the very best we can be. Are you that person? If not then who would you like to represent you and put your ideas forward? Which person(s) would you trust to do this on your behalf? What leadership qualities would you expect and look for?

There are individuals in your year group who want to represent and work for you.



St. Joseph's RC High School
Ysgol Uwchradd Gatholig Joseff Sant

ELECTION OF SCHOOL REPS

Our School Council will comprise of enthusiastic and motivated young people from year 7 to 13 who will meet regularly and work hard on projects that will make a big difference to our school community.

They will be your eyes and ears and if you have ideas then they will be the ones to approach.

Over the past few weeks interested individuals have written letters of application to represent your year group and to be your rep.

Now it is your turn to chose.



ELECTION OF SCHOOL REPS

You will be given a voting form.

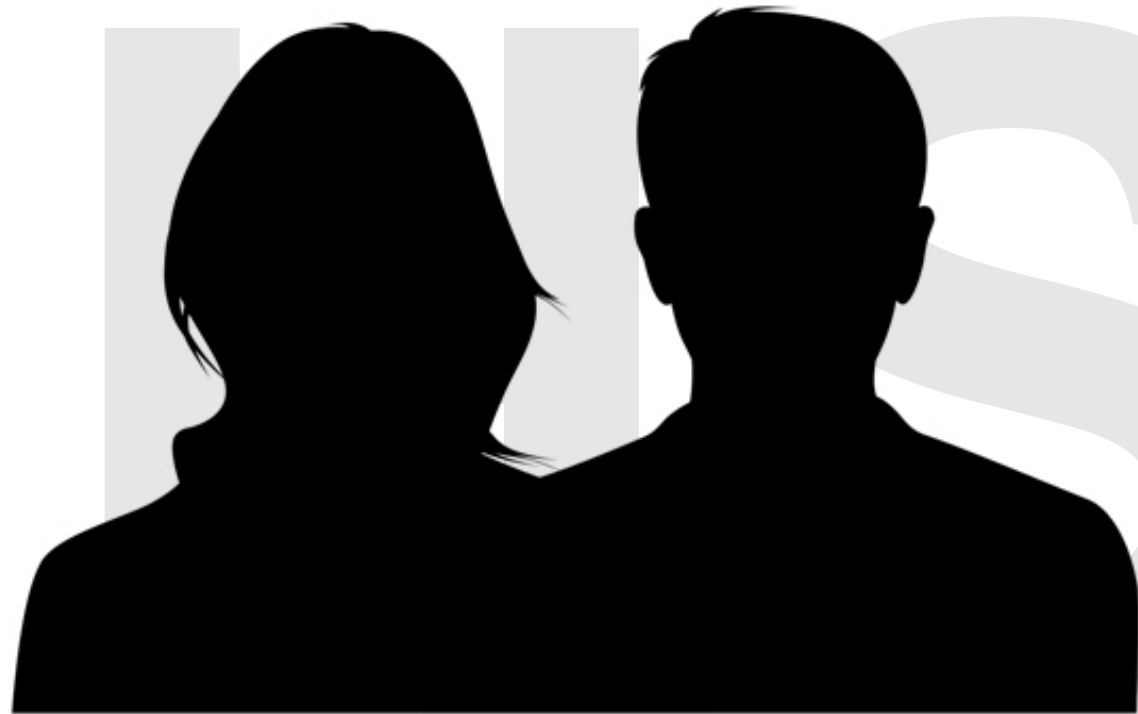
Select **ONLY ONE** person.

Now is the time to think about self branding, image, leadership and qualities. What sort of person do you want representing you?

It's your vote so do not let anyone else see.

Put a cross next to your chosen person. Fold the voting form into half and return it to your form tutor.

Once everyone in your year group has voted we will count all the votes and then next week let you know who you have chosen to represent you on the School Council .



LEADERSHIP AND COLLABORATION

<https://youtu.be/ZnjJpa1LBOY>

Before voting a few reminders as to why
working together is so very very important.

If your actions
inspire others
to dream more, learn more,
do more and become more,
you are a
LEADER.