

MODULE 2: BUILDING MY BRAND

PARTICIPANT WORKBOOK
LIFE SKILLS PROGRAMME

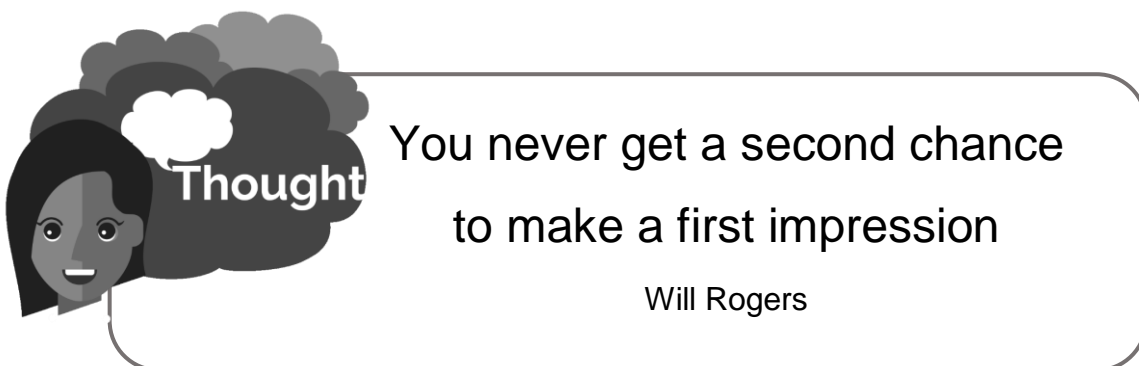


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Module outcomes

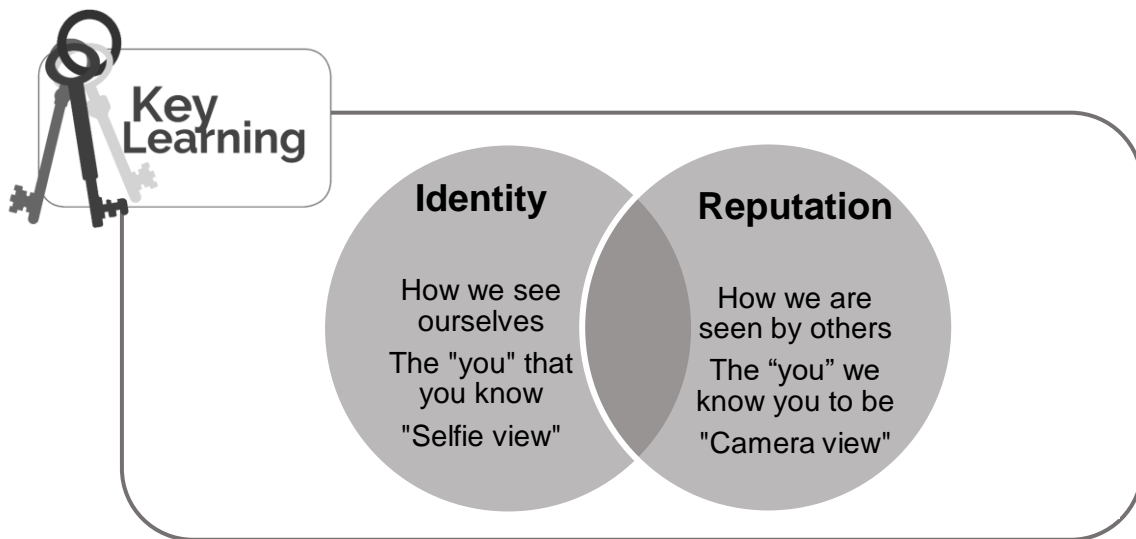
By the end of this session, you will:

- Be able to distinguish between identity and reputation
- Know how your identity, reputation, and brand are related
- Understand how a brand is negatively influenced
- Know what the main characteristics of a brand are
- Be able to develop a brand identity to communicate to potential employers
- Know how to maintain your brand

1. Introduction

Self-awareness is one of the most important skills in life. Being aware of yourself means that you know what you are thinking and feeling, what you value in life, what you are interested in, what the impact of your behaviour on other people is and so much more. One of the other modules in this Life Skills Programme, **Who am I?** deals specifically with getting to know yourself better. If you have not yet done that module, we strongly advise you to do so.

Knowing who you are, is very important to function effectively in life, school, and the workplace. However, we need to distinguish between the person that YOU know, and the same person that OTHER people know. We call the you that YOU know, your **identity**; and we call the you that OTHERS know, your **reputation**. You can also think of your identity as taking a selfie and your reputation as posing for a picture that someone else is taking of you.



There is often a big difference between how you see yourself and how others see you. In the workplace and the world out there, your reputation is often more important than your identity. People are not interested in what you think about yourself. They are more interested in what *they* think of you. Remember: they can only form an impression of you based on what you show them, in other words, *your behaviour*. If there is a gap between your identity and your reputation, you should identify some areas for development in order to make the gap as small as possible.

2. What creates a bad reputation?

We develop our reputation through our attitudes, how we behave, and how we interact with other people. Creating a good or a bad reputation is therefore your own responsibility and almost 100% in your hands!

ACTIVITY 1



Discuss with the person next to you some examples of how the following behaviour can create a bad reputation:

Personal appearance and dress:	i) _____
	ii) _____
Posture and body language:	i) _____
	ii) _____
Personal habits:	i) _____
	ii) _____
Self-confidence:	i) _____
	ii) _____
Interaction with other people:	i) _____
	ii) _____

A good place to start is to assess your reputation by doing one or more of the following:

- Keep a journal about what you think and feel about yourself, what you like and dislike about yourself, what you think other people think of you, and what you need to change to improve your reputation.
- Identify people that you really trust (family, friends, or colleagues) and ask them to give you honest feedback regarding your reputation and how they perceive you in terms of your appearance, posture, self-confidence, interaction with others, and so on. Also ask them what they perceive your strengths and development areas to be. Module 1 of this Life Skills Programme uses the Johari Window to explain how you can ask for and receive feedback in order to minimise your blind spots.
- Evaluate your personal relationships. There is a saying that says: “Show me who your friends are, and I will tell you who you are”. Are your friends good or bad for your reputation?

- Investigate your online presence. What is the kind of information that you post in social media? What information do your friends tag you on? Remember, once a bad remark or insult is out there, it may follow you for the rest of your life!
- Decide on one area you want to improve and focus on changing your habits in that area for the next six weeks. Once the new habit is established, you can tackle the next one. Don't be surprised if these small improvements completely change the way you and others see you!

3. Personal branding

Your identity and reputation are linked to your personal brand, in other words, it refers to those personal characteristics that people associate with you and which distinguish you from any other person. Personal branding tells other people who you are, what makes you different, and how you create value for others. So, if you are looking for a job or a promotion, it is important that your brand must tell the potential employers that you are the exact person they are looking for.


3.1 The 3 C's of personal branding

A brand needs to be **clear** and **consistent**, and you need to be **constantly** committed to it.




- **Clarity:** Are you clear about who you are and who you are not? Are you a risk-taker or do you represent stability? Are you creative or analytical? What is your unique value proposition?
- **Consistency:** Do you present yourself in the same light each time you communicate your brand, including online, face to face, and every other way that you connect with other people?
- **Constancy:** Are you always there for others? Do you commit to your brand? Are you faithful and dependable in the execution of your brand's promises?

ACTIVITY 2

Small Group



Discuss within the group what the message of the brands below is? Do they meet the 3C's criteria?

3.2 Give your brand personality

Your brand needs a personality, so you need to identify what makes you unique – those characteristics that make you stand out in the crowd. For example, are you creative, curious, and courageous? Or do you value good relationships with other people, work hard, and are confident? If you struggle to identify your unique characteristics, remember to ask for feedback from people that know you well.

Once you have identified these traits, you should be brave and communicate them to other people. Don't be too modest or shy. Use strong words, such as leader, successful, proven, sought-after, and independent. People usually want to know what makes you different from others.

3.3 Your brand statement

Perhaps you would like to design your own logo. What would that look like and what will that tell other people about you? However, chances are good that you will not wear the same T-shirt with your personal logo every day for the rest of your life. But it is good to put your logo into words that you can use in a CV when you apply for a job or when you start a conversation with someone that you don't know. We call this a brand statement.

ACTIVITY 3

Write down some ideas about the following:

Task



- How would you describe yourself?

- How do you want to be seen by others?

- What is unique about you?

- What are your important values?

- What is your promise?***

- Who is your audience or ideal client base?

***A promise is your unique value that you can offer. How does someone benefit from working with you? Do you offer the highest quality? Do you provide quick results? Do you enjoy solving difficult problems?

You may think: “How is this applicable if I am not in a job at the moment?” Well, the truth is, you probably want to be in a job. Also, all of this is very important when you want to get a job and stay in a job. Use this information now to write down your brand statement. This statement should communicate who you are, what you can do, and why other people should believe in you. It must be short, easy to remember, punchy, and solution-focused. Here are a few examples:

1. A youth worker: My love for reading and passion for working with young people has inspired me to tutor underprivileged learners and help others improve their literacy and open doors to a better life.
2. A facilitator: I enjoy guiding people towards achieving their goals. I am good at unlocking others’ potential.
3. An entrepreneur: I use my business acumen and creativity to spot opportunities and creatively take risks to do things that no one else has done for financial reward.

ACTIVITY 4

Task



Design your own brand statement below

I am a _____
(personality characteristics) *(professional title, such as IT specialist)*

who uses _____ in a _____ environment
(skills and abilities) *(workplace/career interests)*

so that I can _____
(describe the desired experience you want your audience to have)

3.4 Getting your brand out there

Keeping your good brand for yourself means that you have worked hard but you do not reap the benefits of the hard work. You must put your brand out there – almost like an advertising campaign of the well-known product brands. Networking, or connecting with people, is one of the most valuable resources to advertise yourself and boast with your brand. Make sure that you have your brand statement memorised to use when connecting with people! Start to build your network by making a list of all your contacts. Speak to them and ask for relevant referrals to other people. Arrange a “discussion” with them and tell them about your goals and interests. More connections will lead to more opportunities.

Social media is another way to network and improve your brand’s presence. But you must be careful, it is so easy to harm your brand! Rather join professional network sites, such as LinkedIn and not those where people socialise and share personal experiences.

3.5 Maintaining your brand

To keep your brand to a high standard, you always need to behave in a professional way – not only at work, but wherever you go – and of course, also whatever you post in social media! Think twice before you write a Facebook or Instagram post or sharing some pictures of yourself that you may later regret. In the moment, it may seem as if you just want to share with others the good time you are having, but remember that potential employers always see what they can find online about potential employees. Even if you delete the post later, it will be somewhere else available. Also be careful about what you say and show in a private online message to a friend. You may think that it is private, however, before you know, the message had been distributed to a much wider audience!

Professional behaviour includes being dependable and honest, being competent in your work, treating others with respect, and being a good role model for others. Remember the three C’s of branding: one of them is consistency. You need to consistently be professional in your behaviour.

4. Case study

Activity 5

Story



Please read the following case study and answer the questions at the end.

Lindelwa was running late the day of his first job interview. He helped his uncle unpack new stock in his spaza shop and did not check the time. He had 10 minutes to get ready before he had to catch the taxi. The shirt that he planned to wear was dirty, so he chose the next best one, which was clean, but not ironed. He washed his face but did not have time to shave or polish his shoes. Lindelwa barely made it to the interview on time. He ran in breathlessly and apologised for almost being late – his excuse: You can never trust the taxi!

1. How do you think Lindelwa's personal appearance will influence his brand?

2. What could Lindelwa have done to avoid the position that he found himself in at the interview? _____

3. Who is to blame for Lindelwa's unprofessional appearance and behaviour?

5. My Action Plan

Personal Reflection



Please take a moment to reflect on the value of this life skills module that you have completed now. Also think how you are going to apply what you have learnt to develop yourself as best as you can.

1. What was interesting and new to you in this module?

2. What was the most valuable insight that you had today?

3. How can you use what you discovered today?

4. What will you do differently from now on as a result of what you learned today?

5. What is the first step you will take?

6. What are some of the obstacles you may encounter?

7. What will be the best way to deal with them?

8. How will you know that you have successfully applied your new knowledge and skills?

GOOD LUCK WITH THIS!

6. Recommended resources

Cacha, L. (2017). How to build your personal powerful brand. TED Talk available at: https://www.ted.com/talks/lyn_cacha_how_to_build_your_powerful_personal_brand

Ducker, C. (2016). Personal branding roadmap. Youpreneur, Free eBook available at: <https://chrisducker.lpages.co/branding-ebook/>

GetSmarter. (2016). GetSmarter personal brand guide. Online resource available at <https://www.getsmarter.com/blog/career-advice/getsmarter-personal-brand-guide/>

Girard, J. (2014). Sell you: 20 tips to create a powerful personal brand. Free eBook available at: <https://joegirard.ca/personal-branding-ebook/>

Wright, C. (no date). Personal branding. Exile lifestyle. Free eBook available at: <http://exilelifestyle.com/ebooks/personalbranding.pdf>



Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.

Sir Richard Branson

Did you know?

We have many more modules that were specifically designed to help you develop those skills that are essential to function effectively in life and in the workplace? Ask your facilitator about the following modules:

1. Who am I?
2. Building my brand
3. Managing time
4. Be more resilient
5. Creative problem solving and decision making
6. Building interpersonal relationships
7. Effective communication
8. Dealing with conflict
9. Understanding the world of work
10. Personal development plan

For e-Learning and other resources, visit
www.nyda.gov.za

You cannot teach a man anything.
You can only help him discover it
within himself.

Galileo

