

PERSONAL BRANDING

   @unitetnz

www.uniteafricafoundation.org

U N  T E
UNITE THE WORLD WITH AFRICA FOUNDATION, INC.



What comes to mind when you see the following images?





UNITE THE WORLD WITH AFRICA FOUNDATION, INC.

SAMSUNG



Questions:

1. Were you able to recognize the above images immediately after seeing them?
2. Do you know the services or products offered by the companies that you have recognized from the images?

WHAT IS PERSONAL BRANDING

- Personal branding is a process that involves creating a unique name and image for yourself.
- Personal branding aims to establish a significant and unique presence or image in the society.





DESIGN



VALUE



STRATEGY



LOGO



IDENTITY



TRUST



IMPORTANCE OF PERSONAL BRANDING

- Personal branding helps establish trust and credibility.
- Personal branding helps distinguish a person from the competition.
- Personal branding helps boosting an individual's self-confidence.
- Personal branding is a stepping stone in building connection in different fields or areas of specialization.

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IMPORTANCE OF PERSONAL BRANDING

- Personal branding creates a sense of admiration, trust, and respect. As a brand, people will tend to look up to you as their role-model and will therefore want to learn from you.
- Personal branding helps a person be authentic. As a brand, one will always want to practice what they preach and lead by example. They will always want to be professional.

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TIPS FOR BUILDING YOUR PERSONAL BRAND

Be Consistent

In order to become a brand you need to maintain a similar style of how you present yourself. Avoid being someone with many different personalities or contradicting values as this will confuse people. Consistency is key

Be Positive

There are always a thousand reasons to be negative, but to be a strong and impactful brand, you ought to have a positive attitude 24/7. When you are positive, people will feel good being around you

Identify your Strengths

Know your strengths. This will help you determine what makes you stand out from the crowd. Use your strengths to your advantage so that people can easily trust and recognize you.

Know your Audience

Your audience can be your classmates, your teachers, or others. To represent yourself well, report to class on time, pay attention, and respect everyone regardless of who they are in the school area.

Be Organized

Being organized helps you be consistent and appear tidy, which people will always notice you from afar. It will help you be a point of reference for every one regardless of the circumstance.

DID YOU KNOW?

There is a reason why people say “building” a brand and not “making” a brand. This is because it takes time, patience, and a lot of hard work to become a brand.

QUESTIONS/DELIVERABLES

- What are the benefits of Personal branding?
- What are your superpowers and what makes you stand out from your peers?
- Who do you want to be when you grow up?
- How would you like to be identified by your classmates and teachers?

NB: Remember to follow the tips in this lesson consistently and over time to become a powerful and positive brand.



THANK YOU

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