



U N  T E

UNITE THE WORLD WITH AFRICA FOUNDATION, INC.

PERSONAL BRANDING

   @unitetnz

UNITESCHOLARSPROGRAM.ORG

**WHAT COMES TO MIND WHEN YOU
LOOK AT THESE IMAGES?**



U N  T E

UNITE THE WORLD WITH AFRICA FOUNDATION, INC.

SAMSUNG

Google

QUESTIONS:

Were you able to recognize the above images immediately after seeing them?

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



TRUST



STRATEGY

BRAND



IDENTITY



LOGO

THE IMPORTANCE OF PERSONAL BRANDING

- Effective personal branding can help establish trust and credibility and distinguish a person from the competition.
- Personal branding, when well done, can help boost an individual's self-confidence and help him/her build connections in different fields or areas of specialization
- Strong personal branding creates a sense of admiration, trust, and respect. As a brand, people will tend to look up to you as a role-model and will want to learn from you.
- Personal branding helps a person be authentic. As a brand, one will always want to practice what they preach, lead by example, and be professional.



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TIPS FOR BUILDING YOUR PERSONAL BRAND

BE CONSISTENT

In order to become a strong and recognized 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, 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 includes all those around you. Represent yourself well by reporting to class on time, paying attention, and respecting everyone regardless of who they are.

BE ORGANIZED

Get organized, and appear tidy. People will always notice you from afar. It will help you be a point of reference for every one regardless of the circumstance if you are well kept.

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 over time to become a powerful brand.





SCENARIOS



SCENARIO #1

Mwijaku is an entrepreneur who just started his online clothing brand. He's unsure how to position himself on social media to attract his target audience. He also struggles with balancing authenticity with professional appeal.

Questions:

1. What aspects of Mwijaku's personality should he highlight to make his brand more relatable?
 2. How can Mwijaku differentiate his personal brand from other clothing entrepreneurs?
 3. What role does authenticity play in Mwijaku's personal branding?
 4. How can Mwijaku maintain a professional image while staying true to himself?
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SCENARIO #2

Sara works in a large corporation and is aiming for a promotion. She realizes that her colleagues who have been promoted seem to have strong personal brands within the company. Sara isn't sure how to build hers.

Questions:

1. What steps can Sara take to start building her personal brand within the company?
2. How can Sara use her strengths to create a unique professional identity?
3. What should Sara avoid doing when building her personal brand at work?
4. How can Sara ensure that her personal brand aligns with the company's values?



SCENARIO #3

Tom is looking for a new job in marketing. He has the skills and experience, but he's struggling to stand out among other candidates. He wonders how he can use personal branding to improve his chances.

Questions:

1. What elements of Tom's personal brand should he emphasize in his job applications?
 2. How can Tom's online presence support his personal brand during the job search?
 3. What are the risks of misrepresenting oneself in personal branding during a job search?
 4. How can Tom leverage testimonials or endorsements in building his personal brand?
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SCENARIO #4

Vonny is a freelance graphic designer who relies on repeat clients and word-of-mouth referrals. She wants to strengthen her personal brand to attract more high-quality clients but isn't sure where to start

Questions:

1. How can Vonny's portfolio reflect her personal brand?
2. What role does consistency play in Vonny's personal branding across different platforms?
3. How can Vonny use client feedback to refine her personal brand?
4. What strategies can Vonny use to position herself as an expert in her field?



SCENARIO #5

Dango has years of experience in technology and wants to establish himself as a thought leader in his industry. He's active on LinkedIn but hasn't gained much traction with his posts.

Questions:

1. What type of content should Dango focus on to enhance his personal brand as a thought leader?
 2. How can Dango use storytelling to strengthen his personal brand?
 3. What are some ways Dango can collaborate with others to boost his visibility?
 4. How can Dango measure the effectiveness of his personal branding efforts on LinkedIn?
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THANK YOU

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