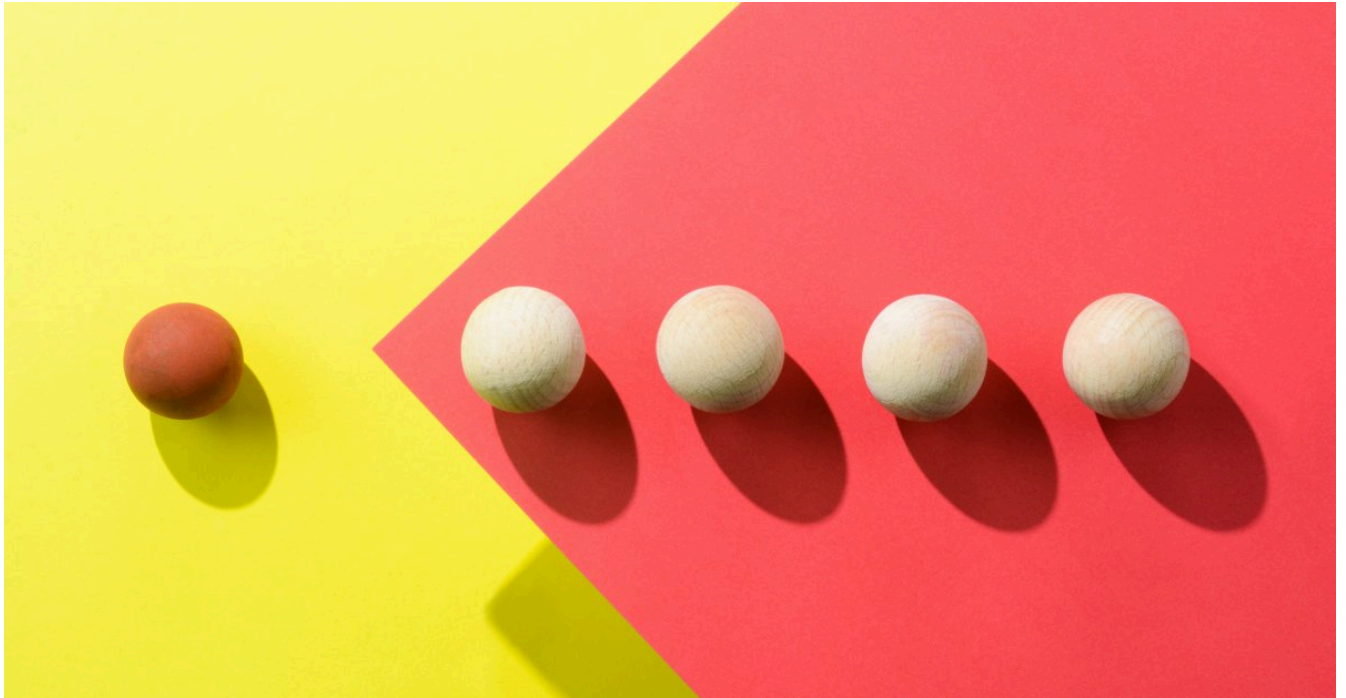




**Daniels College of Business**  
UNIVERSITY OF DENVER



# Personal Branding Immersion

2024

**Journal**

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PWC Personal Branding Workbook

<https://www.pwc.com/us/en/careers/campus/assets/img/programs/personal-brand-workbook.pdf>



In this immersion, you will conduct exercises and reflections to guide your personal brand.

## My Goals

My goals for this Immersion:

## Introduction TMAY

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### Objectives of this Exercise

To build community by getting to know each other - and start shaping your personal story.

### Instructions

**Step 1:** Pair up

**Step 2:** Jot down some notes to answer the question **“Tell me about yourself”** (1 minute)

Notes:
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### Step 3:

First person	Second person
Ask your partner “Tell me about yourself”	Answer your partner in 1 min or less
Take a few notes for later.	
Provide feedback (I like, I wish, I wonder)	Take the feedback and edit your TMAY
Second person	First person
Answer your partner in 1 min or less	Ask your partner “Tell me about yourself”
	Take a few notes for later.
Take the feedback and edit your TMAY	Provide feedback (I like, I wish, I wonder)

### Step 4:

At each table, each partner will introduce their partner to the table - using salient facts from the TMAY. Refer to your notes in the table above.

## Today and Tomorrow

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### Objectives of this Exercise

To reflect on your current state and envision your future - this serves as inputs to your personal mission and vision statements.

### Instructions

#### Step 1:

Consider your current state and future aspirations by answering the questions in the table below. Feel free to jot down all elements that come to mind in bullet point format.

Today	Tomorrow
What do you do now? For Whom? How do you do it (core skills)?	Where are you going? What do you ultimately want to achieve for you & others?

#### Step 2:

- Pair up with a partner
- Share a quick summary of your Today and Tomorrow

## External Validation

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### Objectives of this Exercise

To gather unbiased input from others on your strengths and weaknesses - this will serve as a well-rounded assessment to inform your personal brand.

### Instructions

**Step 1:** Identify 3 people who could provide rapid and honest feedback

Person 1	
Person 2	
Person 3	

**Step 2:** When prompted, contact all three people and ask them for their candid feedback to these questions. Note their responses here.

Introduction:

Hi, friend. Thanks for this. As part of my Personal Brand Immersion in my MBA program, I'm completing an exercise to help me unearth my strengths and weaknesses. I'd love your candid input.

	Person 1: _____	Person 2: _____	Person 3: _____
Q1: What do you think are my greatest strengths?			
Q2: What do you think are some areas of improvement?			

## Epic Fails

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### Objectives of this Exercise

To learn what to avoid in designing and managing your personal brand.

### Instructions

**Step 1:** Search for branding mistakes or pitfalls or failures to avoid. Choose 1 or 2, read about it, and capture the biggest learnings in the table below.

Personal branding mistakes to avoid	source

Time permitting - find a story to share about a personal branding fail:

Person	Personal Branding Fail

**Step 2:** Be prepared to share out with the class.

## Introductory Capsule

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### Objectives of this Exercise

To hone your executive presence in delivering a personal introduction – after working on your personal branding workbook exercises..

### Instructions

**Step 1:** Take a few minutes to craft your “introductory capsule” - which should be 1-2 sentences and incorporate a **why** in addition to a **what**.

- The point of this exercise is **your delivery** - but it’s a great opportunity to shape your introductory statement

Example:

*Hi, I’m Lora Louise Broady from Denver, CO. As a marketing exec and growth consultant for the past several decades, I collaborate to bring new technologies to market. In my side gig as an MBA professor, I’m leaning into a new passion area – helping others design their lives by applying design thinking methodologies.*

**Step 2:** Be prepared to stand and deliver this to your table mates, incorporating the executive presence tips we reviewed in class.



## Zzz Factor

### Objectives of this Exercise

To propel you to step up to stand out - by assessing where you are now, highlight areas for improvement, and validate with your accountability partners.

### Instructions

**Step 1:** Assess where you are right now. Choose your response - there is no right answer.

<i>How comfortable are you with ...?</i>	<i>(1: Not at all 5: Very)</i>				
<i>Being yourself in all situations?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Easily and openly expressing your ideas/opinions in a group conversation?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Knowing how to dress appropriately for each setting and event you attend?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaking before a group of people?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Making eye contact with people you have just met?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Introducing people in formal settings?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Starting conversations with people you don't know well?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Disagreeing with someone else in a way that doesn't cause conflict or angst?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Apologizing when you're wrong so that the other person accepts it?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Accepting responsibility when your efforts fall short?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

<i>How consistent are you at...?</i>	<i>(1: Not at all 5: Very)</i>				
<i>Following up and delivering on promises?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Being prompt for appointments, deadlines, due dates, class, dinner, meetings?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Doing what you say you will do, when you say you will do it, at the quality to which you commit?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Keeping track of details, calendar events and commitments?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Keeping confidences?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Not repeating, encouraging or engaging in gossip?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Conveying positivity in your interactions?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Entering a room with confidence?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

<i>How consistent are you at...?</i>	<i>(1: Never 5: All the time)</i>				
<i>Prepare your thoughts in advance of a discussion?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Practice how you will articulate your thoughts?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Write your goals?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Evaluate your goals?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Seek out a mentor or coach as a sounding board?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Be aware of your body language?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

<i>Do you...?</i>	<i>(1: Not at all 5: Absolutely)</i>				
<i>Have an email address that projects a professional image?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Re-read email before you hit "send?"</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Have a Facebook page that you would show to your prospective employer, clergy or parents?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Have a voicemail greeting that conveys your best self?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Take notes when making commitments, listening in meetings or gathering details?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Have a great handshake?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Have a professional and memorable self-introduction?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Focus on your grooming and professional appearance?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

**Step 2:** Complete the following improvement/validation table

Highlight areas for improvement and focus on necessary changes.

- Select two items that are most in need of improvement and that you believe will have the most impact on your life and opportunities. Write them in column one of the table below.
- Next to them, write a description of how each will be different when you have mastered them.
- Next to that, write three practice opportunities where you will use these throughout the next month.

<i>Improvement item</i>	<i>Description of desired outcome</i>	<i>3 Practice opportunities</i>
		1. ..... .....
		2. ..... .....
		3. ..... .....
<i>Validate: 30 days result</i>		
		1. ..... .....
		2. ..... .....
		3. ..... .....
<i>Validate: 30 days result</i>		

**Step 3: For Later:**

Validate by seeking feedback from your accountability partners (friends or trusted mentor) as you make your changes.

Identify your Accountability Partners

Accountability Partner 1	
Accountability Partner 2	

Talk with your Accountability Partners.

- Share your two key improvement items and outcomes from the table above (e.g. you are sharing your goals and what you intend to do).
- Ask them to give you feedback throughout the next month on what they have observed.
- Write your 30-day results in the table above.
- Reflect:
  - How did it feel? Did you achieve what you set out?
  - If you need to develop further, what help will you seek?
    - From whom? By when?
  - Repeat this activity on those items you deem important

## Empathy Line Drawing

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### Objectives of this Exercise

To convey empathic understanding as you build your personal brand.

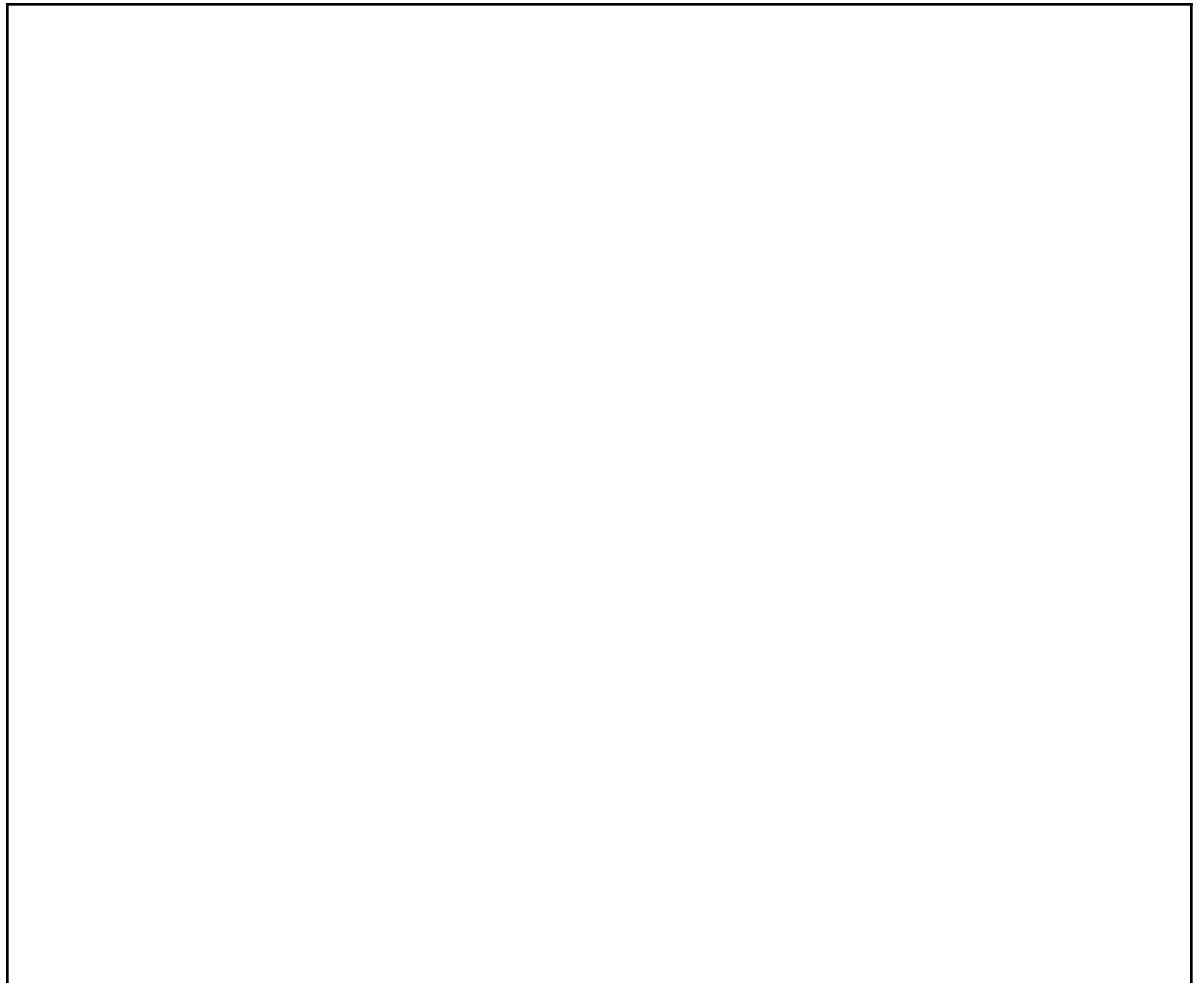
### Instructions

**Step 1:** Use the space below.

**Step 2:** Pick a partner. Look at your partner and put your pen in the box, then move your pen to draw the face of your partner - without lifting your pen off the paper.

**Step 3:** Share and describe your drawing with your partner.

**Step 4:** Switch and repeat.



## Short Pitch

---

### Objectives of this Exercise

To convey your unique self in a very brief format

### Instructions

**Step 1:** Use the space below.

**Step 2:** Write your :15 pitch, answering the question “Tell me about yourself”  
Use these prompts

- What are you doing right now?
- What are you passionate about?
- What are you interested in learning next?

**Step 3** Deliver your short pitch in your triad.

\* Provide feedback to others

Edit to enhance your short pitch based on feedback received.

## Long Pitch

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### Objectives of this Exercise

To convey your unique self in a longer format.

### Instructions

**Step 1:** Use the space below.

**Step 2:** Write your ~2:00, using these prompts, answering the question, “Walk me through your resume”. Use the F.I.T format for each job/position you’ve had

- F: My favorite part of the role ....
- I: The insight I gained...
- T: Therefore, I transitioned to ...

Job/Role	Favorite part ...	Insight gained..	Transitioned to...

**Step 3**      Deliver your long (FIT) pitch in your triad.  
                   \* Provide feedback to others  
 Edit to enhance your long (FIT) pitch based on feedback received.

## Squiggles

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### Objectives of this Exercise

To tap into your creative confidence to imagine your future

### Instructions

**Step 1:** Use the squiggle below. Feel free to turn the page in any direction.

Draw a picture that represents how you **imagine your future** - any aspect of your future or an overall feeling or place or an object or a scene or an impact you hope to make, or an ephemeral aspect of your future life.

Do not feel constrained - use your creativity to interpret this prompt as you wish.

**Step 2:** Be prepared to share and explain your drawing.



## LinkedIn Update

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### Objectives of this Exercise

To ensure your personal brand reflects your unique value on LinkedIn.

### Instructions

**Step 1:** Use this space to draft initial thoughts - and establish timelines for completion

LinkedIn element	Ideas	To Do	Due Date
Profile Photo			
Background Photo			
Headline			
Summary			
Personal URL			
Skills			
Publications & Awards			
Connections to make			
Groups to join			
Infuencers to follow			



## Content Plan & Professional Bio

---

### Objectives of this Exercise

To ensure your personal brand reflects your unique value on LinkedIn.

### Instructions

**Step 1:** Use this space to draft initial thoughts

### My Thought Leadership Content Plan

Date to Post	Topic	Notes	Status

### My Professional Bio

## Personal Brand Action Plan

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### Objectives of this Exercise

To keep your personal brand relevant and vital

### Instructions

**Step 1:** Complete the action plan below

Step 2: Identify an accountability partner - be sure to contact them to enroll their support

### My Action Plan

Specific Action Steps I will take	Deadline	Support I will seek

## Gratitude

### Objectives of this Exercise

To keep your personal brand relevant and vital

### Instructions

**Step 1:** Complete the gratitude table below

**Step 2:** Be prepared to share out with the class

Prompt	Answer
In my life, I'm most grateful for...	
In my MBA program, I'm grateful for...	
In this Immersion, I'm grateful for...	
In this Immersion: <ul style="list-style-type: none"> <li>● Biggest Ah-has?</li> <li>● Most fun part of the weekend?</li> <li>● What am I curious about?</li> </ul>	

### Remember!

- To complete your Post-Work Assignment by **Sunday July 21, 2024**
- To complete your course evaluation by the stated deadline

## Notes

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