

# Brand You–Personal Branding Workshop

**Career Cluster Focus:** Marketing & Management

**Grade Level:** 9-12

**Time Needed:** 45-50 Minutes

**Format:** Individual or small groups



## Learning Objectives

By the end of this activity, students will be able to:

- Define personal branding and explain its relevance to career development
- Identify their unique, strengths, interests, and values
- Create a visual representation of their personal brand for use in college, internships, or DECA competitions
- Practice presentation and peer feedback skills



## Materials Needed

- **Personal Branding Worksheet** (a printable is included for you below)
- Access to Canva, Google Slides, or another design tool
- Sample LinkedIn profiles or resumes
- Projector or smartboard for discussion and brainstorm



## Workshop Overview



### Warm Up Discussion

Prompt Questions:

- What do you think a personal brand is?
- Why is it important for young professionals and students?
- How do public figured and brands use personal branding to stand out?

Write student responses on the board to generate a shared definition.



### Step 1: Complete the Personal Branding Worksheet (15-20 minutes)

Distribute or share the worksheet digitally. Encourage students to reflect honestly and write in complete sentences where possibles. This worksheet serves as the foundation for the design phase.



### Step 2: Create a Personal Brand Visual (15-20 minutes)

Using Canva or Google Slides, students will create a **“Brand You” slide or LinkedIn banner** that includes:

- Their name + tagline or title (“Aspiring Hospitality Manager” or “Creative Problem Solver”)
- 3-4 visual elements representing their passions, goals, or personality
- A short personal statement or quote
- Optional: Include social handles or QR code to a portfolio, if available

Tip: Show a few sample slides or banners for inspiration, we’ve even created a few for you!



# Workshop Overview



## Optional: Gallery Walk & Peer Feedback (10 minutes)

- Have students present their slides to a small group or walk around to review peer work
- Provide sticky notes or comment boxes for positive feedback
- You can also have students vote on creative categories like “Most Original Tagline” or “Best Use of Color.”



## Wrap-Up & Reflection (5 min)

Close the session with the following reflection questions:

- What did you learn about yourself?
- How can you use your personal brand in DECA competitions, college essays, or job interviews?
- What would you like to add or evolve in your brand as you grow?



## Extension Ideas

- Have students record a 30-second “**elevator pitch**” aligned with their personal brand.
- Turn this into a **portfolio project** or add to a DECA manual or competition binder.
- Create a digital showcase of student slides and share with parents, school admin, or during DECA nights.



# Personal Branding Worksheet

In this activity, you'll reflect on your values, strengths, and goals to help you design a personal brand that sets you apart in college applications, internships, and DECA competitions.

Please complete each section below with honesty and creativity. This worksheet is your foundation for creating a visual "Brand You" slide or LinkedIn banner.

Take your time. Be thoughtful. Be **you**.

**3** Words That Describe Me:

**Example:** Smart, Funny, Hardworking

**3** Strengths or Skills:

**Example:** Time Management, Good Listener

My Interests & Passions



What do I want to be known for?

Think about the qualities, skills, or values you want others to remember you for.

Career Goals/Dream Job

Dream big! The sky's the limit.

Quote or Motto That inspires Me

## LinkedIn Banner Examples

