

My Career Advisor

MCA Personal Branding

Instructor Guide

MY CAREER ADVISOR
POWERED BY GOODWILL

Welcome to Mission Service's MCA Personal Branding Instructor's Guide. This course will focus on introducing participants to the basics of branding, and how developing a personal is advantageous in a competitive job market.

Topics to be covered include exploring the importance of personal branding, making a good online and offline impression, and how to develop an engaging "Elevator Speech." Participants will also spend time reflecting on their personal skills, experience, and career aspirations.

Before you get started, make sure you have the following items have been put in place to ensure the successful completion of this course:

- Participant access to the MyCareerAdvisor.com site
- Participant registration on the MyCareerAdvisor.com site
- MCA Personal Branding Handout
- Markers, highlighters, pens
- Treats for prizes

Course Objectives:

After this course, learners will be able to:

- Explain the importance of personal branding in a competitive job market.
- Identify their personal skills, values, and experiences that contribute to building their personal brand.
- Craft a short, engaging "Elevator Speech" that articulates their personal brand for potential employers.

Course Duration: 40-50 minutes. (Depending on Q&A)



Slide 1: Welcome Slide

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Welcome

Say: Thank you for welcoming us into your class today.

Facilitator Note: Introduce yourself and your colleagues.

Say: We are here today as part of Goodwill's community impact team. Did you know that the money generated by donation sales at our stores goes directly to funding outreach programs across our community, helping people increase their job skills so they can build the career of their dreams?

Say: The question I have for you is: What does the career of your dreams look like, and how can you get there?

Goodwill has developed an extensive site called MyCareerAdvisor.com to help you develop the tools and skills you need to get started on your career path.

Say: Today, we're going to take some time to explore a crucial element of professional success: Personal Branding.



Slide 2: Before We Begin

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Before We Begin

Say: Before we get started, take a moment to create an account with MCA.

Navigate to MyCareerAdvisor.com and click "Sign Up." Input some basic information about yourself to create your account. We recommend using a personal email address so you can access the materials on MCA after you graduate. Be sure to choose a password you will easily remember.

Say: MyCareerAdvisor.com has lots of resources designed to help prepare you to build the career of your dreams. After today's lesson, please take some time to explore the site and everything it has to offer.

Facilitator Note: Give participants a few minutes to complete their registration. Make sure all participants have access to the site before moving on.

Say: Let's get started.



Slide 3: What is a Brand?

Estimated duration: 1 min

Notes to Instructor:

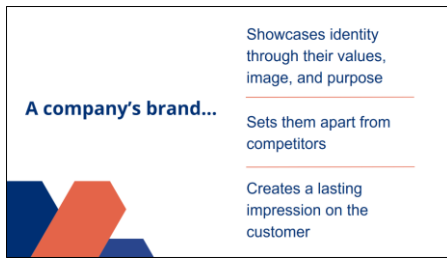
Notes:

Slide Title: What is a Brand?

Say: What comes to mind when you hear the word "Brand?" What is a "brand" and how do they impact our daily lives?

Ask/Click: What is a brand?

Facilitator Note: Allow for a brief discussion of participant ideas.



Slide 4: What is a Brand? (Continued)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: What is a Brand? (Continued)

Say: A successful brand showcases a company's identity by communicating its values, image, and purpose.

Think about the brands you know and love. What sets one apart from another?

Are you loyal to a particular brand of clothing, soda, or tech?

Think about why. What is it about the brand that appeals to you?

Facilitator Note: Allow space for participant responses.

Say: Just like companies seek to establish impactful brands that leave a lasting impression on people, building your personal brand can help you stand out in a competitive job market.



Slide 5: Guess the Brand Logo

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Guess the Brand Logo

Say: Companies create logos as quick, catchy visual reminders of their brand.

Ask: Can you identify these famous brand logos?

Facilitator Note: Click to reveal the first set of logos.

Answers from top left to bottom right:

Instagram, Chick-fil-A, Tesla, Apple, Jordan, and Starbucks.

Say: How about these?

Facilitator Note: Click to reveal the second set of logos.

Answers from top left to bottom right:

YouTube, Amazon, Gatorade, New Balance, Chili's, and Goodwill!

Ask: Why is it important for a brand to have a memorable logo?

Facilitator Note: Allow for a brief discussion of participant answers.

Ask: If you were a brand, what would your logo look like? Take a few minutes to draw your brand logo on your handout.



Slide 6: Guess the Brand Slogan

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Guess The Brand Slogan

Say: Along with logos, successful brands often have a catchy slogan that sticks with you.

A brand's slogan seeks to quickly and memorably convey the essence of the brand, making it easier for customers to remember and identify what the brand stands for. It's like a short, catchy message that captures the brand's personality and values.

Say: You've been hearing brand slogans your whole life. Can you identify these?

Say: Let's play "Guess the Brand Slogan." Raise your hand if you know this famous slogan:

Facilitator Note: The next few slides have "Guess the Brand" prompts.



Slide 7: Guess the Brand Slogan (1)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Guess The Brand Slogan (1)

Say: Here's number one. Which company says: "Just do it."?

Facilitator Note: Call on students for answers. Reward the first correct answer with a prize.

Click/Say: "Just do it." Is Nike's slogan.

Ask: Why is this an effective slogan for Nike?

Facilitator Note: Lead a brief discussion of participant ideas.

Say: Ready for the next one?

Guess the brand slogan!

2

"Have it your way."

Burger King



Slide 8: Guess the Brand Slogan (2)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Guess The Brand Slogan (2)

Say: Here's number two. Which company says: "Have it your way."?

Facilitator Note: Call on students for answers. Reward the first correct answer with a prize.

Click/Say: "Have it your way." Is Burger King's slogan.

Ask: Why do you think BK chose this slogan?

Facilitator Note: Lead a brief discussion of participant ideas.

Say: Ready for the next one?

Guess the brand slogan!

3

"Let's go places."

Toyota 

*Slide 9: Guess the Brand Slogan
(3)*

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Guess The Brand Slogan (3)

Say: Here's number three. Which company says: "Let's go places."?

Facilitator Note: Call on students for answers. Reward the first correct answer with a prize.

Click/Say: "Let's go places." Is Toyota's slogan.

Ask: Why is this a good slogan for a car company?

Facilitator Note: Lead a brief discussion of participant ideas.

Say: Ok, one more.



Slide 10: Guess the Brand Slogan (4)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Guess The Brand Slogan (4)

Say: Here's number four. Which company says: "I'm lovin' it."?

Facilitator Note: Call on students for answers. Reward the first correct answer with a prize.

Click/Say: "I'm lovin' it." Is McDonald's brand slogan.

Ask: Did you know that "I'm lovin' it" wasn't always McDonald's slogan? Previous slogans include:

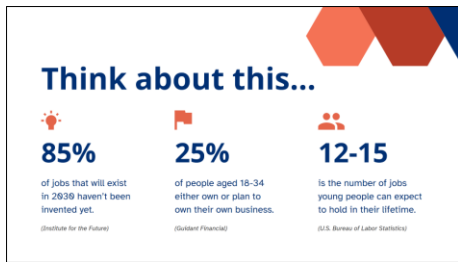
- "Have you had your break today?"
- "Did somebody say McDonald's?"
- "We love to see you smile"

Ask: Why would a company change it's slogan?

Facilitator Note: Lead a brief discussion of participant ideas.

Say: A brand's slogan is a tool used by companies to convince you to choose their product over others. Slogans, like these, become part of the brand's identity, helping them stand out and be memorable in a competitive marketplace.

Just like companies seek to establish successful brands, building your personal brand is a great way to start upon your path to success.



Slide 11: Think About This...

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Think About This...

Say: Think about this:

- 85% of the jobs that will exist in the next ten years haven't been invented yet. Developments in technology can quickly change the way people live and work. Prepare yourself for the careers of the future by building your skills today.
- Think about this: 25% of people aged 18-34 either own or plan to own their own business. What are your passions, interests, and motivations? Can you turn them into the business of your dreams? Do you have what it takes to be your own boss? Discover what gets you out of bed in the morning and consider how you can build a life around doing what you LOVE.
- And, think about this: Young people these days can expect to have between 12-15 jobs over their lifetime. Finding the career of your dreams can be a process of discovery. Be prepared to grow and learn at every stage of your life.



Slide 12: How Will You...

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: How Will You...

Say: The purpose of our visit today is to get you thinking about this question: "How will you set yourself apart in a competitive job market?"

How will you get potential employers to notice you, to remember you, and to ultimately choose you over other applicants competing for the same job?

Facilitator Note: These are rhetorical questions leading into the next slide.



Slide 13: Building Your Personal Brand (Introduction)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Building Your Personal Brand (Introduction)

Say: The answer is: Personal Branding.

Just like major corporations use branding to set themselves apart from competitors, you are also building your Personal Brand through the way you represent yourself to the world. The way you speak, dress, and interact with others are all part of building your Personal Brand. So too are your values, actions, and the way you make people feel.

Say: Considering how you are building your brand is an important first step toward building the career and life you desire.

Let's explore what a Personal Brand is a little more closely.



Slide 14: Building Your Personal Brand (Continued)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Building Your Personal Brand (Continued)

Say: When building your Personal Brand, consider the following:

- What qualities or skills make you unique? What are you good at? How can you add value to a company or organization?
- How do you present yourself to the world? Consider the message you are sending through the way you dress, speak, and act. Will a company want you to represent them?
- And, perhaps most importantly, what impression do you make on others? Are you trustworthy? Reliable? Does your attitude make people comfortable, or turn them off?

Say: These are crucial elements of Personal Branding to consider.



Slide 15: Start Building Your Personal Brand Now...

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Start Building Your Personal Brand Now...

Say: Now that we've discussed the elements that make up a personal brand, let's take a little time to consider how personal branding can work for you.

Say: On your handout, please identify the following:

- What kind of work are you pursuing? Do you want to work for a specific company, in a certain industry, or start your own business?
- What skills qualify you for this work? What skills will you need to be successful? How will you continue to develop these skills?
- What experience do you have? Even if you haven't held a job before, you likely are developing valuable skills through school work, extracurricular activities, volunteering, and more.

Say: Through articulating your ambitions, strengths, and experiences, you are communicating to potential employers how you will add value to their organization. This is a great way to set yourself apart from others competing for the same job.



Slide 16: Your Online Brand

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Your Online Brand

Say: In today's digital age, considering how you represent yourself online is an important part of building your personal brand.

Ask: Have you ever Googled yourself to see what comes up? Have you considered that others might Google you as well? How are you representing yourself online?

Facilitator Note: This may serve as an area for brief discussion and reflection. Students using computers may Google themselves in the moment to see what comes up.



Slide 17: Why is Your Online Brand Important?

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Why is Your Online Brand Important?

Say: Why do you think guarding your online reputation is important as you enter the job market?

Facilitator Note: Allow for a brief discussion of participant ideas.

Click/Say: Potential employers may search you online and on social media. What will they find? Is it content you'd rather they not see?

Facilitator Note: Allow for a brief discussion of participant ideas.

Click/Say: Many people in today's world lose opportunities because of things they've posted online, even things they may have posted several years ago. That is why it is so important to keep your private information, comments, and images private.

Click/Say: Be sure to erase or hide any online content that may tarnish your personal brand during a job search.

Click/Say: Additionally, it's a good idea to follow companies you may be interested in on social media and networking sites like LinkedIn.



Slide 18: Your Personal Presence

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Your Personal Presence

Say: It's just as important to consider how you are presenting yourself in person. You never know when you will meet someone able and willing to give you an opportunity.

Likewise, most job interviews involve face-to-face interaction, whether through video conferencing tools like Zoom or in-person meetings.

Say: So, how do you make a good in-person impression?

Facilitator Note: Allow for a brief discussion of participant ideas leading into the next slide.



Slide 19: Your Personal Presence (Continued)

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Your Personal Presence (Continued)

Say: Let's discuss how to make a good impression when meeting a potential employer. This meeting could take place during a job interview, job fair, or by walking into a place you'd like to work. Putting your best foot forward in these situations is crucial to establishing a successful personal brand.

Click/Say: Bring your resume. A clean, polished resume showcases your skills, experience, and education. It shows that you are serious about pursuing employment and prepared for the opportunity.

Say: MyCareerAdvсор.com has helpful tools and tips for building your professional resume. Can someone find the Resume Builder feature on MCA?

Facilitator Note: Allow time for participants to briefly explore the Resume Builder on the MCA site.

Click/Say: Dress to impress. Wear professional clothing when meeting with potential employers whether in-person or online. Dressing in professional clothes shows potential employers that you are serious about representing yourself and the company well.

Looking for affordable business attire? Check out Goodwill!

Continued on Next Page



Slide 19: Your Personal Presence (Continued)

Estimated duration: 1 min

Notes to Instructor:

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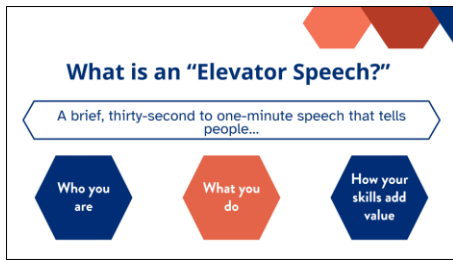
Slide Title: Your Personal Presence (Continued)

Click/Say: Keep it positive. Be friendly, respectful, and enthusiastic when meeting with potential employers. Be sure to shake hands, make eye contact, and speak in a clear, polite tone. First impressions go a long way.

Say: Let's do a quick practice. Turn to the person next to you and introduce yourself as if you were meeting them for the first time.

Facilitator Note: Gauge the room and provide feedback. Model an effective example of a positive introduction.

Click/Say: And finally, have an "Elevator Speech" ready. An Elevator Speech is a short, impactful presentation of who you are. Let's explore what makes a good elevator speech.



Slide 20: What is an Elevator Speech?

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: What is an Elevator Speech?

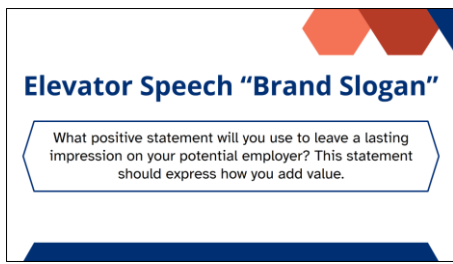
Say: They call it an "Elevator Speech" because it's designed to showcase who you are in about the time it takes to ride a few floors on an elevator.

I like to call it an "Elevator Speech" because it takes your personal brand to the next level!

Say: An effective Elevator Speech does the following:

- It tells the listener who you are. What's your name? Where are you from? This is your introduction to your personal brand.
- Explain what you do. What are your career aspirations? What skills and experience do you have? What are you passionate about?
- Explain how your skills and experience add value. How can your talents contribute to the success of the organization? What can you provide that will improve people's lives? This is the value of your personal brand.

Say: Earlier, I asked you to write down on your handout your skills and experience. Think about how you can highlight these areas in an Elevator Speech.



Slide 21: Elevator Speech Brand Slogan

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Elevator Speech Brand Slogan

Say: Earlier today, we discussed how brand slogans make a company memorable. The same is true for individuals looking to make an impact on potential employers.

Say: A good Elevator Speech also contains a slogan or catchphrase that markets who you are and how you add value.

Facilitator Note: Click to the next slide for examples.

Elevator Speech "Brand Slogan"



"My enthusiasm and positivity are contagious!"

Slide 22: Elevator Speech Brand Slogan Examples

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Elevator Speech Brand Slogan Examples

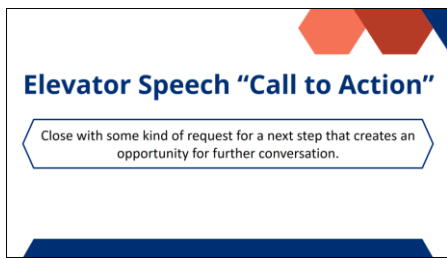
Facilitator Note: Click through each example.

Click/Say: Here are some examples of effective Elevator Speech slogans:

- "My Specialty is bringing order to chaos."
- "I love to put people in a position to shine."
- "My enthusiasm and positivity are contagious."

Say: Now, it's your turn. Come up with a personal brand slogan that represents what you have to offer. Write it down on your handout.

Facilitator Note: Allow participants a few minutes to come up with their slogan. When finished, call on volunteers to share their examples.



Slide 23: Elevator Speech "Call to Action"

Estimated duration: 1 min

Notes to Instructor:

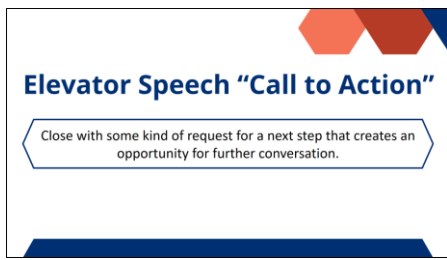
Notes:

Slide Title: Elevator Speech "Call to Action"

Say: An effective Elevator Speech concludes with a "Call to Action." A Call to Action is a request for some kind of next step that creates an opportunity to further the conversation.

This shows your potential employer that you are serious about the possibility of joining their team.

Facilitator Note: Click to the next slide for examples.



Slide 24: Elevator Speech "Call to Action" Examples

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Elevator Speech "Call to Action" Examples

Facilitator Note: Click through each example.

Click/Say: Here are some examples of effective Calls to Action:

- "Perhaps we can exchange business cards or contact information."
- "Do you know someone I might contact?"
- "Where do you think I may be a good fit?"

Say: Now, it's your turn. Come up with a Call to Action you might use, and write it on your handout.

Facilitator Note: Allow participants a few minutes to complete their Call to Action. Invite participants to come up to the front and deliver their Elevator Speech using the information recorded on their handout including their desired profession, their skills and experience, their brand slogan, and Call to Action.

Recap:

MY CAREER ADVISOR
POWERED BY GOODWILL

Personal Branding

- What is a personal brand?
- Brand slogans
- Making a good impression
- Elevator Speech



Slide 25: Recap

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Recap

Say: Today we've explored how building your personal brand can set you apart in a competitive job market. We discussed the impact of an effective brand slogan, how to make a good impression when meeting potential employers, and how to craft an impactful Elevator Speech.

Say: Building your personal brand is a process of self-discovery. Take the time to consider the career possibilities available to you. Find your passions. Make a difference.



**“The future belongs to
those who believe in the
beauty of their dreams.”**

Eleanor Roosevelt

Slide 26: Recap

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Quote

Say: “The future belongs to those who believe in the beauty of their dreams.” So dream big!



Slide 27: Questions

Estimated duration: 1 min

Notes to Instructor:

Notes:

Slide Title: Questions

Say: Thank you for your participation today. Are there any questions?

Facilitator Note: Allow for any final questions or comments.

Say: Be sure to use MyCareerAdvisor.com to build your resume, learn about career opportunities, and to search for open jobs near you. Thank you!



Slide Title: Thank You

Facilitator Note: Closeout presentation.

Slide 28: Thank You

Estimated duration: 1 min

Notes to Instructor:

Notes: