



**Branding Yourself | Fall 2021 | Agenda**  
**Week 1 | Wednesday, October 13, 2021**  
*Introducing Personal Branding*

**1. Introductions**

- Instructor Introduction  
<https://matthewagilbert.com/>
- Student Introduction
  - a. WHY are you here?
  - b. HOW will you apply what you learn?
  - c. WHAT brands do you like and dislike?

**2. Video and Discussion**

What is Personal Branding? (5:10)

- <https://youtu.be/y22L-BAFuh0>
- Understanding Personal Branding Lecture

**3. Individual Exercise: Beliefs and Values**

- Beliefs are what we think is true about the world; they are typically communicated as a statement such as “I believe that lifelong learning is important.” Our Values, which stem from our beliefs, are concepts we think are important like equality, honesty, and loyalty; they are typically expressed as a single word such as “education” (which relates to the earlier noted belief). Values become standards by which people order their lives and make their choices.
- <https://youtu.be/6XkC5Uxf9iw>

**4. Video and Discussion**

- What's your Life Motto? (0:59)  
<https://youtu.be/GMmu56k-01E>

**5. Assignments**

- Complete the Character Strengths exercise
- Write the first draft of your Motto assignment.