



Branding Yourself | Fall 2021 | Agenda
Week 2 | Wednesday, October 20, 2021
Understanding Your Identity

1. Assignment Review

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

2. Individual Exercise: Mind Map

A Mind Map is a diagram used to visually organize information; it is an easy way to brainstorm thoughts organically without worrying about order and structure. It is a visual thinking tool that helps structuring information, helping you to better analyze, comprehend, synthesize, recall and generate new ideas; it is often created around a single concept, drawn as an image in the center of a blank page, to which associated representations of ideas are added. Major ideas are connected directly to the central concept, and other ideas branch out from those major ideas.

- <https://youtu.be/vAovxXGBxR8>

3. Individual Exercise: Life Purpose

If you want to be fulfilled, happy, content, and experience inner peace and ultimate fulfillment, it's critical that you learn how to find your passion and Life Purpose. Your Life Purpose consists of the central motivating aims of your life—the reasons you get up in the morning. Purpose can guide life decisions, influence behavior, shape goals, offer a sense of direction, and create meaning. A personal mission statement is an expression of your reason for being and many believe it is the key to finding your path in life; it focuses on the practice of what you need to be doing.

- <https://youtu.be/uvDIBfxW0o>

4. Video and Discussion

How to Write a Short Professional Bio (4:32)

- https://youtu.be/ecw_ugVd81k
- Matthew A. Gilbert, MBA is a teacher, researcher, and trainer with more than 25 years of industry experience. A lecturer of marketing at Coastal Carolina University, he develops courses and workshops for delivery in person, via blended learning, and online while inspiring innovation mindsets in underrepresented adolescents as the director of the Each One Teach One Entrepreneurship Institute. A charismatic communicator, he delivered two TEDx talks: "Moving Forward from Failure" and "Rewriting the Roadmap for Opportunity Youth." Intrigued with the intersection of humanity, industry, and technology, his research explores digital marketing, educational technology, entrepreneurship education, innovation, and the sharing economy.

5. Assignment

- Write the first draft of your Bio.