



**Branding Yourself | Fall 2021 | Agenda**  
**Week 3 | Wednesday, October 27, 2021**  
***Differentiating Your Personality***

**1. Assignment Review**

- Write the first draft of your Bio.

**2. Video and Discussion**

What Is Brand Personality? (9:11)

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

The Psychology of Brand Personality

- <https://www.ignitebrands.com/the-psychology-of-brand-personality/>

**3. Individual Exercise: SWOT Analysis**

A SWOT Analysis (strength, weakness, opportunity, and threats) provides a new perspective on what an organization does well, where its challenges lie and which avenues to pursue. A personal SWOT analysis can similarly provide insights based on your personality strengths and weaknesses, what challenges you see ahead of you, and what opportunities are present around you now and in the future. The purpose of the personal SWOT analysis is to identify actions you can take to meet the requirements of a job you are seeking. Comparing your strengths and weaknesses to the job requirements will identify gaps and prepare you to be the best candidate for the position.

- <https://youtu.be/PBOtnyt7BP4>

**4. Video and Discussion**

How to Create Your 30 Second Elevator Pitch! (6:09)

- [https://youtu.be/Lb0Yz\\_5ZYzI](https://youtu.be/Lb0Yz_5ZYzI)
- My name is Matthew A. Gilbert. I educate individuals about entrepreneurship, marketing, and management to prepare them as personable professionals who learn continuously and live generatively.

**5. Assignments**

- Write the first draft of your Elevator Speech.