



# Creating your personal brand

 **BARCLAYS** | LifeSkills



# Module overview

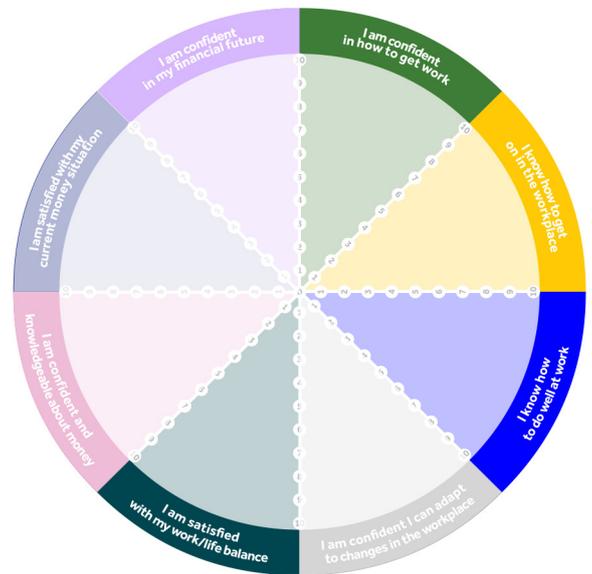
This module will help learners build a personal brand and understand how this is presented in the workplace. Relevant activities include identifying and communicating your Unique Selling Point and improving digital presence.

Time	Key learning outcomes	Which will lead to
40 mins	By the end of this module, learners will be able to: <ul style="list-style-type: none"> <li>Identify their Unique Selling Point (USP)</li> <li>Communicate their USP confidently</li> <li>Improve their digital presence</li> </ul>	<ul style="list-style-type: none"> <li>Increased likelihood of taking action to achieve their work-related goals through developing the necessary confidence, knowledge, skills and attitudes</li> <li>Increased confidence in their ability to search for, secure and retain employment</li> </ul>

## Important

Introduce the activity and theme and remind your learner of the coaching-based approach. Agree the desired outcome of the session with your learner.

Throughout the activity, we have included **'do now'**, **'do soon'** and **'do later'** actions which may help your learner to think about the next steps they could take. Alternatively, you could use the **'do now'**, **'do soon'** and **'do later'** headings to help your learner come up with their own actions.



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# Core activity one

## Discuss personal brand and USPs

Time	Educator guidance	Expected outcome
⌚ 2-3 mins	<p>Start the session by referring to your learner’s LifeSkills wheel emphasising positives and things to improve.</p> <p>Discuss what they need to know/do to be able to increase how they rate their satisfaction with this area.</p>	<ul style="list-style-type: none"> <li>Learners are reminded of where they are now and what they need to do to reach a higher satisfaction score within this area</li> </ul>
⌚ 3-5 mins	<p>Start by introducing the concept of a ‘personal brand’, giving an example of existing consumer brands (for example, Google, Nike, Amazon, Apple). Explain that branding in business is all around us, but it is become increasingly important on a personal level, especially in the workplace.</p> <p>Outline how a personal brand is the way your skills, values and personality come through when interacting with other people; it is who you are and what you want to be known for. In the workplace, it is important to convey what sets you apart from the competition and how you could benefit the organisation if hired.</p> <p>Explain that a good personal brand includes a Unique Selling Point (USP); your USP is the unique talents or skills you can bring to a job – rather than general common attributes.</p> <p>Highlight that your USP can be communicated in a range of different ways including in person, on CVs, and on digital platforms, for example social media/professional sites such as LinkedIn.</p> <p><b>In order to encourage your learner to identify their own USP, ask your learner the following questions:</b></p> <p><b>What five positive things would you like people to say about you?</b></p> <p><b>What five things do you think other people might use to describe you? Are these accurate?</b></p> <p><b>What makes you different from other people?</b></p> <p><b>What would you like to be remembered for?</b></p> <p>Encourage your learner to push themselves out of their comfort zone and say positive things about themselves.</p>	<ul style="list-style-type: none"> <li>Learners will gain an understanding of the concept of personal brand and USPs</li> <li>Learners will be able to recognise the characteristics of USP statements and reflect on their own</li> </ul>

# Core activity two

## Writing your own USP

Time	Educator guidance	Expected outcome
⌚ 8-10 mins	<p>Explain to your learner that you are going to do an exercise to support them to identify their USP.</p> <p>Run through some of the values on the <b>Personal values</b> handout. Ask your learner to define what they think each value means and how they might frame their USP in a workplace setting. For example, someone with courage will show willingness to take on new challenges or tasks in their job.</p> <p>Talk through the questions on the <b>Identifying your USP</b> handout. Share the <b>List of positive attributes</b> to support your learner to answer the questions.</p> <p><b>Then, ask your learner the following questions:</b></p> <p><b>Which of the attributes are unique to you?</b></p> <p><b>What makes you stand out from other people?</b></p> <p><b>What makes you shine?</b></p> <p>Read through the <b>Example personal USP statements</b> together. Support your learner to create their own USP statement, using their answers on the <b>Identifying your USP</b> handout.</p>	<ul style="list-style-type: none"> <li>Learners will be able to identify and write their own USP statement</li> </ul>

# Core activity three

## Giving the right online impression

Time	Educator guidance	Expected outcome
⌚ 5-7 mins	<p>Remind your learner that most employers or potential employers will check the social media profiles/digital platforms of potential candidates, even if the platform is not used in a professional capacity.</p> <p><b>Ask them if they feel they are giving the right impression online. Do they think their current online presence reflects the personal brand they want to share?</b></p> <p>Explain that it is important to make sure your online profiles show you in the best possible light. Discuss ways to improve your online presence, using the <b>Top tips to improve your online presence</b>.</p>	<ul style="list-style-type: none"> <li>Learners will gain an understanding of their online presence and learn how to give the right impression online</li> </ul>

# Core activity three

## Giving the right online impression (cont'd)

Time	Educator guidance	Expected outcome
	<p>Ask your learner to think of any ways that their personal brand could be interpreted in a negative way. For example, if you follow a brand on social media that has a negative reputation for honesty, yet honesty is a personal value which you include on your LinkedIn profile.</p> <p>If your learner would benefit from spending more time on this topic, we would recommend delivering the optional extension.</p>	<ul style="list-style-type: none"> <li>Learners will gain an understanding of their online presence and learn how to give the right impression online</li> </ul>

# Core activity four

## Reviewing your USP

Time	Educator guidance	Expected outcome
🕒 5-7 mins	<p>Remind your learner that being a good communicator aids building good relationships and it is a 'two way' process. Recap on the key skills to good communication, including the ability to understand</p> <p>Explain to your learner that many organisations have values which are similar to a USP. These values are shared beliefs held by organisations. It is what an organisation 'stands for' and aims to promote positive behaviours amongst colleagues and towards customers, as well as to enhance professionalism. These values are usually found on their website and in their job descriptions.</p> <p>Highlight the importance of reviewing an organisation's USP when looking at job descriptions, to check whether the job would suit them. Explain that it is also important to communicate your USP when applying for a job, to show a prospective employer that you are right for the job. Your USP can be communicated in person, through a CV or indirectly on your social media, which a potential employer may check when reviewing your application.</p> <p><b>Do now:</b> Reflect on whether your USP aligns with the job you are currently in and/or a job you'd like to do. Ensure that your USP is reflected on any digital platforms you use such as social media or LinkedIn</p>	<ul style="list-style-type: none"> <li>Learners will understand the importance of reviewing their USP when looking at job descriptions</li> </ul>

# Core activity four

## Reviewing your USP (cont'd)

Time	Educator guidance	Expected outcome
	<p><b>Do soon:</b> Identify areas you would like to improve in order to boost, build or make the most of your USP. This might involve taking a skill building course, promoting yourself online by writing a blog or asking for feedback from others</p> <p><b>Do later:</b> Your personal brand and USP will change over time so make sure to revisit it often</p> <p><b>Signpost to the following modules if relevant:</b></p> <ul style="list-style-type: none"> <li>• What to include in a cover letter</li> <li>• CV skills 1: Showing your best you</li> <li>• CV skills 2: Tailoring applications to roles</li> </ul>	<ul style="list-style-type: none"> <li>• Learners will understand the importance of reviewing their USP when looking at job descriptions</li> </ul>

## Wrap up

Time	Educator guidance	Expected outcome
🕒 5-7 mins	<p>Ask your learner if they feel they have learnt anything new about themselves in this session? Has it made them think about how their USP aligns with different types of working environments?</p> <p><b>Ask your learner if they feel their professional brand (on paper, online, face to face at work) all connect together?</b></p> <p><b>Does their social media/LinkedIn profile reflect their personal brand or USP? Do they feel they are sending out the correct message about themselves?</b></p> <p>Reflect on the score that your learner gave themselves on the LifeSkills wheel in relation to this module – do they feel closer to improving their score on the wheel now that they have an understanding of personal branding?</p>	<ul style="list-style-type: none"> <li>• Learners should feel more confident in communicating their personal brand and USP</li> </ul>

# Optional extension

Time	Educator guidance	Expected outcome
<p> 10-20 mins</p>	<p>Remind your learner that the internet is a public place. Anything posted online is likely to exist forever.</p> <p>Emphasise that before you publish something online it's important to think very carefully about what they share, how it will be perceived by other people and if they may regret it later. On the upside, building a positive online reputation can help us find employment and to thrive at work.</p> <p>Ask your learner to reflect about what they publish online about themselves and other people. Would it help prospective employers form a good opinion of them? Encourage them to check the privacy settings on the social networks they use and make sure that only people they choose can see what they are sharing.</p> <p>Explain the term 'netiquette' – internet etiquette, put simply the use of good manners in online communication such as email, forums, blogs, and social networking sites.</p> <p><b>Ask your learner to suggest examples of good 'netiquette'.</b>  <b>Prompts include:</b></p> <ul style="list-style-type: none"> <li>• Be polite</li> <li>• Use a respectful tone</li> <li>• Choose the right words carefully</li> <li>• Read, and reread your post before hitting sent/publish</li> </ul> <p>Explain to your learner that a positive online reputation can help them achieve their personal goals and boost their personal brand at the same time. For example:</p> <ul style="list-style-type: none"> <li>• Use Pinterest or Instagram to generate interest in a self-start business by posting images of your creations or the services you offer</li> <li>• Use Twitter to follow 'chats' on a certain topic and boost your knowledge by engaging with industry experts nationally or even globally</li> <li>• Write a blog to demonstrate your insight into specific products or services</li> </ul> <p><b>Do now:</b> Revisit your social media platforms and check your 'netiquette'. Are there any areas where you could make improvements?</p> <p><b>Do soon:</b> Check the privacy settings on the social networks you use and make sure that only people you choose can see what you are sharing</p> <p><b>Do later:</b> Reflect on how you can use your social media to help you achieve your goals whether that involves getting a job or thriving in the workplace. Are there any new groups you could join or pages you could follow? Could you create a new page to promote your work?</p>	<ul style="list-style-type: none"> <li>• Learners will understand the importance of publishing information online and how they can use social media to boost their personal brand</li> </ul>

# Creating your personal brand

## Personal values

Integrity	Accountability	Respect	Excellence	Legacy
I can identify what is important to me and reflect on how I can bring this into my work. I am willing to challenge things and speak up for what I believe in in a fair and balanced way	I hold myself responsible for the quality of my work, but am also prepared to flag mistakes and identify improvements for next time	I seek different views and opinions, as well as putting forward shared ideas, to look for ways we can all make improvements at work	I aim to put quality into everything I do, and understand that to continually get better results I can learn from the great work done by others around me	I want to produce work that makes a difference and has a lasting impact, which benefits both my colleagues, the organisation, and the wider community
Perseverance	Courage	Collaboration	Curiosity	Empathy
When things aren't going to plan, I look for alternative solutions to an issue and set clear goals, without getting frustrated or giving up	I speak up for my ideas and am willing to take on a new challenge. I respond positively and can adapt when things aren't going to plan	I try to look beyond the colleagues in my immediate team and take time to talk to other people in the organisation, as we are working towards a common goal. Sharing knowledge, experience and ideas will benefit everyone	I like investigating the reasons behind things and what I can do to improve. I keep on top of changing and new innovations and always want to learn more	I am able to put my own thoughts to one side and actively listen to colleagues. This means I can understand their needs and support them in a way that suits them. People I work with feel valued and supported

# Creating your personal brand

## Identifying your USP

### Check your online presence

Think back to events in life that have felt good and have inspired you or moments when you have been inspired by other people. When have you felt most satisfied and engaged?

Look for connections between these moments to your reveal what you really enjoy doing. The passions in your life are a great indicator of what makes you truly authentic and unique.

### Increase your profile

What are you good at, both inside and outside of work? What skills, experiences and knowledge stand out?

### Take care about what you share

How do you like to feel at work? Is making a difference important to you? Getting things right first time or collaborating with other people? Do you enjoy problem solving or being innovative?

### Associate with the right brands

Have you taken any specific courses? Been trained by professionals? Learnt on the job?

### Evolve

Are you positive? Eager to learn? Enthusiastic? Committed? Eager to take on responsibility?

# Creating your personal brand

## List of positive attributes

Enthusiastic	Positive	Collaborative
Perseverance	Empathetic	Creative
Excellence	Courageous	Innovative
Customer focussed	Authentic	Passionate
Quality	Fair	Big picture person
Empowered	Innovative	Detailed
Challenging	Friendly	Honest
Inspiring	Responsible	Integrity
Leader	Accountable	Ethical
Curious	Dedicated	Conscientious
Knowledgeable	Communicator	Flexible
Focussed	Confident	Motivated
Helpful	Energetic	Sincere
Dependable	Trustworthy	Cooperative
Professional	Ambitious	Resourceful
Versatile	Capable	Logical
Level headed	Methodical	Experienced
Resilient	Proactive	Adaptable

# Creating your personal brand

## Examples of a personal USP statement

**A positive and enthusiastic receptionist with excellent organisational skills. Over five years proven history in diary management and sales team management. Excellent communication skills and ability to build and maintain great relationships across organisations. Confident and positive with a 'can do' attitude.**

**A qualified child care assistant who uses magic and laughter to inspire children into learning. Knowledgeable and experienced in all areas of child care development. Ability to work as a part of a team or alone. Experienced First Aider.**

**A passionate and motivated retail assistant who focusses on achieving customer excellence. Results driven with proven experience in leading teams. Enjoys challenges and a creative thinker. Experience in offline and online retail sales.**

**An HR manager specialising in organisational engagement across a wide range of multi-national organisations. Skilled in talent acquisition to attract the very best people into organisations. A forward thinker who enjoys project work and new challenges. Currently studying for Employee Coaching certification.**

**A conscientious carpenter who excels in innovative problem solving. Embraces challenges and is passionate about thinking 'out of the box'. Eager and enthusiastic to learn new skills on the job. Qualifications in site carpentry and wood machining.**

**My personal USP**

# Creating your personal brand

## Top tips for improving your online presence

### Check your online presence

Google yourself to see what comes up. What could you do to change the impression you're giving so that your personal brand is as strong as possible?

### Increase your profile

Are there other ways you could promote yourself, for example with a personal website or by writing a blog relevant to the industry you want to be in?

### Take care about what you share

Think about what you're sharing on social media: does it fit with your personal brand? Will potential employers be impressed with what they see?

### Associate with the right brands

Who you connect with reflects strongly on who you are, and can also help you spread awareness of your personal brand.

### Evolve

Your personal brand will change over time, so make sure you revisit it often.