

# Employability Skills Curriculum:

## Personal Impact and Brand



Personal Impact and Brand

PwC



# Agenda

1. Getting started - What is Personal Brand?
2. Why is Personal Brand important?
3. Building your Personal Brand
4. Personal Brand Exercise
5. Wrap up and reflection



01

What is personal  
brand?



# Your Personal Brand



Your personal brand is how you promote yourself



It's the unique combination of skills, experience, and personality that you want the world



It's the telling of your story, and how it reflects your conduct, behaviour, spoken and unspoken words, and attitude



# Your Personal Brand

**On your page - draw a mind map of what you think might be involved in “Personal Brand” - 3 minutes individually working.**

- After three minutes - turn to the person next to you and share your mind maps - are there any which are the same? Are there any which you disagree on?
- Share with the class some of your ideas - if you like someone’s example - add it to your own mind map.



02

Importance of  
Personal Brand



# Your Personal Brand

How long does it take for our first impressions or judgements of people to become fully formed and stable?

- 15 seconds
- 30 seconds
- 1 minute
- 5 minutes
- 1 day



# Your Personal Brand

How long does it take for our first impressions or judgements of people to become fully formed and stable?

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- **30 seconds**
- 1 minute
- 5 minutes
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# Why is your personal brand so important?

# 03

Building your  
brand

# Who has a great personal brand?

**Pick someone you know who has a great personal brand - it could be someone you have met or someone famous.**

- You are going to have 60 seconds to talk constantly about that person. No pausing, going off topic or repeating yourself!
- In pairs - whilst one person talks - the other person has to write down as many aspects of the Personal Brand that their partner mentions as possible.



# How can you make a positive impact?

There are lots of simple things we can do to make a positive impact...

**Listen**

**Show interest**

**Smile**

**Open and  
positive body  
language**

**Treat everyone  
with respect**

**Make eye contact**

**Manners**

**Be friendly**

**Camera on**

**Personal  
appearance**

**Responding  
promptly to emails**

**Accepting  
calendar invites**

# Discovering your brand

**Skills**

**The ability to  
successfully enact a  
repeatable process**

**Experience**

**A learning event or  
occurrence which  
leaves an impression**

**Attitudes**

**Treatment of others  
and approaches  
towards situations**

**Values**

**A judgement of what  
is important or of  
high worth**

**Can you think of an example of each of these?**

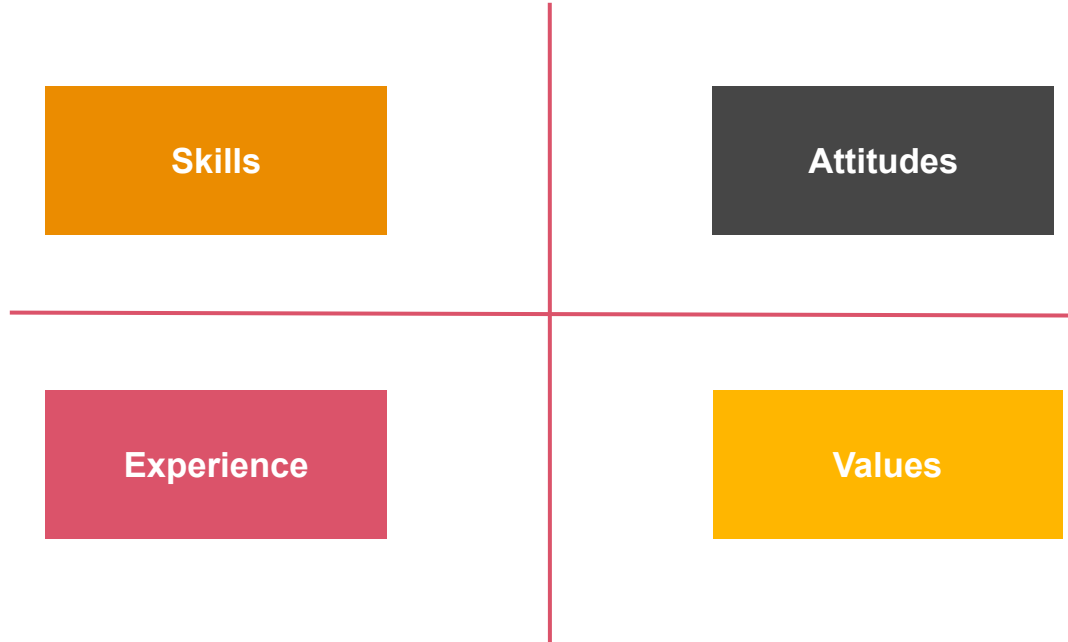
04

# Personal Brand Activity



# Your personal brand

Now, you are going to think about your own personal brand. What do you want to be known for?



# Example Answer

Now, you are going to think about your own personal brand. What do you want to be known for?

## Skills

1. Speaking clearly
2. Contributing to a team
3. Leadership

## Attitudes

1. Professional
2. Respectful
3. Considerate

## Experience

1. 3 year in Recruitment
2. 1 year in content creation.
3. Led a large national programme

## Values

1. Honesty
2. Kindness
3. Loyalty



05

Wrap up and  
Reflection



# Reflection

Think about all of the slides you have seen in this session and answer the following questions...

- What impression or reputation do you think you have?
- How do you want to be perceived? What impact would you like to have?

## STRETCH

- Why is it important to build good relationships with others?



# Wrap up

## What is personal brand?

Personal brand is the way in which you promote yourself to the world. It is the impact that you want to leave on the people that you meet.

## Why is it important?

Personal brand determines how others think about you, and may influence how they respond to your actions.

## What can you do to create a positive impact?

Be mindful of the effect you are creating. Make sure that you treat everyone how you would wish to be treated, with consideration and respect.



# Thank you

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