

Designing Your Personal Brand: Syllabus

January 16, 2020 / 8:30 PM - 9:30PM EST

Important Links

[Workshop Hackpack](#)

Pre-workshop checklist, and resources to explore during and after the workshop.

[Hack the North 2020++ Event Schedule](#)

Check this out to stay up-to-date on activities, workshops, and other key happenings this weekend.

Motivator

How do you want people to feel when you show up? Personal branding helps you stand out from competition, build your network, and more. Your brand is a strategic and creative lifelong process and can also be expressed using a visual style. This talk will include a toolkit to help you design and build your own personal brand.

Prerequisite Knowledge

In order to get the most out of this workshop you should be comfortable with the following concepts:

- Basic social media knowledge

Learning Outcomes

This is what you will walk away from the workshop able to do:

1. Build the foundation of their personal brand
2. Apply visual principles to personal branding

Timeline (1 hour)

Time	Module	Description
10 min.	Introduction & application	Why personal branding, what it can be used for, how to leverage personal brand
5 min.	“Do you know their brand” interactive activity	Show images of public figures (eg. Elon Musk), let people interpret their brand in the comments
10 min.	Designing your digital presence	Social media strategies for LinkedIn, Instagram, and Twitter
15 min.	Personal branding toolkit	Importance of different brand elements and how to design them. Eg. tone of voice, colors, typography, patterns, and more
10 min.	Personal branding & networking	How to stand out and get people to reach out to you, personal branding for job interviewing
15 min.	Q&A	