

Personal Branding for Communicators

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Spring 2021 - Fridays, Period 3

Course code: MMC3030

Class #20316//Section 4C26

Via synchronous Zoom, and independent study

This course will focus on personal branding from various perspectives. The course assumes that *our personal brand is built on the way we choose to present ourselves to the world*. We'll explore the influence of our current culture, social media, local influence, and personal ethos. This class will allow students to get a broad overview of how personal brand and style is built, while also getting to specifically explore and create who they want to be in the world, and how they choose to be perceived. Personal branding is about communication on both very large and very small scales, depending on the subject matter, the individual, and the need of a client or audience. This course will draw on learning topics, modalities, and mediums such as:

- Storytelling
- Public speaking
- Social media presence
- Generational differences in personal brand
- Communication/soft skills
- EQ, or emotional intelligence
- Design Thinking skills for problem solving, iteration, and idea generation

The course will include lecture, guest speakers, discussion and dialogue, presentations, and experiential learning.

Attendance and participation: Being present (on Zoom) for this class is important. We will be learning from the process and from each other experientially. Please be on time and present for our Zoom meetings. I encourage you to have your camera on, and to be prepared for class in a professional manner, as you would if we were in person or if you were attending a meeting. For me, this means camera on and actively taking part in discussions. We all have real life events happening where things don't go as planned, but **attendance and participation are a large part of your grade**. Showing up for yourself the point of what we're doing: personal branding! :)

Missing more than 2 classes will be an automatic C. Please take this seriously. If you know you are missing class ahead of time, let me know. If you miss class without an explanation, do not get frustrated when it's counted accordingly. Know that if you need support, we have great resources.

This class will meet synchronously via Zoom and sometimes, we will have days where we won't have a Zoom meeting, but instead you'll have independent work to do (i.e., watching a talk and answering on a discussion board.) We will alternate meeting in person and meeting virtually. Sometimes for our virtual meetings, they will be synchronous so that we can host guest speakers. Other times, it will be asynchronous and you'll have an assignment to complete via the Canvas discussion boards. Each Friday, you will be notified of what to expect the following week.

Again, the times we do not meet together "live," you will be asked to post a reaction to a discussion I post on Canvas. This assignment will be due at 9:20 the next Friday (in other words, you have a full week to complete the work and the post.) My plan is to never assign anything that would take you more than our allotted 50 minutes of class.

You will be notified every week as to whether we are meeting via Zoom or by discussion post. Our Zoom link will remain the same every week we meet synchronously.

Required reading for this class: *Defining Decade: Why Your Twenties Matter and How to Make the Most of Them Now* by Meg Jay

UF's privacy statement for recorded class content:

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Course schedule/topics may include:

What does/can it mean to develop and be your own brand?

Identity capital

Is grad school for me?

Skills: how to name and reframe what you do best

Body language and what it means in communication

Storytelling: the art of anecdotes, and being comfortable

How to identify and use your values

Networking, building a brand from the ground up, educating the market

Your authentic digital self
Negotiating pay
How language and word choice affect image
What are modern day manners and politeness?
How do deal with and represent your fumbles and failures
Building a personal style: the work of Morgan Wider
Listening and the art of conversation
Public speaking is adults' #1 fear and Why TED talks work
Improv and spontaneous thinking
Conflict, mistakes, resolution

Rubric: points system - adding up to 100 pts. Grades are based on the standard UF grade point system

Attendance 22 pts. (essentially 2 pts per class) - again, this is attending our Zoom class with your camera on if at all possible, or posting your discussion post

Participation 22 pts. (also 2 pts per class) - active participation in discussions

Early self-evaluation due May 28th **10 pts.**

Book check ins due throughout semester (dates posted in Assignments tab in Canvas)
20 pts total

Final project 26 pts. Due our last day of class, July 30th

- Part 1: Final experiential report and
- Part 2: Self-evaluation written assignment (6 of the 26 pts of the final project)

We have no final during final week! Your final project is the final.

Detailed description of assignments and projects:

For the Early self-evaluation (due May 28th)

1. This assignment is meant to be ~2 pages long. Use it as a time to reflect and define what this class might mean for you in this phase of your life.
2. How do you see yourself as a brand right now in your life?
3. What are your biggest fears that might hold you back from sharing yourself with the world?
4. What do you hope to get out of this class?

For Book check-ins (due throughout semester, check Canvas for dates and turn-in)

1. Each of these assignments can be 1 page in length.
2. Write a summary of the chapters covered
3. Use an example of how some of the concepts apply to your own life.

For the **final project (due July 30//Last class)** you must write:

1. Total (Part 1 and 2) this assignment is meant to be ~2 pages.
2. About a new experience you tried, in order to represent yourself as a brand. This can be a club, group, networking event, etc. Your report (1 page) is meant to tell me about your experience. Why did you choose what you did? What was the experience like? How did you put yourself out there? What happened?
3. A reflection on the class (recorded - **5 minutes or less**, or written ~ 1 page).
Look back on your initial self-evaluation that you turned in for Class #3.
Consider:
 - What's changed?
 - How have you grown?
 - What have you learned about how you represent yourself?
 - Were you able to combat fears?
 - What have you learned to respect more in yourself?

Honor code: Violations of the honor code include plagiarizing material from other sources or fabricating material, as well as other forms of cheating. Violations WILL result in a failing grade. You will be dismissed from your program and reported to the Honor Court. Who wants that, right? You're smart. You're original. You work hard. So don't ruin that. Here's the whole code for UF students -
<https://scrr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

You experience is your own best teacher. This class is meant to be both professional and exploratory. Treat yourself with respect and really indulge in the work (and the fun!) of this class.

Journalistic integrity still applies to storytelling! Seek truth, minimize harm, serve the public, be accountable and transparent. Even though these are rules of journalism, they're wise rules for life.

Diversity: The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

Students with disabilities: Students requesting accommodations can register with the Disability Resource Center - www.dso.ufl.edu/drc or by calling 352-392-8565

About Taylor: Taylor Williams is the creative director of Guts & Glory GNV and the lead facilitator of Guts & Glory Creative Consulting. She has been studying and performing improv comedy and storytelling for over 11 years, and a motivational speaker for 15. She got her start in New York City where she trained with Upright Citizens Brigade and worked as a commercial

actress. She offers trainings and keynotes around communication, storytelling, public speaking, and company culture. She holds an advanced certificate in Design Thinking and Communicating for Impact. She recently gave a TEDxUF talk about public speaking, and is now working on a book on the same topic that will be published in August of 2021. She also teaches Live Storytelling and The Art of Podcasting in the CJC and teaches Deisgn Thinking with the Innovation Academy. She serves as a consultant with UF MBA programs. Taylor is a graduate of UF, with a BA in business and an M.Ed., Ed.S. in mental health.

www.gutsandglorycreativeconsulting.com and www.gutsandglorygnu.com