

Personal Branding for Communicators

Instructor: Taylor Williams
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Spring 2020 - Tuesdays, Period 3 9:35 - 10:25
Course code: MMC3030
Class #21386
Meeting Rm: Weil 0238

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 (potentially off-campus/outside of class.)

Attendance: Being physically present for this class is important. We will be learning from the process and from each other experientially. We all have real life events happening where things don't go as planned, but attendance will be the bulk of your grade. It's the point of what we're doing! *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.*

Course schedule (subject to flexible change):

Week 1 Hello, nice to meet you

Week 2 What does/can it mean to develop and be your own brand?

Week 3 Listening and the art of conversation

Week 4 What are modern day manners and politeness?//Values

Week 5 Your authentic digital self//Building a LinkedIn presence

Week 6 How language and word choice affect image

Week 7 Networking
Week 8 MID-WAY PROJECTS DUE//DISCUSSION
Week 9 Humility with Dr. Matt Sowcik
Week 10 Building a personal style: the work of Morgan Wider
Week 11 Storytelling: the art of anecdotes, and being comfortable
Week 12 Public speaking is adults' #1 fear
Week 13 Improv and spontaneous thinking
Week 14 Why TED talks work
Week 15 Conflict, mistakes, resolution
Week 16 FINAL PROJECTS DUE//DISCUSSION

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://sccr.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.

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. She has been studying and performing improv comedy and storytelling for over 10 years. She got her start in New York City where she trained with Upright Citizens Brigade and worked as a commercial actress. Taylor facilitates workshops using the takeaways from improv, storytelling, and mindfulness to help organizations listen more deeply, connect with authenticity, and have more FUN. She offers trainings and keynotes around communication, storytelling, public speaking, and company culture. She holds a certificate in Design Thinking from IDEO U, allowing her to use human-centered design in the consulting work she does. She regularly hosts TEDxUF and Sofar Sounds Gainesville shows, and teaches for the CJC and the Biz schools at UF.

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

Attendance 15 pts. (essentially 1 pt per class)

Participation 15 pts. (also 1 pt per class - you will lose your point if you have your computer/iPad/phone/whatever out and are not engaging in the class! It's an hour - you can make it.

Early self-evaluation due Class #2 10 pts.

Mid-way project 30 pts. Going to a live show, performing or public speaking somewhere outside your comfort zone, a networking event, etc. - and reporting back. Due class #8.

Final project 30 pts. Due last day of classes

Final self-evaluation written assignment (10 of the 30 pts of the final project) Due last class, #16.

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

Detailed description of assignments and projects:

The midway and final projects are meant to expose you to both public speaking and networking opportunities. You may choose from a variety of options. The experience should allow you to see the wide array of performances, speaking engagements, networking opportunities, and other ways to connect with the community and display “brands” of all types. You are encouraged to participate in a way that puts you in the spotlight in one way or another, voluntarily. So this could be a local storytelling meet-up or show, mixer for a tech start-up, stand up comedy open mic, social media influenced meeting, etc. This may also include something you’ve been tasked to do for the purposes of a social club or organization. But the point is, you’re trying for a new experience where you feel nervous/put on the spot/on stage.

For the **half-way project**, you will be graded on the following factors:

- Attending the event and providing proof that you did
- A 3 page paper including the following elements:
 - What the event was
 - Why you chose to attend
 - Background on the event and/or group/organization involved
 - How you challenged yourself to go against your comfort zone
 - Your personal reflection on that experience
 - How you felt you represented yourself “as a brand”
 - How you used/observed/implemented some of the elements we have talked about in the first 7 classes (i.e., you as a brand, listening, making conversation, networking, expressing your values, use of language, etc.)

For the **final project**, you must write a) a summary of yourself as a brand, and b) a reflection on this class as an experience.

- a. Your Self Branding should include:
 - What would you call yourself as a brand or product?
 - What is your overall visual style?
 - How would you describe how you communicate your message?
 - What is the overall “feel” of your brand?
 - How do you connect with others and get their buy-in?
 - What makes you unique and sets you apart?
 - What values do you represent? How do you see those aligning with what you stand for?

- b. For your reflection, this can be more open-ended. Look back on your initial self-evaluation that you turned in for Class #2. 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?