

# Personal Branding for Communicators

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Spring 2020 - Tuesdays, Period 4 10:40-11:30  
Course code: MMC3030  
Class #21386  
Via 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 physically present 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 via Zoom unless you are notified otherwise. 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 10:30 the next Tuesday (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 discussion post. Our Zoom link will remain the same every week.**

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:**

Week 1 September 1 Hello, nice to meet you - live class

Week 2 September 8

Week 3 September 15 - discuss self-evaluations - live class

The weeks in between will cover topics such as:

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

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

Week 16 December 8 FINAL PROJECTS DUE//DISCUSSION - live class

**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.

**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](http://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** 30 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** 30 pts. (also 2 pts per class) - active participation in discussions

**Early self-evaluation due Class #3** 10 pts.

Final project 30 pts. Due last day of classes (#15) December 8th

- Final experiential report and self-evaluation written assignment (10 of the 30 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 Sept. 15th//Class #3)**

**In 1-2 pages,**

1. How do you see yourself as a brand right now in your life?
2. What are your biggest fears that might hold you back from sharing yourself with the world?
3. How have you had do you hope to get out of this class?

For the **final project (due Dec. 8th//Class #15)** you must write:

1. 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 (1-2 pages) 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?
2. 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?