

Personal Branding for Communicators

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352-318-3158

Spring 2021 - Fridays, Period 3

Course code: MMC3030

Class #20316//Section 4C26

Via live meeting, Zoom, and independent study

Live meeting room: FLG 0270

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 live class and Zoom. 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 in person, via Zoom, or by discussion post. Our Zoom link will remain the same every week we meet synchronously.

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:

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 FINAL PROJECTS DUE//DISCUSSION - live class

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 Jan. 29//Class #3)**

In 1 page,

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. What do you hope to get out of this class?

For the **final project (due April 16th//Last class)** 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 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?
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?

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 or by calling 352-392-8565

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.

- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
 - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

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Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

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. She also teaches Live Storytelling and The Art of Podcasting in the CJC and teaches Design 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.gutsandglorygnv.com