

MANAGING YOUR PERSONAL BRAND

Designed for Students
Grades 6th-12th
Ages 11-18

Program Length
3 hours

Park Location
Disney's Hollywood
Studios®

SYNOPSIS

Set among the stories and boulevards of *Disney's Hollywood Studios*®, this learning experience invites students to think of themselves as a brand. This highly personal journey explores life markers that provide an introspective look at skills and interests, the impact of personal appearance and personal publishing, and the story we are telling others through our actions.

Through an exploration of brand-named products and popular logos, students develop an appreciation for the competitive edge a well-defined brand has in the marketplace. Guided discussion and the iconic American success story of Walt Disney allow students to establish an application connection to brand development in order to distinguish themselves and cultivate professional/personal success. A narrative of current Walt Disney Ambassadors and an image checkup showcase the value of creating a positive first impression. An iceberg activity drives home the reality that decisions are being made about who we are, what we value, and the skills we have based on our outward appearance.

As the author of their life's story, students discover the ease in which their brand can be derailed by personal choices and personal publishing. A select attraction then brings focus on a future that can be full of unexpected twists, turns, and moments that must be navigated to achieve goals. An improvisational exercise promotes students' potential and leads them to discover that with every experience, skills are gained that can be used as stepping stones to create a personal brand and develop their career.

A final attraction experience and challenge activity provides a call to action for students to develop and cultivate an authentic brand and live it out!

LEARNING OUTCOMES

After completing *Managing Your Personal Brand*, participants will be able to:

- ✓ Define the term personal branding
- ✓ Discuss the influence of effective branding and relate it to personal branding
- ✓ Recognize that the process of corporate branding can be modified and apply that process to personal branding
- ✓ Recognize cause and effect between behaviors and how others perceive them as individuals
- ✓ Reflect upon behavior choices and self-value
- ✓ Connect the definitions of skills and interests with personal examples
- ✓ Identify various aspects of their lives that they can or cannot control
- ✓ Formulate benefits and consequences of social media publishing to their personal brand
- ✓ Anticipate and discuss the impacts of personal appearance, behavior choices and social media activity on personal branding
- ✓ Set goals and plans of action to adjust personal appearance, behaviors, and social media activity to reflect their inner self
- ✓ Generalize that their behaviors, social media postings and appearance are open to interpretation
- ✓ Provide the concept, benefits and consequences of personal branding
- ✓ Defend the need for flexibility and preparedness to take advantage of potential opportunities and overcome obstacles
- ✓ Prioritize individual value by moving forward in developing a personal brand