



ELEVATE YOUR

BRAND

BY THE HOSPITALITY TEAM



WHAT IS PERSONAL BRANDING?

Personal branding is how you uphold your reputation and image as a professional individual.



WHY IS THIS IMPORTANT?

APPLY TO YOUR CHAPTERS

IMPROVE NETWORKING SKILLS



DEVELOP YOUR IDENTITY



APPLICATION TO RESUME



EXAMPLE:



My name is _____, and I am a growing professional in the fields of _____
_____. I value ____ and _____.

My name is Kayla, and I am a growing professional in the fields of technology and business. I value creativity and authenticity in my work, patience and determination to get the job done, and passion which drives my central motivation.

EXAMPLES:



My name is _____, and I am a growing professional in the fields of _____.
I value ____ and _____.

My name is Avianca Bauer, and I am a growing professional in the fields of hospitality and tourism. I value realistic and feasible ideas in my work, persistence and positivity to get my tasks done, and enthusiasm which engages me and helps me work towards my goals.

**WHY SHOULD YOU HAVE
A PERSONAL BRAND
STATEMENT?**

A faint, light blue silhouette of a hand pointing to the right is visible in the background of the slide.

IT'S YOUR TURN!

Take a few minutes to develop your personal branding and what you hope to achieve.

WAYS TO ELEVATE YOUR PERSONAL BRAND

- Root your brand with personal values and beliefs that you uphold
- Utilize networking opportunities and step out of your comfort zone, being enthusiastic and adding to the conversation
- Adopt a growth mindset that is always trying to improve



Examples for Personal Values:

Creativity

Passion

Passion

Teamwork

Hard
Work

Authenticity

Confidence

Optimism

Kindness

Integrity

Humility

Peacemaking

Open-
mindedness

Sophistication

Examples for a Growth Mindset

Be willing to reflect on your day with others that might've experienced similar things

Being willing to listen to others

Try and learn something new for every task you complete

Be willing to admit any mistakes made

Be prepared for any upcoming meetings/interviews

WHAT'S YOUR DECA CHAPTER'S BRAND STATEMENT?

Take few minutes to think about what your DECA chapter's branding is.

**WHAT ARE YOUR
TAKEAWAYS FROM THIS
WORKSHOP?**

EXAMPLE:

My name is _____, and I am a growing professional in the fields of _____. I value _____ and _____.

My name is Kayla, and I am a growing professional in the fields of technology and business. I value creativity and authenticity in my work, patience and determination to get the job done, and passion which drives my central motivation.

My name is _____, and I am a growing professional in the fields of _____. I value _____ and _____.

My name is Avianca Bauer, and I am a growing professional in the fields of hospitality and tourism. I value realistic and feasible ideas in my work, persistence and positivity to get my tasks done, and enthusiasm which engages me and helps me work towards my goals.

3-4 Questions to Ask Yourself When Creating Your Personal Brand:

- What are your personal values? (Certain character traits you think are important)
- Do you have an open growth mindset, if so how?
- What is your work ethic like?
- How do you portray yourself to others?

**An Activity You Can Bring
Back To Your Chapter:
Making Business Cards!**

**Why are they important?
Put it in the chat!**

EXAMPLE:



- Big, bold name
- Title (if applicable)
- Email
- School address
- High school
- LinkedIn (if applicable)

Canva has hundreds of business card templates!

Thank You For Coming!!!