



Facilitator Guide

BRAND LAB WORKSHOP

In this workshop, students will answer questions and reflect on their experiences, skills, and interests, culminating in a brand or identity “word bank” that they can use to craft succinct and compelling brand statements and brand bios.

- Introduce** students to the topic by defining brand using the “Know Your Brand” handout from the Career Library prior to this activity.
- Allow** 7–10 minutes for students to answer the questions in the Skills & Strengths section.
- Instruct** students to underline or highlight 5–7 skills or strengths that are most important to them (see the Action prompt at the bottom of the sheet).
- Ask** the group to share some of their answers and what was hard/easy about identifying their skills.
- Direct** students to complete the “Passions” section and allow 7–10 minutes.
- Ask** students to identify three ways to integrate their passions into their current activities and connect them to their education or career goals. (see the Action prompt at the bottom of the sheet).
- Ask** the group to share some of their answers and what was hard/easy about identifying their passions.
- Introduce** the “Bring It All Together” page and ask students to fill in the blanks, creating a word bank for their personal brand.



In this workshop you will answer questions that help you reflect on your experience, skills, and interests, culminating in a brand/identity “word bank” that you can use to craft succinct and compelling brand statements and brand bios.

Skills & Strengths

Knowing what you’re good at and being able to identify your skills are very important to crafting a strong brand. Answer the following questions while channeling your inner cheerleader!

1 When working on a team, what roles am I drawn to?

4 When facing a challenging situation, what are my “go to” skills?

2 What would my friends say are my biggest strengths?

5 What am I good at, but I don’t enjoy?

3 What was the most successful project I ever took on and what made me successful?

6 What three things would I like to be better at?



ACTION

After answering these questions underline or highlight 5-7 skills or strengths that are most important to you.

Passions

Connecting interests with career goals helps you find motivation and energy for the work you do. In fact, according to a study conducted by BBMG, “compared to other generations, Gen Z is most likely to say they can make a difference by “doing meaningful work through their career.” These questions will help you inventory your passions and start the process for linking career and meaning.

- 1 What would I do with my summer if money weren't an issue?

- 2 What type of people am I drawn to?

- 3 If I ran a philanthropic organization, what kinds of causes would I support and how?

- 4 The closest I come to feeling simultaneously over-caffeinated and euphoric is when I'm...

- 5 If I were to make a homemade gift for a loved one, it would involve...

- 6 In the TV show starring me, I would teach people to...

! **ACTION** Identify three ways to integrate your passions into your current activities and connect them to your education or career goals:

1 _____

2 _____

3 _____

Bring it all together

Use these prompts to start generating a word bank for your personal brand.

I'M GREAT AT _____ , _____ , AND _____

I LOVE TO _____ , _____ , AND _____

I WANT TO _____ , _____ , AND _____

I WISH I COULD _____ , _____ , AND _____

I'M GREAT AT _____ , _____ , AND _____

I LOVE TO _____ , _____ , AND _____

I WANT TO _____ , _____ , AND _____

I WISH I COULD _____ , _____ , AND _____

I'M GREAT AT _____ , _____ , AND _____

I LOVE TO _____ , _____ , AND _____

I WANT TO _____ , _____ , AND _____

I WISH I COULD _____ , _____ , AND _____