

RESIDENTIAL COURSE IN PERSONAL BRANDING
OCTOBER 27-29, 2023

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Course Description

How do experts **become** experts? How do industry leaders **become** industry leaders? How do pundits **become** pundits? How do you get to the point where you are being recruited for opportunities instead of applying for them?

In this course, you will learn how to use the cornerstone principles of corporate branding and content marketing to define and create your own personal brand in four phases using my E.P.I.C. Framework: ESTABLISH: Discovery and Vision; PACKAGE: Content and Packaging; INFORM: Dissemination; and CULTIVATE: Growth and Management.

As professionals in the information age, we read an average of 105,000 words a day... this is the equivalent of a single-spaced, ~200 word novel (University of San Diego). We also spend an average of eight hours a day online either on social media, emailing, or sending text messages. In other words, we spend a significant portion, if not the majority of our lives, interacting in a virtual world. Despite being immersed in digital consumption and interaction, we pay very little attention to our personal brands, both online and in-person. By the end of this weekend, you will walk away with a personal brand vision, packaging, and management plan. Welcome!

Learning Sessions:

I. ESTABLISH

Discovery and Vision: Prior to and during this section of the Residential, you will explore industry leaders in their personal branding space of interest, audit your own personal brands, and craft your personal brand vision.

II. PACKAGE

Content and Packaging: During this section of the Residential, you will learn and use tools and strategies from corporate branding to position yourself in your respective industry or brand space, package your brand visions, and tell your brand story. You will end this session knowing the most important aspects of creating an interactive website, a strategic logo, an effective brand name, and marketing collateral that inspires consumer action.

III. INFORM

Dissemination: During this section of the Residential, you will learn how to become your own personal brand CMOs (Chief Marketing Officers) to disseminate your personal brand to your ideal audience online using appropriate digital tools, platforms, and strategies.

IV. CULTIVATE

Growth and management: You will learn how to strategically grow, monetize (optional) and manage your personal brand over time.

Course Materials:

- **Syllabus:** Course mechanics and detailed instructions for all assignments are detailed in this syllabus. All assignments should be uploaded to Canvas/2U according to their deadlines.
- **Canvas/2U Portal.** I will use Canvas/2U to make announcements via email. All assignments, templates, and announcements to support this course will be posted on Canvas/2U. I will post lecture slides in the Toolbox section 48 hours prior to the start of the Residential.

Required Reading: [Coursepack Link](#)

- 1) HBR: “Brand You: Crafting your Personal Brand” (Avery, Greenwald)
- 2) HBR: “Branding in the Age of Social Media” (Holt, Douglas)
- 3) HBR: “The Former CEO of Ogilvy & Mather on Personal Branding” (Solotar, Joan)
- 4) Please pick three publications, podcasts or blogs by leaders in the industry or personal branding space where you’d like to be better known. Two weeks prior to the start of class, please start engaging with these and noting the content that stands out to you. For more instruction, please refer to the “Industry leader notes” assignment in 2U.

Optional Reading:

(Miller, Donald) “Hero on a Mission” (Book)

(Mahajan, Neera) “How to Write and Publish an Ebook in One Week”

(Donovan, Bryn) “5,000 Writing Prompts”

(Bayan, Richard) “Words that Sell”

Notes on reading: **The required reading should be completed prior to class.** The optional books are a great supplement to the recommended books if you’d like to go deeper into class content. *I recommend waiting until after the residential to see which supplemental reading you’d like to purchase.*

Course Requirements

This course is graded on a Pass/Fail basis. To pass the course, students must achieve an 80% or higher on the following assignments.

97-100%: A+: A premium grade, awarded in rare instances when a student has performed far above the standard expected for a class.

93-96%: A: Awarded to students for outstanding performance, well above the standard for completion of the class.

90-92%: A-: Awarded to students for strong performance, above the standard for completion of the class.

87-89%: B+: Awarded to students who have fully met all the requirements of the class.
83-86%: B: Awarded to students who have met all the requirements of the class.
80-82%: B-: Given to students whose performance in a class has been deficient but exhibits basic understanding of the material.

Notes:

- 1) I round down when a fractional percentage is less than or equal to .4. I round up when a fractional percentage is less than or equal to .5.
- 2) All late work will receive a 10-point deduction. It will also greatly reduces your ability to make meaningful class contributions.

Assignment 1: (detailed in Appendix 1 and Canvas/2U): Visioning Exercise (15%) By Oct. 23 (please look at this assignment a month prior to class. Completing it early will help you choose content for assignment 2).

Assignment 2: (detailed in Appendix 2 and Canvas/2U): Industry leader notes (15%) By Oct. 23.

Note: The above assignments align with Academic Session 1

Assignment 3: (detailed in Appendix 3 and Canvas/2U): Personal Brand Package (15%) In class.

Note: The above assignment aligns with Academic Session 2

Assignment 4: (detailed in Appendix 4 and Canvas/2U): Personal Brand Plan (15%). In class.

Note: The above assignments align with Academic Sessions 3 and 4

Assignment 5: Class Participation (40%). In class. Students must be present in all sections of class and make meaningful contributions to class discussions and workshops.

Class Behavior and Operations

Academic Conduct and Integrity:

I am honored to work with students of high integrity, honesty, and collegialism. All students in the University of California system are expected to uphold these brand values, and it shows. Please regularly review and make sure you are well-versed in the [Code of Academic Conduct](#). I take all violations of this Code of Conduct extremely seriously. Namely plagiarism, misplaced collaboration, or cheating will not be tolerated. Please talk to me if you have any questions about how to interpret the content of this document and thank you for upholding the values that we all hold dear at the UC Davis Graduate School of Management.

Learning Safety and Principles of Community:

In order to facilitate a learning environment where all students feel safe to grow, it is expected that all students treat each other with respect and dignity, encouraging learning, sharing, and new ideas. In both this program and in business, this is essential to drive innovation, discovery, and creativity forward. To ensure that our learning environment in the classroom remains safe and

collaborative, it is not acceptable behavior to insult, harass, or demean any member of the class. Professional business behavior should be modeled in the classroom and differences should be celebrated as a way to counteract blind spots come to complete solutions of business problems.

All students are required to adhere to the UC Davis Principles of Community, [linked here](#). Please review this document so that you can be as collaborative as possible and an upstander in driving productive discussion forward.

Student Accommodations:

UC Davis is committed to educational equity in the academic setting, and in serving a diverse student body. All students who are interested in learning how disabilities are accommodated can visit the Student Disability Center (SDC). If you are a student who requires academic accommodations, please contact SDC directly at sdc@ucdavis.edu or 530-752-3184. If you receive an SDC Letter of Accommodation, submit it to your instructor for each course as soon as possible, at least within the first two weeks of the course.

Engagement, Discussion, and Growth Mindset

Engagement and discussion will be significant learning tools for this course. Students are expected to be focused on the discussion at all times and to participate as much as possible. Use of devices (smartphones, laptops, etc.) is permitted, as long as they are being used to find examples that enhance class discussion and activities.

5. Marketing is a dynamic and complex field and when practiced properly can introduce new perspectives, change behavior, and even change the world. In marketing, we never reach a point where we are “done.” There are always new ways to craft a message and different ways to deliver a strategy to strengthen and grow a company. As such, students should come open to learning new ideas and strategies and push themselves to go deeper during our discussions. I will always celebrate a willingness to take chances and make new connections.

Above all, I hope that you are prepared to have some fun and be amazed at the ideas you can produce when given the right tools and frameworks. Marketing is one of my great passions in life and I hope it rubs off on those I teach!

Course Schedule (content subject to change slightly—times are permanent):

Optional Zoom Kick-Off Meeting

Wednesday, September 27th, 12:00-1:00 p.m.

Orientation to assignments, FAQs, games and prizes.

Session will be recorded

Join Zoom Meeting

<https://ucd-2u-com.zoom.us/j/98464079749>

Meeting ID: 984 6407 9749

On Site Schedule

Friday, 12:00-1:00 p.m.

Registration and lunch

Residential Academic Session 1

Discovery and Vision

Friday, 1-1:50 p.m.:

Course introduction: Vanessa Errecarte

Friday, 2:00-2:40:

Personal brand audit and visioning: Vanessa Errecarte

Friday, 2:50-3:50.:

Personal brand statement revisions and group sharing: Vanessa Errecarte

Friday, 4:00-5:00 p.m.

Personal Branding Guest Speaker: Warner Thomas, CEO, Sutter Health System

Friday, 5:00—7:00 p.m.

Residential Mixer

Residential Academic Session 2:

Content and Packaging

Saturday, 9:00- 10:20 a.m.:

Content creation and packaging for your personal brand

Saturday, 10:30 a.m.- 11:20 a.m.:

Storytelling for your personal brand

Saturday, 11:30-12:00 p.m.

Workshop: Personal Brand Packaging

Saturday, 12:00-1:00 p.m.

Catered lunch

Residential Academic Session 3:

Dissemination

Saturday, 1:00-2:00 p.m.:

Workshop Continued and Share: Your personal brand package: Vanessa Errecarte

Saturday, 2:10-3:20 p.m.:

Your personal brand funnel: Vanessa Errecarte

Saturday, 3:30-4:30 p.m.

Personal Branding Panel: Speakers TBD

Residential Academic Session 4:

Growth and Management

Sunday, 9:00 a.m.- 9:50 a.m.

Personal brand growth, monetization, and management: Vanessa Errecarte

Sunday, 10:00-11:20 a.m.

Workshop and sharing: Personal brand plan: Vanessa Errecarte

Sunday: 11:20 a.m.-12:00 p.m.

Class Wrap Up

Now go share your transformational personal brands with people who need them!

Appendix 1

Assignment 1: Personal Brand Audit and Visioning Exercise

(15% of grade; due 10.23.23)

Welcome to Personal Branding. Before the Residential starts, I'd like you to do some introspective work to begin establishing the foundation that we will use to develop your personal brand during class. We will build on this in class, so it doesn't have to be perfect... but it should be as authentic as possible.

This exercise has four steps and you should plan on it taking about two to four hours (cumulatively). You may type directly into this Word document.

Step 1: Self-Interview

Step 2: Audit

Step 3: Interview with trusted other

Step 4: Personal Brand Vision Statement

I: Self-Interview

Please *briefly* answer each of the following questions. If you cannot answer a question or it feels too vulnerable, you may leave up to eight questions blank. This exercise works best if you write the first thing that comes to mind. A sentence or two per question is plenty. Some of these questions are repetitive. That's purposeful.

- 1) Tell your story about how a setback or unfortunate event turned out to be a blessing in disguise.
- 2) Write about one way your life is better than it was ten years ago.
- 3) Write about a past experience of yours that few other people share.
- 4) Write about one thing that energizes you.
- 5) Write about one thing that exhausts you.
- 6) Write about a time where you were so sad, you almost felt like you couldn't go on; or... write about the last time you cried.
- 7) Write about everything that's making you happy today.
- 8) What's one thing you wish people would ask you about? What would you tell them?
- 9) What's one thing you wish people would never ask you about again, why?
- 10) Write about what Monday means to you.
- 11) Tell your story about running. You might have been running after someone or something, from someone or something, or running on purpose.
- 12) Write about three things (not people) that you can't live without.
- 13) Write about what you would do with an extra million dollars.
- 14) If you had one superpower, what would it be? How would you use it for good—or would you?
- 15) If you had a full month to learn something new, what would you learn?
- 16) Write about something that you didn't learn or figure out for a very long time, even though it seems obvious in retrospect.
- 17) What is one of the worst decisions you've ever made?
- 18) What is one of the best, most brilliant decisions you've ever made?
- 19) When did you succeed at something because you Just. Never. Gave. Up.?

- 20) What is something you would do differently if you had the chance to do it all over again?
- 21) When were you were treated unfairly or cheated out of something?
- 22) Is there a time where you had to overcome a disadvantage that you were born with or into?
- 23) What's a way in which you just can't help but show off? Or are there a few ways you do this?
- 24) Write about a big lifetime goal of yours that people close to you know about.
- 25) Write about a secret or wild dream or ambition that almost nobody knows about.
- 26) When did you back out of something or leave something. Why did you do it? Are you glad you did it?
- 27) Would you rather have ten percent more income, or four extra weeks off every year?
- 28) When did your life suddenly change in a big way? How did it change?
- 29) When did you try something for the first time? What was it?
- 30) In one sentence, how would your friends describe you?

Citation: 5,000 Writing Prompts; by: Bryn Donovan

II: Audit

Using Exhibit 2 of “Brand You: Crafting Your Personal Brand,” please audit your personal brand. Note: You do not need to use or present all of the source materials that are listed in the exhibit. Please simply take 15-30 minutes to write what comes to mind in the table below.

Credentials	Social Capital	Cultural Capital	Physical Capital	Personality

III: Interview with trusted other

Using Exhibit 4 of “Brand You: Crafting your Personal Brand,” please conduct one to three brand audit interviews with family, friends, or professional colleagues/contacts. If you do more than one interview, try to interview different types of people. For example, if the first interview was a friend, the next should be a professional contact. When you are finished with the interviews, please answer the following three questions:

- 1) What personal attributes or achievements did my interviewee mention positively that I also hold in high regard?
- 2) What personal attributes or achievements did my interviewee mention positively that I did not think of or that I do not hold in high regard?
- 3) What personal areas of improvement did my interviewee mention that I am aware of?
- 4) What personal areas of improvement did my interviewee mention that I am unaware of?
- 5) What is something surprising that I learned in this/these interviews?

IV: Personal Brand Vision Statement

By now you should be honing in on what makes your personal brand unique. Many people take a look back at their lives and achievements every so often, but very few vision the future and then package the past and the future together to form a personal brand. The first step toward this is to create a personal value proposition or vision statement based on your guiding principles, values, passions, achievements, and goals.

Using the format on page 6 of “Brand You: Crafting Your Personal Brand,” (and pasted below for your convenience), please fill out your vision statement.

Note/disclaimer: Your personal value proposition may not be directly related to your profession. That is *not* a requirement.

- *For [a particular target person or group of people]...*
- *I will make a difference by [your specific claims to value that outline the unique, memorable, and meaningful difference you strive to make by staying true to your values]...*
- *Among all [the delineation of your competitive set of others who compete with you to make that difference, and from whom you would like to both fit in with and stand out from]...*
- *Because [the skill sets, personality traits, habits and tendencies, prior experiences, social capital, cultural capital, and credentials that make up the reasons why your target audience should feel comfortable believing that you can credibly deliver the difference you are promising].*

(Citation: Avery, Greenwald)

Appendix 2

Assignment 2: Industry Leader Notes

(15% of grade; due 10.23.23)

Instructions:

Once you've completed your brand audit and vision statement, please follow (blogs, podcasts, books, publications, social media, etc.) three leaders in the industry in which you'd like to establish your personal brand.

For example, if you're an engineer who cooks great food because you're great at following processes but finding creative ways to work within processes, then you will likely follow professionals turned food bloggers.

Actions:

Over a three-week period, please note ten things each person in your industry did or said that stood out to you. You may keep these notes very simple (please feel free to copy and paste posts from social media). An Excel template is provided in Canvas/2U for your use.

Appendix 3

Assignment 3: Personal Brand Package

(15% of grade; due in class)

Instructions:

You will create a personal brand package in class made up of a logo and an elevated brand statement. Instructor will provide in-class instructions. No design experience needed—this will be fun and empowering!

Appendix 4

Assignment 4: Personal Brand Plan

(15% of grade; due in class)

Instructions:

Please refer to “Assignment 4” in Canvas/2U. You will find a fillable PDF that outlines ten steps to create your personal brand plan.