Lesson Plan

What’s Your Brand?
Created: 07/2015 by the National FFA Organization

STUDENT LEARNING OBJECTIVES
After completing these activities students will...
1. Summarize the components of personal branding.
2. Identify your core values.
3. Create your personal brand.

TIME REQUIRED: 50 minutes

RESOURCES: FFA.org – My Journey

EQUIPMENT AND SUPPLIES NEEDED:
1. A copy of the "My Personal Brand" worksheet for each student.
2. Internet access to play the video in real time or embed it in a PowerPoint ahead of time.
3. Internet access per student
4. Kraft Heinz infographic

THIS QUICK LESSON PLAN WOULD WORK WELL AS:
1. As a portion of a personal development unit.
2. As a portion of a leadership unit.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

**FFA Precept**
- PL-A. Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- PL-C. Vision: Visualize the future and how to get there.
- PL-D. Character: Conduct one’s self appropriately in relation to others regardless of the situation.
- CS-M. Communication: Effectively interact with others in personal and professional settings.

**Common Core-Speaking and Listening**
- CCSS.ELA-Literacy.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
- CCSS.ELA-Literacy.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.
- CCSS.ELA-Literacy.SL.9-10.6 Adapt speech to a variety of contexts and tasks, demonstrating command of formal English when indicated or appropriate. (See grades 9-10 Language standards 1 and 3 here for specific expectations.)

**AFNR Career Ready Practices**
- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.
- CRP.06. Demonstrate creativity and innovation. Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization.

**Partnership for 21st Century Skills**
- Communication
- Initiative and Self-direction
- Think Creatively

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.
LESSON PLAN:

1. **Interest Approach:** Using the think-pair-share method, ask students to identify as many brands as possible. Push the students to identify the companies responsible for the brands. Compile a list of all the brands on the board. Show the Kraft Heinz infographic to the class and see how many of the brands the students recognize. Upon completion ask the students why these brands stand out and if humans can have a brand?
   a. *Tip: Give students a time frame when using the think-pair-share strategy.*

2. **Activity:**
   a. Show the video *Personal Branding for Leaders.* This video is available on the August 2015 Explore page of My Journey. The direct url is [https://youtu.be/RzKajy6WaBs](https://youtu.be/RzKajy6WaBs)
      i. Each student needs a copy of the handout "My Personal Brand."
   b. At the completion of the video have the students discuss the students discuss what they learned.
      i. Focus on the six characteristics of a 21st century leader.
   c. Have students complete the quiz *Core Values.* The quiz is available on the August 2015 Explore page of My Journey. The direct url is [http://www.onlinepersonalitytests.org/corevalues](http://www.onlinepersonalitytests.org/corevalues)
      i. Have students recorded their results in the designated spot of the worksheet.
   d. Students will utilize the knowledge gained from the video and quiz to create their personal brand.
      i. Students will us the questions/prompts to aid in the development.

3. **Follow-up:** Allow students the opportunity to share their personal brand and how they will use it with the class.
My Personal Brand

DIRECTIONS:
Part 1: Watch the video Personal Branding for Leaders, available on the August 2015 Explore page of My Journey. Complete the following questions while you watch.

1. What is a personal brand?

2. The speaker identifies the 6 characteristics of a 21st century leader, identify them.
Part 2: Complete the quiz Core Values, available on the August 2015 Explore page of My Journey. Record answers below:

Top 3 Core Values

1.

2.

3.
Part 3: Utilize what you learned in the video and your core values to create your personal brand.

Step 1: Write your name in the box below.

Step 2: Identify 5 descriptors you want others to identify when they see your name.  
(These could include items around your core values, background, interests, what makes you-you)

Step 3: Identify 3 action items you can do to make others identify you by your descriptors in step 2

DESCRIPTORS:

1. 
2. 
3. 
4. 
5.

WAYS TO ACHIEVE:

1. 
2. 
3.
My Personal Brand

DIRECTIONS:
Part 1: Watch the video *Personal Branding for Leaders*, available on the August 2015 Explore page of My Journey. Complete the following questions while you watch.

1. What is a personal brand?

   - Who you are
   - What you stand for

2. The speaker identifies the 6 characteristics of a 21st century leader, identify them.

   - 1. See opportunity on everything
   - 2. Anticipate the unexpected
   - 3. Unleash your passion
   - 4. Entrepreneurial spirit
   - 5. Work with a generous purpose
   - 6. Lead to leave a legacy

Aligned to the following standards:
FFA.PL-A; FFA.PL-C; FFA.PL-D; FFA.CS-M; CCSS.SL.9-10.1; CCSS.SL.9-10.2; CCSS.SL.9-10.6, CRP.04; CRP.06