

WEEK 4

Professional Career Development
(BMSW4012)

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**WHAT DID WE LEARN LAST
WEEK?**

WEEK 3 RECAP

We explored career theories like Holland's model and MBTI, helping you recognise the types of roles that suit you best.

You reflected on your own skills, strengths, and preferences, and how these influence your career choices.

We introduced SMART goals, showing how to turn ideas into clear, achievable actions.

You then started creating a Personal Development Plan (PDP) to map out your goals, actions, and progress over time.



LEARNING OBJECTIVES

By the end of the this session, students should be able to:

- Understand the concept of personal branding and how it influences how others perceive them
- Identify their own core values, strengths, and target audience to begin shaping their personal brand
- Develop a clear personal brand statement based on their strengths and values
- Apply personal branding in practice, including behaviour and online presence
- Explore motivation and purpose through concepts such as leadership styles and Ikigai

WHO ARE YOU?

THE SCIENCE OF PERSONAL BRANDING

- Your personal brand is how others see and remember you. It reflects your values, skills, and personality.
- Just like a company's brand, it sends a message about what you stand for and what people can expect from you.
- A strong personal brand is built through your actions, communication, and the way you present yourself consistently.
- In simple terms: your brand is your reputation — what people think and say about you, even when you're not there.

(Gorbatov, Khapova and Lysova, 2018)

WHY IS IT IMPORTANT?

Personal branding is the public-facing identity you create for yourself. It's an authentic but carefully managed representation of you as a professional and as an individual.

Want to be seen as a trustworthy expert in your field?
If so, you'll need to master the art of personal branding.

Your personal brand reflects:

- ❖ **Your character** – (your core values and principles)
- ❖ **Your image** (how you present yourself, the way you talk, dress etc.)
- ❖ **Your online presence** (your social media, your blogs, websites etc.)

(Fournier, 1998)

DAVID ATTENBOROUGH

Why his personal brand works

- Seen as trustworthy and knowledgeable due to decades of expertise
- Communicates in a calm, clear, and engaging way
- Strong consistency in message (nature, conservation, education)
- Builds an emotional connection with audiences

Brand takeaway

Be authentic and consistent, communicate clearly, and build trust through your expertise while connecting with your audience.



MICHELLE OBAMA

Why her personal brand works

- Seen as authentic and relatable, sharing personal stories and experiences
- Strong focus on values (education, health, empowerment)
- Communicates with confidence, warmth, and clarity
- Builds trust and connection across diverse audiences

Brand takeaway

Be authentic and values-driven, communicate with confidence, and build trust by connecting with people on a personal level.



DWAYNE JOHNSON

Why his personal brand works

- Strong image of hard work and discipline
- Seen as authentic and positive, often sharing real-life experiences
- Consistent message of motivation and resilience
- Highly engaging online presence, connecting directly with fans

Brand takeaway

Be consistent, authentic, and positive, and use your platform to inspire and connect with others.



MARY BERRY

Why her personal brand works

- Seen as trustworthy and knowledgeable with decades of experience
- Strong association with quality, tradition, and home baking
- Communicates in a warm, reassuring, and approachable way
- Consistent presence across TV, books, and media

Brand takeaway

Be consistent and approachable, build trust through expertise, and create a clear identity people recognise and rely on.



CORE PILLARS OF PERSONAL BRANDING

Purpose

Know what you want to achieve and the impact you want to make.

Values

Be guided by your core beliefs and what matters most to you.

Clearly communicate who you are and what you stand for.

Clarity

Identify and showcase what you do best.

Strengths

A photograph of a wooden table in a workshop setting. Several people's hands are visible, interacting with various materials. On the table are several sheets of paper, some with text and diagrams. A prominent circular diagram with segments labeled 01 through 05 is visible. Numerous colorful sticky notes (pink, yellow, green) are scattered across the papers. A color calibration chart is also present. In the background, there's a white mug, a desk lamp, and some office supplies. The overall atmosphere is one of collaborative work and creative brainstorming.

PERSONAL BRANDING WORKSHOP

WE WILL CREATE THIS STEP BY STEP

WHO IS YOUR AUDIENCE?

Who do you want your person brand to impact most?

Choose ONE:

- Employer / interviewer
- Lecturer / placement supervisor
- Customers / clients
- Colleagues / team

My audience = _____

WHAT ARE YOUR VALUES?

A value is a core belief or principle that guides how a person thinks, behaves, and makes decisions. Values influence what someone considers important, right or wrong, and worthwhile in both personal and professional contexts.

Values Affect:

- The decisions you make
- How you behave and interact with others
- The choices you make in your career
- How others perceive and trust you

(Schwartz, 1992)

WHAT ARE YOUR VALUES?

Identify Your Values:

Task 1 (10 minutes):

Pick 5 values that matter most to you.

Task (5 minutes):

Narrow them down to your top 2 values.

Task (10 minutes):

For each value, complete the sentences:

“This matters to me because...”

“It shows up when I...”

Michelle Obama is shown from the waist up, speaking at a blue podium. The podium features the 'Let Girls Learn' logo in white. She is wearing a black dress with a colorful floral and paisley pattern and large, ornate earrings. Her hands are raised in a gesture. In the background, an American flag is visible. A white rectangular box with a thin black border is overlaid on the image, containing the text 'WHAT ARE MICHELLE'S OBAMA'S VALUES?'.

WHAT ARE MICHELLE'S OBAMA'S VALUES?

Example values:

- **Education** → Launched initiatives supporting girls' education worldwide
- **Empowerment** → Encourages confidence and leadership through speeches and her book *Becoming*
- **Health & wellbeing** → Led the *Let's Move!* campaign to promote healthy lifestyles
- **Service** → Advocates for community support and public service

WHERE'S YOUR PROOF?

List 3 strengths (skills or qualities).

For each one, add a real example as evidence.

Use this structure:

Strength 1: _____

Proof (example): _____

Strength 2: _____

Proof (example): _____

Strength 3: _____

Proof (example): _____

KEY RULE: Only include a strength if you can prove it with a real example.

WHAT MAKES YOU “DIFFERENT?”

“What do you do that adds value or makes things better for others?”

Choose **ONE** sentence starter:

- *“People can rely on me to...”*
- *“I’m good at...”*
- *“I bring ____ to a team because...”*
- *“A problem I often help solve is...”*

Michelle Obama is shown from the waist up, speaking at a blue podium. She has her hands raised in a gesture. The podium features the 'Let Girls Learn' logo in white. The background consists of American flags.

WHAT MAKES MICHELLE OBAMA “DIFFERENT?”

- She brings strong communication and empathy to a team because she can connect with diverse audiences and inspire positive change.
- A problem she often helps solve is how to engage and motivate people, by making messages relatable and meaningful.

WHAT'S YOUR BRAND STATEMENT?

Combine everything you've done into 2 clear sentences

Use this template:

- *I am known for [strength 1] and [strength 2], guided by [value 1 / value 2].*
- *I demonstrate this by [what you do / how you help].*

Example:

I am known for being organised and calm under pressure, guided by reliability and respect. I demonstrate this by keeping work on track and supporting others during busy periods.

Michelle Obama is shown from the waist up, speaking at a blue podium. She has her arms outstretched and is looking slightly to her right. The podium features the 'Let Girls Learn' logo in white. The background consists of American flags.

WHAT'S MICHELLE OBAMA'S
BRAND STATEMENT?

She is known for her strong communication and empathy, guided by values of empowerment and education. She demonstrates this by inspiring diverse audiences and advocating for positive social change.

BRAND ONLY WORKS IF IT MATCHES BEHAVIOUR

Your personal brand must be seen in what you do, not just what you say.

Create a 2-column checklist:

If my brand is true, people will SEE me doing:

List **3 behaviors** in class/work

(e.g., arriving prepared, asking questions, following through.)

If my brand is true, people will NOT see me:

List **2 behaviours** to avoid

(e.g., missing deadlines, being rude, ignoring messages.)

WHAT ABOUT YOUR ONLINE PRESENCE?

Your personal brand is also reflected in your digital footprint.

Ask yourself:

1. Does your email or Teams name look professional?
2. If someone searched your name, would anything damage your reputation?
3. Do you have a LinkedIn profile? (YOU SHOULD!)
 - Do you have a headline?
 - Does it match your brand statement?

Think about:

- Are your social media profiles appropriate and consistent with your brand?
- Does your online presence reflect how you want to be seen professionally?

EXAMPLES OF NEGATIVE ONLINE PRESENCE

Kanye West: His career took a major blow after a series of antisemitic comments on Twitter/X and interviews where he doubled down on his remarks. He was dropped by several major brands, including Adidas, Gap, and Balenciaga.

Roseanne Barr: Her highly successful show reboot was canceled the same day she posted a racist tweet comparing a former Obama advisor to an ape. She apologised afterward, but the damage to her reputation was extensive.

J.K. Rowling: The Harry Potter author has faced significant and sustained backlash from fans and the film's cast for her comments and tweets regarding transgender issues, which many deemed transphobic.

The 6 Goleman Leadership Styles

The six basic styles of leadership proposed by Daniel Goleman



WHICH ONE DO YOU THINK YOU ARE?

1. **Coercive** – Demands immediate compliance and control
2. **Authoritative (Visionary)** – Sets a clear vision and inspires people to follow
3. **Affiliative** – Focuses on relationships, harmony, and team wellbeing
4. **Democratic** – Involves others in decision-making and values input
5. **Pacesetting** – Sets high standards and leads by example
6. **Coaching** – Develops people for the future through guidance and support

(Goleman, Boyatzis and McKee, 2013)

GOLEMAN LEADERSHIP STYLES ACTIVITY

**WHAT IS YOUR
LEADERSHIP STYLE?**



MASLOW'S HIERARCHY OF NEEDS

ABRAHAM MASLOW



MORALITY,
CREATIVITY,
SPONTANEITY,
PROBLEM SOLVING,
LACK OF PREJUDICE,
ACCEPTANCE OF FACTS

SELF-ACTUALIZATION

SELF-ESTEEM, CONFIDENCE,
ACHIEVEMENT, RESPECT OF
OTHERS, RESPECT BY OTHERS

ESTEEM

FRIENDSHIP, FAMILY,
SEXUAL INTIMACY

LOVE/BELONGING

SECURITY OF BODY, OF EMPLOYMENT, OF
RESOURCES, OF MORALITY, OF THE FAMILY,
OF HEALTH, OF PROPERTY

SAFETY

BREATHING, FOOD, WATER, SEX, SLEEP,
HOMEOSTASIS, EXCRETION

PHYSIOLOGICAL

Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.

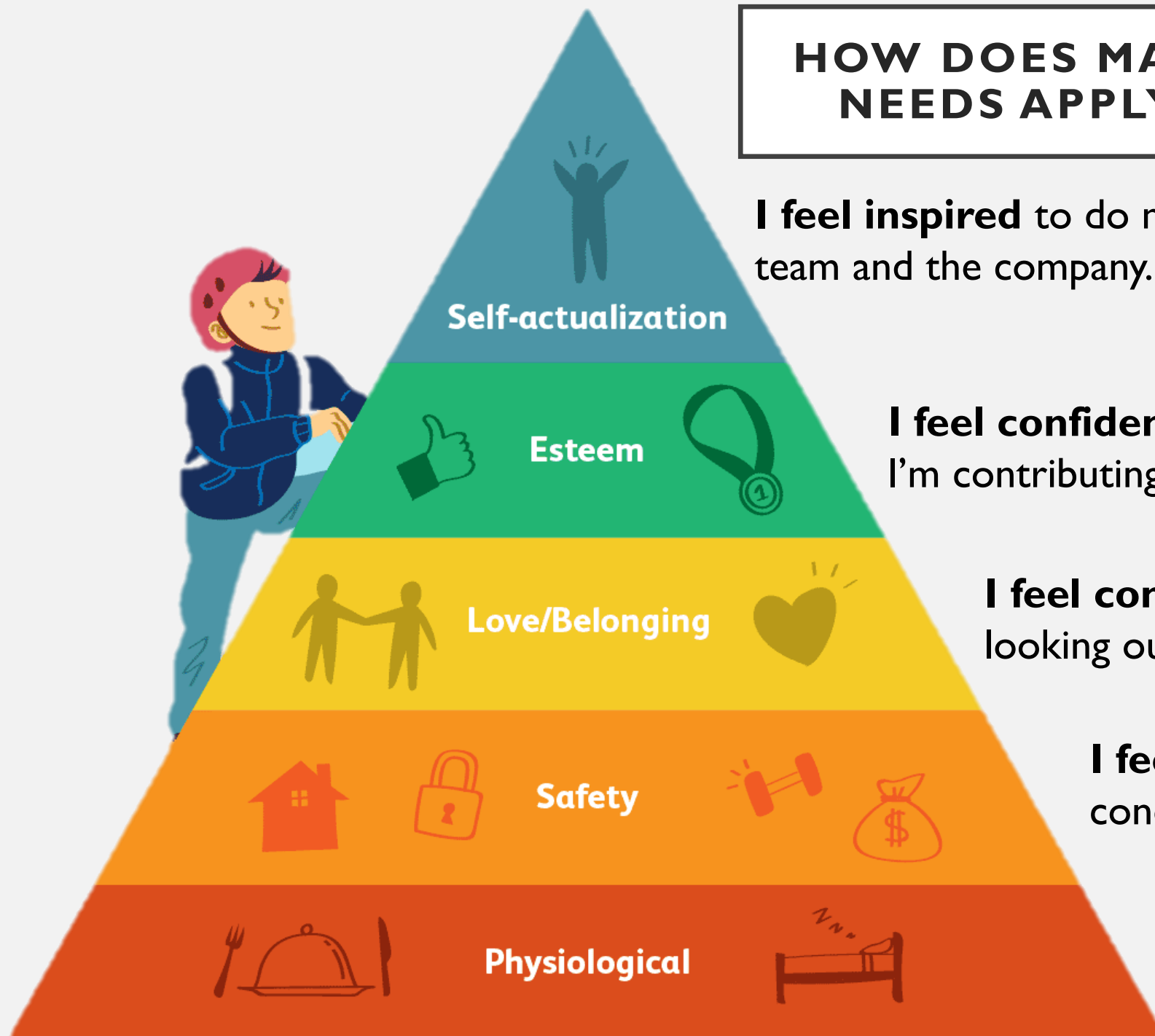
Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.



MASLOW'S HIERARCHY



HOW DOES MASLOW'S HIERARCHY OF NEEDS APPLY TO THE WORKPLACE?



I feel inspired to do my best work and help my team and the company.

I feel confident in my ability to do good work, and I'm contributing to the company.

I feel connected to my team, and that we're looking out for each other.

I feel supported and that my employer is concerned with my well-being.

I feel safe, and I have all the necessary tools to continue working.

CONCEPT OF IKIGAI

Ikigai is a Japanese concept meaning “a reason to live” or a sense of purpose.

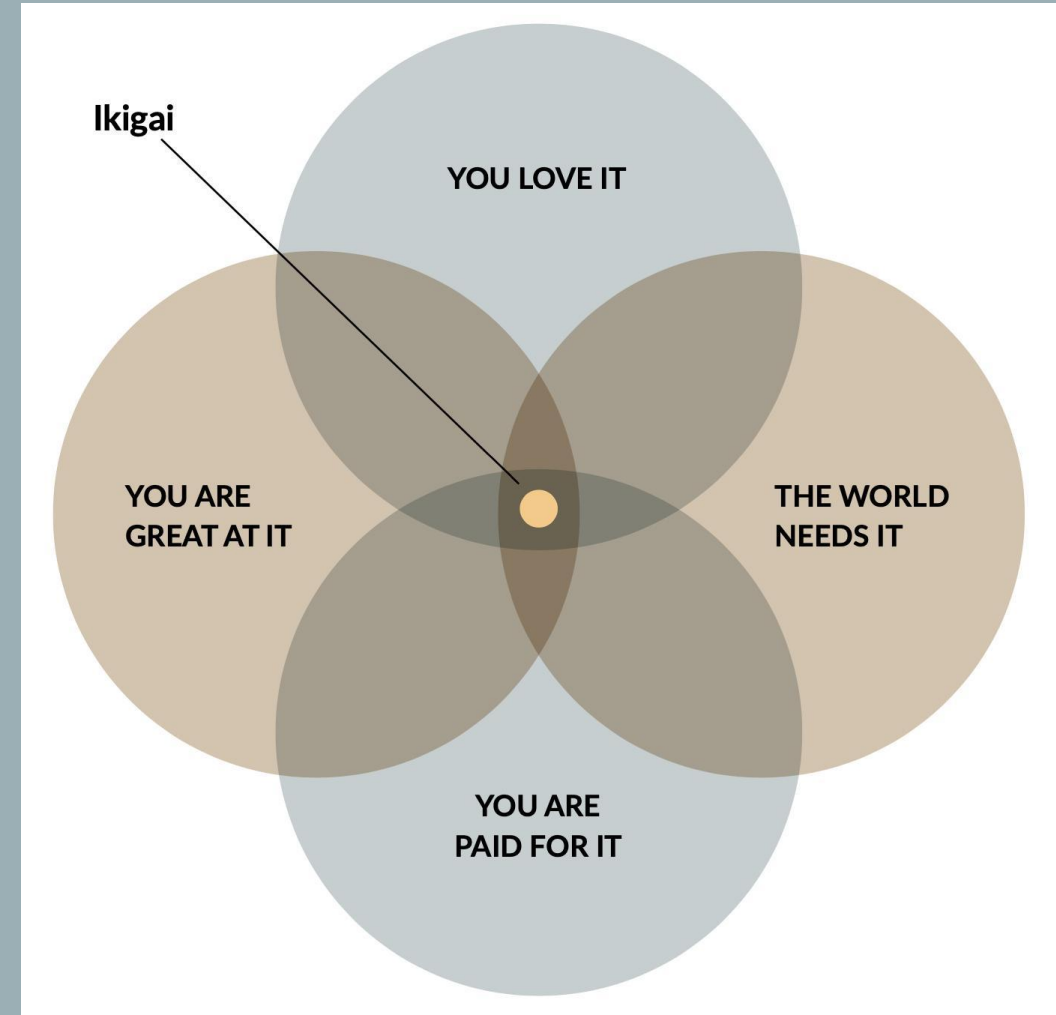
It's about finding what gives your life meaning, satisfaction, and motivation.

Your 'Ikigai' sits at the centre of 4 things:

- What you love
- What you're good at
- What you can be paid for
- What the world needs

When these areas overlap, you are more likely to feel fulfilled, motivated, and energised in your work

(García and Miralles, 2016)



WHAT YOU LOVE

- ❖ When do you feel at your happiest and most passionate?
- ❖ What were you doing the last time you had fun?
- ❖ What would you do even if you were not being paid to do so?
- ❖ What would you do if you had all the time and resources in the world?
- ❖ What kind of work or projects do you find most satisfying?
- ❖ What do you find yourself talking about most enthusiastically?

WHAT ARE YOU GOOD AT

- ❖ What skills do you think come naturally to you?
- ❖ What are the things you do that people approach you for help?
- ❖ If you could two parts of your current role, which one would you choose?
- ❖ What accomplishments are you particularly proud of?
- ❖ What specific challenges have you recently overcome using your skills?
- ❖ How do you continue to develop your skills and stay current in your field of expertise?

WHAT THE WORLD NEEDS

- ❖ What are some of the biggest challenges facing society today?
- ❖ What issues or causes do you feel particularly passionate about?
- ❖ Are any of those issues or causes things you have an impact on?
- ❖ Are there any innovative solutions or ideas that you would like to see implemented?
- ❖ Would that idea be relevant 5/10 years from now?
- ❖ What can you offer that would benefit others?

WHAT YOU CAN GET PAID FOR

- ❖ What types of jobs align with your interests and skills and are they in high demand?
- ❖ Are you already making a living in your area of passion or expertise?
- ❖ Can you make good money doing that work in the long term?
- ❖ What kind of work environment do you envision yourself in?
- ❖ Have you ever considered starting your own business or becoming an entrepreneur?
- ❖ Are there any volunteering opportunities you could take up to gain experience in fields that interest you?



LEARNING OBJECTIVES - RECAP

You should now be able to:

- Explain what personal branding is and why it matters for your future
- Identify your own values, strengths, and target audience
- Create a clear personal brand statement that reflects who you are
- Understand how your behaviour and online presence support your brand
- Recognise what motivates you, using ideas like leadership styles and Ikigai

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**NEXT WEEK:
INDEPENDENT STUDY
(READING WEEK)**

**If you have any questions, please
do not hesitate to get in touch.**

Scott.james@uwtsd.ac.uk