



# Youngpreneurs

KA220-YOU - Cooperation partnerships in youth



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## Aim of Module

To guide participants to build a personal brand, acknowledging challenges highlighted during the research activity.

Emphasis will be placed on incorporating personal values and maintaining authenticity in branding efforts, aligning with the need for consistency and self-esteem



# Learning Outcomes



Creation of a tailor-made personal branding plan



Improved awareness of one's personal brand and how it affects the perception of others



Enhancement of the ability to present oneself authentically and consistently in the professional context

# Key Learning Elements



# WHAT IS PERSONAL BRANDING

It is the practice of marketing yourself and your career as a brand.

It involves managing how you present yourself to the world and ensuring that your unique skills, values, and personality are effectively communicated



# KEY COMPONENTS

- **Identity and Values**

- The principles that guide your behavior and decisions.
- The unique traits that define you.
- Goals and the impact you want to make

- **Unique Selling Proposition**

skills, experiences, and qualities that make you distinct.

- **Target Audience**

specific group of people you aim to influence and connect with

- **Consistency**

messaging, appearance, and actions are consistent across all platforms and interactions to build trust and reliability



# HOW TO CREATE A STRONG AND AUTHENTIC PERSONAL BRAND

## Step 1: Self-Assessment

- **Identify your Strengths and Weaknesses** : skills, experiences, and areas of expertise
- **Weaknesses:** Things to improve, gaps in your knowledge or skills.
- **Define Your Values** : principles that guide your actions and decisions.  
Examples : integrity, innovation, empathy, and community.
- **Determine Your Passion:** Identify what you are passionate about in your career and life.
- **Set Your Goals** : What you want to achieve with your personal brand.  
Examples include career advancement, thought leadership, expanding your network, or building a business

## Step 2: Develop Your Personal Brand

- **Create a Personal Brand Statement** : concise statement summarizing who you are, what you do, and what makes you unique.
- **Outline Your Unique Selling Proposition (USP)**  
Highlight what sets you apart from others in your field.  
What unique combination of skills, experiences and qualities you offer

## Step 3: Establish Your Online Presence

- Professional Social Media Profiles
- Personal Website or Blog
- Consistent Visual Identity



# Incorporating values

**1. Identify Your Core Value** the principles that guide your behavior and decisions.

Common core values include:

- Integrity
- Innovation
- Commitment
- Accountability
- Respect
- Empathy

**2. Align Your Brand with Your Values**

Ensure that every aspect of your personal brand aligns with your identified values.

Your values should be evident in the way you communicate and also brand's visual elements (professionalism, creativity, actions and behaviors, commitment, respect)



### 3. Create Content that Reflects Your Values

This can include :

- **Blog/ social media Posts and Articles** about topics that are important to you and reflect your values.

**4. Build Relationships Based on Shared Values** with individuals and organisations that share same values:

- Collaboration
- Sustainability

### 5. Evaluate and Adjust Regularly

Constantly evaluate how well your brand reflects your values and make changes as needed.

## Practical Steps to Implement Values in Personal Branding

1. **Vision Statement:** Create a vision statement that encapsulates your values and what you aim to achieve.
2. **Content Calendar:** Plan your content to ensure it regularly highlights your core values.
3. **Feedback Loop:** Establish a system to gather feedback from your audience to understand how your values are perceived.
4. **Storytelling:** Use storytelling to share experiences that highlight your values in action.
5. **Consistency:** Ensure that your values are consistently represented across all platforms and interactions.

# Maintaining authenticity

**Why is it important to maintain authenticity?**

**1. Self-Awareness** : understand your core values. ensure they are reflected in your personal brand and your strengths and weaknesses

## **2. Consistency**

- **Consistent Messaging**: messaging across all platforms
- **Visual Identity**: maintain a consistent visual style in your branding materials(logos, color schemes,... )

## **3. Authentic Storytelling**

- **Share Your Journey**: share your personal and professional journey including challenges and successes.
- **Be Transparent**: being open and transparent about who you are and what you stand for.





#### 4. Engagement

- **Connect with Your Audience:** Respond to comments, messages, and feedback in a way that reflects your authentic self.
- **Build Relationships:** Focus on building long-term relationships

#### 5. Continuous Growth

- **Stay True to Your Evolution:** personal brand have to reflect changes.
- **Learn and Adapt:** learn from your experiences and adapt your brand

#### 6. Integrity

- **Keep Your Promises:** Be sure to deliver what you promise.

#### 7. Authentic Communication

- **Use Your Own Voice:** Avoid jargon or language that doesn't reflect your true self.
- **Be Honest:** Avoid exaggerations or misrepresentations.
- **Visual and Content Strategy**
- **Personal Brand Statement:** Craft a clear and concise personal brand statement that encapsulates who you are and what you offer.
- **Consistent Content:** Regularly produce content that aligns with your brand values and resonates with your audience.
- **Professional Imagery:** Use high-quality and professional imagery that represents your authentic self



# Case Studies



# Estetista Cinica

In 2009 Cristina fogazzi opened her beauty centre in Milan and in 2015 she made her online debut first with her blog and then on instagram where she currently has around 1 mln followers, creating a very active community.

The community became the focus of her marketing strategies and in just 5 years she created her brand - VeraLab - which became one of the first skin care brands marketed in Italy.

The ingredients of success :

- Strong and distinctive brand identity
- Unique and direct communication style
- Close link with the community
- Expertise in the sector



Fonte: <https://www.repubblica.it/>



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# Estetista Cinica

- What was the idea behind the Estetista Cinica character?
- What platform did she use to make her debut?
- What is her distinctive character and her way of communicating ?
- What was the reason for its success on social media ?



# Amabile

Amabile Jewels is a brand founded in 2019 by Martina Strazzer, young entrepreneur under 30.

The brand has quickly risen to success, initially gaining traction through social media platforms like Instagram and TikTok, where Martina showcased her designs and engaged with a growing community of followers.

Martina, starting with just 300 euros, leveraged her strong presence on TikTok to promote her jewelry, creating emotional and meaningful collections that resonated with her audience. The brand emphasizes values such as empowerment, inclusivity, and respect, reflecting in its predominantly young, female team.

Amabile opened its first physical pop-up store in Milan's Rinascente, marking a significant step in bridging the digital and physical retail worlds.



Fonte: <https://forbes.it/2023/08/24/martina-strazzer-amabile-brand-gioielli/>



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## Case Study 2 – Amabile

- What are the profiles of amabile personal branding ?
- How does the brand infuse emotional value into jewelry pieces ?
- How has social media presence, particularly on TikTok and Instagram, contributed to Amabile's growth?
- How the brand communicates authenticity?

# Activities



# Activity 1 – SWOT analysis

SWOT analysis is a strategic planning tool used to identify and evaluate the strengths, weaknesses, opportunities, and threats related to a business or project

In this case the aim of the tool is conduct a personal brand evaluation

# Activity – SWOT Analysis



Every SWOT analysis includes four sections

## Step 1: Identify Strengths

Focus on what the organisation does well.

Internal positive attributes that give an advantage over others: strong brand reputation, skilled workforce, unique technology...

## Step 2: Identify Weaknesses

Internal negative attributes : limited resources, poor location, or weak brand presence.

Recognize where improvements are needed.

## Step 3: Identify Opportunities

External factors that the organisation can capitalize on to grow or enhance its position : market trends, economic conditions, technological advancements, changes in consumer behaviour...

## Step 4: Identify Threats

Factors that could cause trouble for the organisation or hinder its performance: market competition, economic downturns, changing regulations, negative press, or shifts in customer preferences.

The aim is anticipate and mitigate risks



Click here to download the SWOT template and get involved!

[SWOT Template](#)



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# Activity 2 – Personal Branding Canvas

The Personal Branding Canvas is the visual tool for rapid development of your professional image created by Luigi Centenaro, founder of BigName.



Fonte: <https://bigname.pro/personal-branding-canvas/>

Fonte:

# Activity – Personal Branding Canvas



We can imagine the tool divided into four ideal sections and answer the following questions

**1. RECEIVER SECTION** : *who do you want to influence?*

- Audience

**2. SENDER** : *who are you and what do you promise?*

- Competence
- Identity
- Credibility
- Profession and Arena
- Promise

**3. ACTIVATION** : *how are you different and how do you let them know about you?*

- Positioning & Competitors
- Communication

**4. RETURN ON INVESTMENT**: *how efficient are you?*

- Results
- Investments



# References





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# Our Partnership

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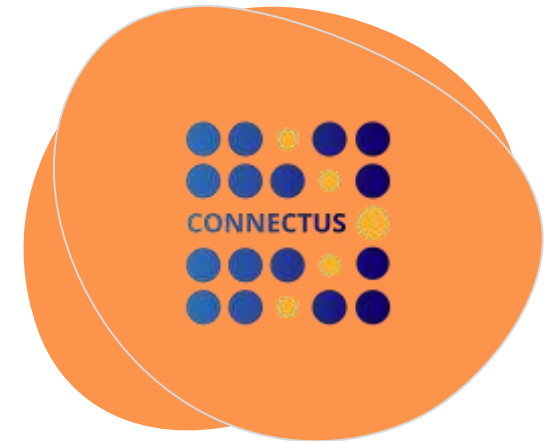
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# Thank You!



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