

RESIDENTIAL COURSE IN PERSONAL BRANDING

Thursday, November 3rd- Saturday, November 5th

Instructor : [Vanessa Errecarte](mailto:verrecarte@ucdavis.edu), verrecarte@ucdavis.edu

Course Description

How do experts **become** experts? How do industry leaders **become** industry leaders? 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: Discovery and Vision, Content and Packaging, Dissemination, and Growth and Management.

As professionals in the information age, we read and average of 105,000 words a day (this is the equivalent of a single-spaced, ~200 word novel). 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'll walk away with a personal brand vision, packaging, and management plan. Welcome!

Learning Sessions:

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.

Content and Packaging: 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.

Dissemination: You will learn how to become your own personal brand CMOs (Chief Marketing Officers) to disseminate your personal brand to your ideal audience.

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

Course Materials

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. Three 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:

(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 complete the following assignments, detailed throughout the syllabus.

Assignment 1: Visioning Exercise (15%) By Nov. 3 (please look at this assignment a month prior to class. Completing it early will help you choose content for assignment 2).

Assignment 2: Industry leader notes (15%) By Nov. 3.

Assignment 3: Personal Brand Package (15%) In class.

Assignment 4: Personal Brand Plan (15%). In class.

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

1. In order to facilitate a learning environment where all students feel safe to grow, it is expected that you treat each other with respect and dignity to encourage learning, sharing, and new ideas.
2. Of course, it is not acceptable behavior to insult, harass, or demean any member of the class. Professional business behavior should be modeled in the classroom.
3. You are required to adhere to the UC Davis Principles of Community, [linked here](#).
4. Engagement and discussion will be significant learning tools for this course. You are expected to be focused on the discussion at all times and to participate as much as possible. Devices (smartphones, laptops, etc.) are used in this course and it is expected that while in use, these devices are being used to support class discussion and activities.

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

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

Registration and lunch

Residential Academic Session 1

Discovery and Vision

Thursday, 1-1:30 p.m.:

Course introduction: Vanessa Errecarte

Thursday, 1:30-2:20:

Personal brand audit and visioning: Vanessa Errecarte

Thursday, 2:30-2:50 p.m.:

Workshop: Personal brand statement revisions: Vanessa Errecarte

Thursday, 2:50-4:00 p.m.

Share personal brand vision statements: Vanessa Errecarte

Thursday, 4:00-4:50 p.m.

Building a personal brand within a large corporation: Justin Heath (Johnson & Johnson)

Thursday, 5:00-7:00 p.m.

Residential Mixer

Individual Written Assignment 1 (15%) Due Nov. 3:

Visioning Exercise: Please complete the assignment (instructions provided in 2U) for this course.

Due Nov. 3

Individual Written Assignment 2 (15%) Due Nov. 3:

Industry leader notes: Please complete the assignment (instructions provided in 2U) for this course.

Residential Academic Session 2:

Content and Packaging

Friday, 9:00- 10:30 a.m.:

Content creation and packaging for your personal brand

Friday, 10:30 a.m.- 12:00 p.m.:

Storytelling for your personal brand

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

Catered lunch

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

Workshop: Personal brand packaging Vanessa Errecarte

Individual Written Assignment 3 (15%):

Personal Brand Package: Using the template provided in 2U, please complete your personal brand package during the class workshop time provided. **Due Nov. 4**

**Residential Academic Session 3:
Dissemination**

2:00-2:50 p.m.:

Share: Your personal brand package: Vanessa Errecarte

3:00-3:50

Your personal brand funnel: Vanessa Errecarte

Friday, 4:00-4:50 p.m.

Using a strong personal brand to build a Silicon Valley Start-Up: Gretchen Salyer, Emily Monley (Junecare.co).

**Residential Academic Session 4:
Growth and Management**

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

Personal brand growth, monetization, and management: Vanessa Errecarte

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

Workshop and sharing: Personal brand plan: Vanessa Errecarte

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

Class Wrap Up

Individual Assignment 4 (15%)

Personal brand plan: Using the template provided in 2U, please complete your personal brand plan during the class workshop time provided. **Due Nov. 5**
