

CultureTalk
Measure. Validate. Activate.

Your Personal, Power Brand Workshop

Overview

Your Personal, Powerful Brand is a 3-hour experience that builds directly from the Team Storytelling Workshop.

Participants are guided through a structured, reflective process to clarify who they are, what they stand for, and how they want to be known. Using lived experience, storytelling, and Archetypal insight, participants translate self-awareness into clear, authentic brand language they can use across professional and personal contexts.

Key Outcomes

- Identify personal stories that illustrate their Archetypes
- Develop a distinct and meaningful set of brand words and phrases
- Clarify core beliefs that guide how they show up and lead
- Create a brand tagline that feels authentic, confident, and aligned
- Leave with a framework for expressing their personal brand with clarity and ease

Agenda

Prework	*Team Storytelling Workshop* • Everyone should have a Story Profile
Part 1 30-mins	*Welcome & Overview* • From *what* to *why* to *who* • Personal branding through Archetypes • The 7-step Personal Brand process
Part 2 30-mins	*Personal Stories* • How to identify key stories and moments in life • Identify your own Archetype stories
Part 3 30-mins	*Word Wall* • Language as the foundation of brand expression • Build an Archetype-inspired word wall
Part 4 30-mins	*Beliefs* • Distilling values into clear "I believe" statements • Write 4-5 'I believe' statements
Part 5 30-mins	Tagline • How a clear tagline pulls who/what/why together • Craft a tagline
Part 6 30-mins	Personal Brand Sharing • Group sharing of 1 belief or tagline and observations about the process and results

There is a life force, an energy, a quickening that is translated through you into action. And because there is only one of you in all of time, this expression is unique.

MARTHA GRAHAM, DANCER