



MAKE A STATEMENT

Presentation By
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HI, I'M JAVACIA

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Give yourself permission
to think about yourself!

However, I will discuss how you can
apply these concepts to your
organization as well.

Personal branding is my jam!

WHAT IS A PERSONAL BRAND?

VOICE

KNOW WHO YOU ARE



VISION

KNOW WHAT YOU WANT



VALUES

KNOW WHAT
YOU STAND FOR



ALL ABOUT YOU

...when you're not in the room.

What 5 adjectives do you want people to use when describing you and the work that you do?

Strengths & Weaknesses

What are your greatest strengths?

In what areas did you need the most improvement?

Passions & Interests

What do you enjoy doing most (at work and beyond) and why? What do you not enjoy doing?



ACTION ITEMS

How can you better display your strengths & passions at work?

How can you better use your skills & interests to serve your community?

How can you improve in the areas where you're struggling?

What can you eliminate or delegate to make time for the things you really want to do?



What's your vision?

#GOALS

Take 3 minutes to jot down some goals.

Consider all areas of life.



ZIG ZIGLAR'S WHEEL OF LIFE



YOUR VISION

It is 2026 and I am so proud of the life I have created...

Give yourself 30 minutes to write to this prompt.

Consider every area of life (work, family and relationships, health, hobbies and travel, environment, spirituality, service). Then eliminate any goals that don't get you closer to this future.

Write your future bio.



Accomplishment. Accuracy Adventure. Ambition. Assertiveness Authenticity

Balance. Celebrity. Challenge. Charity Courage Creativity. Curiosity. Comfort

Community. Compassion Completion Discipline Diversity Efficiency. Empathy

Excellence. Experience. Expertise. Fairness. Faith. Family. Freedom. Fun Generosity

Growth Health Honesty. Impact Independence. Integrity. Intelligence. Justice Kindness

Leadership. Love. Loyalty. Mindfulness. Passion Peace. Power. Prosperity. Recognition

Reliability. Resourcefulness Respect. Security. Spirituality. Spontaneity. Stability

Success Wealth

YOUR VALUES

Select your top 5 values.

Complete this sentence:

I believe every ____ should _____.

Why do you believe this?

What are you doing about it?

How are you living out your values at work and outside of work?

How could you showcase your values on social media?

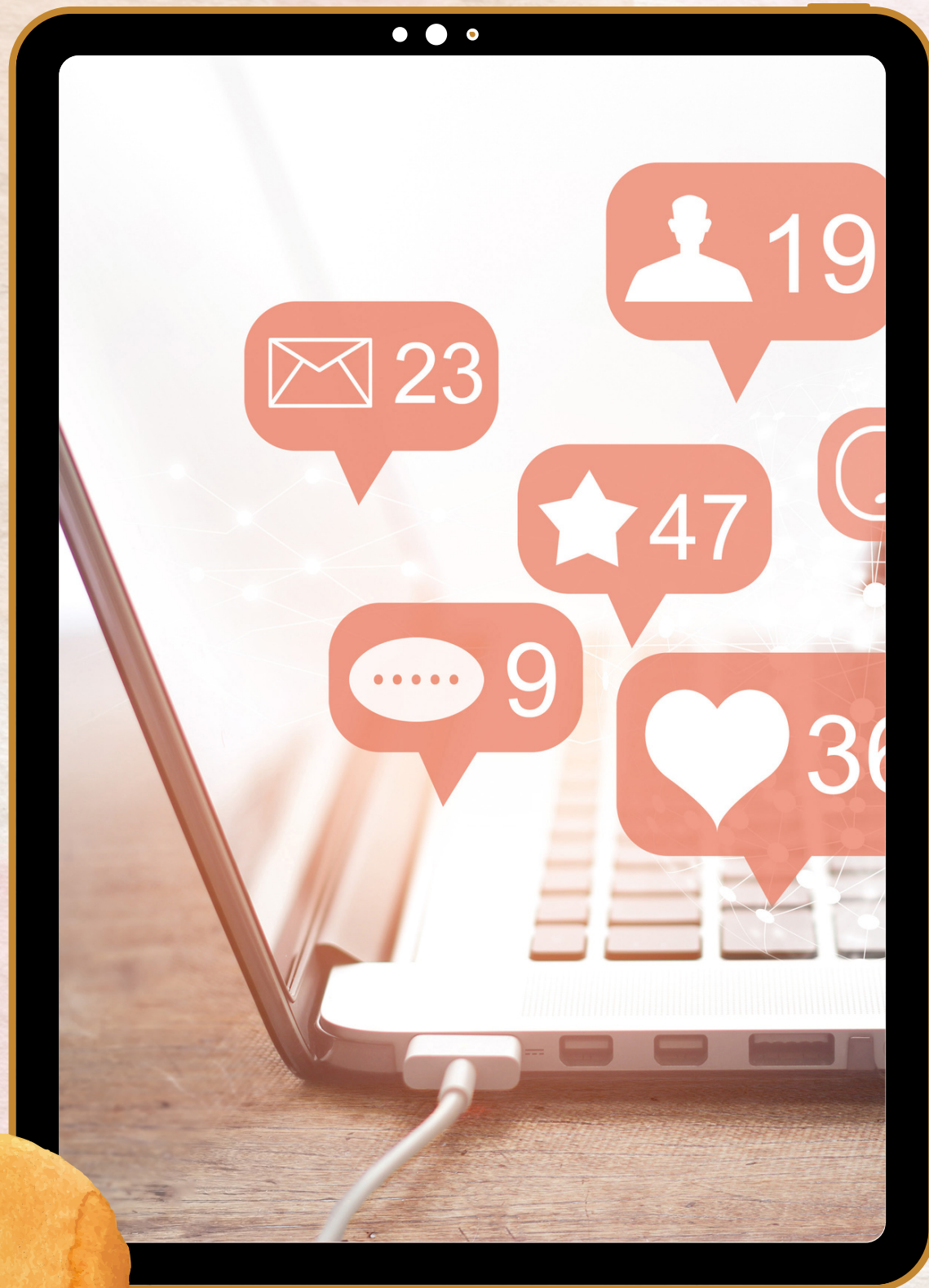
SOCIAL MEDIA

Be intentional about social media.

Focus on one platform at a time.

Plan your social media posts in advance.

Use social media to offer value, to engage others, and to show off who you are, what you want, and what you stand for.



QUESTIONS TO CONSIDER

Would someone use any of my 5 adjectives to describe this content?

Does this content highlight my passions, strengths, and interests?

How can I share my goals on social media?

How can I highlight good work that I've done recently?

How can I use social media to connect with others?

How can I use social media to help others?



TL;DR

A personal brand is about voice, vision, and values. Know who you are, what you want, & what you stand for, and convey that at work and beyond.

Use your vision statement to make sure your goals are actually your goals. Do more of the things that will help you achieve them and less of the things that won't.

Be intentional with social media. Plan and curate your content carefully so that it helps you reach your goals.



KEEP IN TOUCH!

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THANK
YOU