



**REALWORLD**  
Training & Development

# ***Gearred2Lead***

**Youth Leadership Development Programme**  
**with ASHREF ISMAIL**  
**Week 3 - 18 July 2020**

# WEEK 3 - Sat, 18 July 2020



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| Module   | Session A<br>(Theory:<br>Self-Study)   | Session B<br>(Theory:<br>Via Zoom) | Task<br>(Practical<br>Application) |
|----------|----------------------------------------|------------------------------------|------------------------------------|
| <b>1</b> | Module 5:<br>Modeling the Way          | Personal Branding                  | T9: Personal Branding<br>Task      |
| <b>2</b> | Module 6: Inspiring<br>a Shared Vision | Volunteering                       | T2: Volunteering<br>Project        |

# Personal Branding



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- Personal branding is the unique combination of character traits, skills, qualifications and experiences that you possess that makes you who you are. It is how the world sees you.
- Effective personal branding will differentiate you from the competition and allow you to build trust, confidence and admiration with clients and employers.
- **So, time to shine up your personal brand image!**

# Remember...



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- You are in control of your brand/image/reputation;
- When establishing your brand you need to define yourself;
- Perception is reality, so cultivate your image carefully;
- When you make the effort to define yourself, by presenting this image to the public, you will reap the benefit in both your personal and professional lives.
- Personal brands are established by design or by default.
- **If you don't, *THEY* will...! Who is *THEY*? (COPO)**
- “If you don’t stand for anything, you’ll fall for anything!”

# Think about...



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- Oprah Winfrey
- Richard Branson
- Nelson Mandela
- Donald Trump
- Julius Malema
- Somizi
- Mahatma Ghandi
- Mother Theresa
- Caster Semenya
- Bill Cosby

# Crafting your brand



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- Conduct a SWOT Analyses
- It should be simple, it must communicate and must inspire!
- Make your brand genuine, personal and uplifting.
- What drives you?
- What are your passions?
- Align to your values, principles and beliefs.
- Align to your academic study

# The Three C's of Branding



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- **Clarity** – what do you stand for?
- **Consistency** – is your messaging consistent with your primary purpose?
- **Character** – what aspects of your character are you projecting?
- **Content** – is your content relevant, interesting and outstanding?

# Ways to sharpen your brand



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- **Your health:** physical, mental and emotional health.
- **Your appearance:** dress, make-up, jewelry;
- **Your body language:** facial expressions, gestures, eye contact;
- **Your on-line presence:** Facebook, LinkedIn, Instagram, Pinterest, Twitter etc;
- **Your network:** especially in the public and professional spaces;
- **Your charity:** generosity, volunteerism, positive attitude, gratitude;
- **Your communications:** written, spoken and READING!
- **Your aptitude:** skills, qualifications, experiences;
- **Your leisure:** interests, hobbies

# Task 9: Personal Branding



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- Please download Task 9 from [www.realworldtraining.co.za](http://www.realworldtraining.co.za)
- Complete the task provided
- Email your task to [ash@rwtraining.co.za](mailto:ash@rwtraining.co.za)
- All tasks to be finalized on or before 15 August 2020

# Your take-away of the Week



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- *Your brand is what people say about you when you're not in the room!*

• *Jeff Bezos - Amazon*

# Part 2: Volunteering



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- Volunteering is generally considered an altruistic activity where an individual or group freely gives time “time to benefit another person, group or organization.” It is renowned for skill development and is often intended to promote goodness or to improve human quality of life.
- Given the high levels of poverty in our country it is imperative that those who have, must give.

# Benefits of Volunteering



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- Increases your social skills, helping you make new friends.
- Provides you with a sense of community (Ubuntu)
- Improves self esteem
- Teaches you invaluable skills
- Provides job prospects
- Brings fun and fulfillment in your life
- Provides you with a sense of purpose
- Counteracts the effects of stress, anger and anxiety
- Allows you to overcome challenges
- Makes you grateful for what you have

# Benefits of Volunteering



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- Helps you to stay physically, mentally and spiritually healthy
- Volunteering looks great on your CV
- Volunteering gives you experience
- Lets you practise your work search skills: apply and interview skills
- Expands your network
- Can help you find a mentor
- Can provide you with references
- Lets you check out an occupation or industry
- Helps you get to know yourself

# Task 10: Volunteering



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# Take home of the Week



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- *Be brave, and set no limits on the workings of your imagination. Never be a prisoner of your past. Become the architect of your future.*

- Robin Sharma

# END OF WEEK 3



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- Any queries: [Ash@rwtraining.co.za](mailto:Ash@rwtraining.co.za)
- Whatapp: 061 447 8506
- Are you on our Whatsapp Group?
- Good luck and stay in touch.