

Personal Brand Workbook

Sent From Disneyland

Full version at

<https://www.pwc.com/us/en/careers/campus/assets/img/programs/personal-brand-workbook.pdf>

Brand Values/Pillars

Your strongest beliefs



Service 
 - achieve excellent customer service
 - strive to exceed

Communication 
 - communicate openly and clearly
 - listen to others

Respect 
 - respect and value others
 - work as a team

Wellbeing 
 - seek wellbeing in both work and personal lives

Leadership 
 - learning, coaching, mentoring
 - everyone as a leader - inspire others

Integrity 
 - act honestly and transparently
 - maintain confidentiality



CORE VALUES

WHAT DRIVES VAST BRIDGES?

BE VISION-FOCUSED



We invest our time and energy not only in what is, but what can be.

BE GENUINE, TRUE AND AUTHENTIC



We are transparent with one another, even when it is hard. Integrity is at the heart of all we do and say.

EMBRACE AND DRIVE CHANGE



Change is a staple at VB. We welcome it with a positive mindset. We employ it to innovate.

HAVE A HEALTHY DISSATISFACTION WITH THE STATUS QUO



It's healthy because we celebrate our wins while simultaneously striving always to improve and grow.

PURSUE DEVELOPMENT OF SELF



We strive to know and grow ourselves. We recognize this as key to a happy, healthy life - at work and beyond.

BE FUN AND A LITTLE WEIRD



Life is a journey. We make sure it's a fun one by standing out from the crowd a little.

WORK CLOSELY WITH THE TEAM



We communicate openly and frequently. We respect and trust each other. We encourage each other often.

IMPACT THE WORLD BEYOND YOURSELF



We have a purpose greater than our own comfort. We endeavor to effect positive change beyond our own lives.

Go through the list of values below. Eliminate words that don't resonate with you. **Pick your top five.**

If you have a value that's not on the list, feel free to add it.

Reliability

Passion

Resourcefulness

Expertise

Connectivity

Others:
Dependability
Consistency

Others:
Sentiment

Others:
Creativity
Inventiveness
Innovative

Others:
Proficiency
Ability
Competence
Know-How
Savy

Others:
Relatedness
Correspondence
Integration
Kinship
Network
Relevance
relativity

Improve Your Words - Find More Interesting Synonyms

Take your top 5 words and use [thesaurus.com](https://www.thesaurus.com) to find more interesting, original, and descriptive words. No two students should have the same word.

Example: My word is Fun, synonyms for “fun” are amusing, enjoyable, entertaining, lively, pleasant, boisterous, convivial, diverting, merry, witty

I like convivial, let’s read the [definition](#): sounds good, how about Jovial?

Endowed with or characterized by a hearty, joyous humor or a spirit of good-fellowship: *a wonderfully jovial host.*

I’m going to select: **Jovial** which is WAY more interesting than “fun”

I believe in...

Write your top 4 values words – These are YOUR CORE VALUES or Brand Pillars:

1. Consistency
2. Sentiment
3. Expertise
4. Connectivity

HOW TO USE BRAND PILLARS

Making use of your brand pillars is simple. These 3-4 words should become a part of your brand as much as your company name and logo. As you move forward with your business, whether you're creating an ad, choosing a hero image for your website or a new promotion, or even selecting your shipping packaging, you'll want to do a check against your brand pillars.

It's as simple as asking yourself: "Does this image, packaging, or ad, embody our brand pillars?"

Brand Mission

What you do and for whom

Your Passions Make You Interesting!

Let's begin by figuring out what gets you jazzed up.

1. What would I do with my summer if money weren't an issue?
 - a. **Traveling to new places and getting/sending postcards.**
2. What are my favorite activities?
 - a. **Learning new things.**
3. What type of people am I drawn to?
 - a. **Imagineers.**
4. 4. What kind of stories in the news always capture my interest?
 - a. **Disney Parks updates.**
5. What do you want people to remember about you upon meeting you?
 - a. **Expertise on Disneyland.**

What Are Your Strengths?

1. When faced with an overwhelming obstacle, what's my "go to" skill to overcome it?
 - a. Flexibility.
2. What are the strengths that others acknowledge in me?
 - a. Knowledgeable, Expertise.
3. What skills have I mastered but would rather not use every day?
 - a. Cutting corners on episode writing and research.
4. What skills are missing?
 - a. Editing techniques.
5. What strengths and skills came up over and over again?
 - a. Flexibility, planning/anticipating, collecting.

Examples of how passion translates to your career

Passion #1: Skydiving You are a busy college senior with a love of extreme sports. Lately, you've been really into skydiving. It's a complete rush for you to jump out of a plane and free-fall into the great unknown. You've recently recruited a few buddies to join you on your next excursion.

On the surface: There doesn't seem to be a strong career path tied to this interesting passion and hobby. It may score you some bragging rights here and there, but on a realistic level—it may be hard to come up with a practical career connection.

At a deeper level: Your love of skydiving is rooted in your **love of risk taking**. You thrive on jumping into the unknown, and have recently done a great job at bringing others (even skeptics) along for the ride.

Passion #2: Baking You are also passionate about baking. You always find time and energy to make cupcakes or other sweet treats weekly and share them with others.

On the surface: The career of baking is tough to break into. You (or your waistline) would not want to do it 24-7. Side benefit is u bringing all those sweets to your future colleagues.

At a deeper level: Love for taking raw ingredients and combining/transforming them into something great. You also enjoy sharing the results with others.

Find Your Why: Why do I love what I love? (What's the passion behind the passionate activity?)

Often, we can't see the connection between our passions and our work at first glance. But if you know why you're passionate about what you're passionate about, you can figure out how to infuse that into your day-to-day activities.

Is there a common thread among your passions? Exploration, creativity, curiosity, technology, psychology...?

Define Your Target Audience/Clients

Who do you want to work with and for? What industries best suit your passions and skills? Edit/delete the following sectors into **ONLY 4 that you would love to work in** and 4 that you would NOT want to work in.

Exciting! Sign Me Up! YES!

Education, Entertainment, Media, Travel

I'd Never Work in that Industry

Sports, Bio/Nano Technology, Mining, Defence

Before you Write Your Mission Envision Your Client

Your mission helps them, not you! Your mission is not to be a great designer (it might be, but your clients don't care about that). Your mission solves a problem like:

- Confusing (badly designed) street signage, websites, or posters
- Loss of public involvement in planning due to bad input gathering UX
- Apps failing because users don't understand what they're for or how to use them
- Games that people don't play because they don't see how fun they can be.
- Businesses that are not found/loved because they don't have a unique brand and communications.

Examples of Mission Statements

We aim to provide a spectrum of services and do so with professionalism, enthusiasm and dedication. One of our primary goals is to make the design process itself enjoyable for our clients.

Our mission statement is simple, yet it holds a lot of meaning for us. We strive to obtain this objective for each and every project we work on by asking ourselves these three questions: Does the design message inspire the viewer? Does it persuade the person to take action? Does it effectively communicate the message? If it meets each of these criteria then we have succeeded in our mission.

The Ignition Graphix mission is to provide exceptional graphic design, website development, publishing, printing and marketing consultation services without the intimidation or expense of some of the larger, big city, design houses and advertising agencies.

Our mission is to provide dynamic, creative, and practical design services at affordable prices.

More: https://www.missionstatements.com/graphic_design_mission_statements.html

My Mission/Purpose is...

My Top Passions

1. Traveling
2. Learning new things

My Best Strengths

1. Flexibility
2. Expertise

Most Interesting Sectors

1. Education
2. Travel

Your Mission (fill in the blanks or rewrite it):

SENT FROM DISNEYLAND provides A PODCAST to ANYONE who wants to DIVE DEEPER INTO DISNEYLAND HISTORY.

OR

SENT FROM DISNEYLAND'S purpose is to SHARE SNIPPETS OF HISTORY WITH POSTCARDS for DISNEY AND HISTORY ENTHUSIASTS so they can LEARN MORE ABOUT DISNEYLAND, ITS GUESTS AND IMAGINEERS.

Brand Vision

If you complete your mission
what changes in the world?

Your vision becomes your WHY.

- What life do you want to have lived at age 20, 30, 40, 50, 60, 70 and 80?
- What kinds of people do you want to be surrounded by?
- What are the greatest things you could accomplish, given the right circumstances, resources and motivation?
- What do you wish you could change about the world? What could you contribute to the world that would make you feel proud and content?
- When you die, what would you want people to say and remember about you?

–Source:

<http://corbettbarr.com/how-to-create-a-vision-for-your-life>

Examples:

- Microsoft – Empower every person and organization on the planet to achieve more.
- Bill & Melinda Gates Foundation – We see equal value in all lives. And so we are dedicated to improving the quality of life for individuals around the world.
- Nike – To bring inspiration and innovation to every athlete in the world.
- Walmart – We save people money so they can live better.
- Tesla – To accelerate the world's transition to sustainable energy.
- Airbnb – Belong anywhere

My Vision

If you have completed your mission what changes in the world? Reference your mission statement.

Apple: “We believe that we are on the face of the earth to make great products. We are constantly focusing on innovating. We believe in the simple not the complex.”

Amazon: “Our vision is to be earth’s most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.”

Examples of good Design vision statements:

“Our vision is to create attractive, easy-to-use products that anticipate and exceed expectations for content, design, and quality in an efficient and timely manner.”

Write Your Vision/Promise
Podcast listeners knowledge of Disneyland and the park’s history will increase.

General awareness and passion for Disneyland and its creators will rise.

Listeners will feel connected to a living history of Disneyland.

Brand Pitch/Speech

How you explain who you are, what you do, for whom and why.

My Pitch or Introduction

How will you introduce yourself at a party or networking event when someone asks what you do?

EXAMPLE

Ex) The Sacramento Tree Foundation is a community benefit organization working to build healthy, livable communities in the Sacramento region by growing the best urban forest in the nation.

EDIT ONE OF THESE OR WRITE YOUR OWN...

"I produce a podcast that brings new life to old postcards that were sent from Disneyland since its opening in 1955."

OR

For podcast, history and Disneyland buffs who want to learn more about the park, I produce a podcast called SENT FROM DISNEYLAND that illuminates first-hand experiences shared of Disneyland from the past."

Brand Persona

How to infuse your brand into everything.

My Brand Persona is This, but not That....

Go back to the descriptors list from [slide 3](#) and put some in this sentence:

“My brand is _____ but not _____”

These can be your value attributes/descriptors but **they don't have to be**. For the “but not” take that first attribute to the max, how is it annoying? If your brand went a bit too far, what would the extreme be? Then how would you temper that extreme and make it more acceptable? Examples:

- Cute but not (*when cute is too cute it can be*) saccharine.
- Brazen but not uncaring.
- Sophisticated but not stuffy.

What 3 celebrities or historical characters is your brand like?

For example: Like a cross between James Bond and Jack Black...classy and capable, but a little irreverent and sometimes loud.

These are not necessarily people you admire, but people, brands, characters, companies where you like how they communicate and what your brand or company to embody their spirit.

Who is your design style most like, or what celebrity/store/show/art do you want to be like?

Celebrity or Character #1

Walt Disney

List 3 Attributes of Celebrity or Character #1

1. Interested in the Past
2. Innovative
3. Visionary

Celebrity or Character #2

Robert Osborne

List 3 Attributes of Celebrity or Character #1

1. Thirst for Knowledge
2. Passionate about subject
3. Informative

Celebrity or Character #3

Benjamin Franklin

List 3 Attributes of Celebrity or Character #1

1. Visionary
2. Inventive
3. Interested in the future

Things My Brand Persona Voice Sounds like...

Now that you have an idea of who your brand it like, try speaking as that persona... Use these on your final site.

How would your brand ask people to sign up for email newsletters?

If you'd like to relive fond memories of the past with me, sign up for my newsletter!

For background information on this week's postcards, sign up here.

Get my E-Postcards, episode updates and more info here!

How would your brand present a 404 (page not found) message?

Mail Undeliverable

Forwarding Not Available

Address Not Found

I'm Sorry This Page Is Down For Refurbishment

Playful Spooks Have Interrupted This Page

You Have Wandered Beyond the Berm, Please Re-Route to This Website's Hub

Put it all Together

Take your final Values, Mission, Vision, and Scripts in your Voice and use them on your site.