

Governor State University — Soar Based personal branding Training

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Lesson Title: SOAR based personal branding Training

Date: TBD

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Overview

Audience: Non credit bearing students or customers

Delivery Method: Online Facilitated Discussion and Activities, Coaching, Group exercise, Case Study, assessment

Materials Needed: , *Pathway Planner assessments access to online platform via computer or smartphone.*

Introduction:

This 10 hour transformational personal branding training is designed with the intent to develop strategic, visionary personal branding strategies through strategic thinking, and in the context of leveraging the use of a career assessment and a strength based personal branding framework. The first outcome will allow a participant to gain insight into the careers that they are a fit for and then provide information about those careers so they can understand the benefits and requirements of that career. The second outcome is that the participant will then leverage a SOAR based personal branding framework which will allow them to discover their strengths, opportunities, aspirations and results. Using SOAR for personal branding makes it easier for you to advocate for yourself because you're taking the focus off of "you" and instead thinking about how your brand can help someone else. Going through the SOAR process shifts your mindset from bragging to illustrating how you can add value to the target you're going toward.

Throughout the course participants will learn, and apply, systems of dynamic discovery through selected strength focused tools that enhance personal branding skills, fostering applied critical thinking and group-think mitigation. All discovery builds to the creation of a usable product for the participants to advance new knowledge to support their career development.

Learning Objectives

Upon completion of this experience, participants will:

- Conduct an initial check to determine strengths and weaknesses.
- Review case studies to leverage best practices and lessons learned.
- Apply red teaming techniques (liberating structures) to real world scenarios to enhance learning.
- Participate in exercises that provide an opportunity for feedback and recall of information.
- Develop a plan of action as a job aide to further enhance awareness, retention, and to be used to advance knowledge in the organization.
- These learning activities are designed to bring theory to practice, through High Velocity Learning principles, by providing insight into and building competencies in:
 - Awareness of the power of branding
 - Have a clear vision for themselves
 - Take away written insight that can be used for LinkedIn/resume
 - Be able to implement behavior that aligns with learning

Issues for Discussion

- a. How can personal branding increase the awareness of job fit?
- b. Can personal branding strategies decrease unemployment rates?

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- c. How can leveraging a personal brand assist with adjusting to civilian life in a new career?
- d. How can a leveraging a personal brand assist with finding high paying and viable employment opportunities?
- e. Will a person with the capability to develop a SOAR based personal brand have decreased feelings of discouragement experienced from preparing for and executing a job search?

References

In addition to the required and supplemental readings, the following sources were used:

- a. Onet (Occupational Information Network)
- b. Pathway Planner assessment offered by Wiley & Sons
- c. Stavros and Hinrichs, “The Thin Book of SOAR; Building Strengths-Based Strategy”
- d. Bell, " Personal Branding: Impacts on coaching military veterans"
- e. Jill Hinrichs “Personal Branding workbook”

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Lesson Overview

| Lesson | Title | Day |
|--------|---|-----|
| 1 | Introductions/Why Are We Here? | 1 |
| 2 | Conduct an initial check to determine strengths and weaknesses | 1 |
| 3. | Provide insight into Personal Branding (Facilitation) | 1 |
| 4. | Review case studies of Personal Branding (Videos/Group Discussions) | 1 |
| 5. | Apply Personal branding frameworks (Action Research) | 1 |
| 6. | Group Exercise | 1 |
| 7. | Develop Plan of Action | 1 |
| 8. | Conclusion and Evaluation | 1 |

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Day 1 - Workshop (Timing = 8 hours)

| Lesson | Content Outline | Supporting Info / Activity |
|--|--|---|
| 1. Introduction | Introductions/Why Are We Here? Have everyone introduce themselves: <ul style="list-style-type: none"> Name What department they are in? What inspired you to come to workshop? Discuss importance of confidentiality / what do you need to feel safe? | |
| 2. Complete assessment and provide feedback | Conduct an initial check to determine strengths and weaknesses Help the learner <ul style="list-style-type: none"> Personal Branding strategies Students will present their personal brand and then participate in a group discussion | |
| 3. Provide insight into Personal Branding (Facilitation) | Define: Personal Branding Theory and background Best practice in workplace Scholar practitioner application | Group facilitation |
| 4. Review case studies (Videos/Group Discussions) | Review case study: Personal Branding Facilitator will present 3 different videos. Students will break up into groups and then participate in experiential training where they will provide their feedback to their table, and then each table will provide feedback to the group. | Video review and group discussion with feedback and facilitation 10 Minute break |
| 5. Apply techniques to real world scenarios (Action Research) | Real world scenario Students will complete the strengths based personal branding workbook and create their personal brand | Lunch Action research |
| 6. Group Exercise | Students will present their personal brand to the group for feedback | Practical exercise/Experiential learning |
| 7. Develop plan of action | Students will complete their one page action steps for next steps on how to reinforce the training and implement into their new behaviors | Slide in workbook |
| 8. Evaluation and Conclusion | Students will complete evaluation sheet | |