

YOUNG WOMEN ACTIVITY PLANS *at a glance*



PERSONAL BRANDING

PURPOSE:

Knowing who you are and the image you want to project into the world creates a strong and focused personality that can effectively communicate passions, goals and aspirations. Having this tailored foundation can help young women as they set goals, choose mentors, and transition through life's many phases.

OBJECTIVES:

1. To help young women identify personal goals that will help them be successful.
2. To strengthen and enhance their unique personalities and passions.
3. To be purposeful with the qualities and traits they project into the world.
4. To build confidence and character.

PERSONAL PROGRESS:

Individual Worth: #2, #4, #7
Divine Nature: #1, #6
Choice & Accountability: #1
Integrity #2, #4

TALKS, QUOTES:

"Remember always that you not only have the right to be an individual, you have an obligation to be one."
– Eleanor Roosevelt

"May your light so shine before men. That they may see your good works, and glorify your Father which is in heaven."
– Matthew 5:16

INTRODUCTION:

- Another word for "personal brand" is image or reputation. It is how other people see you and how you can create personal value. Developing a personal brand can help you be mindful of who you are and who you want to be. It can help you effectively communicate and carry out your goals, build confidence and self-awareness, and it can empower you by putting you in more control of your life.

PLAN AHEAD:

- Have a leader or two come prepared with their own personal brand by developing a mission statement and core values.
- Provide magazines, poster board, scissors and glue .

ACTIVITY:

- Talk about famous people with solid brands (Martha Stewart, Walt Disney, Harry Potter, etc)
- Set your values: Write a personal mission statement and compose 2-3 personal core values (you can choose values from the Young Women's program or write your own). Talk about how you can refer to those core values when making decisions, deciding how to respond, behave, etc.
- Identify your passions: Create a brand inspiration board/collage (colors you like, words that represent who you are or who you want to be, what people you want to be associated with, fashion, etc.
- Pinpoint your ideal traits: What qualities do you value most in yourself? How do other people see you? What makes you unique? How do you want other people to see you?

WRAP-UP:

Share and discuss: How can you live your personal brand every day? How can it help you with making decisions? How can it help you when choosing friends? Remind the girls that when developing their personal brand it's important that they don't focus on being like someone else or "acting a part". A personal brand is about being the best version of you, differentiating yourself. Heavenly Father blessed us all with individual worth and individual personalities; He wants us to be who we were meant to be. It can take a while to truly understand who you are, but you will find that people admire those who are true to themselves rather than trying to be like someone else.

ASPIRING
- MORMON -
WOMEN