



“Soft” Skills Integration

Activity Templates: Create Your Brand-Personal Development

Created: 03/2016 by the National FFA Organization

STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. Develop a personal brand/slogan to use when setting goals.
2. Demonstrate confidence when speaking in front of a group of people.
3. Explore brands, logos and slogans of major companies.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. <http://www.hongkiat.com/blog/77-catchy-and-creative-slogans/>

EQUIPMENT AND SUPPLIES NEEDED:

1. Each student should have access to paper and a writing utensil.

SUGGESTED USE:

Incorporate any of these activities into the class curriculum before and during the following:

1. Team building activities
2. Collaborative or group projects

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

FFA Precept

- FFA.PL-E.Awareness: Understand personal vision, mission and goals.

Common Core- Speaking and Listening

- CCSS.ELA-LITERACY.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.

AFNR Career Ready Practices

- CRP.01. Act as a responsible and contributing citizen and employee. Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others.
- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.
- CRP.12. Work productively in teams while using cultural/global competence. Career-ready individuals positively contribute to every team, whether formal or informal.

Partnership for 21st Century Skills

- Collaboration
- Communication
- Social and Cross-Cultural Skills
- Work Creatively with Others

ACTIVITIES:

Companies develop a brand that helps drive them into the future and establish credibility among the general public. This brand is often seen in the form of a logo or slogan and is carried throughout the way the company does business. It is how the company is recognized and makes it easily identifiable.

Just as a company has a brand, it is important for individuals to develop a personal brand. This brand can help an individual set goals and direction for their life, and also portray a good image when interacting with others.

Activity #1: Guess the Slogan

- a. Using the slogans below, read them aloud and have students write down which company has that slogan. You can expand on this by having students complete the "Slogan/Logo Match" worksheet.
 - i. "It's finger lickin' good!" (KFC)
 - ii. "Think small" (Volkswagon)
 - iii. "Outwit. Outplay. Outlast." (Survivor TV Series)
 - iv. "Save Money. Live Better." (Walmart)
 - v. "Innovation" (3M)
 - vi. "Live in your world. Play in ours." (PlayStation2)
 - vii. "The happiest place on earth." (Disneyland)
 - viii. "Impossible is nothing." (Adidas)
 - ix. "Share moments. Share life." (Kodak)
 - x. "I'm lovin' it." (McDonalds)
 - xi. "Just do it." (Nike)
 - xii. "Eat fresh" (Subway)
 - xiii. "Good to the last drop." (Maxwell House)
 - xiv. "Have it your way." (Burger King)
 - xv. "Melts in your mouth, not in your hands." (M&M's)
 - xvi. "Because you're worth it." (L'Oreal)
 - xvii. "Fly the friendly sky." (United Airlines)
 - xviii. "Can you hear me now?" (Verizon)
 - xix. "Bet you can't eat just one." (Lays Potato Chips)
 - xx. "There are some things money can't buy. For everything else, there's ____." (MasterCard)
- b. After reading the list of slogans, go through and say the correct answer. Have students determine how many they got correct.
- c. At the bottom of their piece of paper, have students write down the importance of a company having a slogan. Additionally, have them add what makes some slogans more memorable than others.
- d. With a partner, have the students share their answers.

Activity #2: Create Your Own Slogan

- a. On a piece of paper, have students brainstorm ideas for their own personal slogan. This slogan should reflect who they are as an individual.
- b. Beyond the slogan, students should write down how they want to be perceived by others, which may help them think of a personal slogan.
- c. Using some of the guidelines below, have students develop their own slogan.
 - i. Keep it simple.
 - ii. Keep it short (five words or less, ideally).
 - iii. Be honest (should be a good reflection of who you are).
 - iv. Make it exciting.

"Leveling Up" Activity: Using the Slogan

Some companies make their slogan well-known, while others do not publicize it nearly as much. Either way, every company has a mission or a purpose, often portrayed in their slogan. As individuals, it is just as important to have guiding principles that help move us into the future. A slogan is something that can easily be remembered, but holds a lot of weight.

- a. Ask for a few examples of slogans from the class.
- b. Have students share their slogan with at least five other students.
- c. As a class, brainstorm ideas on how you can use your personal slogan when interacting with others, when applying for jobs, and in professional settings.
 - i. Guiding ideas: Put your slogan on your business card, incorporate it into a cover letter, use it during a job interview when they ask to describe yourself.
- d. What does this mean for social media?
 - i. Class discussion on how a personal slogan could be used on social media.
- e. Exit ticket: Students write down their slogan on a notecard or post-it and hand it in on their way out the door.

Name _____

Create Your Brand: Slogan/Logo Match

MATCH THE LOGO WITH THE CORRELATING SLOGAN.

- | | | |
|-----|---|-----------------------------------|
| 1. |  | A. "JUST DO IT." |
| 2. |  | B. "FINGER LICKIN' GOOD!" |
| 3. |  | C. "GO FURTHER." |
| 4. |  | D. "LET'S GO PLACES." |
| 5. |  | E. "HAPPIEST PLACE ON EARTH." |
| 6. |  | F. "I'M LOVIN IT." |
| 7. |  | G. "BET YOU CAN'T HAVE JUST ONE." |
| 8. |  | H. "THINK DIFFERENT." |
| 9. |  | I. "HAVE IT YOUR WAY." |
| 10. |  | J. "IMPOSSIBLE IS NOTHING." |

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Key:

- 1. J
- 2. I
- 3. C
- 4. H
- 5. A
- 6. D
- 7. E
- 8. B
- 9. F
- 10. G