

Storytelling for Impactful Branding

For college students and student-athletes. Built around a personal storytelling and peer-feedback activity. Every participant leaves with a draft of their personal brand story and a clearer understanding of how their experiences, interests, and values can connect to future opportunities.

RUN OF SHOW

SECTION	WHAT YOU DO
Welcome	Introduce yourself State the goal clearly: "Today is about understanding what makes your story valuable and learning how to communicate it in a way people remember."
Icebreaker	Ask the room: "If I asked one of your teammates or friends what you are known for, what would they say?" Then: "Is that what you want to be known for?"
Mini-teach	Explain the difference between a bio and a story. Introduce the Personal Brand Story Formula: Who I Am + What Shaped Me + What I Believe + Where I'm Going.
Individual Activity	Distribute Worksheet C. Participants map out the experiences, values, interests, and goals that make up their story.
Story Exchange	Break participants into groups of three. Each person has 60 seconds to share their story. The other participants provide feedback on what stood out and what they remembered.
Brand Connection	Discuss how personal stories can help participants identify industries, companies, and opportunities that align with who they are. Participants use their story map to create a 30-second personal brand story.
Close	"The thing I want people to remember about me is..."

Core Activity - Execute this Deal

Materials: Worksheet C, pens, timer

1. Distribute the personal brand assessment on Worksheet C. Read it aloud once so everyone is clear.
2. Break into groups of 3–5.
3. Each person has 60 seconds to share their story.
4. Participants use their story map to create a 30-second personal brand story. You coach live — be direct, specific, and encouraging.
5. Debrief: What did every group get right? What did most miss?

Worksheet C — Find Your Story**Section 1 — What Shaped Me?**

What experience, person, challenge, community, or opportunity helped make you who you are?

Section 2 — What Do I Care About?

(What matters to you outside of simply playing your sport or earning a degree?)

Examples:

- ☐ Family
- ☐ Fitness
- ☐ Fashion
- ☐ Business
- ☐ Gaming
- ☐ Education
- ☐ Community
- ☐ Mental health
- ☐ Financial literacy
- ☐ Technology
- ☐ Social impact
- ☐ Other: _____

Section 3 — What Makes Me Different?

What is something about your experience, background, interests, personality, or perspective that people may not immediately know?

Section 4 — Where Am I Going?

What are you trying to build toward beyond college?

Section 5 — My Brand Opportunities

(Because of my story and interests, I could create value in these areas:)

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1. _____
 2. _____
 3. _____

Section 6 — My 30-Second Brand Story

Complete the framework:

I am:

What has shaped me is:

I care deeply about:

Through my platform, I am building toward:

My Personal Brand Anchor
The thing I want people to remember about me is:
