



#### How to Mute or Unmute on:

**Windows:** Alt + A

**Mac:** Command (⌘) + Shift

**Phones:** \*6

# Welcome to

## Developing your Brand as a DTS Champion

### Digital Trade Standards Initiative

This session will start at 10.00am ICT / 02.00pm AEDT

To get the most from the session:



Use "raise hand" function when you would like to speak



We encourage you to ask questions



Keep your microphone on mute when not speaking



Use Chat function to comment or ask questions



If you have poor connection, turning off your video can help



Please note the meeting will be recorded

ASEAN-Australia Digital Trade



THE AUSTRALIAN  
APEC STUDY CENTRE  
Asia-Pacific  
Economic Cooperation

In partnership with  
**RMIT**  
UNIVERSITY



# Developing Your Personal Brand as a DTS Champion

**STANDARDS**  
Australia



# Agenda

1

Introduction to Personal Brand

2

Assessing your Personal Brand

3

Building your Personal Brand

4

Presenting with Confidence



# **1. Introduction to Personal Brand**



## Activity - What is a Personal Brand?

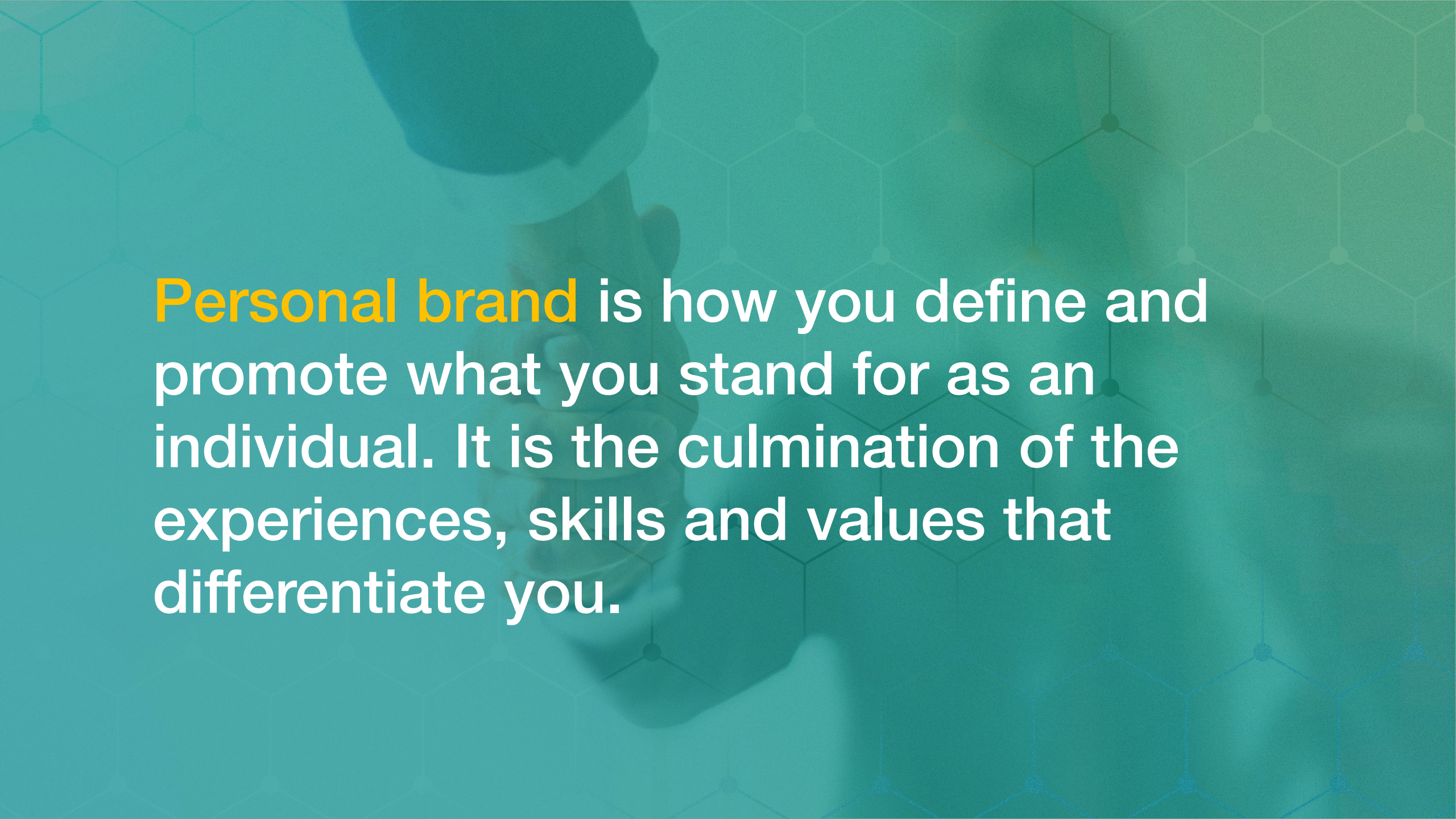
In your groups, select one of the famous faces below, or pick your own.

Discuss the person, what are the things that they represent? What qualities do you associate with them?

Make notes on [pg. 4](#) of your workbooks.







**Personal brand** is how you define and promote what you stand for as an individual. It is the culmination of the experiences, skills and values that differentiate you.

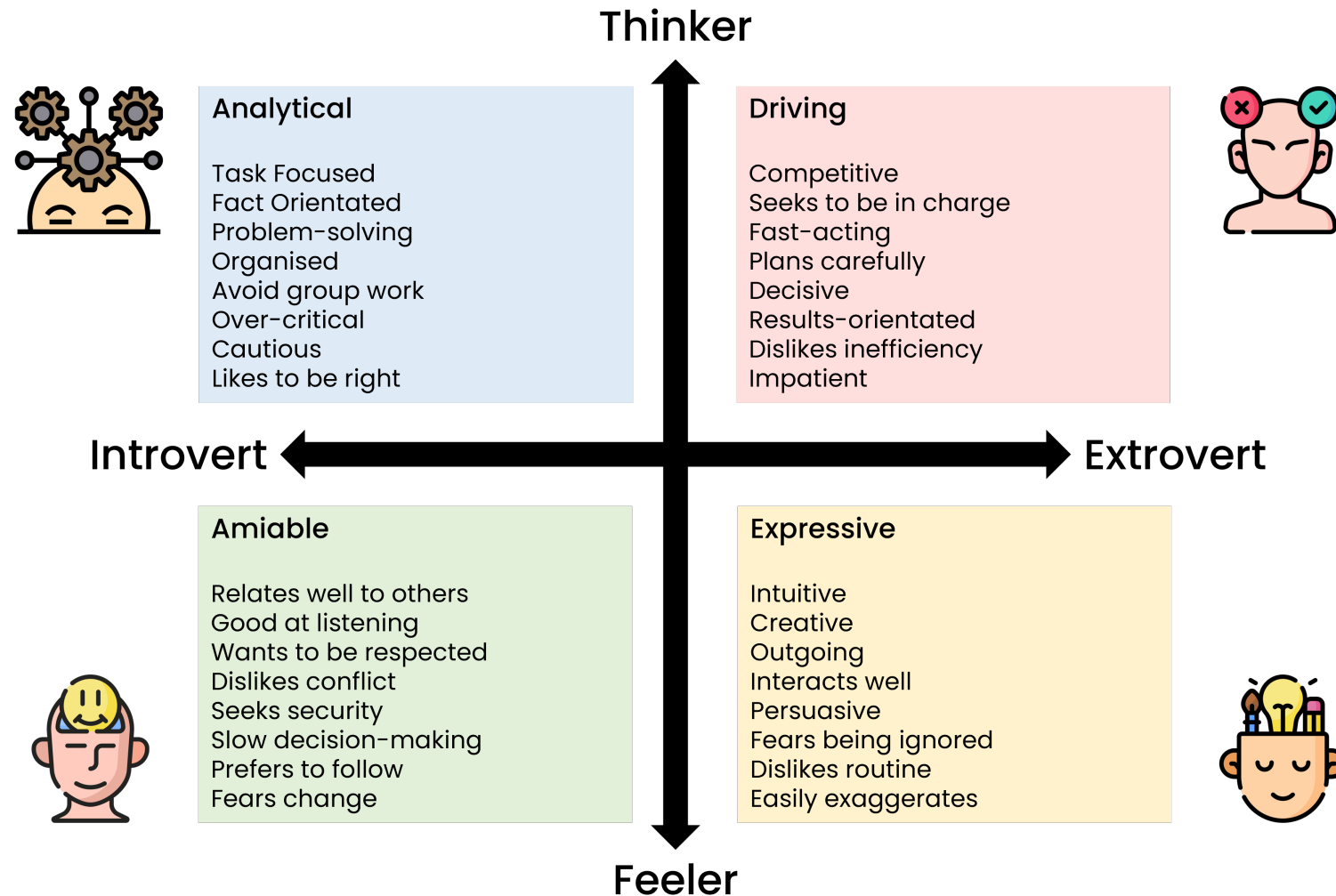





## **2. Assessing Your Personal Brand**

## 2. Assessing Your Personal Brand

# Personality Styles







How does your  
personality style  
influence your  
Personal Brand

## 2. Assessing Your Personal Brand

# Activity – Self-assessment of your Personal Brand

1. Select 5 words that people would use to describe you from the list of words on pg 7 of your workbook.

2. Rate your Personal Brand when it comes to interacting with others:

- Face to face;
- Digitally; and
- Written







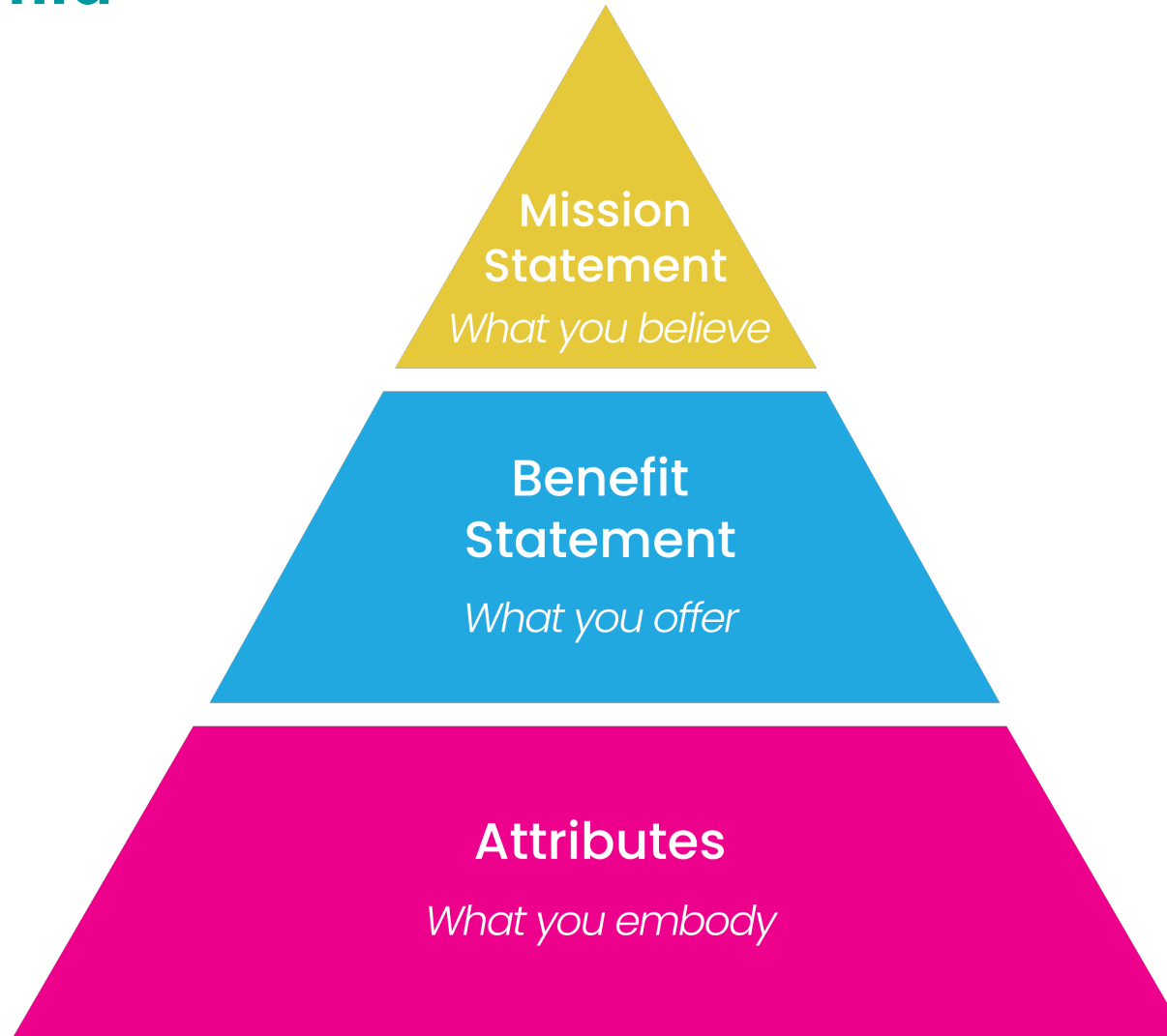
## **3. Building Your Personal Brand**





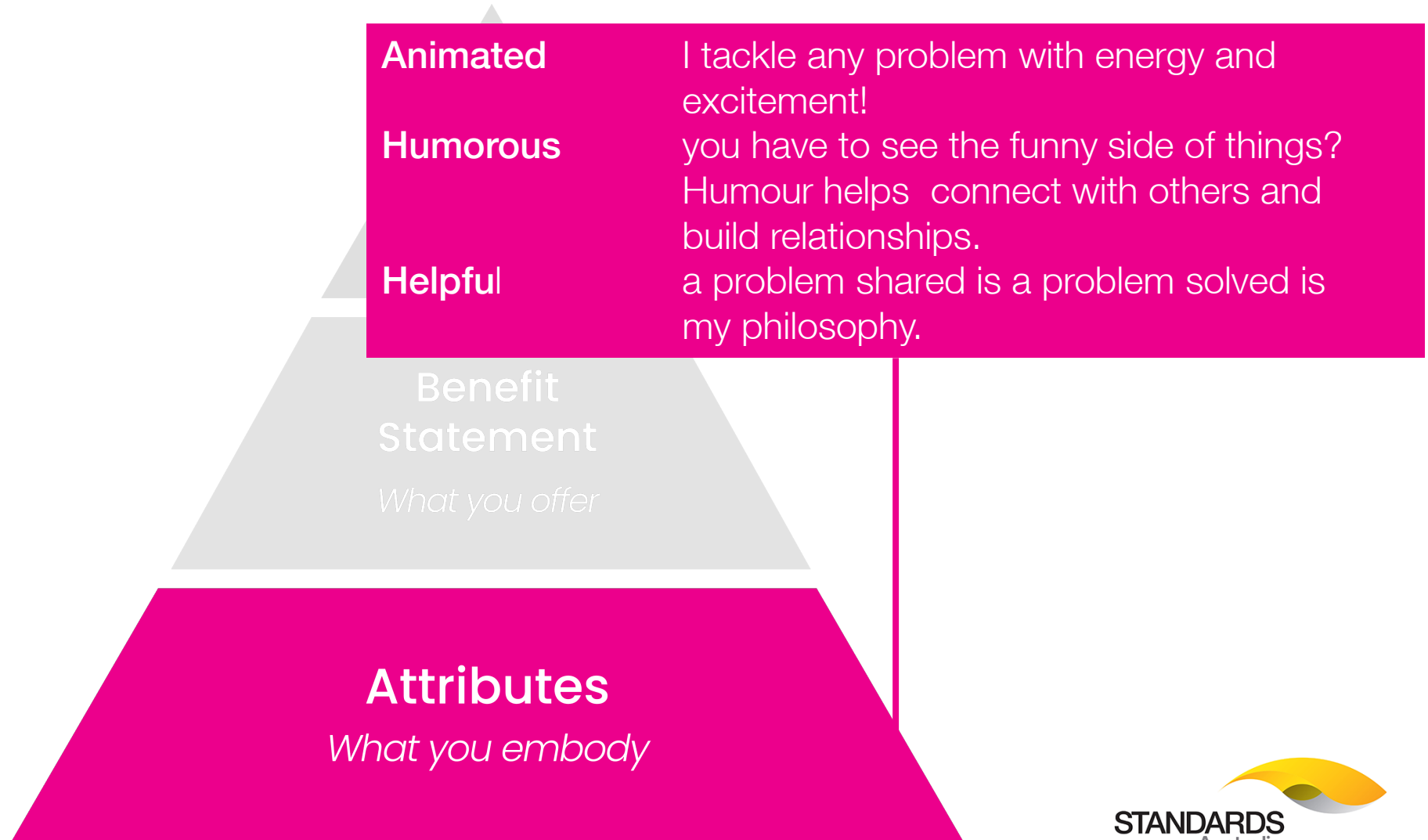
### 3. Building your Personal Brand

## Personal Pyramid



### 3. Building your Personal Brand

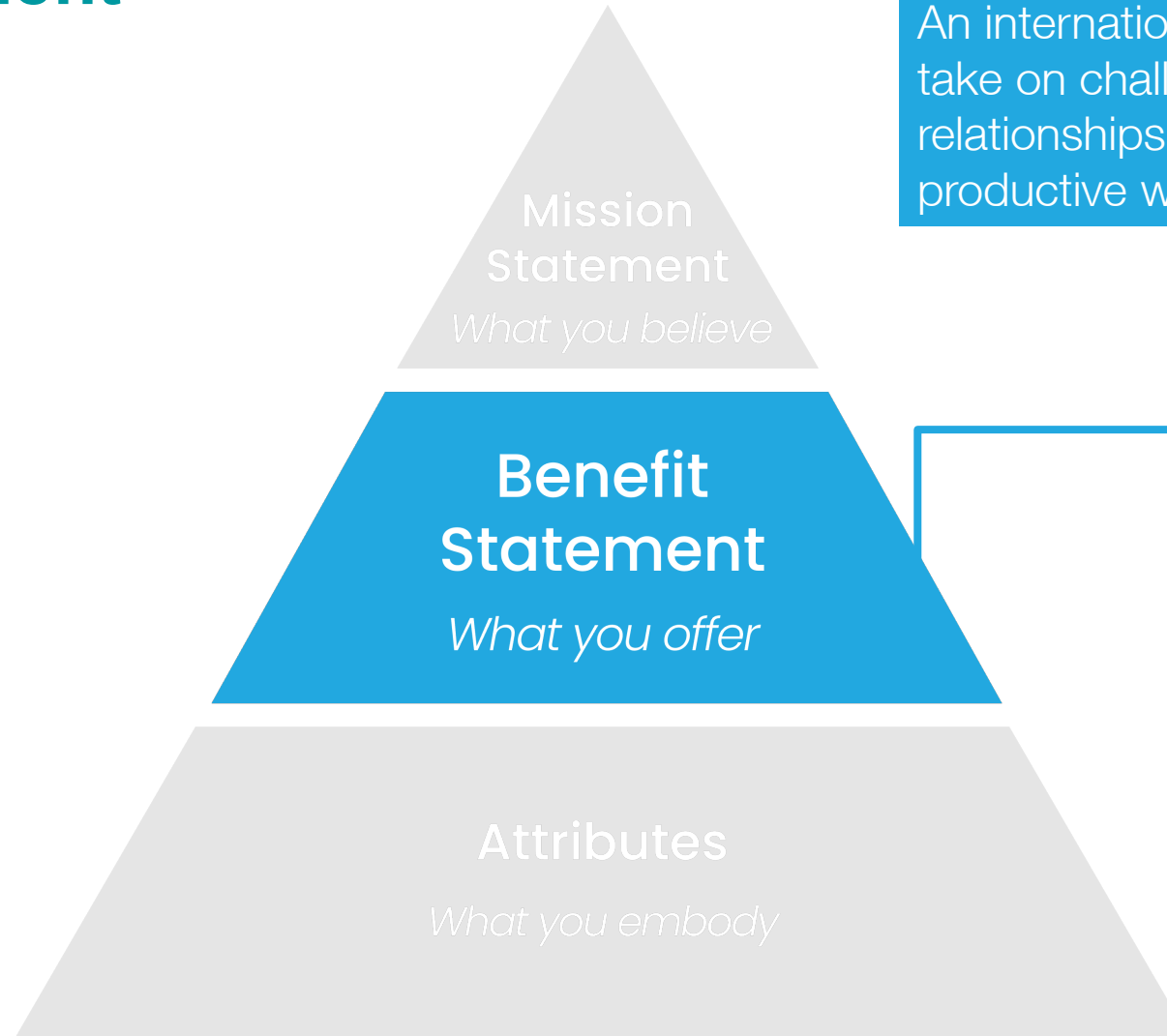
## Attributes





### 3. Building your Personal Brand

## Benefit Statement



An international educator ready to take on challenging tasks and build relationships to create a positive and productive workplace environment

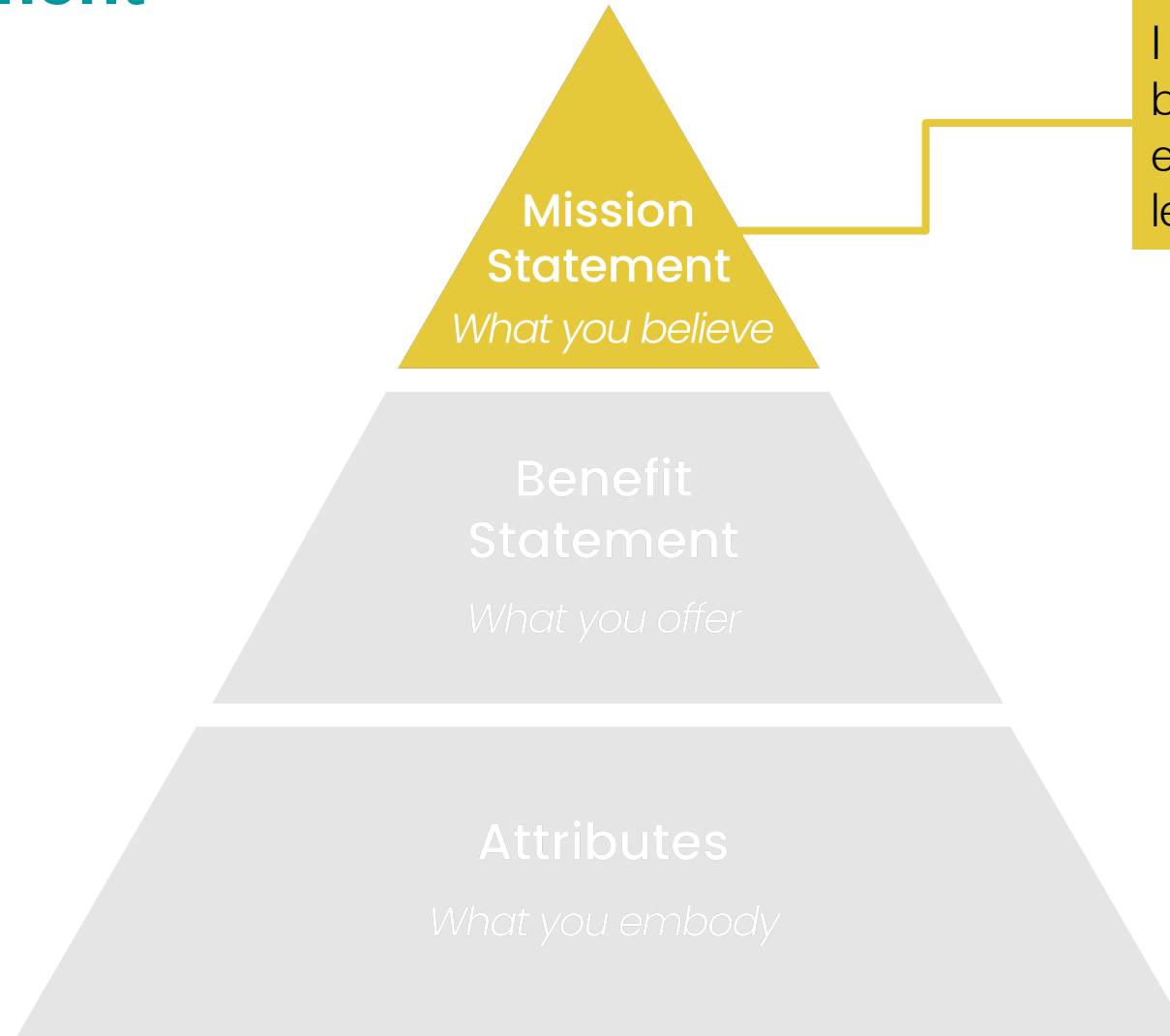
### 3. Building your Personal Brand

## Mission Statement



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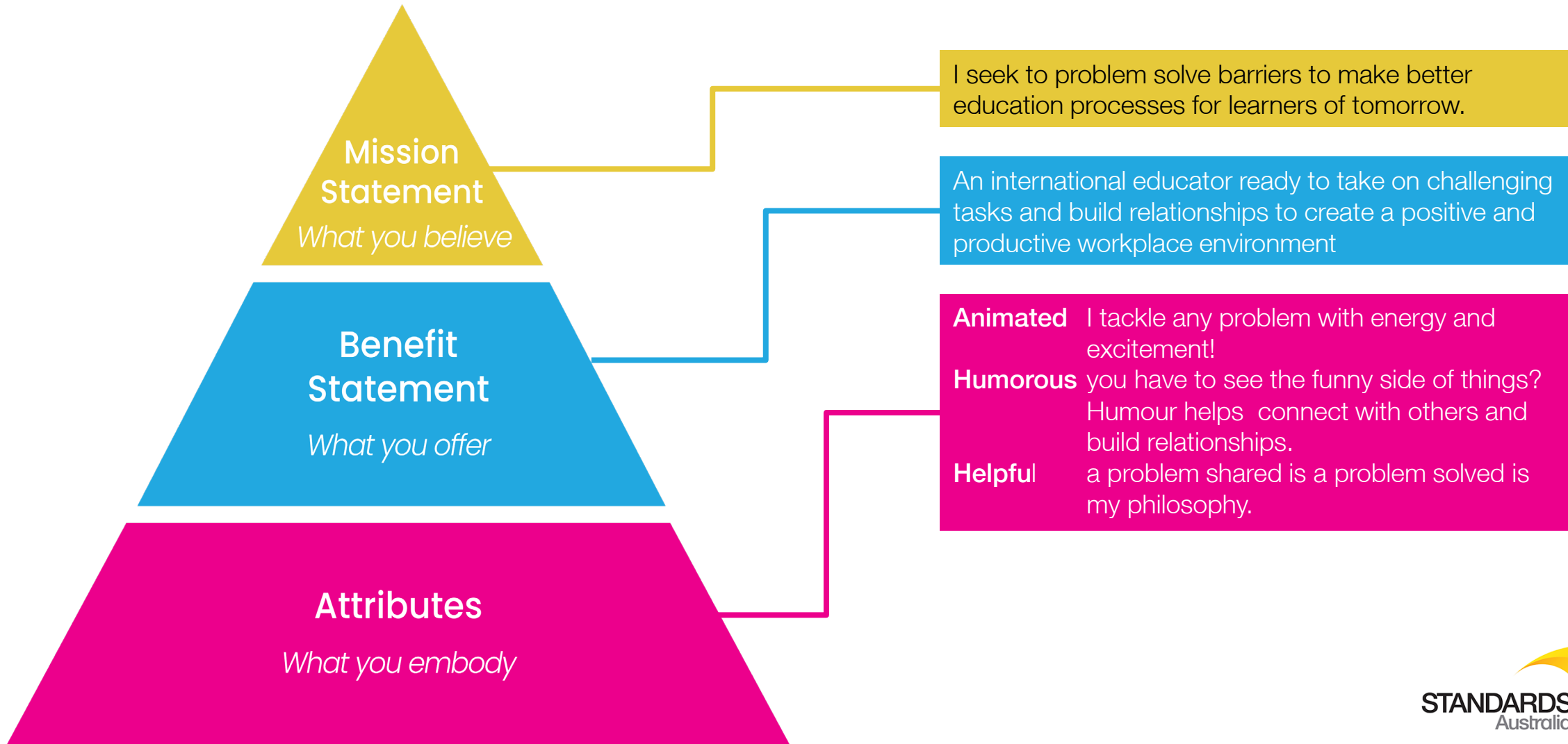


I seek to problem solve barriers to make better education processes for learners of tomorrow.



### 3. Building your Personal Brand

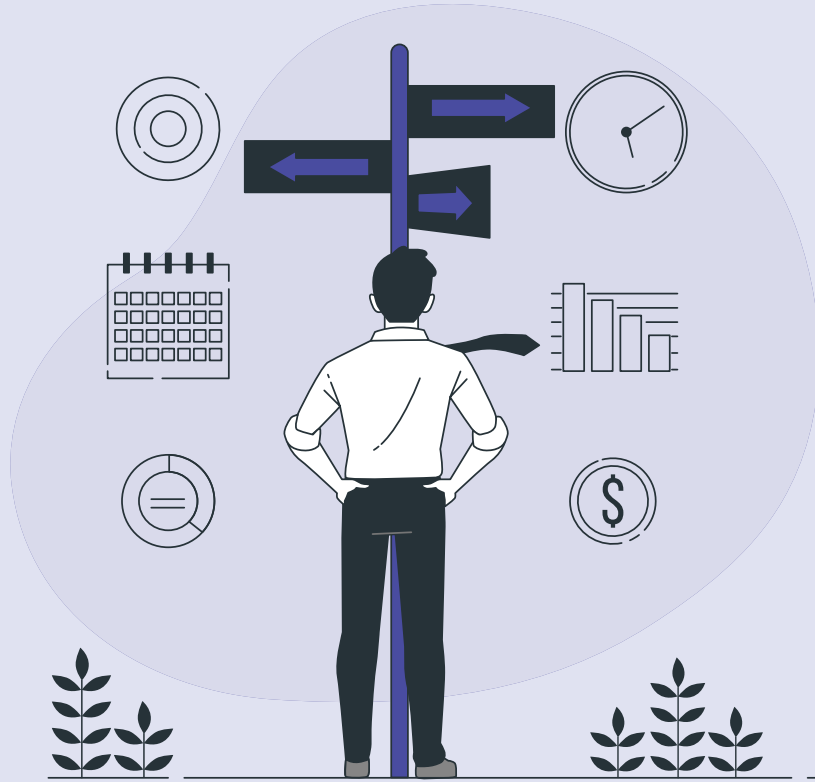
## My Personal Pyramid







## 4. Presenting with Confidence



## PART 1

# Introduction to Presentation Skills

- ① Think of a presentation you attended in the past. What skills did the presenter demonstrate that made it memorable?
- ② Which of those skills would you like to use in your presentations?
- ③ On a scale of 1–5 with 5 being the highest, how well would you rate your presentation skills?

## 4. Presenting with confidence

# Presentation Styles

Before delivering your presentation think about why you are doing it. What is ***your*** why?



To  
Inform



To  
Influence



To  
Educate



To  
Report

## 4. Presenting with confidence

# Knowing your audience





## 4. Presenting with confidence

# 3 Pillars of Presenting

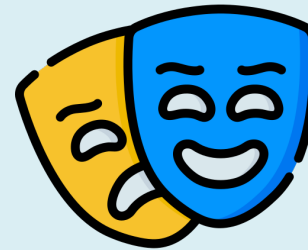


**Ethos**

**Your credibility  
and character**

Use:

- Similarities
- Vulnerability
- Authority
- Reputation



**Pathos**

**Your emotional connection  
with the audience**

Use:

- Story telling
- Calls to action
- Visuals
- Metaphors



**Logos**

**Your logic  
and rationale**

Use:

- Facts
- Statistics
- Evidence

#### 4. Presenting with confidence

## Structuring your Content

1

**Powerful  
Introduction**

2

**The  
Body**

3

**Conclusion  
and  
Closing**

#### 4. Presenting with confidence

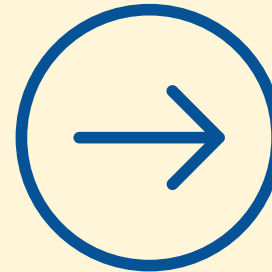
## Powerful Introductions



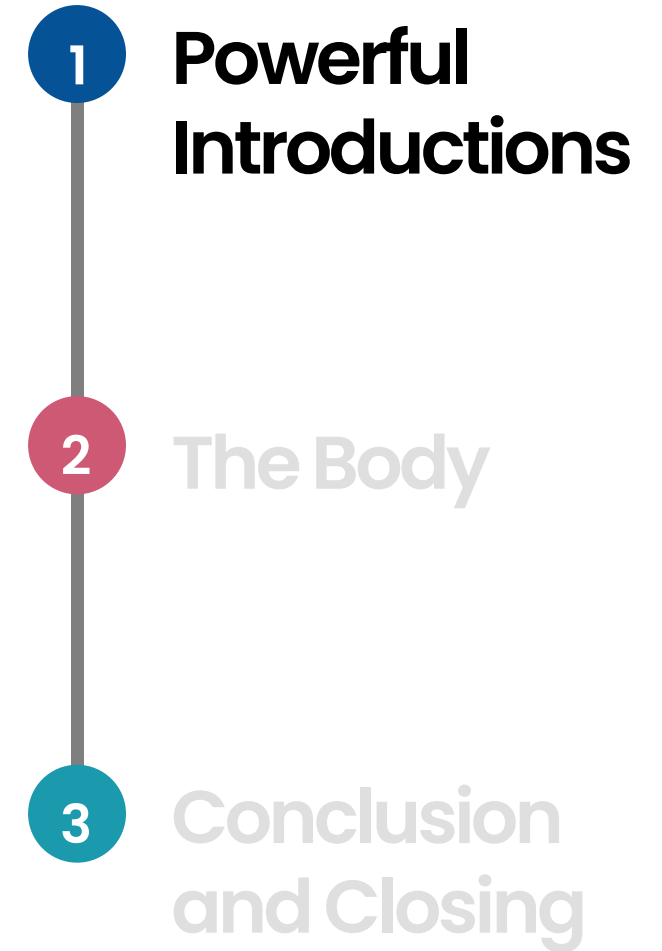
**Grab their  
attention**



**Establish  
credibility**



**Give  
direction**



## 4. Presenting with confidence

# The Body

The body is where you share your message with the audience. Structure the content in a logical, sequential order so that it's easy for them to follow.



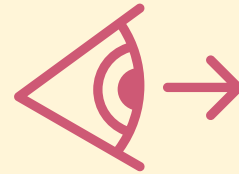
**10%**

Of what they  
**HEAR**



**20%**

Of what they  
**READ**



**80%**

Of what they  
**SEE and DO**

1

Powerful  
Introductions

2

**The Body**

3

Conclusion  
and Closing



## 4. Presenting with confidence

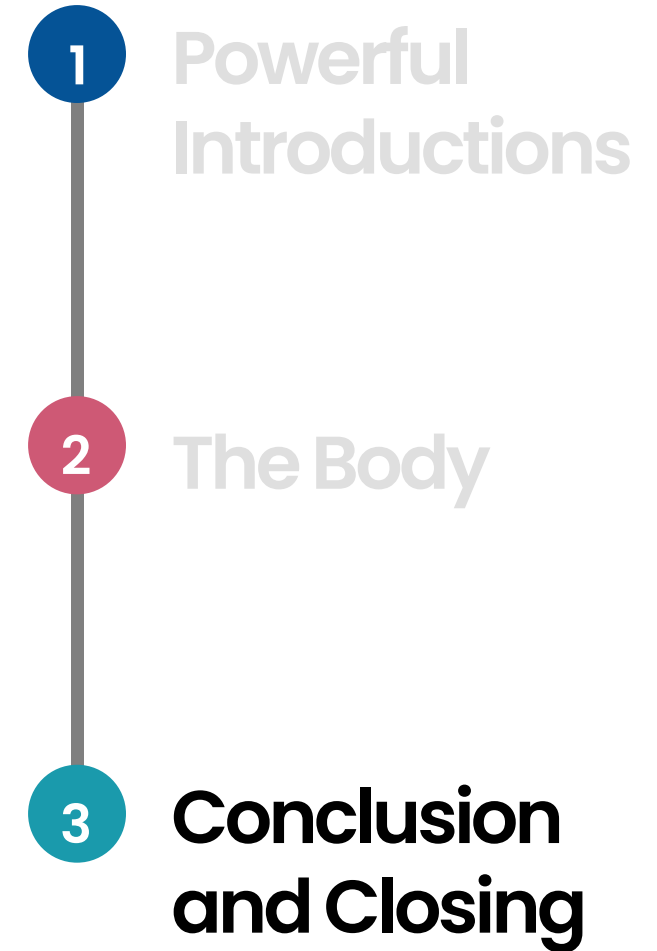
# Conclusion and Closing

## Conclusion

- Summarise what you have told them
- Review the key points
- Use phrases such as in conclusion, or in summary
- Call to action

## Closing

- Avoid closing on a low point
- Maintain their interest by:
  1. Linking back to your introduction
  2. Stating a quote, fact, or a provocative thought
  3. Asking a question



## 4. Presenting with confidence

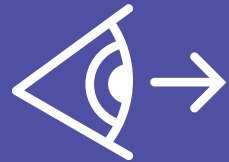
# Effective Presentation Techniques

01



Stand with  
confidence

02



Make eye  
contact

03



Use  
appropriate  
gestures &  
facial  
expressions

04



Use  
movement

05



Moderate  
your pitch,  
pace and  
tone

## What we covered today

1

Introduction to Personal Brand

2

Assessing your Personal Brand

3

Building your Personal Brand

4

Presenting with Confidence

# Thank you!

Please let us know your thoughts of today's  
**Personal Brand** workshop:



<https://tinyurl.com/DTSPB23>