

BRAND BUILDER

— WORKBOOK —



A Guide for Schools & Student Programs

Empowering Students to Build Confidence, Creativity, and Real-World Business Skills

Today's students are not just preparing for their first job—they are preparing to create, lead, innovate, and communicate in a rapidly changing world.

The Brand Builder Workbook gives students a hands-on framework to explore their personal brand, develop career/entrepreneurial thinking, strengthen communication skills, and transform ideas into compelling presentations.

Designed to be flexible across classrooms, leadership programs, entrepreneurship initiatives, career readiness programs, and extracurricular experiences, the workbook helps educators create meaningful opportunities for students to discover who they are and how they want to show up in the world.



WHAT STUDENTS LEARN THROUGH BRAND BUILDER

The Brand Builder experience guides students through the process of understanding their strengths, defining their value, and communicating their ideas with confidence.

Students Explore:



Personal Brand Development

Students identify their unique strengths, interests, values, and goals while learning how personal branding influences opportunities, relationships, and future success.



Storytelling & Communication

Students learn how to clearly communicate their ideas, experiences, and vision—skills that are essential for interviews, presentations, entrepreneurship, and leadership.



Entrepreneurial Thinking

Students practice thinking like creators by developing concepts, identifying audiences, and building a clear message around an idea or initiative.



Confidence & Leadership

Students gain confidence in presenting themselves, advocating for their ideas, and understanding the value they bring to a team or organization.



WAYS SCHOOLS CAN USE THE BRAND BUILDER WORKBOOK

The workbook is designed to complement existing curriculum and can be incorporated into a variety of learning environments.



STUDENT PITCH COMPETITIONS

Students use the workbook framework to develop and present their ideas through a structured pitch experience.

Possible formats:

- Entrepreneurship competitions
- Innovation challenges
- Career readiness events
- Student showcases



STUDENTS LEARN HOW TO:

- | | |
|---------------------------|---------------------------------------|
| ✓ Define their idea | ✓ Communicate their value proposition |
| ✓ Identify their audience | ✓ Deliver a compelling presentation |



ELEVATOR PITCH CHALLENGES

Help students master one of the most valuable professional skills: Introducing themselves with confidence.

Students create and refine their personal elevator pitch, preparing them for:

- Networking opportunities
- Internship interviews
- College conversations
- Career fairs
- Leadership opportunities





FINAL BRAND PRESENTATIONS

Students can complete the workbook journey by presenting their personal brand. A final presentation may include:

- Who they are
- Their strengths and values
- Their goals and aspirations
- What makes them unique
- How they want to make an impact

This creates a powerful reflection experience while strengthening public speaking skills.



CAREER READINESS & LEADERSHIP PROGRAMS

Brand Builder can be integrated into programs focused on:

- Workforce development
- College and career preparation
- Leadership development
- Entrepreneurship education
- Student success initiatives

The framework gives students practical tools they can continue using throughout their academic and professional journeys.



**HELPING STUDENT DISCOVER WHO THEY
ARE AND BUILD THE FUTURE THEY ENVISION**

SAMPLE STUDENT EXPERIENCE

A Brand Builder experience can be customized based on your goals, timeline, and student population.



Step 1

DISCOVER

Identify their strengths, passions, values, and personal story.



Step 2

DEFINE

Develop their personal brand and understand how they want others to perceive their strengths and abilities.



Step 3

BUILD

Create a brand strategy, pitch, or presentation that communicates their vision.



Step 4

PRESENT

Share their ideas and receive feedback through a showcase, competition, or presentation event.

WHY SCHOOLS CHOOSE BRAND BUILDER

Schools are looking for meaningful ways to help students develop skills that extend beyond the classroom.

Brand Builder helps students strengthen:

- ✓ Define their Idea
- ✓ Confidence and Self-Awareness
- ✓ Critical Thinking
- ✓ Creativity and Innovation
- ✓ Leadership Abilities
- ✓ Professional Readiness



By combining reflection, strategy, and presentation, students gain a practical framework they can apply to future academic, career, and entrepreneurial opportunities.

BRING **BRAND BUILDER** TO YOUR STUDENTS

Whether you are looking to enhance an existing program, create a student challenge, or provide students with a long-term personal development tool, Brand Builder can be adapted to fit your goals.

BULK WORKBOOK OPTIONS ARE AVAILABLE FOR:



Schools



**District
Programs**



**Leadership
Organizations**



**Career
Readiness
Initiatives**



**Student
Cohorts**



Interested in
bringing **Brand
Builder** to your
students?

Schedule a conversation to explore implementation options, bulk pricing, and ways to customize the experience for your program.

Book a Meeting

Link to Calendar



Bogues Group

