



Storytelling Workshop Roadmap

# Build Your Personal Brand Story



Introduce yourself: "I am an expert in ..., specializing in .... I help people [specific benefit/ value/ result you provide]."



What challenge related to your personal brand would you like to find a solution for during the game?

People don't buy goods; they buy the meaning and vision that comes with them. People are drawn more to your why (your purpose, values, or vision)



Your values and purpose as an expert:





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# Your Authentic Meaning



Authentic emotions create trust, while polished but empty visions fall flat. "Be yourself; everyone else is already taken."



How did your journey in this field begin? And do you recall a memorable or funny moment from those early days?



Name one thing that you like to do most in your work:



Share one great challenge/case you managed to conquer:



What's one key problem your clients face that you're uniquely skilled at solving?



What's a hidden issue your clients often miss, but you know exactly how to resolve?





## 12 Aspects of Brand Creation and Growth



# Brand Empowerment Wheel



A personal brand is the unique combination of skills, experiences, values, and personality that define how you present yourself to the world, particularly in professional and public spaces. It's the way others perceive you based on your actions, reputation, and the image you project.

12 Key Elements of a Personal Brand: expertise and skills, values and mission, unique personality, reputation, online presence and visual identity...

### Legend/Cases

Example: A designer shares how they started their career by creating T-shirts for friends.  
Importance: Creates an emotional connection with the audience and makes the brand memorable.

### Promotion

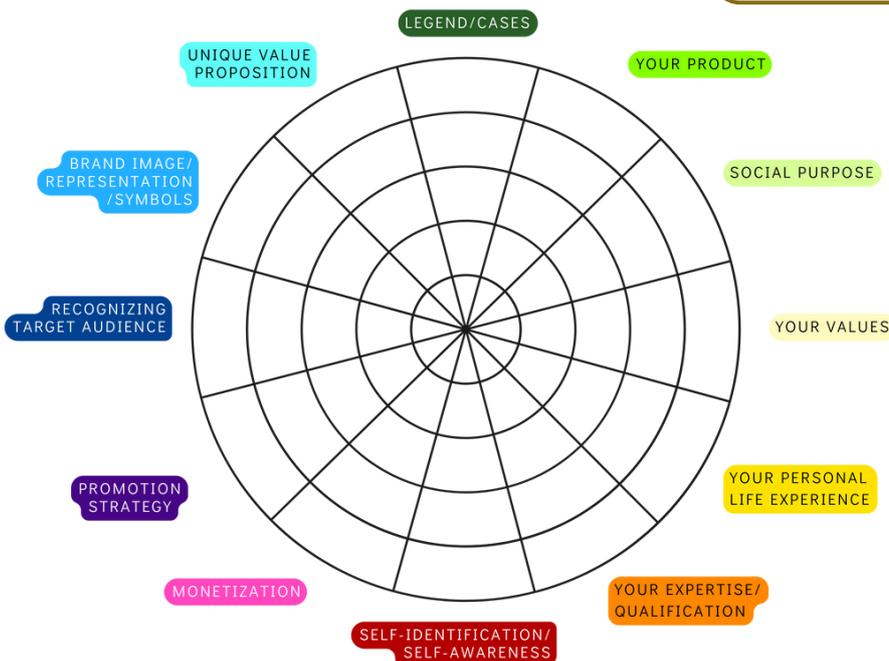
Example: A coach launches a blog on Instagram and hosts free workshops.  
Importance: Helps make the brand visible to the target audience and expands influence.

### Unique Value Proposition

Example: "Freshly prepared, dietitian-approved meals delivered to your door in under 30 minutes – making healthy eating effortless."  
Importance: The UVP clearly communicates the service's main benefit (healthy, convenient meals). Highlights what makes the service unique – dietitian-approved meals with fast delivery.

### Target Audience

Example: An English teacher focuses on IT specialists preparing for international interviews.  
Importance: Allows focusing efforts and offering relevant products/services.



### Values

Example: "I believe in sustainability, so all my products are made from recycled materials."  
Importance: Builds loyalty among an audience that shares the same beliefs.

### Expertise

Example: A lawyer regularly publishes articles on LinkedIn, demonstrating competence.  
Importance: Builds trust with the audience and strengthens reputation in the niche.

### Self-Identification

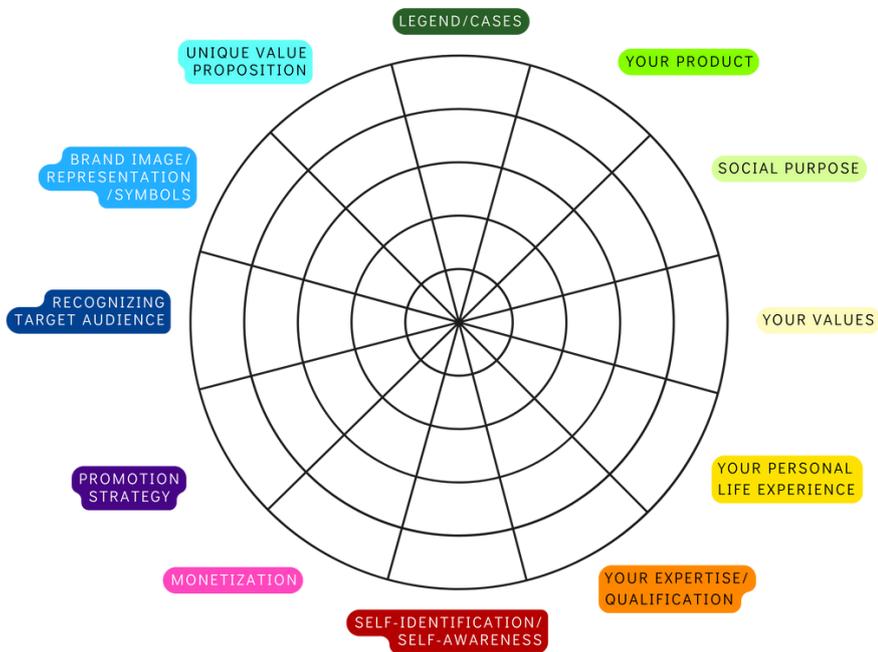
Importance: Reflects the emotional impact of their work, connecting with the desires of their audience.  
Example: A fashion designer says, "I design clothing that makes women feel confident and powerful."

### Life Experience

Example: A psychologist shares a personal story of overcoming challenges.  
Importance: Makes the brand relatable and inspiring, strengthening trust.



Identify 1–3 aspects of your personal brand that are the strongest and most well-developed:



Identify 1–3 areas that you feel need your attention:





Choose Your Archetype

# The Power of Archetypes in Brand Building

## How Archetypes Shape a Strong, Memorable, and Trusted Brand

- Enhances Brand Recognition & Loyalty – Familiar narratives create trust (e.g., Nike as the Hero).
- Establishes Emotional Connections – Triggers subconscious emotions (e.g., Caregiver brands like Johnson & Johnson).
- Differentiates in a Competitive Market – Helps brands stand out (e.g., Harley-Davidson as the Outlaw).

## 12 Common Archetypes in Branding

- 🧑‍🦱 The Hero – Nike, Adidas
- 💡 The Sage – Google, TED
- 👶 The Caregiver – Johnson & Johnson, UNICEF
- 👑 The Ruler – Rolex, Mercedes-Benz
- 😄 The Jester – M&M's, Old Spice
- 🚀 The Explorer – Patagonia, Jeep
- 🎨 The Creator – LEGO, Apple
- 🔥 The Rebel – Harley-Davidson, Diesel
- ☀️ The Innocent – Coca-Cola, Dove
- 🧙♂️ The Magician – Disney, Dyson
- 👤 The Everyman – IKEA, Target
- 👰 The Lover – Chanel, Victoria's Secret

### Case Study – Nike as The Hero

- 🏆 Archetype: The Hero
- 🎯 Key Message: "Overcome challenges, push limits"
- 🔥 Visuals & Tone: Bold, motivational, high-energy
- 📌 Result: Global recognition, deep customer loyalty

## How you will use your archetypes:

### Visual Identity (Colors, Fonts, Images)

Technique: Design your visuals according to the emotions your archetype evokes.

Example:

Caregiver = soft colors (light blue, warm beige), round fonts, caring and family-oriented images.  
Hero = strong, bold colors (red, navy), powerful typography, images of action or leadership.

### Storytelling & Content Creation

Technique: Create stories where you take the role of your archetype to solve a problem or inspire.

Example:

A Magician (transformer archetype) will create content about transformation, showing how they help people make big life or business changes.

A Creator will share behind-the-scenes creative processes, ideas, or innovations.

### Brand Voice & Language

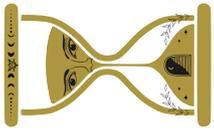
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Example:

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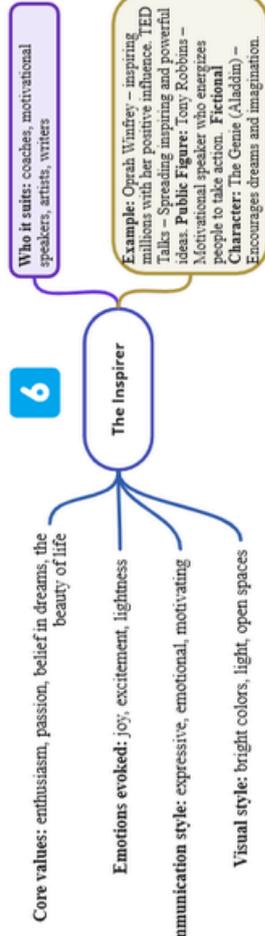
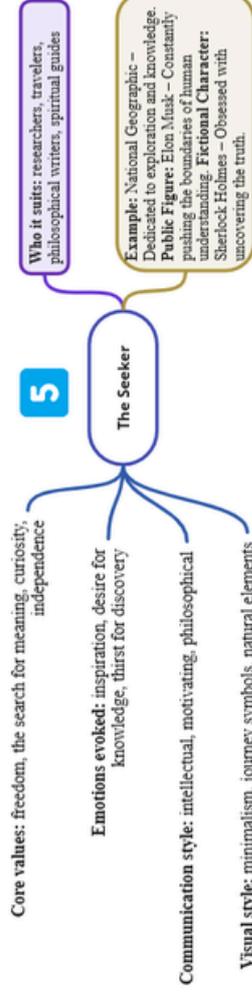
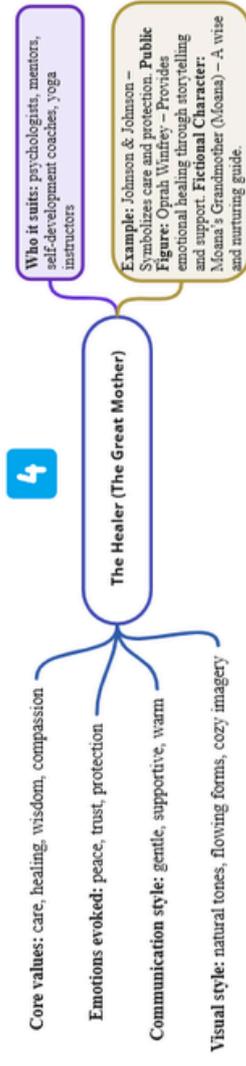
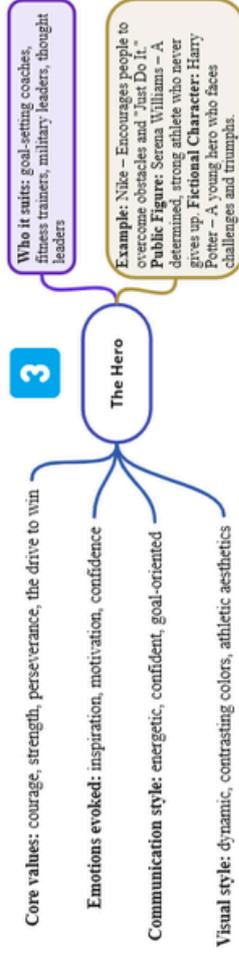
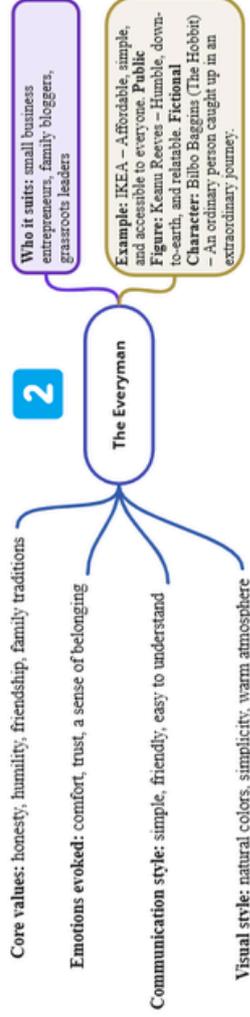
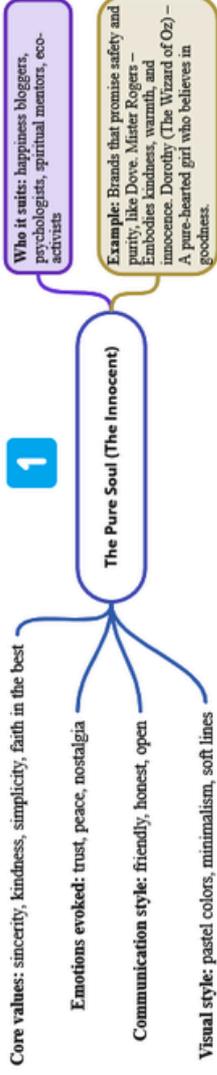
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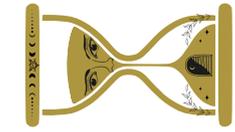




# The Power of Archetypes in Brand Building

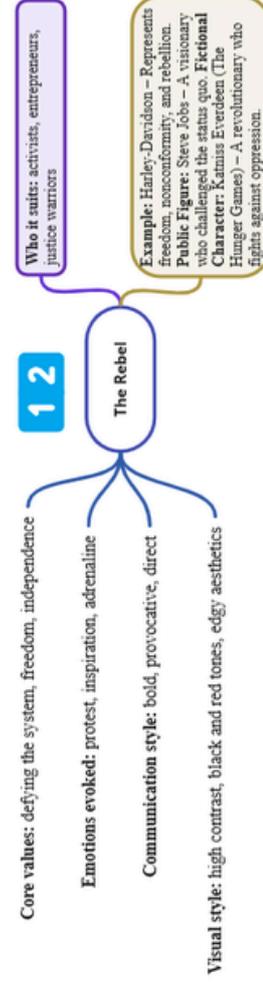
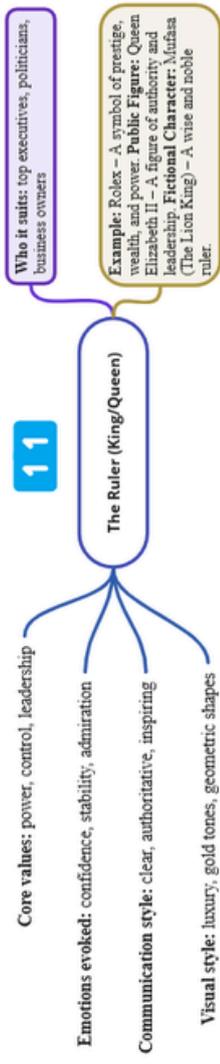
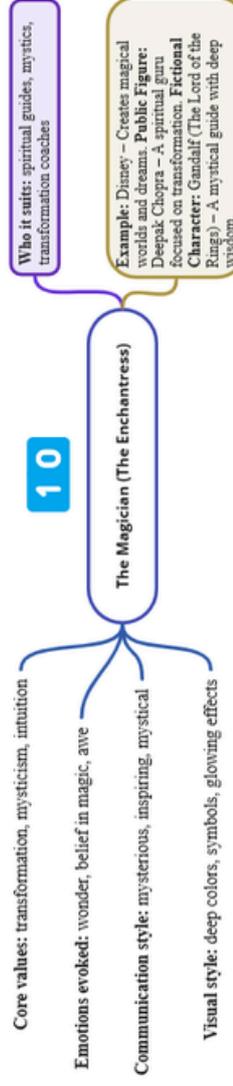
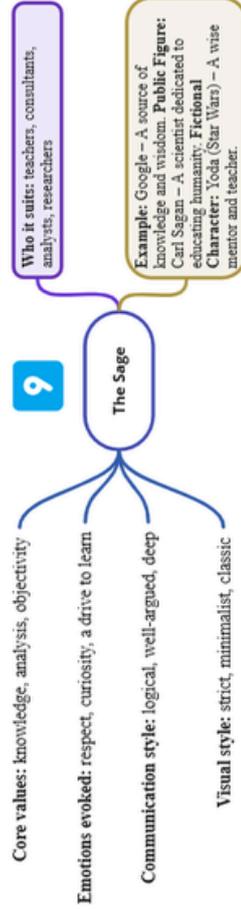
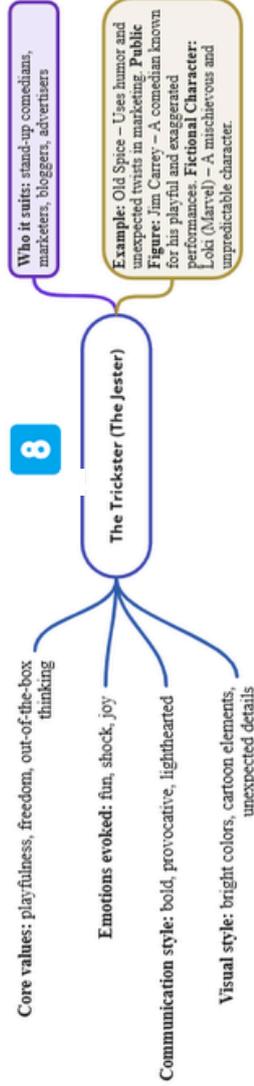
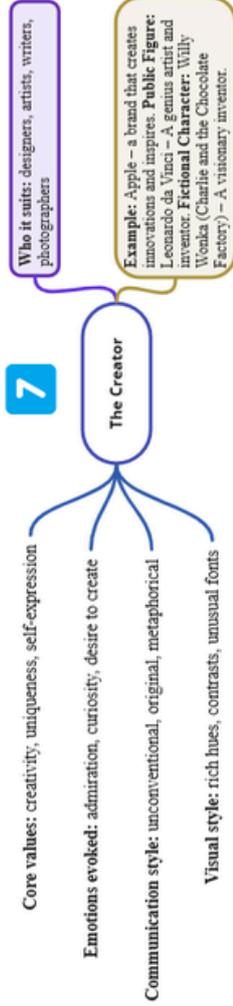
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Brainstorm How You Can Apply Your Chosen Archetype to Your Personal Brand

## Brand Voice & Language

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Use gathered answers & most vivid insights: choose 3 cards that inspired you the most and provided meaningful answers and fresh ideas. Based on these answers, write a story about how you tackle your question to the game.

Task: Express your ideas through symbols and picture yourself as a hero reaching your goal.  
Tip: You can imagine your archetype as a hero who undertakes the adventure on your behalf.

**Starting point**  
**A** At first, I faced challenges with...

**Insights**  
**B** Then, I uncovered....

**Destination**  
**C** And now I can...