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Personal Brand Management Capstone - U of A Design Program

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### Husband Father Designer Artist

FOLLOW

### @styeakley



### WORK

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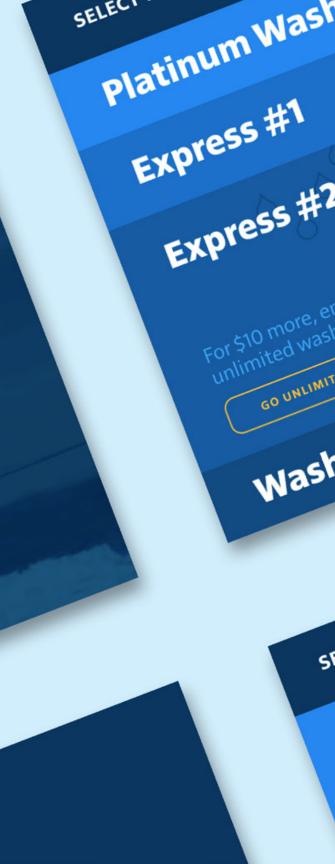
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TUCSON GEM & MINERAL SOCIETY









### Hello

← Back

OOROO Auto brings the shop to you! Use our online system to schedule your appointment.

LET'S GO

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thome.

Mobile Auto Care How It Works



WORK



### THE UNIVERSITY OF ARIZONA

### PURPOSE

Working together to expand human potential, explore new horizons and enrich life for all.

化转移和中国中国大学 网络生活。 四日后,

### VISION

Our vision is to create a world where human potential is realized and we're all working together to create solutions to big problems so that life in our communities, in Arizona and on our planet can thrive.

### MISSION

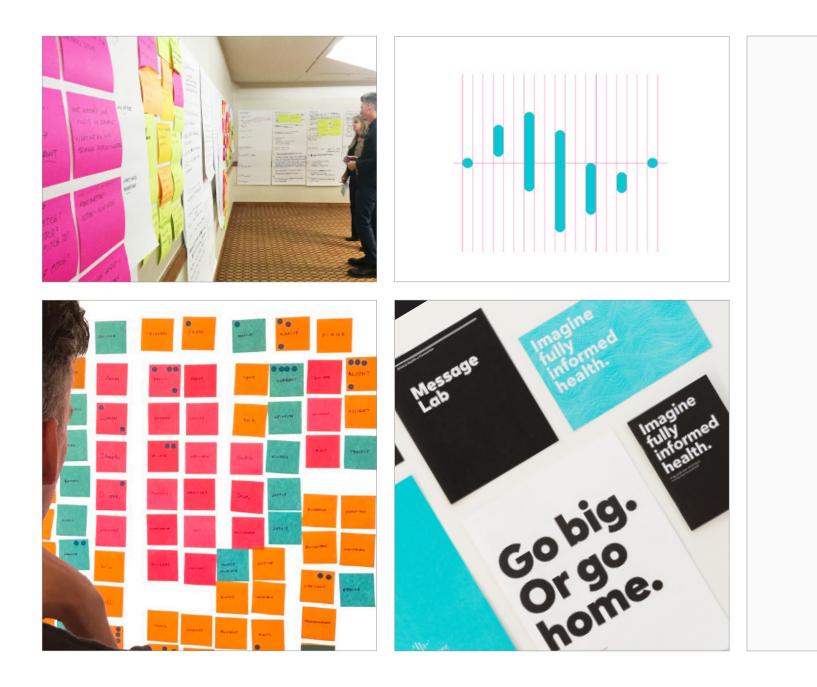
We will continuously improve how we educate and innovate so we can lead the way in developing disruptive problem-solvers capable of tackling our greatest challenges.

### VALUES

Adaptation Compassion Determination Exploration Lision







• healthcurrent

Imagine fully informed health

A brand is not a logo, an identity, or a product. A brand is person's gut feeling about a product, service, or organization.



It's not what you say you are. It's not what you do. It's who you are.

### Who you are, speaks louder than what you do.

8 Steps to a meaning-filled personal brand



## CREATING A MEMORABLE PERSONAL BRAND IS NOT ABOUT HAVING A GOOD" VOICE OR EVEN A GREAT "VOICE. It'S ABOUT HAVING YOUR OWN VOICE.



WHATEVER YOUR STYLEIS, JUST MAKE SURE IT ALIGNS WITH WHO YOU ARE AND THE TYPE OF ANDIENCE YOU'RE LOOKING TO ATTRACT.



### LITTLE DETAILS ENDUP CONTRIBUTING TO THE LARGER POATRAIT OF WHO YOU ARE - DON'T FORGET THEN ALONG THE WAY.

6, <sub>1</sub>









YOUARE THE PRODUCT OF THE FINE PEOPLE YOU SPEND THE MOST TIME WITH IN LIFE,



### OUR HABITS ARE WHAT BUILD US AS PEOPLE - AND THEY ARE ALSO WHAT BUILD A MEANINGFUL PERSONAL BRAND,



YOUR CONNECTION WITH YOUR AUDIENCE IS ALL ABOUT MAINTAINING HONESTY, INTEGRITY, AND LOYALTY.





RE CONSISTENT. It's HOW YOU GROW AND BUILD TRUST WITH OTHERS.



# ALWAYS BE ON THE OFFENSIVE. IF YOU'RE NOT MANAGING YOUR BRAND. SOMEONE ELSE IS.







"We are CEOs of our own companies: MeInc. To be in business today, our most important job is to be head marketerforthe brand called you."

# Thanks.

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