

# PERSONAL BRANDING WITH STORYTELLING

## WHAT? WHY? HOW?

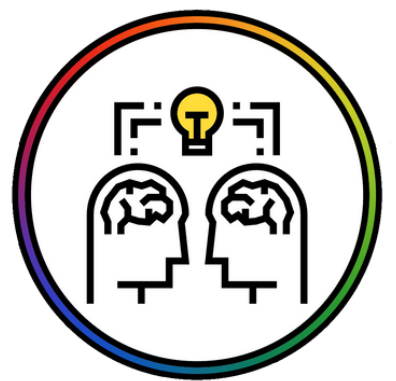


By merging different disciplines that includes photography, visual design and user experience to produce radical approaches and outcomes, I help invent and make things that can change the world.

Storytelling & visual storytelling makes what you say more relateable, engaging, believable and demonstrates a bigger purpose . We'll cover the following 3 areas:

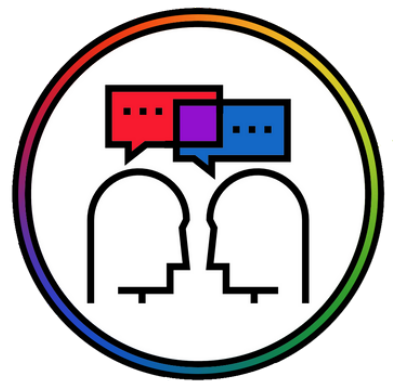
## 1. UNDERSTAND YOUR STORY

Understand what it is you really need to say; articulating your message so it's easily understood by the people you need to hear it.



## 2. UNDERSTAND YOUR NARRATIVE

Develop a narrative that's compelling, consistent but most importantly it's authentic – so you'll be able to engage with and connect on a deeper, more fulfilling level with your audience.



## 3. AMPLIFY YOUR MESSAGE

Make it clear and simple for your audience to understand what it is you need them to do, implementing a process designed with their needs at its core.



## BETTER TOGETHER?



- Attendees appear to have little to no experience working outside the community sector.
- Personal branding development/understanding is minimal - and approaching it as such doesn't work as it's seen as a 'corporate thing' (e.g. Matthew's training came across as 'corporate-lite'.
- Helps people understand how to communicate what matters and to adapt to different audiences. E.g. applying for funding or corporate donations.
- Complements GLAAD Media Training.