

FROM ITALY TO BELARUS



- 1.** Where I come from
- 2.** Why I'm here, in Minsk
- 3.** What is EVS program
- 4.** Which is my background (Education and other experiences)
- 5.** What is "*The personal branding canvas*" (who, why, when, where)

WHERE I COME FROM...



Valdagno, Vicenza



WHY I'M HERE

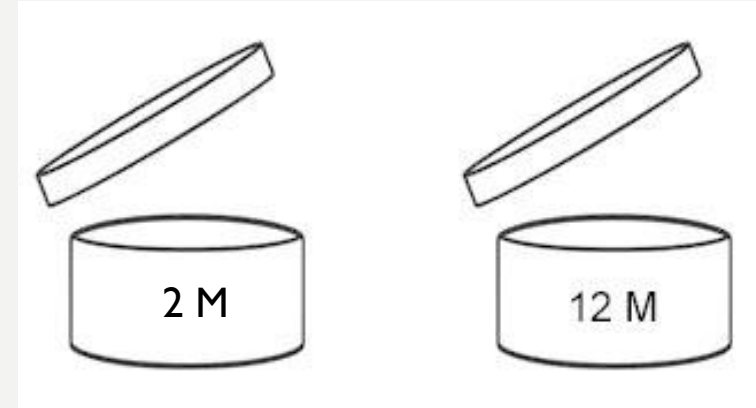


EVS (European Voluntary Service)



Inside and outside European Union

Duration



Financed with European resource

Anyone between 18 and 30 years old





What you will have to do as EVS volunteer?

- People with disabilities
- Young
- Homeless
- Refugees
- PR and communication
-

What about my EVS?

- Organizing activities for young (movie night, English and Italian club, art club, theatre club, other events)

PERSONAL BACKGROUND

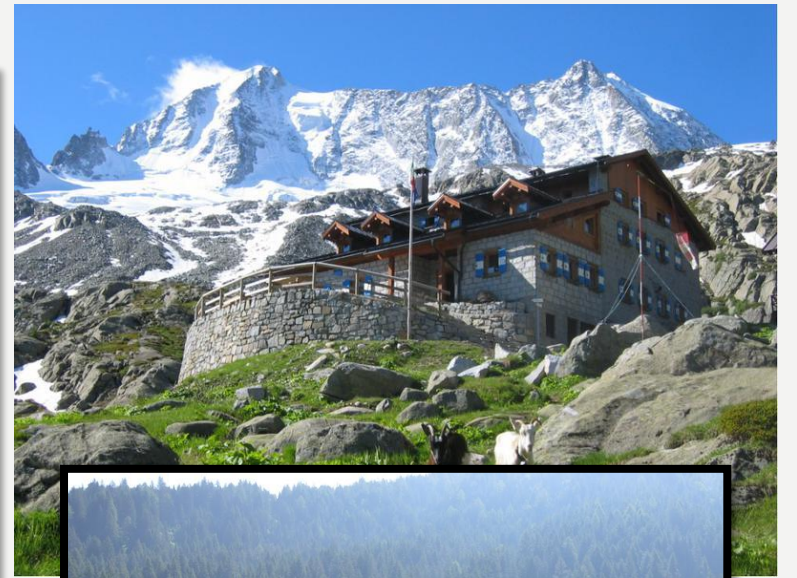
EDUCATION

- High school diploma in Textiles (how to create and produce different textiles)
- Bachelor degree in Economics and Management of Arts, Culture and Communication

OTHER EXPERIENCE

- 4 years as organizer and entertainer of after-school club
- 4 years as organizer and entertainer of summer camp
- Hobby: traveling, reading, dancing and listening to music, walking in the mountains etc...

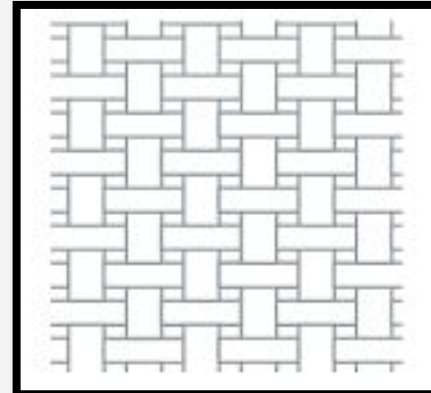
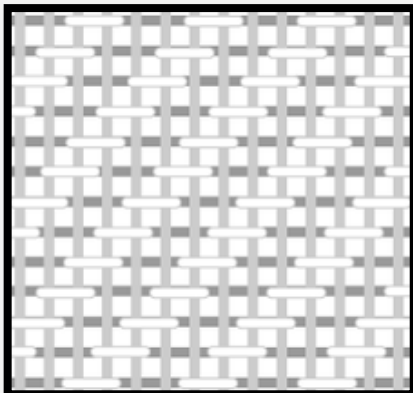
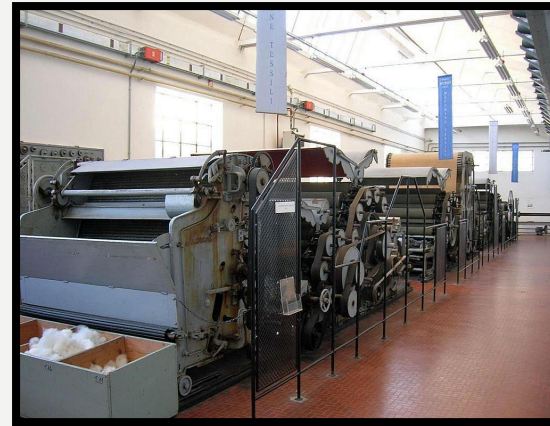




Synthetic fiber
from plastic
PET
(polyester)



Natural fiber
(wool)





PERSONAL BRANDING CANVAS

Created by Luigi Centenaro e Beople srl

WHY

You are **SPECIAL** and you have to understand how to let others know it



HOW

1) DISCOVER: fill in the paper answering the questions written in each blocks (pay attention on specify who you want to reach)

2) INNOVATE:

Why's your current Personal Branding strategy not working?

What opportunities can you grab?

Which blocks clearly lack information?

Which groups of people could you add to the audience block?

Are you maximizing your visibility? (communication)

Is your differentiation clear and effective? (Positioning)

3) VALIDATE: tell someone the story of your Canvas and see they reactions

4) ACTIVATE: describe what you need (investment block)



WHAT

A dynamic paper:

- ✓ Fast
- ✓ Easy
- ✓ Clear
- ✓ For you and for your client (company etc...)
- ✓ Collaborative
- ✓ Lean
- ✓ Actionable

10 blocks:

Let's make an example

Who do you want to influence?

I want to be a musician

1. Audience and competitors

Parents, friends, musicians, club's owner.....

Who are you and what do you promise?

Guitar player, composer, aural skills, singer

2. Skills

Open mind, creative, sunny, meticulous

3. Identity

Studies, songs, knowledge in the field, training

4. Reasons to believe

5. Offering and arena

Jam sessions, flexibility, camps

6. Promise

Determination, motivation, perseverance

How are you different and how do you let them know about you?

7. Positioning

Believe in myself, values, growing up, capable

8. Communication

VK, Facebook, videos, YouTube channel, website

How efficient are you?

9. Results

Visibility, reputation, image

10. Investments

Training, networking, performances...



WHEN

When you want

DON'T BE AFRAID: if you don't know what you can write it doesn't matter just **TRY!**

WHERE

Everywhere

You just need post it and a pen/pencil

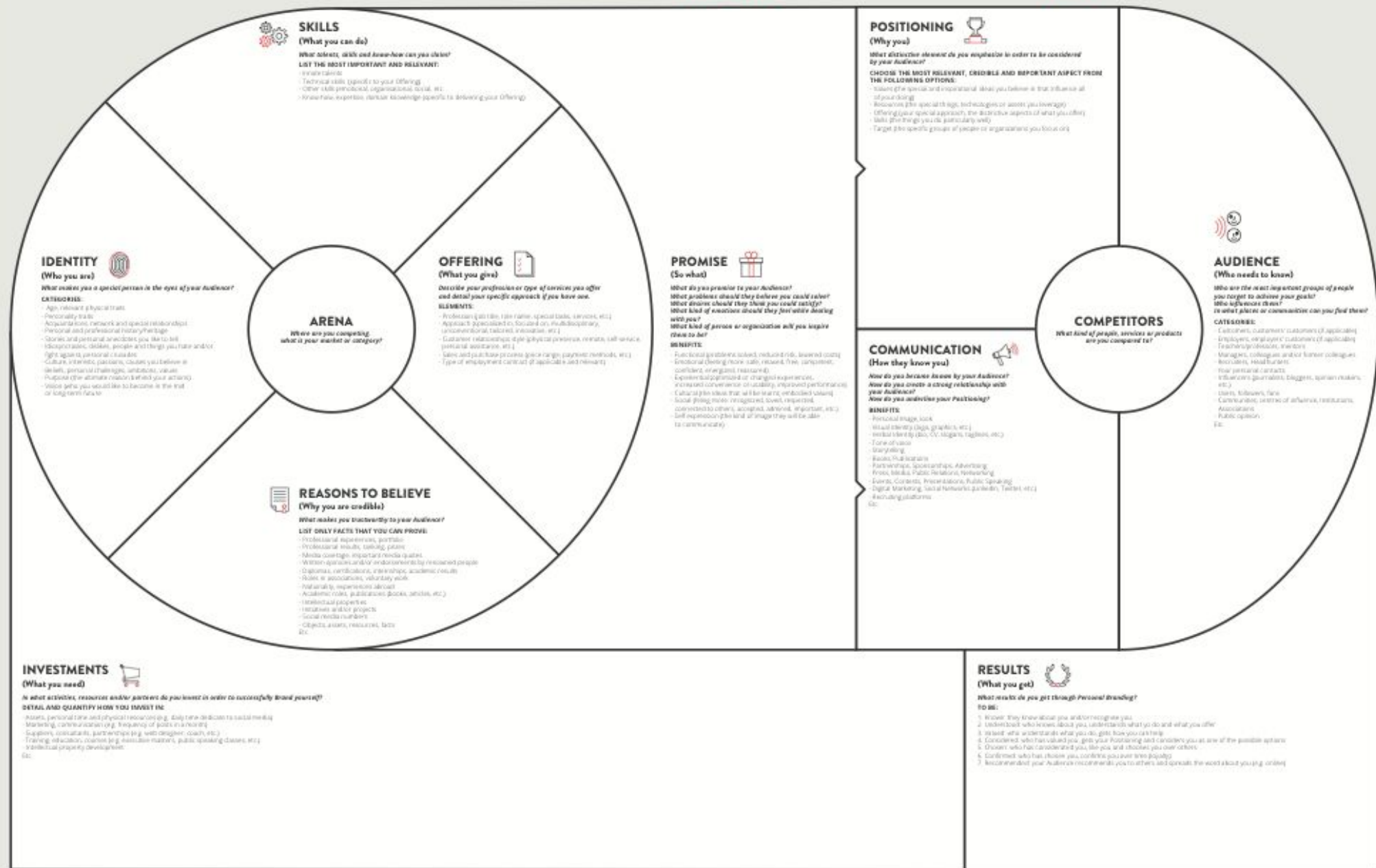
THE PERSONAL BRANDING CANVAS

Write your name

DESIGNED BY

Why do you want to do Personal Branding?

GOAL



**THANK YOU FOR
YOUR ATTENTION**

**GOOD LUCK AND BELIEVE STRONGLY IN
YOUR DREAM!**