

ELON MUSK: AN ACTIVITY FOR GEN

BYU
HAWAII

PRESENTED BY: ANN
SPRINGER



“Your brand is what people say about you when you're not in the room.”

Jeff Bezos

- Ask students to discuss in pairs or small groups what they think this quote means.
- Select a few groups to share their interpretations with the class and discuss the importance of reputation and public perception in personal branding.



INTRODUCTION

N

1

Briefly introduce the concept of personal branding and read the Jeff Bezos quote.

2

Mention that personal branding involves how individuals present themselves to the public and how they are perceived by others.

3



VOTING WITH FEET

- Divide the classroom into four corners, assigning each corner a level from 1 to 4, where 1 represents a positive perception of Elon Musk, and 4 represents a negative perception.
- Ask students to stand in the corner that corresponds to their feelings about Elon Musk.
- Facilitate a brief discussion in each corner, allowing students to express their reasons for their chosen corner.
- Emphasize that personal opinions can vary widely and encourage respectful dialogue.





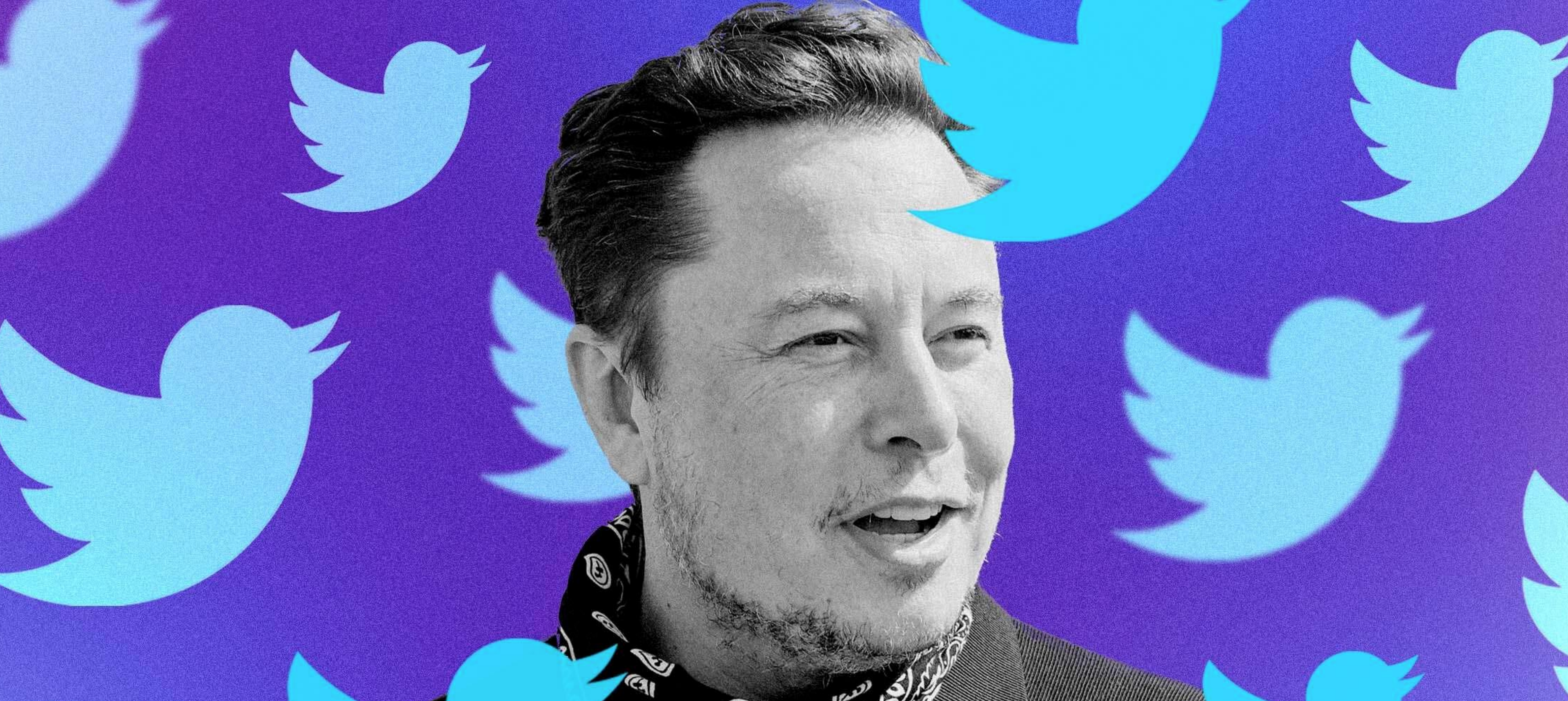
DESCRIBING ELON MUSK'S BRAND

- Instruct each student to come up with three words to describe Elon Musk and his personal brand.
- Allow a few minutes for individual brainstorming.
- Have students share their words in small groups, discussing why they chose those specific words.

SELF-REFLECTION & PERSONAL BRANDING

- Ask students to take a moment to reflect on their own personal brands.
- Instruct them to write down three words or characteristics they believe represent their personal brand.
- Emphasize the importance of authenticity in personal branding and the potential impact on their future endeavors.





BYU
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ANN.SPRINGER@GO.BYUH.ED
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