



Aledo Independent School District

GRADES 6-12 DISTANCE LEARNING

School Name	Aledo Middle School
Grade Level	7th Grade
Week of	4/14/2020 *All assigned work due by Sunday, April 19th at midnight

Teen Leadership Week at a Glance

***This week's lesson addresses the following learning standards:** [6] The student develops skills for professional success. The student is expected to: [3.G] identify their individual character traits, values, strengths, and uniqueness. [6.B] The student will also evaluate the impact of positive and negative personal choices, including the use of electronic communications such as social networking sites, virtual meetings, etc. [6.E] The student will also explore characteristics necessary for professional success when it comes to branding themselves through a variety of communication platforms.

Lesson Frame:

We Will develop an understanding of why students should manage their personal brand and how it is created.

I Will research reputable brands, watch a TED Talk about personal branding, and complete follow up questions.

So That I Can understand the importance of living my Personal Brand in public.

Estimated Time to Complete: 1 hour

Resources Needed:

Laptop/Chromebook/iPad

Go to your Teen Leadership Google Classroom to find this week's assignment.

Non-Digital Resources:

<https://docs.google.com/document/d/1DuFnsbONNUP1sQ6amt7b-TqWGgVvGkOWDrYVvK1De-jM/edit?usp=sharing>

Lesson Delivery (What do we want you to learn?):

Now that we have a good understanding of proper ways to communicate through a variety of platforms online, we will now shift our focus to creating your personal brand as a professional individual.



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For Teen Leadership this week you will research reputable brands, watch a TED Talk about personal branding, and complete follow up questions.

Engage and Practice (What do we want you to do?):

1. Go to your Teen Leadership Google Classroom.
2. Click on "Week 4.14 Assignment".
3. Open the *Your Personal Brand Assignment* Google Doc.
4. Follow the instructions for Steps 1-7 outlined in the Google Doc.
5. Don't forget to "Turn In" your completed assignment through Google Classroom.

Create and Submit (What do we want you to turn in?):

- Answer ALL of the questions in the *Your Personal Brand Assignment* Google Doc.
- Submit this completed assignment through Google Classroom.

Optional Extension Opportunity (What do we want you to do if you want to extend your learning?):

On a piece of paper create your own personal brand. Be sure to include a brand title, logo, and slogan.

Example:

