

## Why did we write this book?

The short answer is - our years of experience showed us that providing students with a set of customized personal brand building tools greatly accelerates their efforts to get a high-value job and greatly enhances the possibilities of success as they begin their new career. The bottom line is - learning and applying a personal brand building competency will help students and their parents achieve the highest return on the investment in their college education.

Equipping students with proven personal brand building tools was our motivation to write this book. It's one of the ways we can make a difference for young people.

Our purpose in writing this book was to provide a credible, principles-based personal brand learning experience that would help launch and propel a student's career. As a seasoned adjunct professor Dave saw first-hand students' need and desire for tools that would build confidence in launching their career. Students wanted more than the generic tools provided by the university "career center." It was clear that students were searching for personalized tools that enabled them to showcase their authentic strengths (academic and personal values) in getting a job and jump-start their new career. Karl knew from his experience, working directly with thousands of established business professionals' how consistently applying the principles of personal brand made a sizeable impact on their career development and overall career satisfaction. Together we knew that customizing Karl's proven tools for use by students could make a difference for students and their families.

Together the our objective was to build a student-centric learning platform that would enable each student to build a personal brand building competency that would serve



them throughout their career. To accomplish our objective we were sure that the learning experience would have to meet the following criteria:

- The content has to be based upon proven personal brand building principles that based upon the first principles of brand building.
- Each student would be provided a set of personalized tools that would empower them with the confidence to search for the job that would exceed their expectations.
- The personal brand competency learned in class would serve the student as platform to succeed in their new job.
- The course design had to meet the needs of today's students – learning on their terms, focused on them and practical in every way possible.

We knew that was a tall order and we are confident we have delivered on each criteria.

