



# EQUIPPING YOUNG PEACEMAKERS

*Marketing Stories: Personal Branding  
with Moneera Yassien*

Sunday 7 February 2021



# Telling Your Story

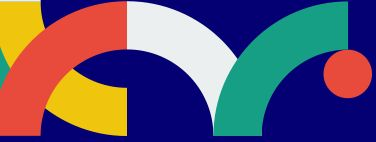
1. Quickly in large meetings and at conferences
2. While giving a speech at the UN
3. In 280 characters on Twitter



# Disclaimer

*It's awkward and not comfortable at all!*





# Let's put your story together!

1. It is yours!
2. How did you start? (the trigger, the “aha” moment)
3. What did you do? (Your work)
4. What keeping you going? (The impact, the numbers)
5. *You* are the expert in your life, your field/area = impress that
6. Example: I use a timeline (It has to be you)



# your online persona

- the **FACE** of your work online
- always use the **SAME SPELLING** for your name
  - use LinkedIn's Audio Feature for pronunciation
- **ENGAGE** in conversations, state your opinion
  - It could be tiring
- don't be modest
  - **FLEX**
- **CREATE** blogs, articles, videos...etc.
  - easier to know more



# You on the Stage

- **Study the whole situation:**
  - **Why me?**
  - **Who are they?**
  - **Where am I going to be speaking?**
  - **What's at stake? (politics, economics, history, geography)**
- **Distance and position**
- **Being vocal = it's a choice**
- **Sensitivity**
- **Learn the language**
- **Improvise, but come prepared (practice)**
- **Don't lose yourself**



# common challenges

- It's not comfortable = It's a matter of experience
- It could be exhausting = You will find your balance
- Mistakes happen = We learn the hard way
- It's not enough = It's way better than you think
- Are we bragging?


# Group Exercise: Quick Introductions

- in your pairs, introduce yourselves and your work
  - think about how to be brief, but compelling
  - you want to showcase yourself
  - end by acknowledging or inviting others
- give each other feedback
- refine your 'elevator speech'





# Group Exercise: UN Speech

- identify a UN event you would like to speak at
  - prepare the first three minutes of your speech
  - be ready to share with the full group!
- 

# Homework: Twitter Highlight

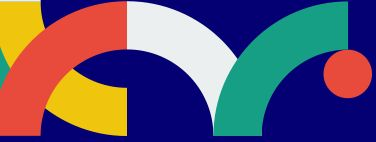
- think about what's most important to share about you
- write a statement presenting you and your impact
- submit it to [forms.gle/j5GgBDV9DpA9h6YQA](https://forms.gle/j5GgBDV9DpA9h6YQA)
  - Moneera and the EYP Team will give you feedback
  - selected participants will have their entries highlighted on our social media channels!

# Blogs you can submit to

- [correspondentsoftheworld.com/](https://correspondentsoftheworld.com/)
  - youth-run platform for personal stories
  - friendly editors who would love to showcase you!
- **AMENDS** will publish blogs about EYP - email us if you'd like to write a piece
- please share others: we'll publish a longer list soon!

resources to help you get started are available from "Voices of Youth":  
[voicesofyouth.org/tools-resources](https://voicesofyouth.org/tools-resources)





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*stay up to date:*

[amendsfellows.org/eyp](https://amendsfellows.org/eyp)

[@ShughelShabab](https://twitter.com/ShughelShabab)

