

**THE COACHES HUDDLE**  
*Webinar Series*

**TUESDAY, MAY 5 AT 2PM EST**



**POWER OF THE PERSONAL BRAND**



**FEATURED SPEAKER**

**DON DAVIS**

*Senior Director of Player  
Affairs & Senior Advisor to the  
Executive Director*

**NFL PLAYERS ASSOCIATION**

Join us for a virtual professional development webinar **exclusively for former NFL players** who are currently coaching OR interested in coaching.

**Learn the importance of defining your personal brand and use it make your mark in the coaching industry.**

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personal

**B** **R** **A** **N** **D** **I** **N** **G**

# 4 BRANDS ON GAME DAY



NFL SHIELD




TEAM



SHOE  
SPONSOR



HIKS



A Venn diagram consisting of two overlapping circles. The left circle is red and contains the text 'how you see yourself'. The right circle is teal and contains the text 'how others see you'. The overlapping area in the center is a darker shade and contains the text 'Your Personal Brand'.

how  
you  
see  
yourself

Your  
Personal  
Brand

how  
others  
see  
you

## Question # 1

WHO ARE YOU?





DON DAVIS  
2004




KNOW WHO YOU

**ARE**



KNOW WHO YOU

**AREN'T**

A black and white photograph showing two hands tearing a piece of white paper. The paper has the words "I CAN'T" written on it in a simple, hand-drawn font. The hands are positioned on either side of the paper, with fingers pulling at the edges to tear it. The background is a light-colored, textured surface, possibly a wooden table.

I CAN'T

**Be Comfortable with Both**

I AM A                      !



## Question # 2

**WHAT  
DO  
YOU  
WANT?**



## Question # 3

A perspective view of a long, straight asphalt road stretching towards a distant horizon. The road has two solid yellow lines in the center and dashed white lines on the sides. The sky is overcast with grey clouds. The text "WHERE ARE YOU GOING?" is painted in large, white, distressed capital letters across the center of the road.

**WHERE ARE  
YOU  
GOING?**



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personal

**B** **R** **A** **N** **D** **I** **N** **G**