



What to do??? Everything is GONE! — Mission to Save Your Personal Brand

Scenario Description and Roadmap

Context of the story

Participants wake up to a disaster: their entire digital presence has vanished overnight. No LinkedIn, no Facebook, no Instagram, no portfolio, no information — everything is completely gone. A system crash wiped out their online identity. The participants are trapped in a mysterious blackout caused by a personal branding data breach. Their mission is to rebuild their personal brand, regain control over their digital profiles, and unlock access to their identity before they disappear from the professional and online world entirely.



Global explanation

Participants must solve a sequence of interconnected challenges that simulate the real-life process of creating a strong and authentic personal brand. The journey begins with self-discovery, where players reflect on their personality traits, values, and aspirations to form the core identity of their brand. This is followed by tasks related to crafting a clear and engaging digital persona, such as writing a bio, selecting an appropriate tagline, and identifying their key audience.

As they move forward, participants must curate content that accurately reflects their values and professional goals. This stage helps them understand the importance of consistency, tone, and credibility in online branding. Later, players engage in networking simulations, where they must identify and align with mentors, collaborators, and potential employers to build a support system around their brand.

Each successfully completed challenge unlocks a new piece of their branding toolkit referred to as a "fragment" which symbolises the layered components of their personal brand. These include self-identity, visual presence, written persona, social proof, and communication style. In the final phase, participants synthesise all elements and present their reconstructed personal brand in a 60-second elevator pitch to the Game Master (a simulated digital platform evaluator or professional recruiter), who provides feedback and ultimately determines whether their branding is compelling and complete enough to escape the blackout.



Roadmap

Phase A - Identity Lock

Step A.1 – Teams are provided with the materials to solve the first enigma, the Mirror Puzzle, where they align personality traits, core values, and passions using cards and keywords to form a coherent personal identity, guided by the Game Master. The puzzle is conducted by following these steps:

A.1.1 – Teams receive three distinct sets of cards (**Annex No.1**): one set contains personality traits (e.g., creative, analytical, empathetic), another contains core values (e.g., integrity, independence, curiosity), and a third contains aspirational roles or passions (e.g., public speaker, tech innovator, youth mentor).

A.1.2 – Participants must collaboratively sort through each set and select one card from each category that they feel best represents their individual or group identity. Instructions of card selection is provided by the Game Master, who leads overseas the whole process.

A.1.3 – Once selected, the team arranges the three chosen cards into a triangular layout on a provided mirror board or reflective surface (all options are free to choose, as it's fully open step), symbolising self-reflection and personal discovery. This part is completely creativity based and helps participants to have a base, what kind of branding they want to create.



A.1.4 – The team must then write a short rationale (2–3 sentences or even less, depending on the group dynamic) on a whiteboard, sticky notes or just simple white paper, explaining how the three chosen elements connect and reflect a coherent personal brand foundation. This part would need to be guided by the Game master, who would ask the participants to do this task.

A.1.5 – When the Game Master approves the reflection as logical and insightful, the team receives a code (it can be any word like “Profile”, “Marketing” or just a picture – free to use any tool).

Step A.2 - Successful completion reveals a code word or any other selected tool leading to their next mission file.

Phase B - Lost Credentials

Step B.1 - Players must reconstruct a basic digital profile by finding and assembling clues about username, bio, and personal tagline hidden in the room (e.g., under chairs, inside envelopes). Possible clues are provided in **Annex No. 2**.

Step B.2 - Using the provided information, participants find all the clues, then use the template provided in **Annex No. 4** to rebuild their profile and confirm their "digital identity." The team must create a mini profile on a white piece of paper resembling a LinkedIn, Instagram or any personal website front page. Following this step with creativity is key as participants receive just plain pieces of paper and teams must show their creative side using markers and other provided materials.



After everything is filled, the Game Master validates this part and confirms that participants are on the correct pathway.

Phase C - Content Crisis

Step C.1 – Teams receive a mock social media feed with professional and unprofessional posts. They must sort, filter, and arrange suitable content that represents their brand voice based on tone, consistency, relevance, and professionalism. Examples of social media feeds are presented in **Annex No. 3**, but recommendations, depending on the situation, would be to use posts by local people or famous personas in participants' native language.

Step C.2 – The sorted content becomes a "post grid" (Explanation is provided in **Annex No. 5**), which is confirmed by the Game Master, who validates that the tone of online presence is adequate. Correct grid arrangement results in a code or combination to unlock the next box or envelope to access the next challenge.

Phase D - Networking Maze

Step D.1 – Participants are given networking profile cards and must match them to specific industries or purposes (mentor, recruiter, collaborator, etc.). This part can be adjusted according to situation, which is on hand (best would be to give cards that would contain locally known people profiles, for better recognition). To organise this part, you can use cards provided in **Annex No. 6** or you can take local representative profile from their social media. The Game Master leads this part by asking participants to explain who they are (mentor, recruiter, collaborator, etc.).



Step D.2 – Participants connect people to the right personal branding scenario. Logical matches lead to the discovery of a hidden reference letter (**Annex No. 7**) confirming their brand reputation. This reference letter is a fictional but realistic document, adapted to the participants' data, that serves as a symbolic endorsement of the participant's personal brand. It is signed by one of the character personas (e.g., a mentor or recruiter) and includes positive confirmation about the participants strengths, work ethic, values, and reliability.

The letter acts as a final piece of social proof to reinforce the credibility of their newly built personal brand and is required for participants to access the final pitch phase. The Game Master can customise the letter for each session.

Phase D - Final Pitch

Step E.1 – Each team prepares from 60 seconds to 3 minutes pitch using their newly built identity, tagline, values, and audience focus.

Step E.2 – They pitch it to the Game Master, who provides feedback and validates their restored personal brand, depending on previously chosen path (either that profile is of a tech leader, social creator and etc.)



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