



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

Trainer's guide

Learning outcomes

The main topic

The main topic is Personal Branding in a Digital Career Context.

Personal branding in entrepreneurship is the intentional effort to shape how others perceive you as a business leader, expert, or innovator. In the digital age, where online presence often precedes real-world interactions, a strong personal brand builds trust, attracts opportunities, and sets you apart from competitors. It matters because clients, investors, and collaborators often buy into *you* before your product or service. Key aspects to consider include authenticity (staying true to your values and voice), consistency (across platforms and interactions), credibility (demonstrated expertise and reliability), visibility (active presence on relevant digital channels), and value (what unique benefit you offer your audience).



The Escape Room structure follows a logical progression that reflects how a personal brand is developed: beginning with discovering inner values and personality traits, moving through online profile creation and content strategy, and culminating in confident self-presentation. Throughout the experience, participants will uncover their personal identity, learn how to shape and communicate it, and practice pitching it effectively skills that are vital for career advancement in the digital era.

Pedagogical objectives

- Understand the core principles of personal branding.
- Identify individual strengths, values, and professional aspirations.
- Practice writing bios, taglines, and digital profiles.
- Learn to manage and filter content for a strong digital presence.
- Build a basic professional network through strategic mapping.
- Communicate effectively through pitch writing and delivery.

Frame

Type

Physical - Traditional Escape Room with multi-phase challenges

Timeframe

60-90 minutes (including briefing and debriefing)



Participants

Depending on the situation, the number of participants can be adapted.

Minimum: 3 participants

Maximum: 12 participants (divided into teams).

Note: If there is the maximum number of participants, it is recommended to divide them into 4 groups of 3 participants. The best-case scenario is to keep the number of participants in one group to no more than 3.

Topics

Personal development, digital branding, communication

Skills required

Game Master

- Knowledge of personal branding basics
- Facilitation and observation skills

Participant

- Basic digital literacy
- Communication and collaboration mindset
- Creative thinking



Game Master's role

The Game Master acts as a "Digital Branding Consultant" trapped in the same blackout scenario as the participants. At the start of the session, the Game Master sets the scene by explaining the backstory: all online identities have been lost, and participants must rebuild their personal brand to restore access to their digital selves. The Game Master introduces the game's objectives, outlines the rules, and emphasizes the educational goals of communication, self-awareness, and strategic thinking.

Throughout the Escape Room, the Game Master circulates among the teams to observe group dynamics and problem-solving approaches. Their role is to ensure that teams remain engaged, collaborate effectively, and understand the tasks. If a team is stuck for too long (typically over 5 minutes on a puzzle), the Game Master provides graduated hints starting with broad clues and becoming more specific only if needed. They are also responsible for tracking time, transitions between game phases, and ensuring fairness.

As the game nears its conclusion, the Game Master takes on a more evaluative role. During the final pitch phase, they role-play as a "Digital Recruiter" or "Online Platform Evaluator" who listens to each team's 60-second personal brand presentation. The Game Master asks follow-up questions to probe clarity, authenticity, and alignment with the identity elements built in earlier phases. Constructive feedback is given to help participants reflect on their communication effectiveness and consistency.



Instructions for Conducting the Game as a Game Master:

1. Begin with a clear and engaging briefing on the scenario, objectives, timeline, and expectations.
2. Encourage participants to assign roles within teams (e.g., Facilitator, Writer, Presenter, Strategist).
3. Observe team interactions and support collaboration without dominating their decision-making process.
4. Guide transitions between phases with verbal reinforcement and energizing announcements.
5. Offer layered hints to maintain momentum without removing the challenge.
6. Monitor that each phase results in a completed task (profile, post grid, reference, etc.).
7. Lead the pitch phase, provide feedback.



Inclusivity check

To ensure this escape game is inclusive and accessible for participants with learning disorders or disabilities, consider the following key elements:

- ✓ **Physical accessibility:** Ensure the venue is wheelchair accessible and that all the necessary items are reachable (not too high or far to access).
- ✓ **Visual and auditory support:** Ensure that the materials use large print, high contrast, or digital formats compatible with screen readers. If videos are involved, provide subtitles or interpretation.
- ✓ **Simple and clear instructions:** Use clear, concise language and visuals. Avoid complex wording to support participants with learning disorders.
- ✓ **Flexible participation:** Offer varied roles that cater to different strengths, allowing participants to choose tasks that suit their abilities and foster responsibility without becoming overwhelming.
- ✓ **Sensory considerations:** Avoid sensory triggers like loud noises or flashing lights. Provide a quiet space for participants needing breaks to refocus.
- ✓ **Support and adjustments:** Be ready to offer extra assistance, specific hints and guidance or tailored support based on individual needs.
- ✓ **Feedback loop:** Collect feedback from participants to continuously improve adaptability, accessibility and inclusivity.



Hints and solutions

Phase A

Hints

- Think of three words others would use to describe you. What values guide your decisions?
- If you had to describe your professional self in three hashtags, what would they be?
- Imagine you're creating a dating profile not for romance, but for your ideal job what qualities would you highlight?

Solutions

- Build a triangle with logical traits, values, and aspirations. Example: "Creative + Integrity + Public Speaking." OR "Resilient + Growth + Youth Mentor."
- Accept combinations that reflect a cohesive brand narrative and justify them clearly to the Game Master.

Phase B

Hints

- Where would you hide your credentials in a blackout? Look under objects, near mirrors.
- Look for symbols like hashtags, usernames, or quotation marks they're clues.



- Think of the places you store important identity items in real life what are their equivalents in the room?

Solutions

- Collect 3–4 slips that, once arranged, resemble a real bio (e.g., “Strategic Thinker; Passionate about Impact; #NextGenLeader” OR “Creative Storyteller; Purpose-Driven Professional; Making Ideas Fly.”)
- All bios should be concise, relevant, and reflect traits from Phase A.

Phase C

Hints

- Which posts are on-brand? What would you not want a recruiter to see?
- If your future employer looked at this grid, what impression would they get?
- Look at tone, spelling, message alignment. What breaks your personal narrative?

Solutions

- Sort out inappropriate or off-brand posts (e.g., slang, irrelevant memes, negative opinions).
- Correctly arrange brand-consistent posts into a 3x3 grid. Example grid themes: “Motivation - Milestone - Volunteer Work.”
- Grid code (e.g., highlighted hashtags or image order) unlocks the next box.



Phase D

Hints

- Who would you ask for a recommendation? Whose voice adds credibility to your profile?
- Not all contacts are equal what value does each one bring to your brand?
- Consider personality and position: would this person endorse your character, skill, or vision?

Solutions

- Correct alignment: Mentor > Career growth; Recruiter > Employment potential; Peer > Work ethic.
- Example letters may read: "I've seen them lead with purpose, communicate clearly, and adapt with integrity."
- Teams may compare endorsements and pick the most cohesive to their brand journey.

Phase E

Hints

- Imagine you're in an elevator with someone you admire. What would you say?
- Focus your message: What is your mission? What are you great at? What do you want to be known for?
- What's your "why" in one sentence?



Solutions

- Deliver a compelling from 60 seconds to 3 minutes pitch covering: Who you are, What you do, Why you matter.
- Example: “Hi, I’m Maya, a data storyteller passionate about making impact through ethical AI. I help organizations turn data into actionable insights.”
- Strong pitches are clear, confident, and emotionally authentic.



Brief and Debrief

Brief (before the game)

Begin by gathering all participants in a central space and setting the tone: inform them that they have experienced a digital blackout and lost all signs of their online identity. Deliver the backstory dramatically and with urgency to immerse them in the scenario. Explain the purpose of the escape room: to rebuild their personal brand through a series of challenges in order to escape the blackout. Briefly walk them through the game flow and emphasize collaboration, creativity, and strategic thinking as essential tools for success.

Set the timer for the total duration (maximum 90 minutes for gameplay). Distribute starter materials (e.g., team worksheets, trait cards). Encourage teams to assign roles such as Team Leader, Writer, Designer, and Pitch Presenter. Reinforce that progress depends on cooperation and reflection, not just speed.

Debrief (after the game)

After the final pitch phase, invite teams to regroup for a guided debrief session. This reflection phase helps reinforce the learning outcomes.

Start by acknowledging the effort and creativity shown. Then, ask one or all the potential questions (questions can be added according to the participants, game atmosphere and whole group dynamics):



- What did you discover about your own strengths or values during whole game?
- Which branding component did your team find most challenging to build or align?
- How did your team communicate and divide roles during the experience?
- What real-life situations might require you to present your personal brand like this?

Encourage open sharing and group discussion. Use this opportunity to connect the activities with real-world skills in career development, job interviews, social media strategy, or professional networking. Conclude by offering final reflections, praise, and optional follow-up resources if Game master have something prepared in advance as additional materials (e.g., personal branding worksheets or links to portfolio tools).



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