

My Story



“Ramesses II - The Great” - Pharaoh of Egypt

Cover photo

The cover image is a portrait created by the artist, Mrs Winifred Brunton, of **what she thinks the Egyptian Pharaoh, 'Ramesses the Great,' looked like.** From Ms Brunton's examination of Ramesses's mummy along with her exhaustive research of many Ramesses writings and artifacts like the temples, monuments and inscriptions Ramesses created to honor himself, the *Ramesses the Great* portrait she painted represents a personality and physical features she imagined he had. In other words, the physical features of Ramesses in Mrs Brunton's portrait were based on what she thought he could have looked like.

Winifred was born in 1880 in the country of South Africa. She specialized in creating portraits of historical figures. She was the South African wife of British Egyptologist Guy Brunton, who excavated many sites in Egypt. Guy Brunton also served as Assistant Keeper of the Cairo Museum in 1931. Winifred illustrated many of the objects in her husband's excavation reports, including items from the *Tomb of Tutankhaman*. Her work was carried out in the early part of the 20th century (1900s) and published as illustrations in two volumes consisting of *Kings and Queens of Ancient Egypt* (1926) and *Great Ones of Ancient Egypt* (1929). Her books are highly collectable for her interesting illustrations. Winifred Brunton died in 1959.

Here's what Winifred wrote about her Ramesses portrait - *"The portrait of Ramses II followed that of Sety I. It was an earlier task, as there were so many statues of the later king to consult. The only surprise, as I worked on Ramesses II, was the unexpected look of humour that developed; a quality one would have hardly have suspected of Ramses II. The mummies of comparatively few of the kings are well enough preserved to afford clear information.*

(source - <http://www.touregypt.net/>)



The **GOALS** for this lesson are:

- ♦ **increase** student self-esteem/**CONFIDENCE**
- ♦ **realize the impact and potential value of good STORYTELLING, i.e. the perceptions we create of our brand when telling our story** -
 - ♦ *'how' we **meet & greet** people with good eye contact, confident posture and a smile and a sincere, friendly 'it's nice to meet you'...*
 - ♦ ***tell our story** with humility and passion while observing the reaction of listeners*
 - ♦ ***following up** after meeting influential people with a '**thank you**' note/email/text;*
 - ♦ *'**connecting**' with successful people on **LinkedIn** and **nurturing important relationships** on this professional social networking platform*
 - ♦ *being aware of how our social media posts (photos, links and words) affect **the perception of our brand**;*
 - ♦ ***how our story is told not only affects** the way people perceive our **BRAND** but ALSO impacts our ability to attract successful, influential, caring people to our **NETWORK** for **opportunities** of good jobs and the successful, fulfilling life we aspire to.*
- ♦ **critical thinking recognition of the differences between 'propaganda' and 'marketing', as well as 'bias' / 'partisan' information from some people in positions of authority and some media**
- ♦ **critical thinking realization of the importance of listening to 'all sides of an issue' before determining what is a fact based, non-partisan, proven 'truth'**

GLOSSARY OF KEY TERMS:

PERSPECTIVE INTERPRETATION

“This text is not fact, rather the view of one author; consequently, it should not be automatically accepted as ‘truth.’ Two time Pulitzer Prize winning historian and author, Barbara Tuchman, stated ‘there is no such thing as a neutral or purely objective historian....without an opinion, a historian would simply be a ticking clock....’ Your mission should be to determine the ‘truth.’ Your challenge will be to explain why anyone should believe you.”

4

CREDIBILITY BELIEVABILITY

“It’s not a given, we acquiesce too quickly. Be respectfully skeptical. Do your homework; check the record and the resume. Ask the question – ‘should I trust this person as a credible source for the truth?’ Make it a prerequisite before embracing the claims of anyone who professes to have the ‘answers.’”

*“by taking advantage of your **STORYTELLING** ability,
you promote your **PERSONAL BRAND**
and facilitate the creation of a **NETWORK**
of successful, influential, caring people.*

*Storytelling creates a platform for sharing experiences,
building connections with other people and fostering collaboration,
all of which contributes to your personal and professional growth.”*

*And, we all know, **most opportunities for jobs**, internships,
apprenticeship, and other potential career enhancing activities
come from NETWORKs
of influential, successful, reputable, caring people.”*

5

Harvard Business Review



May-June
2023
hbr.org

Build Your Personal Brand

How to communicate
your value to the world

PAGE 147



**Harvard
Business
Review
Special
Issue**

The New Rules of *Networking*



The Best
of HBR
Fall
2022
HBR.org

How to
reconnect
with
colleagues,
meet new
people,
and
boost
your
career



\$19.95 U.S./CAN
Display until
November 8, 2022



*“in the age of social media,
when perceptions
of a person’s character and capabilities
are often determined by a post or photo,
it’s incumbent upon every individual
to be **mindful of the impact**
every social media expression has upon a brand.*

8

*Be forewarned.
Control and protect your brand!
Anticipate
the perception other may have about your brand
whenever you post anything on social media.
Your success depends upon it”.*

*“Great story tellers
understand their listeners’ and observers
hearts and minds.*

*The best storytellers
create a message that resonates
in the way the storyteller intends it to be.*

*Great story tellers
spend the time to understand
their listeners and observers
before building their stories.”*

9

*“Your life is what you make of it.
Not environment, not heredity, but
YOUR ACTIONS,
i.e. what you do and what you say,
are the ultimate factor
that determines how your life turns out.
Herein lies your responsibility.
One of the most common tendencies
of weak human nature
is placing blame on someone else
for the sins
we committed or mistakes we’ve made.”*

Preface

Control the NARRATIVE of your story.

Watch out for anyone saying or posting negative things about you that might shape the perception others have of you!

We're all story tellers.

Our ability to tell stories about our life often determines how successful we will become.

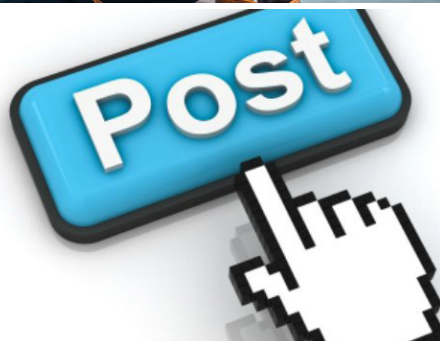
The stories we tell during every conversation, at every event, in every post, in every photo, during every job interview, college essay and job resume **creates the perception others have of us**. Even how we act in class or at a social event.

Think about the
'WHY'
and the
'HOW'
BEFORE
telling your story
or
posting or texting something
about yourself.

Having a purpose, **'THE WHY'**, for telling your story as well as the way, **'THE HOW'**, you tell it will affect the way a listener or observer reacts to your story and the perception of your brand. In other words, make sure every listener or observer of you comes away perceiving you the way you hope they will.

Think about your tone of voice. Do you speak to be heard or to be seen? Does your **tone of voice** create the perception of someone who is a nice, responsible person or someone who is conceited and unreliable? Do you **stand erect** with **good eye contact** when speaking to someone connoting confidence or do you slouch and avoid **eye contact** giving listeners or observers the perception you lack confidence or are untruthful? Do you realize your social media posts create perceptions that may hurt the perception of your personal brand and your opportunities for the success-

11



ful job and life you hope for? Have you posted statements and photos without considering the impact they have on the perception of your brand and your dreams for your future? Do you speak and post to **appear responsible, confident, kind, and someone who gets along with others** OR don't you think about the ramifications of anything you say, post or do? Do you think you should?

GREAT story tellers think before speaking or posting.

Great storytellers also pause, to listen, to observe, to reflect on what they've done or said

12 to find out how the listener or observer is reacting to the photo posted, text sent or what you've just done or said.

A **pause** also shows respect and interest in the person who's received your post or text and listened to your words.



Pausing shows

**empathy,
a key ingredient
for good story telling and
relationship building.**

Here's why we tell stories.

**The way we tell our stories
can create opportunities.**



Well told stories create curiosity.

**Well told stories
cause other people
to be interested in us
and**

want to be associated with us.

Well told stories build interest in your brand and help expand your personal network and, as you know, networks create opportunities for friendship, jobs, careers, and ultimately, lifetime success. The way others speak and feel about you can EITHER convince others you're the type of person you want to be perceived as - humble, kind, responsible, hard worker, a person of value to be part of another's network OR a person who is the op-

posite of the person you want to be perceived as - someone no one wants on their team.

**The way OTHERS
tell a story about you
influences
the perception others have
of your brand.**

The New York Times

June 9, 2023

*An Everest Climber Had
'No Energy, No Oxygen, Nothing.'
Then,
A Sherpa Named Gelje Saved Him.*



But, just as someone may honor or compli-
30-year-old **Gelje Sherpa** is a Sherpa mountain climber whose job is to guide
people on their climb to the top of the world's highest peak, Mount Ever-
est, in the Himalayan Mountains in the country of Nepal, is 29,031 feet and
8+1/2 inches above sea level. On one day in May of 2023 guiding one of his
customers to the top of Everest, he found another climber, abandoned, alone
and freezing to death, in an area called the 'DEATH ZONE'. Gelje stopped
his tour and told his paying customer he was compelled to help the frozen,
abandoned climber and must stop their climb to the top. Gelje then carried
the near death climber to safety.



Gelje carried the frozen, near death climber from Malaysia to a drop off point where another Sherpa guide, Ngima Tashi, helped carry the abandoned, frozen climber to safety on May 18, 2023.

ment you as the *Washington Post* newspaper did with Gelie Sherpa,

so can someone say or post something false about you that creates negative perceptions of you.



Richard Jewell: denied planting knapsack device

Atlanta guard is bombing suspect

By Ben Fenton in Atlanta

FBI officers investigating the Atlanta bombing last night again questioned the security guard who reported a suspect package half an hour before it exploded.

Richard Jewell, 33, was working at the sound tower in the Centennial Olympic Park when the bomb exploded.

Last night his employers, the Anthony Davis security company, said they had since sacked Mr Jewell, who was a sheriff's deputy in north Georgia and was believed to have been seeking a job with the Atlanta police depart-

ment after the Olympics. The local newspaper reported yesterday that he was the "prime suspect".

But when asked directly by a television camera crew if he had planted the bomb, Jewell, who had been hailed as a hero for having reported the bomb so quickly, replied: "No, sir, I didn't."

AT&T, which is renting the site where the bomb was planted, said it had changed security companies three days before the Games.

Atlanta remembers: Page 10
Editorial Comment: Page 17

Richard Jewell was a security guard at the 1996 Summer Olympics in Atlanta, Georgia when a bomb was found at one of the Olympic venues. Initially, Jewell was the prime suspect. Investigators and the press believed Jewell was responsible for the placement of the bomb because he made the initial discovery of a backpack that contained the bomb. The media coverage focused heavily on him as a potential perpetrator, causing negative publicity that tarnished his personal brand/ reputation. However, as the investigation progressed, it became evident that Jewell was NOT involved. The FBI eventually identified Eric Robert Rudolph as the actual perpetrator and cleared Jewell's name. It was revealed that Jewell's actions as a security guard had actually saved lives by helping to evacuate the area before the bomb exploded. **BUT**, it was too late. The initial negative publicity of Jewell in the media had a **lasting negative impact** on Richard Jewell's brand and the quality of his life.

Jeff Bezos, the Founder of Amazon and one of the richest people in the world, has said

"a person's brand is what people say about you when you leave the room"

Take control of the conversation about you. Take control of the marketing of your brand. When you speak with others, when you're at social events, when you are competing in sports or at performing art or religious events, when you're in a classroom or simply walking the corridors of your school, be aware of how your **words**, **appearance**, and **actions** affect the perception of your brand.

Ask yourself - *'do I want my brand to be perceived in a way that helps me get the great job I'm hoping for? The college acceptance I'm*



looking for? The scholarship I'm hoping for?

Here are a few examples of

people who are **masters of**
controlling the
marketing of their brand!

YOU have a story to tell.

‘WHAT’
your words and actions say
AND
‘HOW’
you say them and act
affects
the perception of your brand.

CLICK ON THE QR CODE to listen to Malala Yousafzai and see HOW Malala tells her story to Jon Stewart, the host of *The Daily Show*. Notice Mr Stewart’s reaction to Malala’s humble, sincere way of telling her story. You, too, can control the perceptions of your brand to ensure people perceive you the way most people perceive Malala - i.e. responsible, sincere, concerned about the well being of others, always looking to learn new lessons, empathetic, a good person, successful.....



Malala Yousafzai, born on July 12, 1997, is a Pakistani education activist and the 2014 Nobel Peace Prize laureate. Malala won the Nobel Prize when she was ONLY 17 years old, **the youngest Nobel Prize laureate ever** and the second Pakistani to receive a Nobel Prize. Malala's brand is associated with **human rights advocacy, especially the education of women and children in her Pakistani region of Swat**, where the Pakistani gang called the Taliban threatened and banned girls from attending school. In an attempt to discourage Malala from advocating for education for Pakistani girls, the Taliban shot Malala in the head while she was riding on her bus to school one day. She miraculously recovered.

OTHER GREAT STORYTELLERS

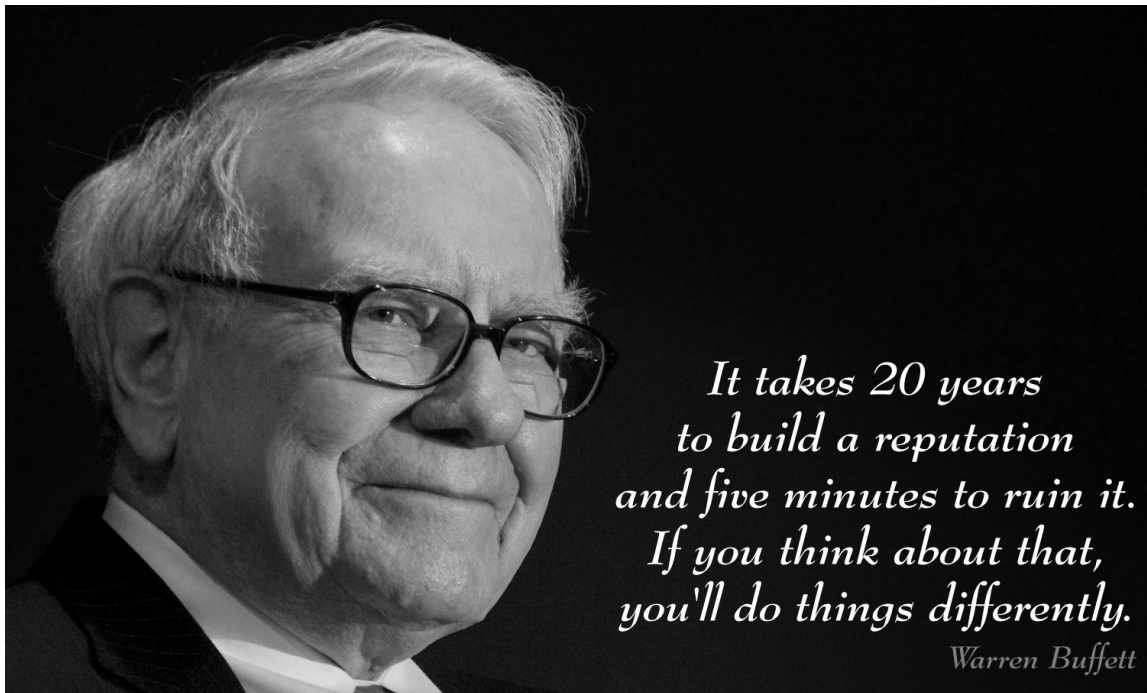


Ms Chopra supports various causes especially education. She works towards providing support to unprivileged children across her native country of India in Education and Health. She donates 10% of the money she earns to pay for educational and medical expenses for 70 children in India, 50 who are girls



American President, **Ronald Reagan** - 1980 - 1988. President Reagan has often been referred to as "**The Great Communicator**"

16



*“Cada persona tiene
una GRAN historia que contar!”*

17

*“
Every person has a GREAT story to tell.
”*

My Story

“mrhban!”
(‘hello’ in Arabic)

My name is Ramesses.

**Your teacher believes
I am arguably
the greatest marketer of
a person’s brand
in history.**

And, your teacher believes you can learn valuable lessons about managing and protecting your brand in the 21st century from the way I managed my brand more than

**1,000 Years
before the birth of
Jesus Christ.**

**That would be more than 3,000
years ago.**

Long before the internet. Before social media. Before computers, televisions, even radios were invented. Before automobiles and airplanes, and hot air balloons; before paper clips and potato chips were created. I was focused on making sure people during my life and in the future perceived me as a good person and great leader. As some historians claim I was ‘the greatest brand promoter’ is a bit of a stretch but, in all sincerity, I was good at promoting a GREAT PERCEPTION OF



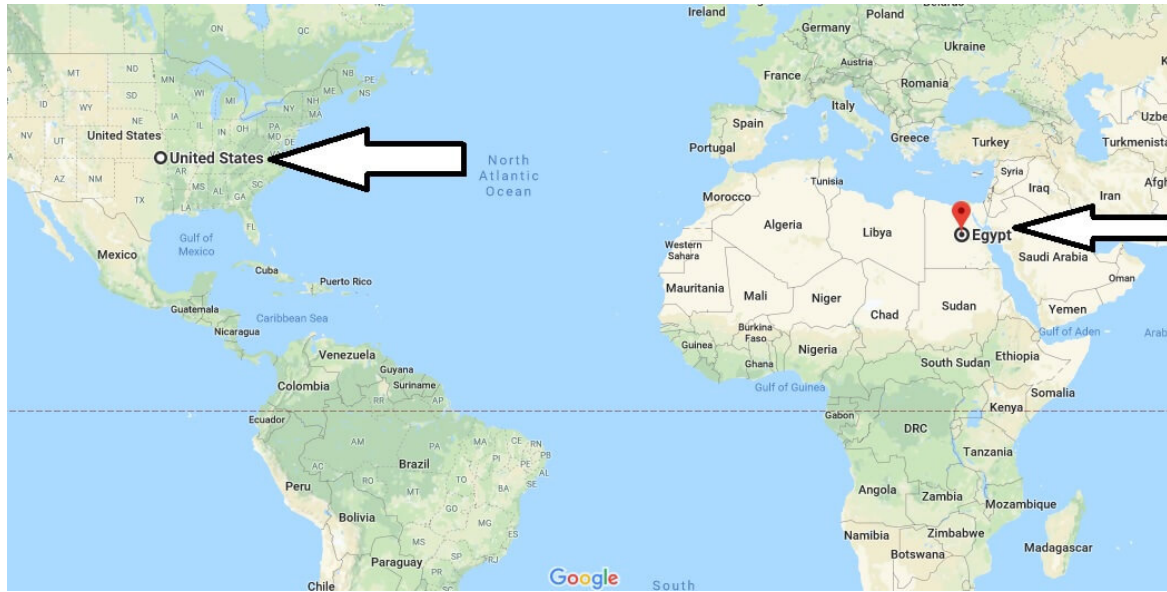
MY BRAND.

I hope you give Mr Cronin’s lessons on **BRANDING** a chance. His intentions are **ALWAYS** about helping students achieve the success they hope for so I decided to support his request. It’s possible we all might learn something.

I am the son of a man named Seti I, a King, or **PHARAOH** as kings were called in ancient Egypt. My mother was, Tuya. My grandfather was named Paramessu, also a **PHARAOH**, but he changed his name to Ramessees I (the first). I guess that makes me a ‘junior’ but in my family,

**I am simply Ramesees II
(the second),
the son of Seti I
(the first).**

**My father had
a ‘Succession Plan’**



as leaders of all great empires, businesses and organizations had then and today in the 21st century.

A 'Succession Plan'
identifies
the person who will take over
once a President,
company CEO,
school Principal, King, or
in Egypt's case
over thousands year ago,
when a PHARAOH
dies or retires.

I was given the title 'REGENT', or the young person to be the 'NEXT PHARAOH', when I was 14 years old. There weren't any 'real' responsibilities, just titles to let others know I was important. My dad gave me titles like 'General' in his army or the 'Director of Public Works' supposedly in charge of building statues

and temples. I'd go to battles and construction sites just to observe not fight or build. Besides letting others know I was 'special', these titles and responsibilities

made me feel good
about myself;
I felt
someone believed I was going to
be
successful some day soon.

I took over as the real PHARAOH of the Egyptian Empire when my father died in 1279 BC ('BC' means before Christ was born). I became the third Egyptian Pharaoh of the 19th Egyptian empire or the 19th different FAMILY to rule the country of Egypt.

It has been said by many historians that I was 'the greatest, most celebrated, most powerful pharaoh EVER in ancient Egypt'. I guess that's why I've been referred to as



a statue of Ramesses II in the Egyptian city of Luxor

*keeping Egypt safe
from foreign invaders.*

Consequently,

*I had an army of
more than **100,000 men**.*

To make sure my army could keep Egypt safe, I built highly productive factories, run by great managers, to make weapons, chariots and shields for Egyptian soldiers. My factories were making 1,000 weapons each week as well as 250 chariots every two weeks and 1,000 shields every week and a half.

*I also built a series of walls
to keep dangerous people
from living in Egypt.*

*I called these walls the '**Walls of the Ruler**.' There were too many people from unstable, dangerous countries attempting to enter Egypt. Once they were living in Egypt, they set up different communities that were like separate countries with their own leaders, different languages and customs, all inside the borders of Egypt. These people had no loyalty to Egypt! AND, Egyptians did not feel safe with these foreigners living here. Some critics don't realize*

*the Egyptian empire
was under
constant danger
when I was Pharaoh.*

***My most important
responsibility as
the Pharaoh of Egypt was***

***But,** here's a quote about my brand I'm not too pleased with made in a biography of me by author, Toby Wilkinson - '**Ramesses insisted on telling the world repeatedly and on a massive scale how great he was in the grand cities, temples, and monuments he built..**'*

I'm not pleased with this biographer's statement because it creates negative perceptions of me, my brand, as a boastful, ego-maniac. I believe to the contrary.

Egypt was continuously under attack from numerous enemies like the **Nubians** in southern Egypt, the **Hittites** from today's countries of Israel and Lebanon, and the **Sherden sea pirates** threatening sea merchants in the Mediterranean Sea. The Sherden's were attacking merchants ships coming to Egypt along the Mediterranean coast to trade with Egyptian merchants and farmers. My 100,000 man army and navy had to protect the businesses of Egypt which provided jobs to Egyptian people. As a result, to protect the Egyptian empire and the Egyptian people,

*I built new statues, temples,
monuments
and factories
after each battle I won,
each enemy I defeated*

to tell this story -

*'Ramesses is
a great leader who
keeps Egyptians safe'!*

*These buildings, monuments,
and statues with
complimentary
images and inscriptions
about me
also intended to send
a message to
any treasonous Egyptians
thinking about killing me
to end my reign as
Egypt's Pharaoh.*



the image above is a painting by French artist Louis-François Cassas in 1799 depicting a group of over **20 inscriptions carved into the limestone rocks** near the modern day city of Beirut in Lebanon by victorious armies attacking this region of the Mid-East.

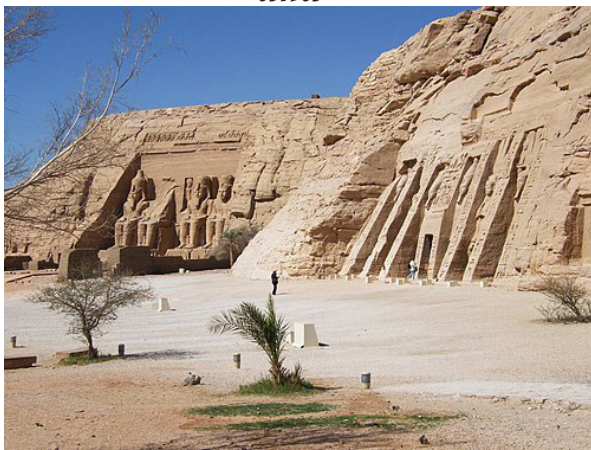
Ramesses the Great was the first to mark his victory into the rock with his victory over Egypt's enemy, the Hittes. Following Ramesses the Great's inscription example, **other victorious armies in history did the same:** Nebuchadnezzar, Esarhaddon, Caracalla, and French king Napoleon III in 1860, and the 20th century armies of France and Great Britain following their invasions of the mid-East countries during World War I and World War



image of Ramesses II made in a rock formation showing the Pharaoh Ramesses II slaying one enemy while trampling on another, at the town of Abu Simbel which was the site of the Great Temple Ramesses II built for the place of his tomb.

I was not being boastful, just practical.

*I was simply
controlling **the narrative** ,
i.e. telling the story
of my brand ,
to influence the perception
my loyal subjects
and*



The Great Temple at Abu Simbel which Ramesses II built for his tomb to be located upon his death.



Granite **statue of Ramesses II** from the city of Thebes discovered by an Egyptian archaeological mission in the village of Mit Rahina in Giza.

*my enemies
had of me,
the leader of Egypt.*

*I wanted the people of my kingdom to feel
proud of their country and confidence in me,
their leader, to keep them safe.*

*My grandfather became
the new Pharaoh of Egypt
after the previous Pharaoh,
Tutankhaten ,
died*

*and had no children,
NO 'succession plan,'
no heir
to rule Egypt after he died.*

*Tutankhaten's death
with no heir,
no succession plan,
created chaos, uncertainty,
and
danger for Egypt.*



Tutankhaten was the pharaoh of the **18th Dynasty** or *18th different family*, to rule ancient Egypt, **one dynasty or family before the 19th dynasty of Rameeses**. He ascended to the throne around the age of 9 and reigned until his death around the age of 19. Tutankhamun was one of the kings worshipped as a GOD during his lifetime. Tutankhamun is known for his great wealth. **His sarcophagus, his tomb**, was found in 1922, in near perfect condition. The discovery of his tomb is considered one of the greatest archaeological discoveries of all time. Tutankhaten has been referred to as "**King Tut**"

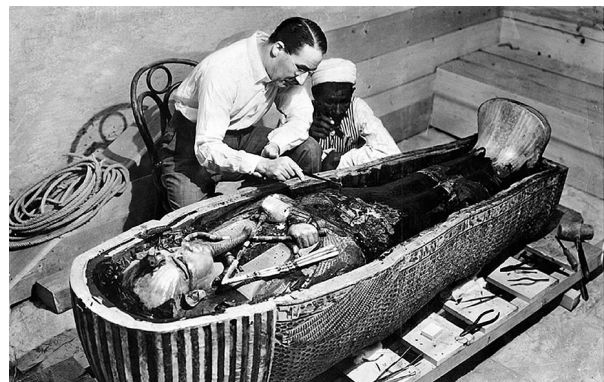
*I learned valuable lessons from
the life of Tutankhaten.*

*When I was Egypt's Pharaoh,
I made sure I had
a 'SUCCESSION PLAN'.*



King Tut was probably 18 years old when he died in 1323 BC . The photo above is a close-up of Tutankhamun's mummified head. King Tut's tomb, called KV62, is the only tomb of a Pharaoh to have been found in near-perfect condition. After examining King Tut's body, archeologists determined King Tut was a thin man and about 5 feet 6 inches tall. Tutankhamun had health issues, including scoliosis, and he contracted several strains of malaria. He probably died from complications of a broken leg and the effects of malaria.

23



Howard Carter was a British archaeologist and Egyptologist who discovered the intact tomb of the 18th Dynasty Pharaoh Tutankhamun in November 1922, the best-preserved pharaonic tomb ever found in the Valley of the Kings. This photo shows Carter examining King Tut's tomb.

*Unlike King Tut,
I made sure
I had children
who would succeed me
as Egypt's Pharaoh.*

100 children!

That's right, 100 children and many wives too. Here's what ChatGPT says about my wives - 'Ramesses II was known for his many wives and numerous children, but the exact number of his wives is uncertain. Different historical sources provide varying accounts, and the number of wives may have been as high as 200 or more. However, it's important to note that not all of these wives were of equal status or importance. Ramesses II

*had favorite wives,
especially
Nefertari,*

then Isetnofret, and Maathorneferure, and a few others who held prominent roles and were often depicted alongside the pharaoh in official artwork and inscriptions."

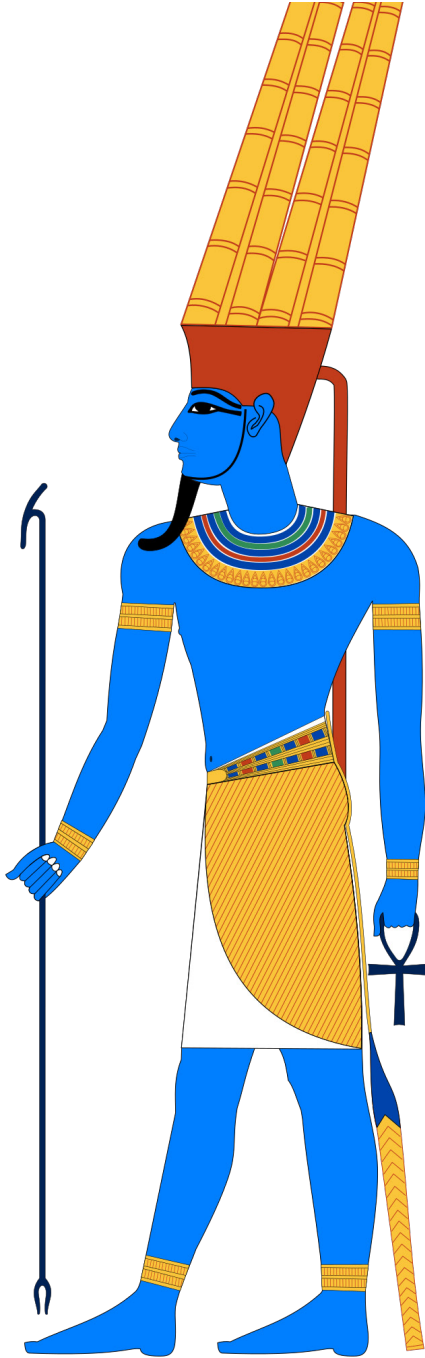
*I had one other objective
as Pharaoh of Egypt -
prayer and adoration to
the god, Amun,*



The image above is a painting on a wall in a tomb built by Pharaoh Ramesses II for his favorite wife, **Queen Nefertari**.

Nefertari is one of the best known of all Egyptian queens; this list of queens includes women like Cleopatra and Hatshepsut. Nefertari was highly educated and able to both read and write hieroglyphs; reading and writing for women was an unusual skill at that time in history. She used these skills in her diplomatic, peace keeping work with kings and queens of other nations. Ramesses made sure Nefertari's tomb, QV66, was lavishly decorated; it is one of the largest and most spectacular tombs in the Valley of the Queens. Ramesses also constructed a temple just for her at Abu Simbel next to the gigantic tomb he built for himself.

the king of the gods during my leadership of Egypt. I participated in numerous religious rituals honoring Amun. I also built many temples in his name. Any temple or monument that had been tagged and defaced by graffiti from visitors to Egypt, I had my masons restore those monuments dedicated to Amun, other gods, my wives, and, of course, me!



The god Amun became an important god in the 11th dynasty or the 11th different family to rule Egypt, long before Ramesses II family in the 19th dynasty. People believed gods had wives. Amun is often shown walking and wearing a tall, plumed crown. Amun was also depicted in a variety of other forms. (wikipedia)

*I quickly erased **graffiti**
defacing my monuments,
the representations of
my brand,*

*to show respect for Amun, Egypt, and its
people, as well as preserving the perception
of my personal brand, the good brand of
Ramesses II that I work hard to protect and
promote.*

*I strongly encourage you, too, to
monitor what is said
and
posted about your brand ;
quickly correct
any misinformation!*

25

*posted or said that tarnishes the good per-
ception of your brand.*

*At the age of **91 years of age**,
in 1213 BC,
more than 1,000 years
before Jesus Christ was born,
I died!*

*I had lived and ruled Egypt longer than any
Pharaoh in history. This was at a time when
the*

***average life expectancy was**
35 years of age.*



Another example of Ramesses II controlling the narrative, i.e. the story telling, of Ramesses II, the good, successful Pharaoh of Egypt. This image above is a color reproduction showing Ramesses II storming the enemy Hittite fort at the battle of Dapur. Artist name is unknown and the painting first appeared in 1879

26

I had a wonderful life. I was blessed. In fact, many thought, during my life, I was 'divine,' i.e like a god! I thought I might be too. Why else was I so blessed? Many of my actions during my life were intended to preserve and promote my personal brand in death. It's the reason I made so many statements, in my words and actions, through the monuments, temples, storytelling murals and paintings and complimentary inscriptions on those monuments and temples I built to control the telling of my story all during my reign as a successful Pharaoh of Egypt.

***My intention was
always to
control
the narrative of my brand.***

My critics, like biographer Toby Wilkinson, has unfairly written 'the legacy of 'Ramesess the Great' was the result of Ramesses' relentless propaganda campaign... a man in his own time was revered as a god, and who in every era since has been acclaimed as 'king of kings'. This was not the case. I was a confident man focused on protecting Egypt and its people but certainly not the ego-maniac, boastful, self-absorbed Pharaoh Toby Wiklinson describes.

Here's wikipedia's obituary about me - 'Rameses suffered from severe dental problems and was plagued by arthritis and hardening of the arteries. He made Egypt rich from all the supplies and bounty he had collected from other empires. He had outlived many of his

wives and children and left great memorials all over the Egyptian empire. Nine more pharaohs took the name Ramesses in his honour.'

*I'm not too happy
with
the Wikipedia obituary either.*

I wish the obit' either said or implied

*All my actions as Pharaoh were
focused on
fulfilling my responsibilities of
keeping the Empire of Egypt
and
its people
safe
from foreign threats
as well as
honoring our gods,
especially Amun,*

'the god protector of the poor or troubled and central to personal piety.'

I hope you believe me. ChatGPT does. If you

*ask ChatGPT
'did Ramseese II reign
as Egypt's Pharaoh
create a
safe, prosperous empire?,*

here's what the AI bot said

'Ramesses II's reign as Pharaoh of Egypt, which lasted for over six decades, is often characterized as a period of stability and prosperity for the empire.'

So, there you have it, my story.

*I hope my story inspires you
to think about
how you tell your story.*

Does the way you tell your story cause others to perceive your brand as a person who is responsible, successful, focused on goals, caring of others, who can work with others to accomplish a common goal, who wants to continue to learn new things and adapt to new situations, maybe even a leader? Or, do others perceive you in a negative way and, as a result, close doors of opportunities for jobs, internships, apprenticeship, leadership, and building networks of successful, influential, ethical people who can mentor you and help you become the successful person you aspire to be.

I now ask YOU to -

#1. create something that represents what you think 'Ramesses the Great' looked like. You can **draw** your own portrait of Ramesses the Great, compose a **poem, song, or rap**, produce a **video** or **sculpture**, bake **a cake OR** a **well written paragraph(s)** with perfect spelling, punctuation, and capitalization and



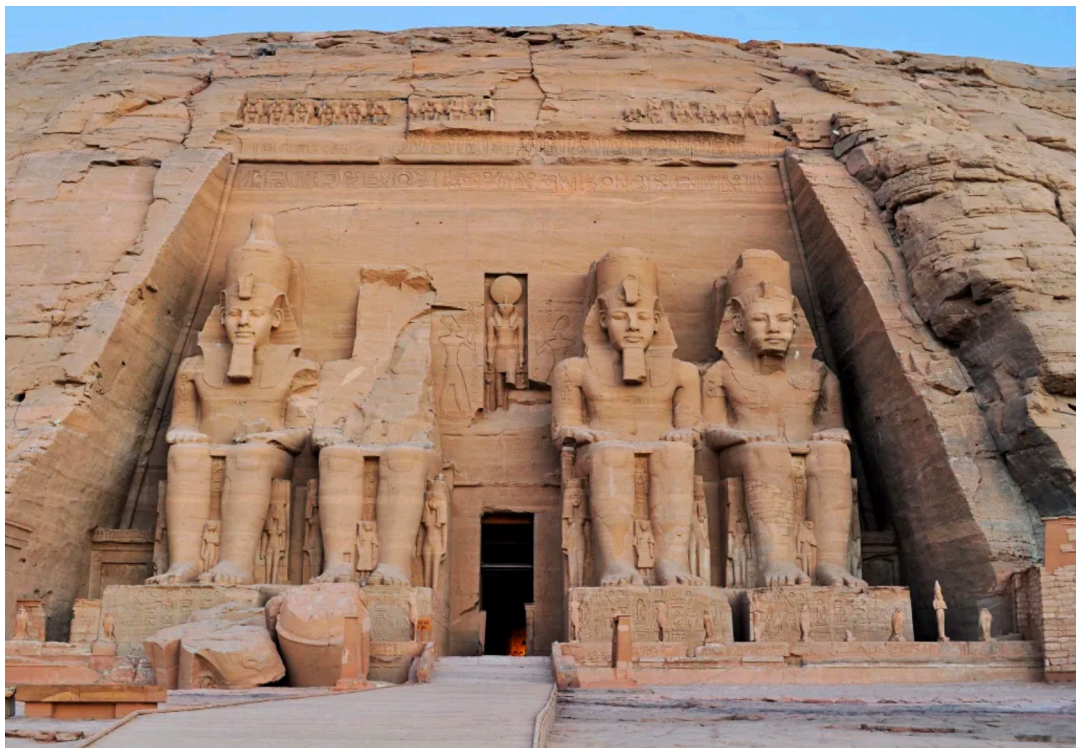
This is a photo of Ramesses II's MUMMY. **Ramesses' mummy** was discovered in 1881 inside an ordinary wooden coffin. It is now in Cairo's National Museum of Egyptian Civilization. The mummy was forensically tested in 1976 by Frenchman Pierre-Fernand Ceccaldi, the chief forensic scientist at the Criminal Identification Laboratory of Paris. His examination, among other things, concluded Ramesses II had red hair. Later scientific analysis of the Ramesses II mummy revealed battle-wounds, old fractures, arthritis and poor circulation. Ramesses II's arthritis is believed to have made him walk with a hunched back for the last decades of his life. Researchers also found *"a tooth abscess serious enough to may have caused death by infection, although this cannot be determined with certainty"*.



29

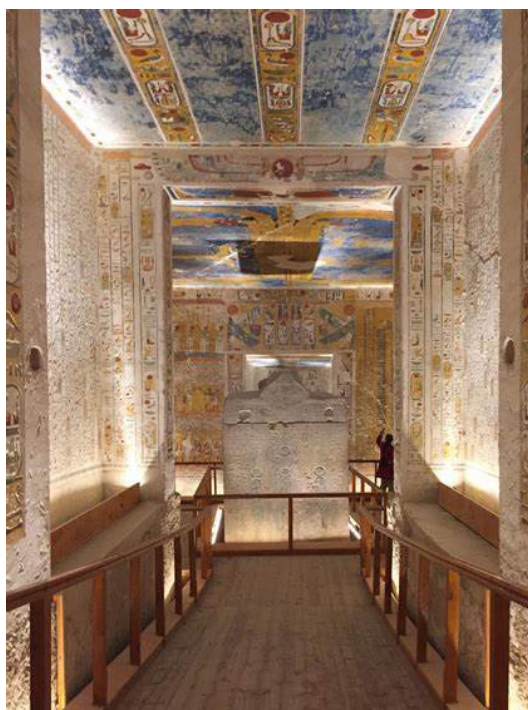
The granite stone statue above is known as *The Younger Memnon*, which is meant to depict the pharaoh Ramesses II. It was ordered built by Ramesses II himself. The statue was one of a pair that originally stood at the entrance of the temple Ramesses built for his tomb. .

Napoleon Bonaparte, the Emperor of France from 1804 to 1815, tried to steal the statue during his expedition to Egypt in 1798; Napoleon failed to remove it and bring it to France, The purpose of the statue was to depict and honor the pharaoh Ramesses II as an immortal god, i.e to live forever in an afterlife. *The Younger Memnon* statue is **now located in the British Museum in London, England.**



Entrance to Ramses II's rock-cut temples at Abu Simbel (Getty Images)

30



A photo taken inside of Rameses II tomb at The Valley Of The Kings in Luxor, Egypt on 11/26/15.

no run on sentences, **any representation you choose to create something** which portrays Ramesses' physical characteristics and personalities.

#2. *what were the priorities of Ramesses the Great during his reign as Pharaoh of Egypt.*

#3. COMPARE Mr Cronin's description of Ramesses the Great's brand in this text WITH the way ChatGPT describes the personal brand perception of Ramesses the Great. *For example, state any differences and similarities between the way ChatGPT tells the story of Ramesses the Great and the way Mr Cronin's tells the story of Ramesses the Great AND which perception you believe the most.*

NEXT, please tell a personal story about YOU. Please make sure your story is well written paragraph(s) with perfect spelling, punctuation, and capitalization and no run on sentences.

For example, here is the story one of my students submitted to me. His story includes the plan he created for a future career, how he prepared himself to achieve his goals, and experiences which have motivated him in his life. Please make sure your written story has perfect spelling, good grammar and punctuation, and good sentence structure with no run-on sentences. Furthermore, make sure any reader of your story will be able to understand the purpose of your story after reading it. I encourage you to have a trusted mentor or advisor read your story before submitting

it for my review. I will even review your story before you submit it for a grade. A sample of a student story is listed below; notice how clear the opening sentence expresses his career goals giving context to the purpose of his story telling. See if you discover in the story what has motivated him in his actions and hard work, Please feel comfortable sharing in your story any personal experience which motivates you to be the person you aspire to be.

I am presently a junior in high school with an interest in fashion design and boxing.

I try hard to create a personal brand of being a nice person who respects everyone, someone who works hard and is focused on reaching my life goals.

I write for our high school newspaper and compete in Golden Gloves boxing events. My ultimate career goal is to create my own company selling my clothing designs as well as compete in the 2024 New England Golden Gloves Championship in Lowell, Massachusetts.

I think my best "soft skills" are time management, responsibility, adaptability, grit, pushing out of my comfort zone, and net-

working.

I realized early in my life that if I really want to accomplish the career goals I've set for myself, I can't waste time and I have to focus on using my time on the daily priorities I set for myself. Because I have so many things to accomplish to reach my goals as well as helping my mother with our family, my time has to be managed well. My mother counts on me working to help pay the rent for our apartment so I have a part time job with a cleaning company on Sundays cleaning offices in Providence. My mother has sacrificed a lot for our family, emigrating from a third world country, forgoing her personal interests, working two jobs, so we can be successful. I am committed to become the successful person with a great brand my mother wants me to be.

32

I'm also in the gym 4 nights a week working on my boxing skills and match strategy with my coach. I also spar each week. My best 'hard skills' are computer skills especially the Adobe suite of software: InDesign, Photoshop, and Illustrator. I keep trying to be a better story teller; I'm not really comfortable doing it yet. But, because I realize how important it is to achieve my goals, I keep working on it. I ask for constructive criticism from friends and my mentor to improve my storytelling. It's something Mr Cronin works on in his class.

Besides preparing me for the Golden Gloves competition, I like to exercise. I read in Mr Cronin's "Success" book about the impact exercise has on creative skills, critical thinking, and a person's mental acuity. Because my career goal is fashion design, I need to be creative and a critical thinker. Exercise also builds my confidence; I feel good about myself when I exercise. As a result, some form of exercise will always be part of my weekly time management plan.

I try to push out of my comfort zone to meet new people. I really focus on building my network of successful, nice people. In Mr Cronin's class, I met two guests who have influ-

enced my life, Jessica Dough and David Yoo.

Jessica is a Hope Life Skills graduate who went to the Rhode Island School of Design (RISD). She majored in 'Illustration.' Jessica graduated from RISD in 2020 and presently is a design intern at KellyGirl helping the lead company designer creating mood boards, illustrations, and logo concepts and other designs. She also works with KellyGirls' packaging suppliers and printing companies. Jessica told me about the full scholarship RISD offers to a Hope student each year and is helping me prepare my portfolio, interview, and application. This is the reason I'm working so hard on my grades. I have a 3.8 GPA at Hope. It hasn't come easy. I was failing 2 classes my freshman year. I was fortunate to turn it around. My boxing coach showed me how to manage my time effectively and kept telling me 'I could do it.'

David Yoo is amazing. David was an apparel design major at RISD. David is now the Design Director at American Giant, a San Francisco-based manufacturer of sportswear and casual clothing that sells directly to customers through its website. Its goods are all produced in the United States. David has designed clothing for Calvin Klein, the GAP, and Marc Jacobs. David told me about his summer internship in New York working for Tommy Hilfiger, how much he learned about clothing design during the internship, and the valuable contacts he added to his network. I will be very focused on getting a summer internship each summer I'm in college.

33

I feel fortunate to have both David and Jessica in my network.

My career goal in fashion is entrepreneurial. After reading Mr Cronin's FUTURE book, I realized that technology will enable me to have my own company. I will sell just my fashion designs, not finished clothing, through a web site for my company which will take orders for my apparel designs. Customers can then print clothing from my design on their home 3D printers. 3D printers now print everything from human skin for burn patients to an actual house!! Printing clothing would be easy. Furthermore, the price of 3D print technology is rapidly decreasing making it easier for the average person to own one. And,

finally, personal 3D printers enable the buyers of my clothing designs to start their business of selling the clothes they print on their 3D printer to their customers.

I try to be realistic about my career plans; consequently, I'm prepared for 'change'. Being an apparel design entrepreneur will be challenging and I must be prepared to adapt to changes I encounter along the way. My mentors tell me I will face multiple challenges from mistakes I make, failures I experience, technology changes, and the global forces in China, the United States, Singapore, and European countries continually taking place. I will probably work for one or more companies before starting my own company. In fact, I may even change careers. I want to prepare myself for a career I like and, at the same time, make enough money to provide a lifestyle I am comfortable with. This is why I spend so much time building a network of successful, honest, professionals.

34 *I feel I'm prepared at this moment in my life. At the same time, I know I must keep learning new things because the world is changing so much. I'm really excited about the opportunities.*

Here's my timeline for my FUTURE PLAN. I plan to graduate next year from Hope High with a high GPA. I plan to enroll at RISD after Hope High. I will apply for the Hope High School RISD scholarship; hopefully I will get the full scholarship. I plan on getting an internship with an apparel or fashion design agency my sophomore and junior year at RISD. I am hoping that all or at least one of the internships will be in New York City. Since my junior year at Hope High, I continue to push myself out of my comfort zone by going on different field trips especially with Mr Cronin to the Rocky Hill Day School's HACKATHON, Mr Cronin's Personal Branding presentation and luncheon at LaSalle Academy, taking a leadership role at next year's FUTURE FORUM, and going to the Life Skills class annual jobs and career day at the corporate offices of CVS Health in Woonsocket, RI. I also applied and was awarded Mr Cronin's sponsorship to the 5 day National Youth Leadership Forum in Washington, DC (Hope Life Skills alums Jessica

Dough, Jason Roias, and Marta Aparicio told me about their amazing experiences there) the summer after my Hope High Junior Year as well as competing for and being awarded a PAID summer internship at the corporate offices of CVS Health (Hope Life Skills alums Yael Torres, Fernando Perez, and Lydia Watkins told me about their internships at CVS) in their merchandising division. Throughout my college experience, I will constantly introduce myself to successful people, especially in marketing and retail apparel and design, to add to my personal network. I will also continue to be active on LINKEDIN, updating my profile, connecting with others, and posting information which will enhance my brand. I plan on using LINKEDIN to connect with RISD graduates too. During my senior year at RISD, I hope my network will help me get an interview for a fulfilling job for life after RISD. Everything after that, I'm still collecting data to formulate a longer term strategy for my success.

I want to thanks Shai Afsai, Hope High School's Librarian, for helping me with the telling of my story.

35

Stephen Cronin is

the author and graphic designer of this text.

Stephen is a
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Stephen has exhibited moderate, at best, potential in graphic design.

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*“If you have an impressive **personal brand**,
good **storytelling skills** can help you create
a **network** of successful, influential, ethical people.*

*This network can provide **mentors**
who provide lifelong advice and opportunities
so you can become
the **successful** person you hope to be.”*

(Colin Casey - 2023)