

How do you personally brand yourself?

According to Cedefop European job market has a skills mismatch problem, since employers confront difficulties in recruiting people with the skills they need and job seekers struggle to find a job relative to their knowledge and skills. The unemployment levels in EU remain high and the labour market has become very competitive. In combination with the with rise of social media and thus the increasing of everyone’s visibility, job seekers face difficulty not only to find a job relative to their skills and knowledge, but also to differentiate themselves from competitors in job market.

PBRAND4ALL is a 2-year Erasmus+ project that aims to assist adults searching for a job or in need of a new one, by providing them with the necessary skills to build and maintain their personal brand - a method which can be used for fostering their employability. This will be accomplished by the creation an online interactive tool, which will offer learners a personalized training pathway regarding the development of personal brand. The duration of the project is from 1. 12. 2020 until 30. 11. 2022.

What is Personal Brand?

Personal Brand is the combination of a person’s knowledge, skills and experience. It also comprises the core of someone's identity and exists online and offline. It is a useful tool that can assist adults in finding their values, defining their specialization, boosting their confidence and finally present their own story. Most importantly, it will not only assist them in differentiating themselves in the labour market and landing their dream job, but it will also be a vital element for managing their professional development.

Objectives:



Improve individuals' skills and empower them to use innovative strategies to present themselves in the job market.



Enable coaches/trainers to assist adults in building their personal brand.



Promote Personal Branding model as a career tool for fostering employability of adults.

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

What are the expected results of the project?

1. Personal Branding Competencies framework

This framework comprises all the skills and strategies essential for the development of a personal brand. The project's partners will conduct research to identify the most important skills and classify them in terms of importance in the labor market. Also, they will design tools and methods for identifying the key traits of learners (Openness to experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism) and connect them with actions for directing them to the right path. These two activities will assist partners in developing training material based on learners' needs.

2. Personal Branding Genie

The "Personal Branding Genie" will be an online learning tool, providing personalized training pathways to those who wish to develop their personal brand. It will allow learners to choose the training plan they want to follow, based on their personal characteristics. The training material will be consisted of actions, and goals, that learners should attain in order to complete the learning process successfully. The "Genie" will be composed of three main skills that will have been previously defined by the research that partners conducted at the beginning of the project.

Last updates to the project activities

Partnership of the project consists of six partners from the United Kingdom, Hungary, Greece, Bulgaria, Slovenia and Spain. They met online for the first time on the 25th of January 2021. They discussed all the activities of the project with a special focus on the research that will help them define the necessary skills for the development of a personal brand. They also divided the tasks regarding the dissemination activities and the quality assurance and established the next steps for the coming months.

Detailed description of the project and its activities are published on the project's website: <http://pbrand4all.eu/>.



First online meeting of the project partners, 25th January 2021 (via Zoom).

Partners:

Coordinator:



Partners:

