



Q1/A1

Rationalisation Phase:

Rationalisation of most important personal branding skills

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Activity	IO1 A1: Rationalisation Phase
Output leader:	UPI – ljudska univerza Žalec

CONTEXT

Rationalisation of most important personal branding skills.

All partners interacted with a significant number of recruiters, HR departments, job agencies and career guidance counsellors in order to determine which are the most critical skills that someone needs for building and maintaining the personal brand. To determine these skills and their importance, partners directly interacted with more than 200 people of the above mentioned group.

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1. GENERAL INFORMATION REGARDING THE NEEDS ANALYSES

PBRAND4ALL is a 2-year Erasmus+ project that aims at fostering employability of adult individuals by providing them with the necessary knowledge, skills, and competences in order to establish and manage their personal brand and become visible and competitive.

The project aims at assisting adults improve their employability, by creating their personal brand. For achieving this, partners will interact with a significant number of recruiters, HR departments, job agencies and career guidance counsellors, in order to determine which are the most critical skills that someone needs for developing their **personal brand**. These skills are mostly referring to soft skills and may include communication, collaboration, writing, etc. Personal branding is not only about the skills, but it is also a possibility for the jobseeker to ensure a tool in the hands to convince the employer.

2. SURVEY FINDINGS BY COUNTRY

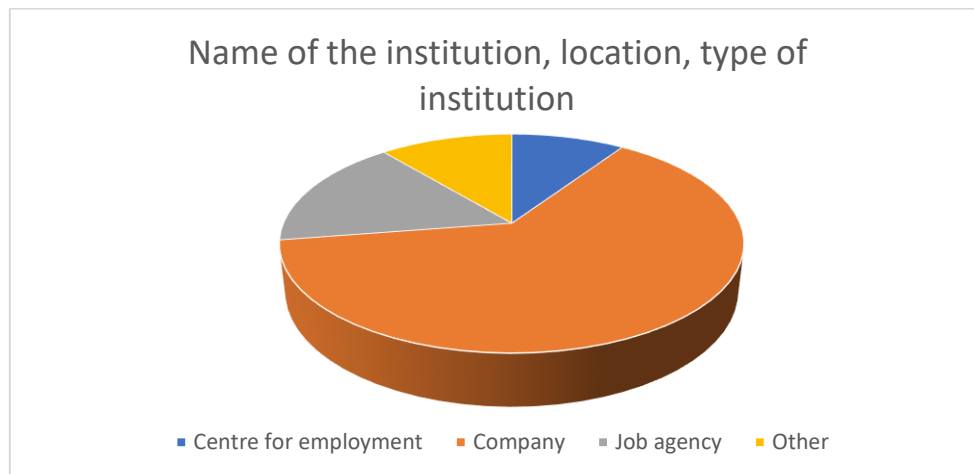
All six project partners countries, United Kingdom, Slovenia, Hungary, Greece, Bulgaria and Spain, interacted with a significant number of recruiters, HR departments, job agencies and career guidance counsellors in order to determine which are the most critical skills that someone needs for building and maintaining the personal brand. The survey – questionnaire, prepared by the leading partner of this activity UPI Žalec and discussed with all partners, consisted of 9 questions. Partners directly interacted via questionnaire with more than 200 people of the above mentioned group to determine these skills and their importance. In the period from February till April 2021 we gathered a total number of 220 answers. UPI Žalec gathered and analysed all the answers and presented them in quantitative and qualitative form. A summary of the answers to each question is represented below.

3. ANALYSIS OF THE QUESTIONNAIRE

General data

a) Name of the institution, location, type of institution

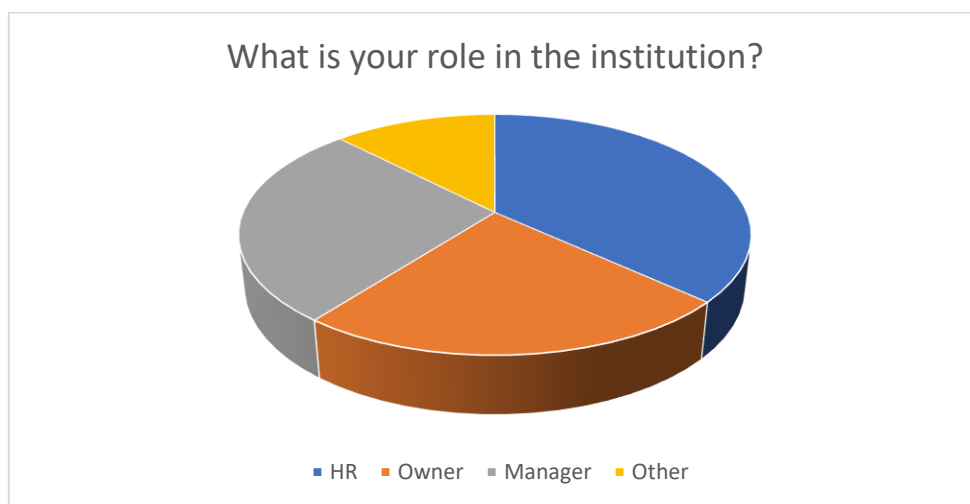
Centre for employment	23
Company	154
Job agency	40
Other	27 Social organisation, non – profit organisation, church institution, municipal, state



b) What is your role in the institution?

- HR	81
- Owner	52
- Manager	60

- Other write):_____	(please	27 Trainers, Account manager, Counsellor, Adult educator, Staff management
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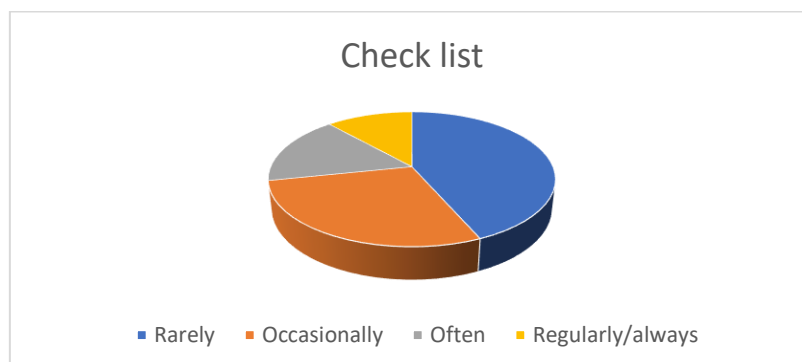
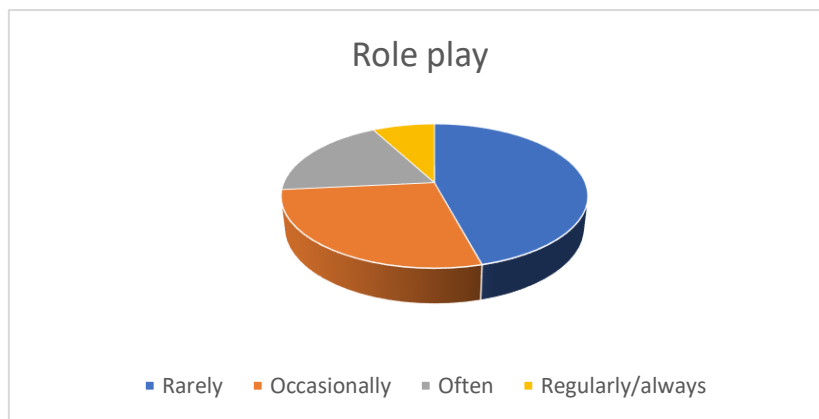
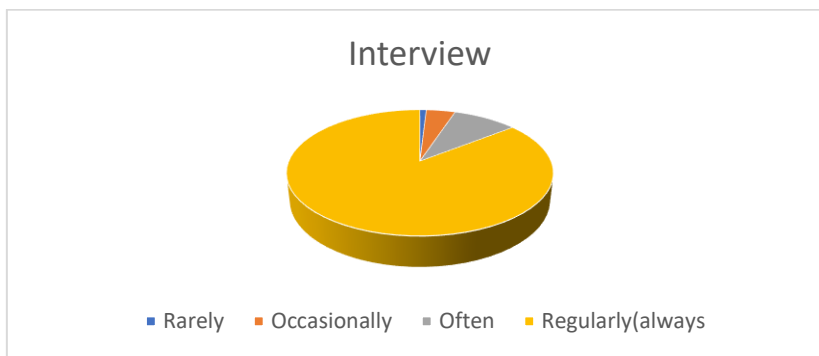
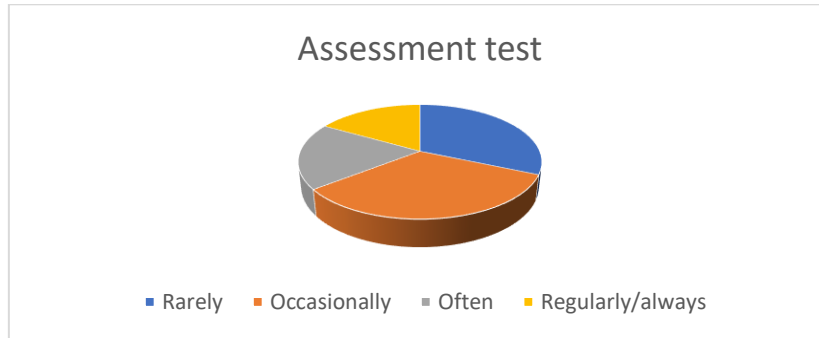
1. When recruiting a candidate, do you assess their soft skills, such as communication, collaboration, etc.?

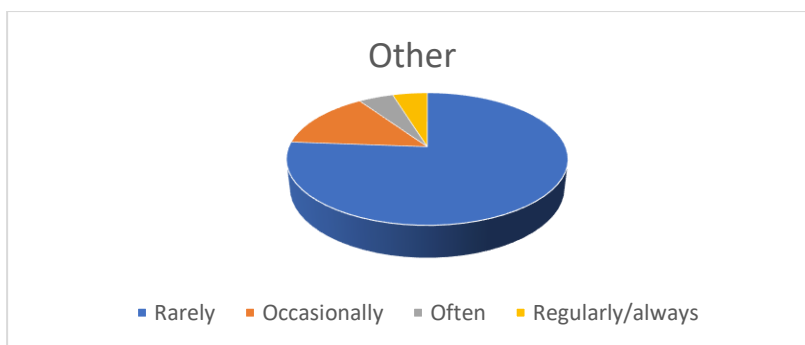
NO: 9

If YES, please select the tool (in which way) and how often:

Tool	Rarely	occasionally	often	regularly/ always
Assessment test	62	65	37	33
Interview	2	9	20	184
Role play	88	53	36	15
Check list	86	56	33	23

Other (please, specify):	32	6	2	2
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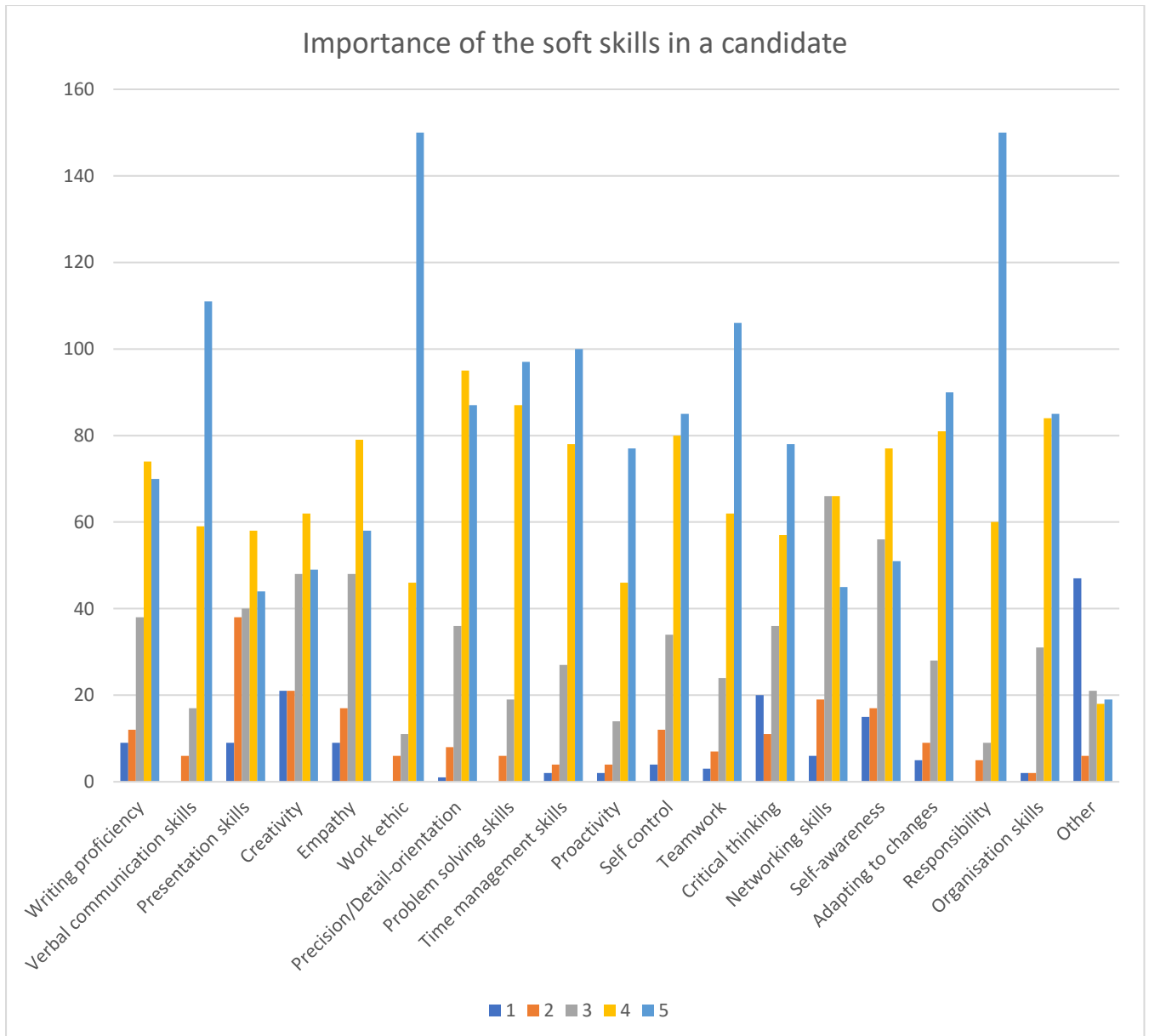




2. How important are, in your opinion, the following soft skills in a candidate? (1 – least important, 5 – most important)

	1	2	3	4	5
Writing proficiency	9	12	38	74	70
Verbal communication skills	0	6	17	59	111
Presentation skills	9	38	40	58	44
Creativity	21	21	48	62	49
Empathy	9	17	48	79	58
Work ethic	0	6	11	46	150
Precision / Detail-orientation	1	8	36	95	87
Problem solving skills	0	6	19	87	97
Time management skills	2	4	27	78	100
Proactivity	2	4	14	46	77
Self control	4	12	34	80	85
Teamwork	3	7	24	62	106
Critical thinking	20	11	36	57	78
Networking skills	6	19	66	66	45
Self -awareness	15	17	56	77	51
Adapting to changes	5	9	28	81	90
Responsibility	0	5	9	60	150
Organisation skills	2	2	31	84	85
Other (please, specify):	47	6	21	18	19
- Skills for learning and adapting					

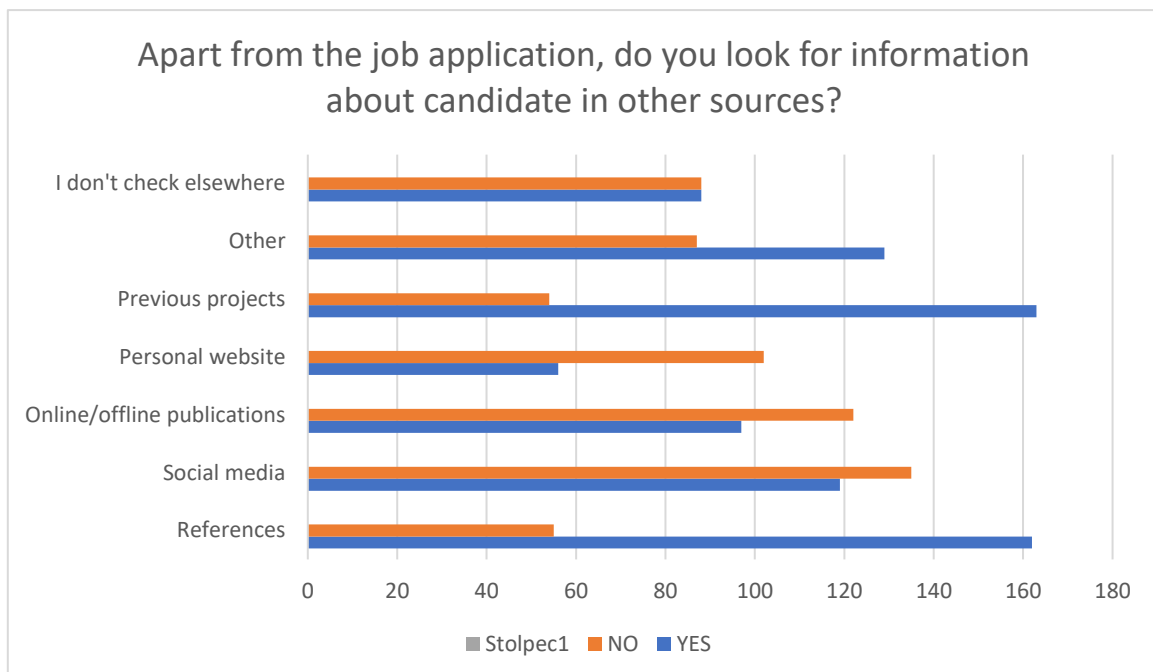
- All of the above skills have different relation and value to the different roles and positions					
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3. Candidates are sometimes looked into when recruiting. Apart from the job application, do you look for information about a candidate in other sources?

	YES	NO
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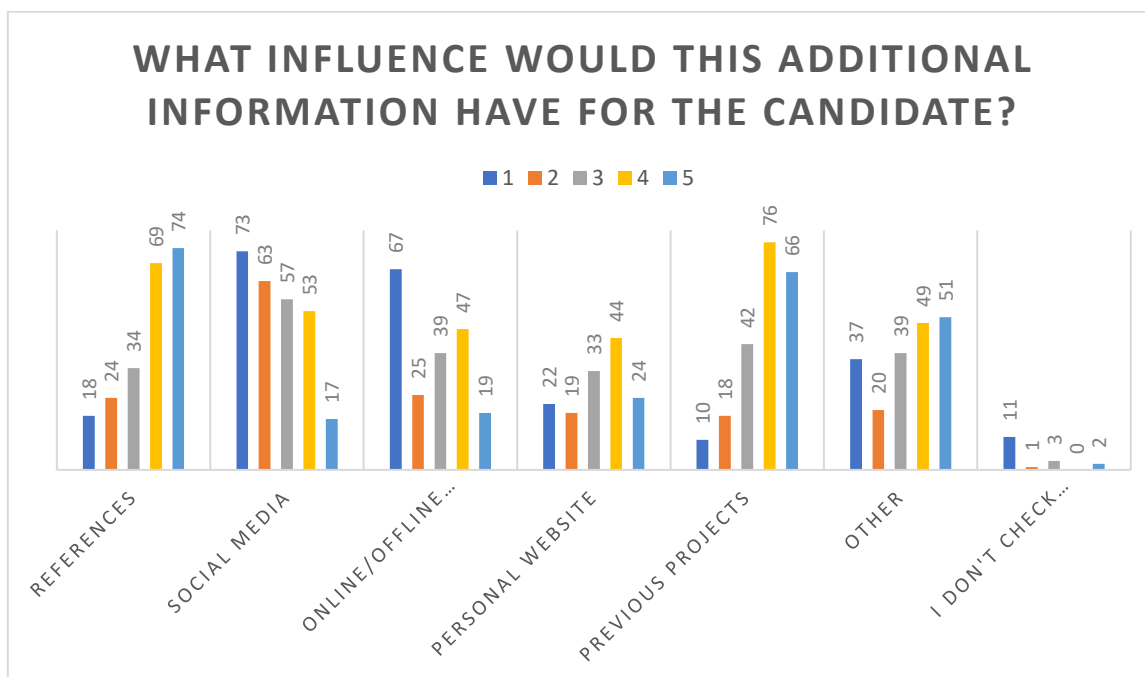
References	162	55
Social media	119	135
Online/offline publications	97	122
Personal website	56	102
Previous projects	163	54
Other (ig. Personal contats, emails, ...)	129	87
I don't check elsewhere	88	88



4. If yes, what influence would have this additional information you find for the candidate – please rate from 1 to 5, where 1 would mean that the information will not influence your impression and decision to hire the candidate, and 5 would mean that the information will influence highly your decision-making process.

	1	2	3	4	5
	not influential over the final decision				Very influential over the

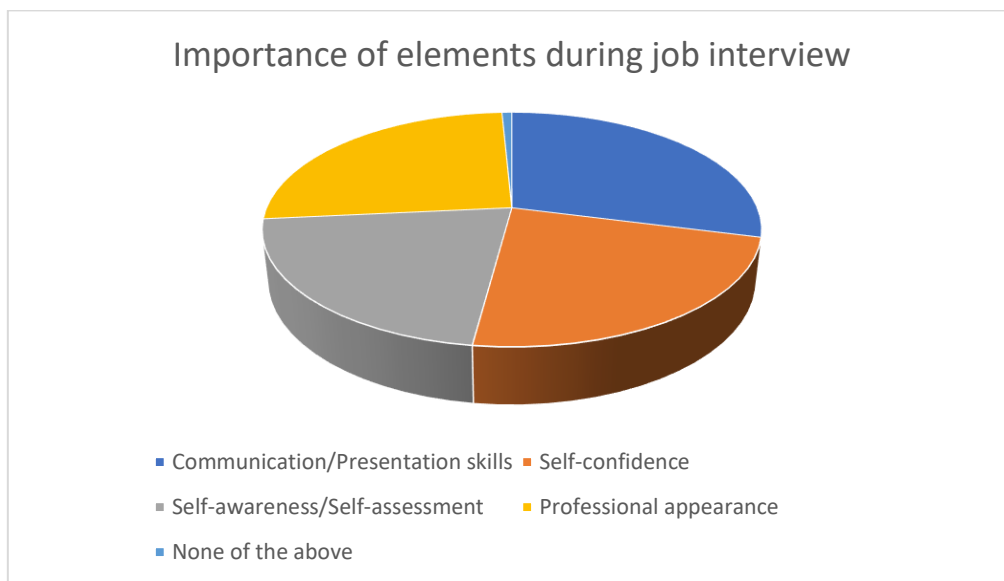
					final decision
References	18	24	34	69	74
Social media	73	63	57	53	17
Online/offline publications	67	25	39	47	19
Personal website	22	19	33	44	24
Previous projects	10	18	42	76	66
Other (ig. Personal contats, emails..)	37	20	39	49	51
I don't check elsewhere	11	1	3	0	2



5. During the job interview, which of the below element do you consider most important? (You can select more than one options)

a) Communication / Presentation skills	152
b) Self – confidence	121

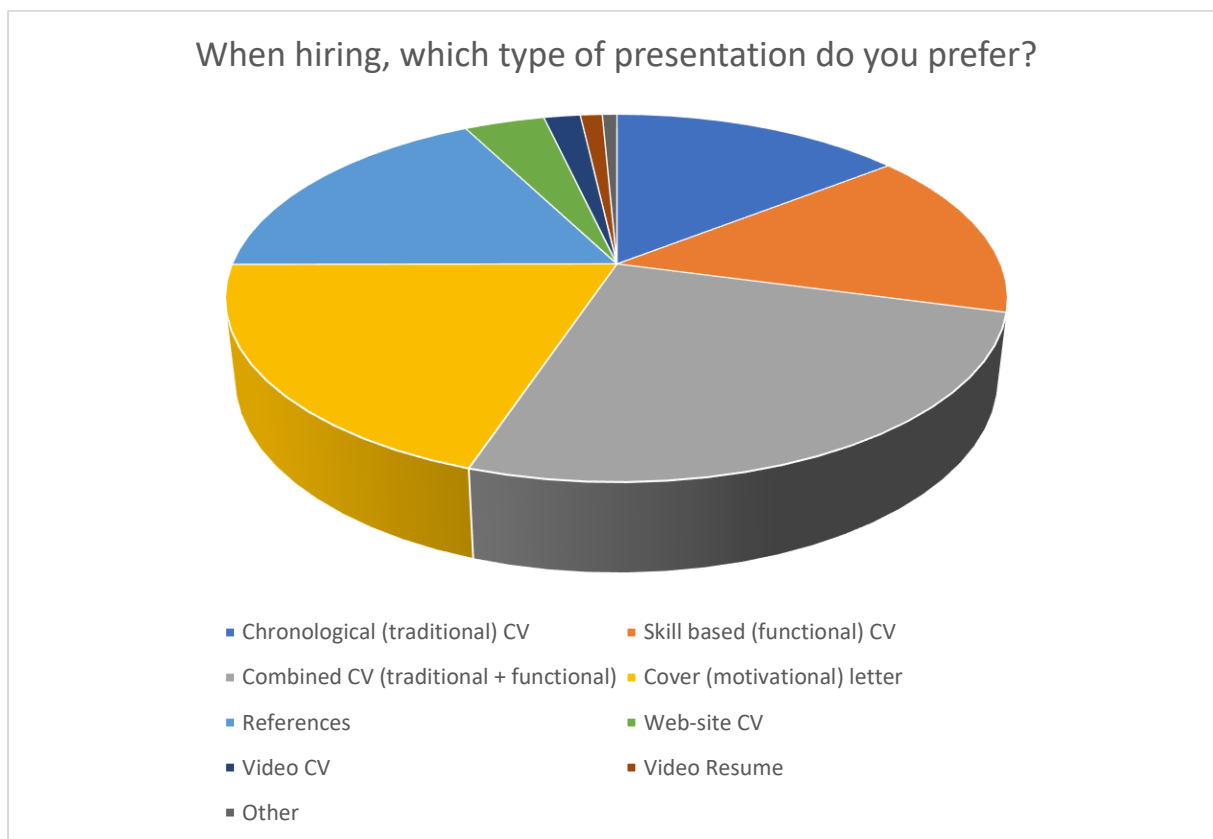
c) Self – awareness / Self-assessment	112
d) Professional appearance	135
e) None of the above	4



6. When hiring, which type of presentation do you prefer? (You can select more than one option)

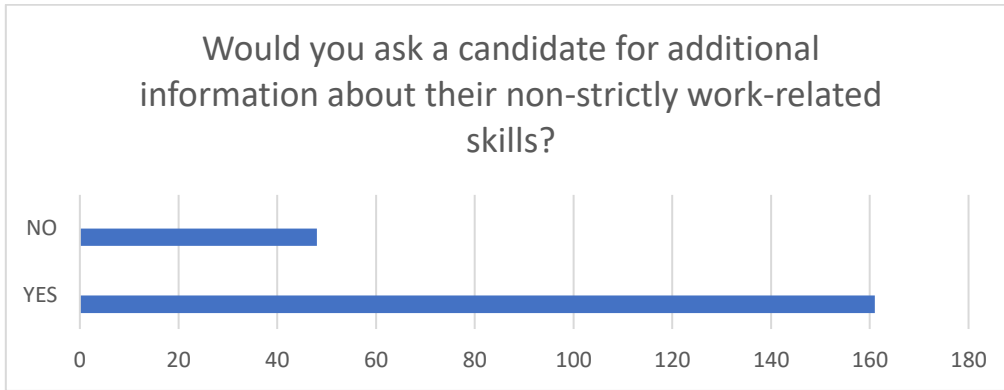
a) Chronological (traditional) CV	80
b) Skill based (functional) CV	82
c) Combined CV (traditional + functional)	144
d) Cover (motivational) letter	110
e) References	97
f) Web-site CV	22
g) Video CV	10

h) Video Resume	6
i) Other (please, specify): _____	4



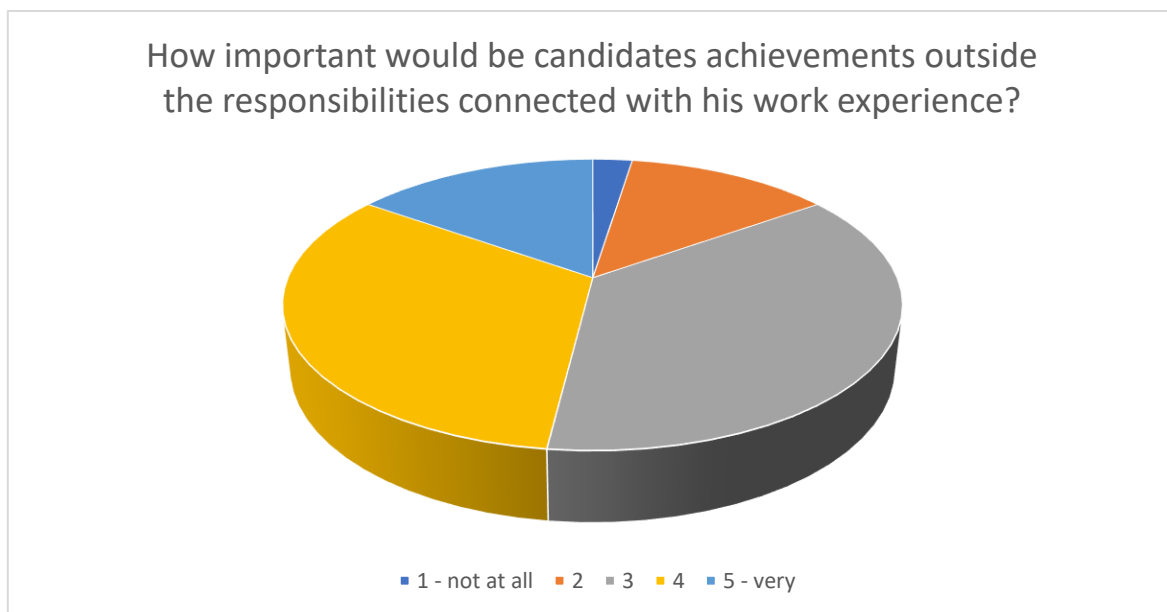
7. Would you ask a candidate for additional information about their non-strictly work-related skills (such as personal talent, non-work-related passions and etc)?

Yes	161
No	48



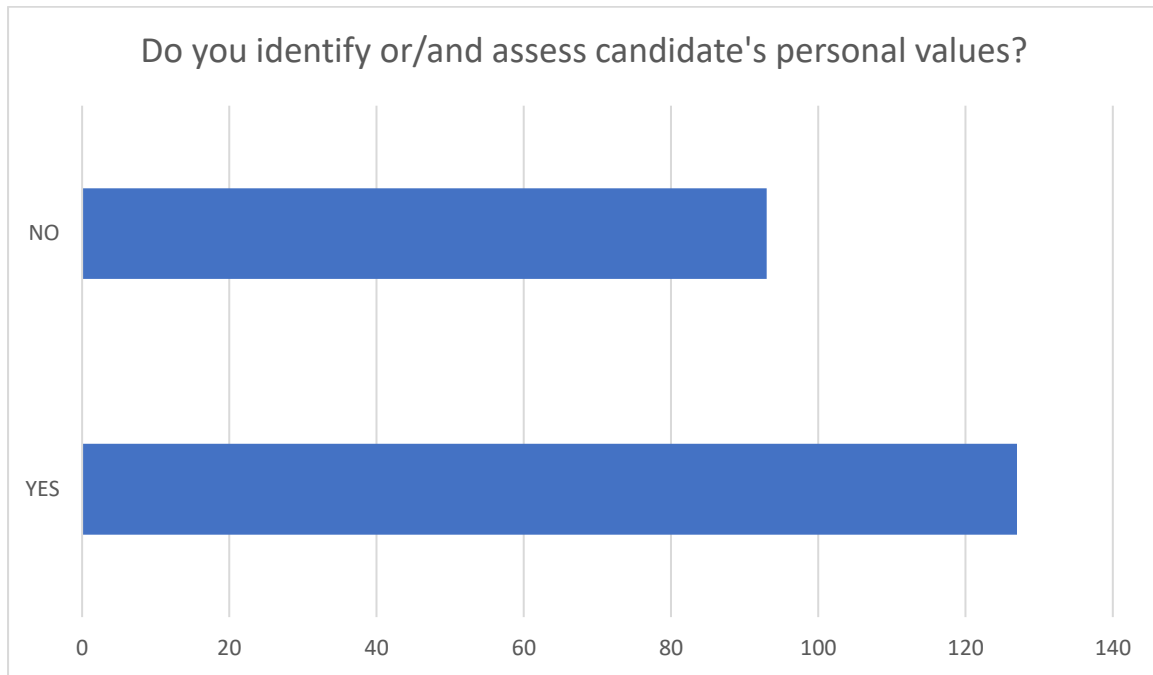
8. From 1 to 5 how important would be candidates achievements outside the responsibilities connected with his work experience (example: causes or voluntary projects, artistic performances, etc):

1 – not at all	5
2	26
3	75
4	67
5 – Very	31



9. Do you identify or/and assess the candidate's personal values?

Yes	127
No	93



If yes, please specify how:

- By interview
- Small conversation on current affairs
- With specific questions during the interview
- In terms of personal values affecting the way of working. This information can be useful to evaluate whether a candidate fits with the team and the company's policies.
- By talking about his/her ambitions/dreams
- If time allows, a discussion on current news and the candidate's opinion is started
- Personal values reveal info about work ethics
- I value ethics on a worker a lot
- Family related values
- Through discussion on current affairs
- By discussing general topics
- Through key questions about your references that give us an idea of your values, During the oral interview, personal values have a direct influence on the workplace, Intuitively, Identify through concrete examples their values to verify that they are consistent with those of the company, Through the interview, Sensations transmitted by the candidates, Service to others, If you are a person who still likes to learn and evolve, Commitment and responsibility are very important values for our company. We want to hire people who want to be in Elekma for the long term.

4. APPENDIX

1. Initial research (survey)



Initial research



PBRAND4ALL is a 2-year Erasmus+ project that aims at fostering employability of adult individuals by providing them with the necessary knowledge, skills and competences in order to establish and manage their personal brand and become visible and competitive.

The project aims at assisting adults improve their employability, by creating their personal brand. For achieving this, partners will interact with a significant number of recruiters, HR departments, job agencies and career guidance counsellors, in order to determine which are the most critical skills that someone needs for developing their **personal brand**. These skills are mostly referring to soft skills and may include communication, collaboration, writing, etc. Personal branding is not only about the skills, but it is also a possibility for the jobseeker to ensure the employer a tool in the hands of the employee to convince the employer: he is the right one for the job, will succeed in the job applied for, and the employer will not invest in his employment in vain.

Therefore, we kindly ask you to take a few minutes and answer the following questions and help us understand what employers are looking for.

Thank you!

General data

c) Name of the institution, location, type of institution (Center for Employment, Company, job agency...)

d) What is your role in the institution?

- HR
- Owner
- Manager
- Other (please write): _____

1. **When recruiting a candidate, do you assess their soft skills, such as communication, collaboration, etc.?**

NO

If YES, please select the tool (in which way) and how often:

Tool	Rarely	occasionally	often	regularly/ always
Assessment test				
Interview				
Role play				
Check list				

Other (please, specify):				
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2. How important are, in your opinion, the following soft skills in a candidate? (1 – least important, 5 – most important)

	1	2	3	4	5
Writing proficiency					
Verbal communication skills					
Presentation skills					
Creativity					
Empathy					
Work ethic					
Precision / Detail-orientation					
Problem solving skills					
Time management skills					
Proactivity					
Self control					
Teamwork					
Critical thinking					
Networking skills					
Self -awareness					
Adapting to changes					
Responsibility					
Organisation skills					
Other (please, specify):					

3. Candidates are sometimes looked into when recruiting. Apart from the job application, do you look for information about a candidate in other sources?

	YES	NO
References		
Social media		
Online/offline publications		
Personal website		
Previous projects		
Other (ig. Personal contats, emails, ...)		
I don't check elsewhere		

4. If yes, what influence would have this additional information you find for the candidate – please rate form 1 to 5, where 1 would mean that the information will not influence your impression and decision to hire the candidate, and 5 would mean that the information will influence highly your decision-making process.

	1 not influential	2	3	4	5

	over the final decision				Very influential over the final decision
References					
Social media					
Online/offline publications					
Personal website					
Previous projects					
Other (ig. Personal contats, emails..)					

5. During the job interview, which of the below element do you consider most important? (You can select more than one options)

- f) Communication / Presentation skills
- g) Self – confidence
- h) Self – awareness / Self-assessment
- i) Professional appearance
- j) None of the above

6. When hiring, which type of presentation do you prefer? (You can select more than one options)

- j) Chronological (traditional) CV
- k) Skill based (functional) CV
- l) Combined CV (traditional + functional)
- m) Cover (motivational) letter
- n) References
- o) Web-site CV
- p) Video CV
- q) Video Resume
- r) Other (please, specify): _____

7. Would you ask a candidate for additional information about their non-strictly work-related skills (such as personal talent, non-work related passions and etc)?

Yes / No

8. From 1 to 5 how important would be candidates achievements outside the responsibilities connected with his work experience (example: causes or voluntary projects, artistic performances, etc):

1 – not at all

2

3

4

5 – Very

9. Do you identify or/and assess the candidate's personal values?

Yes / No

If yes, please specify how: