

PBRAND4ALL Conclusions

We're sure that at this point, after 2 years of PBRAND4ALL, our readers and followers know what personal brand is, or how to start building it and maintaining it.

So, in this article we'll draw some conclusions from the Erasmus+ project PBRAND4ALL, which will end at the end of November 2022.

The partnership

After 2 years working together closely, the PBRAND4ALL's partnership, has not only reached some amazing results for the aim of the project but also strengthened their relationship and broaden their network. CIVIC (UK), Konszenzus (Hungary), UPI Žalec (Slovenia), Politeknika Ikastegia Txorierrri or P.I.T (Spain), Asserted Knowledge (Greece) and E-Business Academy (Bulgaria) turned out to be a very successful partnership, where a great synergy and the opportunity to always improve the project and its results, was shown at every phase during the project life. We're sure this cooperation will bring positive and long-lasting effects, and will help sustain the project' impact even after its end.



The project impact

PBRAND4ALL, during its 2 year-life, had a big impact on many levels.

It certainly had an impact on the partnership, that deepened their knowledge on the project topics, while also improving their experience working with Erasmus+ projects and, for the more technical partners, polishing up their digital competences in developing training tools.

The project also had an important impact on members of the target group, as foreseen in the proposal. The impact on our audience was certainly proved to be positive, when the feedback was collected after promotional events and piloting activities. Some of the 6 partners, have indeed organised multiplier events in their countries, and the results were very positive!

Participants were very interested and engaged in the promotion of PBRAND4ALL and its tools. The evaluation questionnaires distributed to participants at the end of the event showed very positive feedback regarding the quality of the project itself and without any doubt, the quality of the project tools, such as the Personal Branding Genie and the PBRAND4ALL Academy.

More updates will be provided once the rest of the partners finalise these activities.

Another important aspect to consider when we talk about the project impact, is dissemination. The project has indeed reached through dissemination activities more than 43k participants so far. A precise update about the dissemination results will also be provided at the end of the project.





(Pictures from CIVIC's multiplier event on the 29th august 2022)

Other results:



BRAND4ALL

The main differences between Reputation and Personal brand

Reputation	Personal brand
Everyone has a reputation	Not everyone has a personal brand
Reputation is composed by the first impressions you make, the relationships you form with managers and peers, and how you communicate.	Your personal brand is composed by aligning your intentions with actions. That is, changing your decisions and behaviors to influence how others see you and to help them connect both emotionally and intellectually to the image you hope to portray.
Reputation is how others see you	Your personal brand is how you want others to see you.

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<https://pbrand4all.eu/>

(Project's 4th infographic)

The Personal Branding Genie

The “Personal Branding Genie”, main result of the PBRAND4ALL project, is an online learning tool, providing personalised training pathways to those who wish to develop or maintain their personal brand.

It allows our learners to improve the soft skills they’re interested in, based on the level assigned by the self-assessment questionnaire. The training material consists of actions, and goals, that learners should attain in order to complete the learning process successfully and get their badges!

The wheel of soft skills facilitates this learning process, by showing users the soft skills they need to improve, based on a system of colours which differentiates the level (basic, intermediate and advanced) they’ve been assigned to.

Visit our Genie and start improving now! pbrand4all-genie.eu/



(The soft skills wheel)

Who we are

Our partnership represents organisations from six countries:

- United Kingdom (CIVIC Computing: <https://www.civicuk.com/>)
- Hungary (Budapest Organisation of Konszenzus Foundation: <http://www.konszenzus.org/en/>)
- Bulgaria: (E-business Academy: <https://e-businessacademy.eu/>)
- Greece (Asserted Knowledge: <https://www.asserted.eu/>)
- Slovenia (UPI Žalec: <https://www.upi.si/>)
- and Spain (Politeknika Ikastegia Txorierri: <http://www.txorierri.net/>)

We bring diverse expertise within the project and share a common passion to create innovative and useful educational materials in order to empower others.



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