

3rd Newsletter

PBRAND4ALL

Personal Branding for All!



PBRAND4ALL is a two-year Erasmus+ project aiming to help adults looking for a job or a new career by acquiring skills necessary to prepare and maintain their personal brand and to improve their employability. This objective will be achieved with the development of an online interactive tool that offers a personalised learning path to develop their personal brand. The project runs from 01.12.2020 to 30.11.2022.

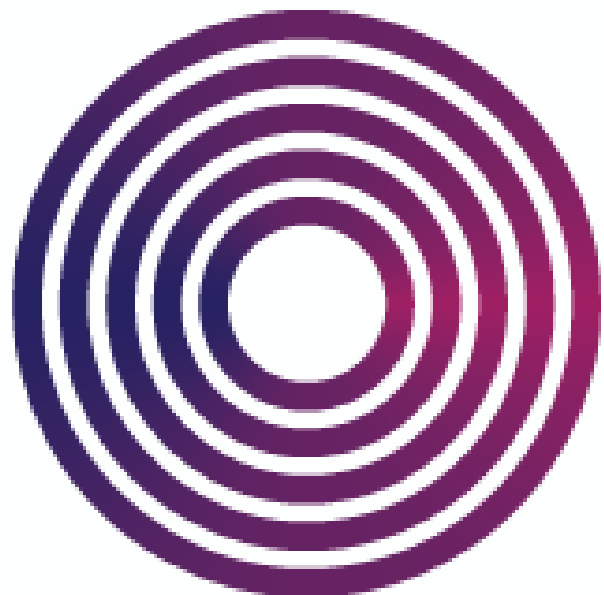


We are very excited as our project is coming to its end and we are eager to present our results.

We started almost two years ago with the support of the Erasmus+ program and we are continuously working to achieve our goals and publish our results.

What did we achieve in this period?

- In the next step, every partner researched the ranking of the chosen 18 soft skills by those involved in their own country. This way a list of the most important 10 soft skills was prepared.
- Based on this list of 10 soft skills, an online, non-representative survey was shared among HR experts, coaches, career consultants and recruiters. Based on the 244 answers, recruiting and selection practices as well as expectations towards the employees were outlined.
- As the objective of the project is to help job seekers and persons looking for a new job in building their personal brand by assessing and developing their soft skills most needed by the employers, we had to find ways to estimate – although not scientifically – these skills. Based on a thorough literature review, we prepared a questionnaire which can help users to get online feedback about themselves.
- The partnership was effectively established, and we learned to cooperate and understand each other. More on <https://pbrand4all.eu/partners>
- This questionnaire - Initial Assessment Questionnaire – laid the basis of our Personal Branding Genie. <https://pbrand4all-genie.eu/>
- The Personal Branding Genie is an online application that can help you to better understand yourself and to playfully learn and develop your skills, to reach the most appropriate job on the labour market with the help of your personal brand. The online tool is available in six languages: English, Hungarian, Greek, Bulgarian, Spanish and Slovenian.





The Wheel of Soft Skills is part of our Personal Branding Genie. It's an interactive tool that will help you to develop your skills. The wheel is divided in colours to acknowledge your level on each skill, based on the answers to your pre-assessment. The colour red means that you were assigned the level BASIC in that specific soft skill and that you will have to complete more goal cards and work harder to get your badge! The colour orange means you were assigned the level INTERMEDIATE in that specific skill. The colour yellow means you were assigned ADVANCED in that specific skill. The colour green means you have completed the module recommended for that specific soft skill and you got your badge!

- As you might have understood, your goal is to make the whole wheel green. Remember: based on your initial level, you will have to complete different goal cards to get your badge. For example, if your level on the Time management skill is advanced, it means that you will only have to complete the advanced material and correspondent goal cards to get your badge; if the level assigned on the Communication skill is basic, you will be shown the basic material and goal cards, and once you complete it and answer correctly to the short quiz at the end of the goal cards, you will move on to the next level and so on.
- **Are you ready?** You don't have to do anything else but register and start! Now you can even participate in testing the tool! If you want to help us, write us an email here: <https://pbrand4all.eu/contact> and we will send you the questionnaire and share the instructions with you!

