



NEWSLETTER

PBRAND4ALL - PERSONAL BRAND DEVELOPMENT FOR ALL!

About the project

PBRAND4ALL is a 2-year Erasmus+ project that aims to help 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* - in order to enhance their employability. This will be accomplished by the creation of an online interactive tool, which will offer learners a personalised training pathway on the development of their personal brand. The duration of the project is from 01.12.2020 until 30.11.2022.

*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 labor market and landing their dream job but it will also be a vital element for managing their professional development.

Who is it for

- Individuals who are looking for a new employment
- Vulnerable individuals (including those who are long-term unemployed or disadvantaged)
- Everyone who is looking for a new and innovative way to be presented on the job market

Objectives

1. **Personal Branding Competences Framework** - a framework providing a personalised strategy that allows learners to choose their own learning pathways based on the individual key traits.
2. **Personal Branding Genie** - a genie presenting personalised training pathways, by allowing learners to choose the training plan they want to follow.



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.



Our progress

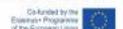
An extensive research on the employers' preferences during the hiring process in all partners' countries was the basis, the first step for the preparation of our **Personal Branding Competencies framework**. We researched the 5 big key traits (Openness to experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism) and soft skills for personal branding, since we would like to secure that learners successfully complete the training material, learn things important to them and achieve their goals. We prepared **Training strategies and actions development** on selected soft skills: Time management, Self control, Leadership, Work ethics, Organisation skills, Adapting to changes, Responsibility, Proactivity, Problem solving, Precision or detail-orientation and Communication. This learning material, thus, comprises all the skills and strategies essential for the development of a personal brand and is based on the learners' key traits. Further more, in order to successfully prepare **Personal Branding Genie**, partners formulated The **PBRAND4ALL Skills Achievement & Recognition Framework** as the base for offering informal recognition to learners who have successfully completed all the action cards from the Personal Branding Genie.



Q1/A1

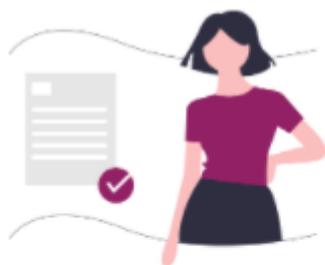
Rationalisation Phase:
Rationalisation of most important personal branding skills

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.



Work towards project's results

Online partners' meeting, which is ahead of us shortly, will specify the online interactive tool »**Personal Branding Genie**« - providing personalized training pathways to those who wish to develop their personal brand. Learners after determining their personal characteristics will be able to follow the personalized learning content, which will provide them with the skills needed in order to establish their personal brand and reach the right market.



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.

Follow us:

Facebook: <https://www.facebook.com/pbrand4all>

Twitter: <https://twitter.com/PBRAND4ALL>

LinkedIn: <https://www.linkedin.com/company/71241529/>

Website: <https://pbrand4all.eu/>