

# Enhancing career management skills through the development of personal brand

## IO1A4\_MODULE\_KNOW YOUR CAREERS GOALS AND DREAMS

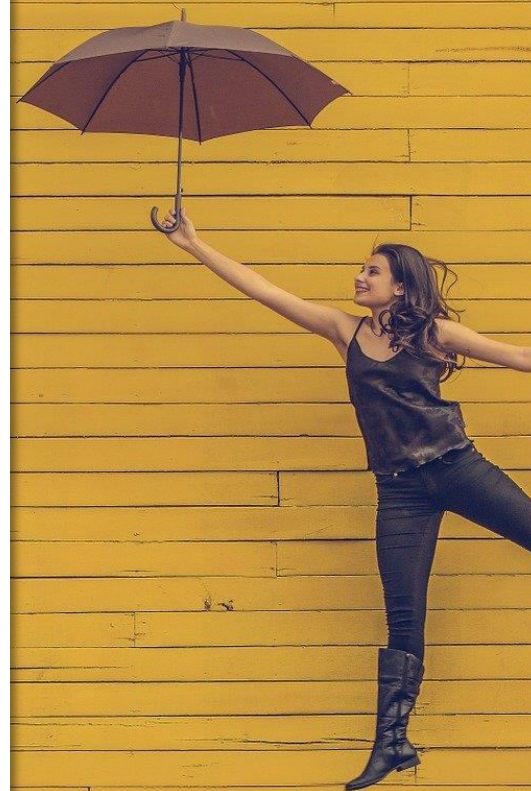


### BRAND4CAREERS

---

Authored by: HESO

Project Number: 2020-1-UK01-KA226-HE-094634



Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**TITLE OF THE PROPOSED ACTION: BUILDING SELF-AWARENESS**

**DESCRIPTION OF THE ACTIVITY**

Setting up career goals and clarifying dreams and aspirations can be challenging. Just like with personal branding processes, it requires a lot of introspection, as well as the development of one's critical skills.

To build self-awareness, one must really dig into their inner self. The combination of various components such as self-identity aspects, personal values and beliefs, and lots of other personal perceptions, ideas, interests and orientation elements, constitutes a distinctive inner self for each individual (Gorbatov et al., 2018, p. 9). However, this is not a definitive take on tangible and intangible goals and dreams, as a person's development is a *never-ending journey* (Llopis, 2018). During this journey, you are advised to:

1. Think carefully about your intentions and objectives (Llopis, 2018).
2. Self-reflect vis-à-vis your individual strengths, needs, and positioning towards Others (Gorbatov et al., 2018, p. 9).
3. Develop a mindset in alignment with your standard of expectation.

These three steps will help you clarify the interactions between *desired self* and *perceived identity*, as well as help you distinguish between *core identity* (education, skills, personality, values, experience, etc.), *extended identity* (abilities, attitudes, cultural aspects, etc.) and *value proposition* (what you are capable of delivering to Others) (Gorbatov et al., 2018, p. 10). The goal here is to make sense of any meanings attached to the Self and to Others and, by extent, to successfully manage all their derivatives in the labour market.

Building self-awareness can help you reach your higher potential and is linked to higher adaptability and resilience rates. In other words, it is what helps you monitor your inner and external world through an objective and recollected lens, which will eventually help you achieve self-confidence and fulfilment (Miller, 2022).

Tips to increase self-awareness:

Enhancing career management skills through the development of personal brand  2



- Keep track of your thoughts and ideas in the form of a diary.
- Practice mindfulness.
- Discuss your strengths and weaknesses with peers and loved ones.
- Take part in activities/ group exercises that can enhance your insight into objective reflection -such as: joining a club, volunteering, etc.

To appreciate self-awareness, please watch the following videos:

- “The Power of Self-Awareness “ William L. Sparks | TEDxAsheville”  
<https://www.youtube.com/watch?v=R9qVa4LoJx8>
- “How Self-Awareness Can Help You to Live the Life You Want | Marina Barayeva | TEDxYouth@CISB” <https://www.youtube.com/watch?v=p5okIRbeY-g>

### CONNECTED SOFT SKILLS

- Self-knowledge
- Adaptability
- Authenticity
- Set & follow personal objectives

### CONNECTED KEY TRAITS

- Honest
- Adaptable
- Decisive
- Flexible
- High-minded

### TOOLS & RESOURCES NEEDED

Web browser, YouTube

### ADDITIONAL RESOURCES

<https://www.youtube.com/watch?v=R9qVa4LoJx8>

<https://www.youtube.com/watch?v=p5okIRbeY-g>

Enhancing career management skills through the development of personal brand  3

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## REFERENCES

- Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2018). Personal branding: Interdisciplinary Systematic Review and research agenda. *Frontiers in Psychology*, 9, 1–17. <https://doi.org/10.3389/fpsyg.2018.02238>
- Llopis, G. (2018, November 26). *Personal branding is a leadership requirement, not a self-promotion campaign*. Forbes. Retrieved April 27, 2022, from <https://www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/?sh=260c1aff226f>
- Miller, K. (2022, February 24). *Building self-awareness: 16 activities and tools for meaningful change*. PositivePsychology.com. Retrieved April 24, 2022, from <https://positivepsychology.com/building-self-awareness-activities/>

## TITLE OF THE PROPOSED ACTION: BRAINSTORMING AND RESEARCHING CAREER OPTIONS

### DESCRIPTION OF THE ACTIVITY

To truly know your goals and dreams, you must consider and analyse your needs, identify your competencies, examine your standards and values, and start defining your style (Gorbatov et al., 2018, p. 9). This can be accomplished through brainstorming and thorough research.

The first step is to ponder over the desired result. Desired outcomes can be achieved through various career paths. Brainstorming different paths means envisioning different/new roles:

- How would these roles fit you?
- Where would they direct you?
- Can they ultimately lead you to where you *actually* want to go?

To answer such questions, you need to consider many different career options, as well as:

- 1) review your academic and work background, and

Enhancing career management skills through the development of personal brand  4

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2) determine your skills, interests and values (Profita, 2020).

Upon brainstorming several career options, perform a thorough research on a variety of resources with the help of online tools and various keywords:

- Are there any alternatives?
- Are there any angles in the field that you have not yet considered?

After gathering as much information as you could find, seek help and advice from peers, elders, experts, or anyone that can offer a valuable perspective in your field of interest.

Alternatively, meet with a career coach/advisor/counsellor who will be experienced enough to link your background to a promising future career (Profita, 2020).

Once you have a clearer idea about your field of interest, begin planning:

- What type of training and experience will you need?
- Do you need mentor or any kind of expert to guide you through short- and long-term goals?
- Do you need to learn new technology / new tools/ new skills to reach your desired outcomes?

Upon answering these questions, prepare yourself to commit a lot of time and effort and/or even invest money in your future development.

Last but not least, make sure to ask for feedback from any person who has some idea of who you are and can offer constructive criticism -such as teachers, etc.

- To begin your introspection through envisioning, planning, and committing, please watch “How to Set your Career goals” | <https://www.youtube.com/watch?v=josBNfsFtU4>
- To reflect upon your future career path, please read “Step-By-Step Guide to Setting Career Goals” | <https://www.thebalancecareers.com/step-by-step-guide-to-setting-career-goals-2059883>
- To distinguish between long-term and short-term career goals, please read “How to Discover Your Long-term Career Goals, According to Experts” | <https://blog.hubspot.com/marketing/the-next-step-career-quiz>

Enhancing career management skills through the development of personal brand  5

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



<b>CONNECTED SOFT SKILLS</b>
<ul style="list-style-type: none"><li>-Planning and organizing</li><li>-Taking responsibility and initiative</li><li>-Self-knowledge</li><li>-Set &amp; follow personal objectives</li></ul>
<b>CONNECTED KEY TRAITS</b>
<ul style="list-style-type: none"><li>-Active</li><li>-Reflective</li><li>-Flexible</li><li>-Optimistic</li><li>-Curious</li><li>-Decisive</li></ul>
<b>TOOLS &amp; RESOURCES NEEDED</b>
Web browser, YouTube.
<b>ADDITIONAL RESOURCES</b>
<a href="https://www.youtube.com/watch?v=josBNfsFtU4">https://www.youtube.com/watch?v=josBNfsFtU4</a> <a href="https://www.thebalancecareers.com/step-by-step-guide-to-setting-career-goals-2059883">https://www.thebalancecareers.com/step-by-step-guide-to-setting-career-goals-2059883</a> <a href="https://blog.hubspot.com/marketing/the-next-step-career-quiz">https://blog.hubspot.com/marketing/the-next-step-career-quiz</a>
<b>REFERENCES</b>
Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2018). Personal branding: Interdisciplinary Systematic Review and research agenda. <i>Frontiers in Psychology, 9</i> , 1–17. <a href="https://doi.org/10.3389/fpsyg.2018.02238">https://doi.org/10.3389/fpsyg.2018.02238</a>
Profita, M. (2020, December 15). <i>Step-by-step guide to setting career goals</i> . The Balance Careers. Retrieved April 24, 2022, from <a href="https://www.thebalancecareers.com/step-by-step-guide-to-setting-career-goals-2059883">https://www.thebalancecareers.com/step-by-step-guide-to-setting-career-goals-2059883</a>

Enhancing career management skills through the development of personal brand  6

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**TITLE OF THE PROPOSED ACTION: Setting up a SMART framework**

**DESCRIPTION OF THE ACTIVITY**

Research shows that reflection and planning have a positive impact on goal setting and on perceived success: through a *growth mindset*, performance is associated “with effort and process rather than through judgments on ability” – a process that is leading to continuous improvement via predetermined goals (Poe et al., 2021, p.14).

Using a SMART framework is an easy way to format your goals (Forsey, 2021):

- Specific: specific goals can be easier to achieve. For example, a rather vague long-term goal can be replaced by a specific short-term goal that could eventually work as a first step toward desired outcomes in the future. Accordingly, it is wise to clearly distinguish between short-term and long-term goals.
- Measurable: measurable goals can be better monitored and evaluated.
- Attainable: unrealistic plans can only make your life harder. Keep in mind that attainable goals are usually the result of detailed planning.
- Relevant: your short-term goals and your long-term ones should be relevant to each other to ensure consistency and efficiency in your action steps. Relevance can also help you better communicate your goals and aspirations to whom this may concern.
- Timely: time-bound goals can help you stay on track and respect your plan.

In another take on SMART goals, the ‘M’ stands for meaningful, the ‘A’ for aligned, and the ‘T’ for tangible. The idea behind this is that:

- a meaningful goal can keep you interested enough to plan and commit to its achievement, whereas a meaningless one cannot keep you engaged and, therefore, is likely to fail.
- Similarly, a goal needs to be aligned with who you are in order to stay important in your mind and to keep you drawn to it.
- A tangible goal is aligned with what you are trying to accomplish and prevents you

Enhancing career management skills through the development of personal brand  7



from going astray.

To set up a SMART framework, please watch:

- “How to Set your Career goals” | <https://www.youtube.com/watch?v=josBNfsFtU4>
- “SMART Goals-Quick Overview” | <https://www.youtube.com/watch?v=1-SvuFIQjK8>
- “Why the secret to success is setting the right goals | John Doerr” | <https://www.youtube.com/watch?v=L4N1q4RNi9I>

### CONNECTED SOFT SKILLS

- Time management
- Adaptability
- Planning and organizing
- Problem solving
- Set & follow personal objectives

### CONNECTED KEY TRAITS

- Honest
- Optimistic
- Reflective
- Decisive
- Alert
- Observant

### CONNECTED ACTIONS (if any)

Making list of short-term/long-term goals.

### TOOLS & RESOURCES NEEDED

Web browser, YouTube

Enhancing career management skills through the development of personal brand  8

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





## ADDITIONAL RESOURCES

<https://www.youtube.com/watch?v=josBNfsFtU4>

<https://www.youtube.com/watch?v=1-SvuFIQjK8>

<https://www.youtube.com/watch?v=L4N1q4RNi9I>

## REFERENCES

Forsey, C. (2021, August 27). *How to discover your long-term career goals, according to experts*. HubSpot Blog. Retrieved April 24, 2022, from <https://blog.hubspot.com/marketing/the-next-step-career-quiz>

Poe, L. F., Brooks, N. G., Korzaan, M., Hulshult, A. R., & Woods, D. M. (2021, July 31). *Promoting positive student outcomes: The use of reflection and planning activities with a growth-mindset focus and SMART goals*. Information Systems Education Journal. Retrieved April 24, 2022, from <https://eric.ed.gov/?id=EJ1310027>