

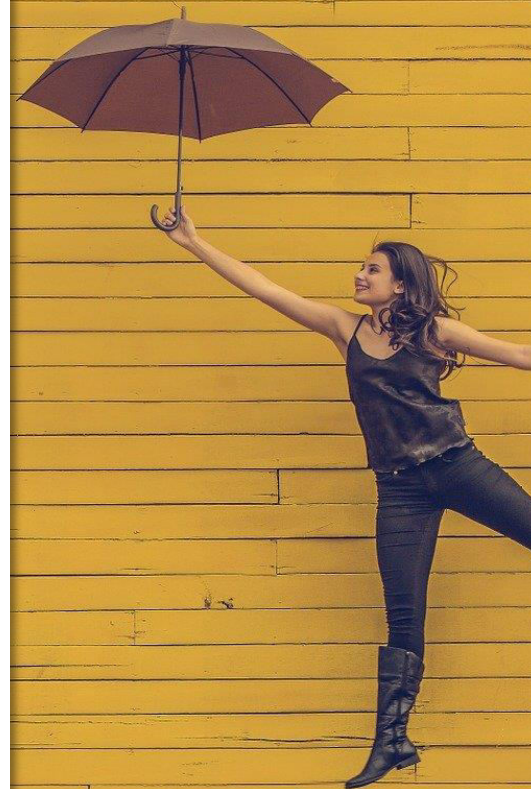
# Enhancing career management skills through the development of personal brand

## IO1A4\_MODULE\_SELF PRESENTATION




### BRAND4CAREERS

Authored by: CIVIC AND COACHING4EU  
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| TITLE OF THE PROPOSED ACTION: INTERVIEW  |  |
| DESCRIPTION OF THE ACTIVITY  |  |
| Preparing for the interview  |  |
|  | <p>The job interview is one of the most important steps in getting a job, therefore it is very important to prepare in advance to increase the chances to succeed. The interview is the stage in which you are asked to present who you are, what are your strengths and what makes you a good candidate for the job. As such, here are some important recommendations when it comes to preparing for an interview:</p> <p>Photo by <a href="#">Christina @ wocintechchat.com</a> on <a href="#">Unsplash</a></p> <ul style="list-style-type: none"> <li>▪ Get informed about the job description and the company. Usually, recruiters ask what you already know about their company in order to see how much interest you have for the job. Having no information about the company shows that you treated the application superficially and actually you don't really want that job but any job. Therefore, it is good to have some knowledge about the company, what is their mission and their service, where they operate (locally or internationally) and any other interesting facts that attracted you to apply in the first place.</li> <li>▪ Clarify your key strengths for the job. Take a moment to reflect and think about what the most relevant experiences you have for that job, what are the skills and capacities that makes you a good fit for the position. You should have in mind at least three strong points that you can mention about yourself to convince the recruiter that you are a good candidate. In order to have a good reflection you can ask yourself: what I'm the best at? In which area I excelled so far and received positive feedback? What could differentiate me from other candidates? Etc.</li> <li>▪ Pay attention to your weaknesses. Even though this is not happening in all the interviews, sometimes recruiters like to ask what is one weakness that you have. This is not meant to put you down and dismiss you but rather to test your level of self-awareness and how honest you are. In the end, they know nobody is perfect, so they don't expect you to be perfect either. However, when it comes about admitting your weakness it's quite important to mention that you are aware of it and you work on it in order to improve.</li> <li>▪ Be ready to answer in a structured way. This is something very common when it comes to interviews. Most of the recruiters prefer to use questions derived from the STAR method which comes from: Situation, Task, Action, Result and they expect you to answer to the point. This is used especially in making you describe previous work experiences that bring to light some of your competences. Some examples of STAR questions you might receive could be:<br/>S-Tell me about a situation in which you had to work in a team?</li> </ul> |

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T- What was your role?

A-What did you do?

R-What was the result of it?

- Think and speak in positive terms. Many times, during the interview you will have to talk about your previous experiences and once with that you might be asked to share your opinions and impressions. A general recommendation is to not dwell on negative experiences because it can affect the way that you are perceived. Even when the recruiter asks you “what did you liked least at your previous job/studies? You can answer in a diplomatic way saying something like: “even if my last job was tough, I like the fact that I had a good boss” etc. When you don’t manage to find only positive things to say, at least try to find a balance.
- Practice makes perfect! Before going for a real interview, it’s good to practice as much as possible because this will help you to get convincing and confident. You can practice by yourself in front of the mirror, or you can try a role play with some friends. Below you can find a powerful activity in which you can engage together with others in order to learn and have some fun.
- Be on time. On the day of your interview, whether it is online or live, make sure you are there on time, even a little earlier. You want to show that you are responsible and consistent in your obligations, as this behavior is reflected in your work.
- Tell the truth. Do not lie about your resume and your previous experience. They are people who know their job well, and any lie will be seen when it comes time to work. Do you want to build a relationship of trust and keep in mind that a bad review from one employer may be learned in the next.
- Do not speak negatively about your previous employers. Regardless of what has happened in your previous workplace, you will make a very bad impression if you speak negatively about your previous employer. It is very important to be careful in your words, and it is a big mistake to malign an employer.
- Prepare your own questions. Usually at the end of the interview you get the chance to ask your own questions so it’s good to come prepared with something in your mind in order to demonstrate your serious interest in the job. You can ask “what is the ideal candidate for this position? What are the challenges of this job? How is it like to work in this company? Or simply bring up your curiosity and take advantage of this first moment to get clarifications about your possible future job. In the end you also have to be convinced that this is a good option for you and you will not end up in the wrong job. Here you can find some questions to ask according to [21 Job Interview Tips: How To Make a Great Impression | Indeed.com](https://www.indeed.com/career-advice/first-round-interview/job-interview-tips)
- Can you explain some of the day-to-day responsibilities this job entails?
- How would you describe the characteristics of someone who would succeed in this role?
- If I were in this position, how would my performance be measured? How often?
- What departments does this teamwork with regularly?
- How do these departments typically collaborate?
- What does that process look like?
- What are the challenges you’re currently facing in your role?

#### Interview simulation

One person is the interviewer, one is the observer, and one is the candidate. Prepare some questions together in advance and try to bring up challenging situations that could happen in an interview. Practice for one or more rounds. As a candidate you can get feedback at the end from both interviewer and observer and see what you can improve in terms of answers, body language, tone of voice, attitude etc. Because the things in our mind could sound differently when spoked out loud, it is recommended to repeat as much as you need until you feel authentic and convinced that you own your words, and you feel comfortable speaking about yourself. The more you will practice the more confident you will become. You can also switch roles in order to experience different perspectives and get the chance to be on the other side of the table, in the role of the interviewer. This way you will feel more relaxed in the big day of the interview, and you will understand better how the interviewer expects

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from you.

Finally, the more interviews you will have the better you will get at it, so if you don't succeed to get a job from the first attempt at least you will gain valuable learning. Good luck and never give up!

## CONNECTED SOFT SKILLS

- Self-knowledge
- Self-presentation offline
- Authenticity

## CONNECTED KEY TRAITS

- Reflective
- Honest
- Enthusiastic

## CONNECTED ACTIONS (if any)

CV, Cover Letter, Professional Portfolio, LinkedIn profile, Elevator pitch

## ADDITIONAL RESOURCES

### 1. Interview Questions-what are your weaknesses

Language: ENGLISH

[https://www.youtube.com/watch?v=VwzFWmNX7GI&ab\\_channel=DanLok](https://www.youtube.com/watch?v=VwzFWmNX7GI&ab_channel=DanLok)

### 2. Improving your personal brand for remote work

Language: ENGLISH

<https://cyprus-mail.com/2021/10/28/improving-your-personal-brand-for-remote-work-the-latest-research-and-ideas/>

### 3. How to approach a job interview

Language: SPANISH

<https://www.slideshare.net/bernardo551/la-entrevista-de-trabajopara-principiantes-231098873>

### 4. Career Day Webinar : Prepare for an interview (AUTH's career office)

Language: GREEK

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<https://www.youtube.com/watch?v=yhHk5HMMhoM&t=191s>

5. Selection interview-online career tips (AUTH's career office)

Language: GREEK

<https://career.auth.gr/services/advisory/for-work/%cf%83%cf%85%ce%bd%ce%ad%ce%bd%cf%84%ce%b5%cf%85%ce%be%ce%b7-%ce%b5%cf%80%ce%b9%ce%bb%ce%bf%ce%b3%ce%ae%cf%82/>

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TITLE OF THE PROPOSED ACTION: ELEVATOR PITCH

DESCRIPTION OF THE ACTIVITY



An elevator pitch is a quick way to present yourself and your expertise. It is called an elevator pitch because it should be short enough to be presented during a brief elevator ride between two floors (30-60 seconds). An elevator pitch can help you to introduce yourself to a potential employer or key stakeholders that can finance your breakthrough ideas. You can use the elevator pitch when going for job fairs, networking events, or even in the interview when you are asked to introduce yourself.

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Photo by [Edwin Chen](#) on [Unsplash](#)

In order to develop your own elevator pitch you need to:

- Clarify what is the value you can create and what is unique about you. In this respect you don't have to spend a lifetime to think about what makes you special but rather what differentiates you from similar others. For example, what is something that people remember about you and differentiate you from your colleagues. Here you can mention a great skills you have (ex: I create innovative websites), some qualifications (ex: I'm a Ph.D. in Economics) or some experiences (ex: I have lived in 3 different countries so far)etc.
- Know your goals. In the content of your elevator pitch it is good to mention eventually what is your goal, your dream or what would you like to achieve. For instance, if at one point you are looking for a job you can say" I'm looking for an opportunity to use my marketing skills" or if you are looking for financing a project you can say "I'm looking for a sponsor that can help me build a better world".
- Keep it short and simple. When formulating an elevator pitch you have to prove you are very efficient. The challenge is to present yourself in few words and make an impact. If you cannot reduce your speech to 30-60 seconds you cannot call it an elevator pitch. People are busy so they need to hear something quick and meaningful that will stay in their minds.
- Keep it flexible- Don't think that once you defined your elevator pith your job is done. Actually depending on the circumstances you can use different versions of your elevator pitch. Of course, you don't have t change much, but for sure it could be a difference between presenting yourself to a hiring manager vs. to your new colleague. Therefore, pay attention to your audience and tailor the message in order to impact it.
- Practice makes perfect. When you have formulated your elevator pitch you can record yourself and make sure your speech is clear. Also, you can ask a friend to listen to you and to give you feedback in terms of what is worth mentioning. The next elevator opportunity might be around the corner so you might want to get ready soon.

Here are some examples that you can follow when creating your own pitch:

- I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work.
- My name is Bob, and after years of working at other dentists' offices, I'm taking the plunge and opening my own office. If you know anyone who's looking for a new dentist, I hope you'll send them my way!
- My name is Sarah, and I run a trucking company. It's a family-owned business, and we

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think the personal touch makes a big difference to our customers. Not only do we guarantee on-time delivery, but my father and I personally answer the phones, not an automated system.

#### CONNECTED SOFT SKILLS

Example:

- Time management
- Self-knowledge
- Authenticity

#### CONNECTED KEY TRAITS

Example:

- Reflective
- Alert
- Passionate

#### CONNECTED ACTIONS (if any)

CV, Cover Letter, Professional Portfolio, LinkedIn profile, Interview

#### TOOLS & RESOURCES NEEDED

A paper and a pen

#### ADDITIONAL RESOURCES

- Video on 30 seconds Elevator Pitch to get a job

Language: ENGLISH

[https://www.youtube.com/watch?v=pE7DRTxr7yo&ab\\_channel=HireFresnoState](https://www.youtube.com/watch?v=pE7DRTxr7yo&ab_channel=HireFresnoState)

- Video on creating an elevator pitch to advertise your service

Language: ENGLISH

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[https://www.youtube.com/watch?v=r-iETptU7JY&ab\\_channel=PatrickDang](https://www.youtube.com/watch?v=r-iETptU7JY&ab_channel=PatrickDang)

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## TITLE OF THE PROPOSED ACTION: COVER LETTER

### DESCRIPTION OF THE ACTIVITY



A cover letter or a motivation letter is a way to introduce yourself and your application to your future employer. It can be a challenging step because it's your first chance to get the attention of the recruiter and to distinguish yourself from everyone else. Even if certain jobs do not require a cover letter, the experts recommend to send one. Below you can find some suggestions about how to start creating your cover letter.

Photo by [Nick Morrison](#) on [Unsplash](#)

- Do some research. Before starting to write your cover letter, try to find out more about the company from their website, from others that work there and also from social media. See what kind of language they use when they communicate online and what kind of culture they seem to have (ex: friendly, more professional, creative etc.). Also, taking a look at the employees profiles on LinkedIn can give you some clues about the type of people that work there and might be your colleagues. Then you have to read very carefully the job description and pay attention to the key words. These key words should be included in your cover letter because sometimes recruiters filter applications based on the key words from the job description so if you didn't mention the same words, you might be dismissed without even your cover letter to be opened.
- Have a great opening. If you really want to get the attention of the recruiter don't waste

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your first line with some boring information. Use instead a phrase that will spark curiosity for the reader by saying why this job is exciting for you and what you bring to the table, for example you might write “I’m a passionate learner with more than 5 years of volunteering experience in international environments looking for an opportunity to have an impact, and I would love to bring my contributions in your team”

- Start with why. The cover letter is called also motivation letter for a reason. In this letter the hiring manager should get clear about WHY do you want this job. Are you passionate about the field? What do you hope to obtain? Is this an opportunity for you to grow and develop in the desired area? It’s a change you would like to make? Or it’s just that you didn’t work for some months now and you need a job to be able to pay your bills. Everybody needs that at one point, but nobody will hire you just for this reason. They need to be convinced that you can create value in their company and you are a long term team player.
- Show enthusiasm. Most of the people that get hired are the ones that convince they know what they talk about, and they are aware about what they get into. Think about what makes you excited about the role or the company and explain that in the cover letter with some clear directions about what is the value you are able to bring there. You can refer to a challenge that you know the company faces and explain how your previous experience equipped you to meet that need. Providing evidence for what you are able to do is crucial, so feel free to mention what sets you apart in terms of skills and experiences.
- Sell your soft skills. A cover letter is not your CV, so you don’t have to repeat all the experience the recruiter can follow in other document of your application. In the cover letter you will have to be very focused on what really recommends you for the job. So, out of all your experiences that you had so far you might choose one or two that you can mention in a more detailed way, explaining how those will help you to high perform in the future job, but the focus should be on the skills. Soft skills are practically key assets you have acquired during your experience so far, and the magic of them is that they are transferable, meaning you can use them in different areas and domains. Also, it is important to focus it to the future and explain how do you expect to use your skills and why. You could rather look at the cover letter as a link between your past, from the CV and the future that you wish for yourself.
- Be humble. Nobody likes people that brag and exaggerate about how great they are. Even though in making a job application you have to present the best skills and assets that you have, it’s your attitude that will make a difference. Even though you feel great about yourself and you think you are the smartest candidate they can have, be careful to not show them that you hold that belief. Especially if the culture of the company is valuing modesty (like for example Japanese culture). A realistic way of presenting yourself keeping the focus on positive and achievements it should be enough to convince others of your value. No need to praise yourself too much because in the end



no matter how high you think you are, there are still things to learn and areas to improve. Also, take care to not go in the other extreme and look desperate to get a job. Use rather a tone mature and professional.

- Shorter is better. The general recommendation is to keep the cover letter under 1 page, practically the shorter the better chances to get read until the end. Asking feedback from others in this case can be very helpful, so before sending out your cover letter ask a friend or relative to have a look, for sure they will be able to give new suggestions and insights. In the end it's all about improving.

#### CONNECTED SOFT SKILLS

Example:

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

#### CONNECTED KEY TRAITS

- Flexible
- Reflective
- Passionate

#### CONNECTED ACTIONS (if any)

Any actions that can be connected with the current action

#### TOOLS & RESOURCES NEEDED

A paper and a pen or a Word document, your CV, the job description, internet

#### ADDITIONAL RESOURCES

- Cover Letter Samples for different jobs

Language: ENGLISH

<https://www.indeed.com/career-advice/cover-letter-samples>

- Online Career Tips on how to write a thank you letter (AUTH's career office)

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Language: GREEK

<https://career.auth.gr/services/advisory/for-work/%ce%b5%cf%85%cf%87%ce%b1%cf%81%ce%b9%cf%83%cf%84%ce%ae%cf%81%ce%b9%ce%b1-%ce%b5%cf%80%ce%b9%cf%83%cf%84%ce%bf%ce%bb%ce%ae/>

- Online Career Tips on how to write a CV for work & Different samples in greek and english & a word template are offered (AUTH's career office)

Language: GREEK

<https://career.auth.gr/services/advisory/for-work/%cf%83%cf%85%ce%bd%ce%bf%ce%b4%ce%b5%cf%85%cf%84%ce%b9%ce%ba%ce%ae-%ce%b5%cf%80%ce%b9%cf%83%cf%84%ce%bf%ce%bb%ce%ae/>

- CAREER DAY Webinar — Find out how to make your application effective: CV, motivation letter, interview, highlighting strengths and weaknesses, tips and tricks to avoid common mistakes and learn how to make a difference and enhance your candidature (University of Urbino)

Language: ITALIAN

<https://www.youtube.com/watch?v=D1On10I5rJM>

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TITLE OF THE PROPOSED ACTION: SELF-PRESENTATION

DESCRIPTION OF THE ACTIVITY

Photo by <https://pixabay.com/>



LinkedIn is one of the platforms that has changed the job search in recent years. It even has the reputation of being the most useful social network for business owners and professionals. However, not everyone uses all the functions offered by the LinkedIn. Below you will find some tips on how to use it.

- **Use the right profile picture**  
Your LinkedIn profile picture should look professional since it is a key element of your profile. You should also use a high-resolution image, not a blurry one. [Here](#) you can find more tips on how to choose the right profile picture.
- **Grow your network**  
An important part of LinkedIn is the networking. You can find your previous colleagues or you can connect with people working on the field that you are interested in. You can find their skills and the background that they have and respectively let them see you too. Moreover, it is very likely that someone will send you a message, be interested in what you have done and discuss more with you.
- **Use keywords**  
Very important for your LinkedIn profile is the use of the right keywords in your profile and especially in the headline. Many recruiters are looking for a candidate based on keywords.
- **Open to work**  
There is the possibility to set your profile to be "open to work" which will appear in your profile photo. It is an important feature that LinkedIn has as your profile will stand out among others when recruiters are looking for potential candidates.
- **Cover Image**  
The right cover image is important, and it changes the appearance of the overall profile on the platform. It is also a way to have a more personalized profile. It should have the necessary dimensions, not to be blurry and of course to be of good quality.
- **Follow people with whom you have common interests**  
Through the platform you can follow both institutions, companies, and organizations as

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well as people. It is important to connect with people who are involved in the field that you like and are interested in.

- Which other sections should you pay attention to?

**Volunteering** The part of volunteering is very important. Do not forget to add if you have volunteer experience either locally or at European and international level. Mention in detail your responsibilities and what you gained from this experience

**Languages:** Especially in Europe, most people speak at least one additional language other than their mother tongue. Add the foreign languages you know, your degree and the level you have. Be honest in your answers because you may be asked to speak in these languages

**Publications:** If you have publications, be sure to mention them. Mention the link if you can find them on the internet and of course write as much information as you can as well as a small abstract

#### CONNECTED SOFT SKILLS

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

#### CONNECTED KEY TRAITS

- Adaptable,
- Flexible,
- Honest,
- Creative

#### CONNECTED ACTIONS (if any)

- Know-labor market options
- Networking

#### TOOLS & RESOURCES NEEDED



ADDITIONAL RESOURCES

[How To List Volunteer Work On Your Resume · Resume.io](#)  
<https://www.themuse.com/advice/linkedin-profile-tips>  
<https://www.youtube.com/watch?v=zd4ALKv8Das>

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TITLE OF THE PROPOSED ACTION: SELF PRESENTATION

DESCRIPTION OF THE ACTIVITY

**Build your CV**



Photo by <https://unsplash.com/>

It is important to take time to prepare your CV. There are many tips that you should pay attention to if you want to stand out among the CVs of maybe hundreds of candidates. It's a

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way of representing yourself until you move on to the next phase of the interview or assignment of a task. It is a document in which you try to “sell” your skills and experience to the recruiter. Below you will find some tips on how to make your resume stand out and have more chances to move on to the next stage.

Tips on how to build your CV:

- **Create a CV according to the job you want to apply for.**

You can keep the general structure and content, but different jobs require different skills. Make sure to highlight those skills so that you meet the prerequisite criteria.

- **Keep it short and brief**

Make sure you keep track of the miles you have and if and when they expire. Employers may have a large number of CVs to look through, so it is more likely that you will not spend too much time reading each one individually. Try to highlight the most important skills and mention concrete things.

- **Spelling and grammar check**

Before sending any CV, either in English or in your native language, be sure that there are no grammatical and syntax errors. Even if you meet the conditions, it is ugly for your overall picture to have mistakes. Read it over and over and if you're not sure, do an internet search and use a spellchecker

- **Save it as a PDF.**

Save the file as a pdf and not as a word to make it look more professional

- **Reverse chronological order**

Most resumes and what recruiters usually expect to see is to read every sector of the resume, from the most recent experience first to the oldest.

- **Pay attention to the structure of the CV.**

Make sure there are gaps, that everything is understood, and that the other person can easily read it. They should not be tangled or glued. Pay attention to the font you will use as well as its size so that there is uniformity.

- **Name the document when saving**

When you save the file, do not forget to change the title with your name. If the recruiter downloads a lot of resumes, you will want to be sure that he will not forget to check yours

|  |
|--|
| CONNECTED SOFT SKILLS  |
| <ul style="list-style-type: none"> <li>• Self-knowledge</li> <li>• Authenticity</li> <li>• Set &amp; follow personal objectives</li> </ul>   |
| CONNECTED KEY TRAITS   |
| <ul style="list-style-type: none"> <li>• Honest</li> <li>• Flexible</li> <li>• Alert</li> </ul>  |
| CONNECTED ACTIONS (if any)   |
| Know-labor market options  |
| ADDITIONAL RESOURCES   |
| <a href="https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/how-to-write-a-cv">https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/how-to-write-a-cv</a>  |
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