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BRAND4CAREERS

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PRESS RELEASE

Introduction to BRAND4CAREERS – Enhancing career management skills through the development of personal brand

BRAND4CAREERS is an Erasmus+ project running for two years, involving 7 partners from 6 different countries (UK, Spain, Greece, Romania, Italy and Cyprus).

The BRAND4CAREERS project aims to introduce a new method in the career management education: personal brand. On the one hand, personal brand will help students to improve skills necessary for managing their professional development, while on the other hand will assist the institutions to reinforce the career management training, through the use of digital tools and methods which promote quality and personalized learning. The main objective of the project are: to improve young individuals' career management skills in such a way, which allow them to acquire a strong advantage in the labour market; to enable career management educators in using innovative pedagogies and methods for career management and skills training; To reinforce the cooperation between higher education institutions and career guidance services; to promote Personal Branding model as a tool for developing career management skills.

The project kick-off meeting was held virtually on 15 June 2021. During this meeting, the partners got to know each other better, started dividing up tasks and planned activities.

In the first phase the main objective is to develop guidelines, in the form of training material, combined with the identification of:

- the most important personal branding skills to possess in the labour market;
- the most important actions to develop the personal brand;
- the learners' key traits, in order to later connect them with actions related to the development of the necessary knowledge and competencies.

As a first step, in order to define the most important personal branding skills, the partners developed a survey to collect the opinion of HR departments and job agencies. The questionnaire collection phase is now finished: 337 HR professionals, counselors and recruiters were involved and these are the main results: for the 58% of the respondents Personal Branding is important in finding a job and the most relevant element to develop it is the Self-knowledge, in terms of knowing your personal strengths, talents, values etc, followed by being yourself and acting naturally and setting and following personal objectives. With regard to employability skills, it was observed that Time management, Teamwork, Assertive Communication, Adaptability, Planning & Organisation, Active Listening are important elements.

The project will therefore develop a set of tools useful for young people, who are now required to have digital, entrepreneurial and career management skills, for entering the labour market.

More information on <http://www.brand4careers.eu/>.



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