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BRAND4CAREERS

## SECOND PRESS RELEASE OF THE BRAND4CAREERS PROJECT

### **BRAND4CAREERS – Enhancing career management skills through the development of personal brand**

It is undeniable that the job market has become increasingly competitive over the last period. It is no longer enough to possess the solid hard skills, which in the past could easily ensure to a job seeker a high position within his or her professional environment. It appears that in a constantly evolving employment market it is necessary to stand out also in terms of soft skills, uniqueness and self presentation abilities, which make your personal brand convincing and instantly recognizable by your target audience, whether it is a potential client or colleagues in your company.

Since its beginning, BRAND4CAREERS, a 2-year Erasmus+ project, has been focusing on assisting young individuals in creating a "professional profile" and present their knowledge and competences in an innovative method to enter the workplace with a solid professional statement. It's foreseen that the project will help people who start their career to define their strong skills and characteristics and identify the most suitable job market area. While developing their personal brand, young prospective employees will acquire important soft skills, which will positively impact their employability status, their salary and work environment. One of the most significant innovations of the project is the fact that it is being addressed also to career guidance and counselors working in tertiary education institutions, aiming to help them confront the issues arising from the shift to online learning, introducing at the same time a new topic in career management and education field.

After definition of the most important actions for developing the personal branding skills through the identification of relevant courses in partners' countries, an important research milestone aimed at identifying the most significant competencies in terms of personal branding was reached through the interaction with a significant number of recruiters HR departments, job agencies, and recruiters from Cyprus, Greece, Italy, Romania, Spain, Switzerland, United Arab Emirates, United Kingdom. The data was used to develop specific guidelines for career counselors to assist young people in their unique career path.

Another important phase of the implementation of the B4c project, which has been completed was the Key traits definition carried out through the survey among young individuals ready to enter the job market, designed to develop a professional orientation



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based on the association between skills and traits that are necessary to build a successful Personal Brand.

On 8 April 2022 the transnational meeting of BRAND4CAREERS project partners was organized in Thessaloniki, Greece. During the meeting, the partners presented the progress of the international research carried out since the beginning of the project, sharing the valuable ideas and the vision on the future goals to be reached, and defined the actions to complete the next important phases of the project, the CV generator, an innovative tool able to create the unique profiles of the users, based on their specific skills, emphasizing their strong characteristics in a visually appealing CV.

The next key milestone to be achieved is the development of a Guide, which provides the training material, directed to each individual's needs, enabling them to carry out online activities relevant to personal brand through a series of strategies. It will contain information about the most suitable online tools which can be used in personal branding training (e.g. personality tests), soft skills training material, in combination with Web-Conferencing Tools and Virtual classrooms for group sessions or individual counseling.

All these actions will lead to the creation of a CV generator which will assist young people at the beginning of their career path in creating a powerful CV, helping them to define their strong skills through a personalized approach and later successfully present them in the labor market.

For more information please visit <http://www.brand4careers.eu/>.



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