



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



BRAND4CAREERS

Guide on Personal Branding

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ARISTOTLE UNIVERSITY OF THESSALONIKI



Università degli Studi Guglielmo Marconi



HeartHands SOLUTIONS HANDS ON KNOWLEDGE



Universidad de Valladolid



About Brand4Careers

BRAND4CAREERS IS A 2-YEAR ERASMUS+ PROJECT THAT AIMS TO ASSIST YOUNG ADULTS IN BUILDING THEIR PERSONAL BRAND

The project is financed by the Erasmus+ programme of the European Commission and involves partners from 6 different countries: Cyprus, Greece, Romania, Spain, Italy and UK.

Brand4careers aims to introduce personal branding as an innovative method in career management activities. The project's objectives are:

- To Improve young individuals' career management skills to acquire a strong advantage in the labor market.
- To enable career management educators to use innovative pedagogies and methods for career management and skills training.
- To reinforce the cooperation between higher education institutions and career guidance services.
- To promote the Personal Branding model as a tool for developing career management skills.



This Guideline

- This guideline is addressed to career guidance counselors/coaches, and hopes to enable them to develop online activities with students/youth relevant to building a personal brand.
- The Guide contains also information and resources that can be used by counselors/coaches in their training approaches and work with students.



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What is Personal Branding?

A Personal Brand is a combination of a person's knowledge, skills and experience that form an attractive package on the job market. It can be defined also as being the REPUTATION or the IMAGE that one person has whether online or offline. On the job market, a Personal Brand can define a person's career direction and target audience. It encompasses your dreams, your values, your mission, and personality traits that you want to show to the others and potential employers.

What is Personal Branding?

Personal Branding as a process starts with SELF-KNOWLEDGE and ends with PROMOTING oneself and the value that you can create or offer to the others. In order to get into the personal branding process, you need to make a fair assessment of yourself and define what do you want to be known for. Because as the founder of Amazon, Jeff Bezos, says “Your personal brand is what others say about you when you leave the room”.

If we look at the showbiz world, we can identify many personal brands. These are famous people who have built incredible personal brands through hard work, consistency, and a long-term focus:

If we look at the showbiz world, we can identify many personal brands. These are famous people who have built incredible personal brands through hard work, consistency, and a long-term focus:



GRETA THUNBERG

Environmental activist

She is known for challenging world leaders to take immediate action for climate change mitigation. Greta applied to register her name and that of the Fridays For Future movement which catapulted her to international fame.



MARIE KONDO

Organizing consultant

She is a Japanese organizing consultant, author, and TV show host. She has written four books on organizing, which have sold millions of copies around the world. You can also follow her on Netflix show-Sparking Joy with Marie Kondo.



ELON MUSK

Innovative entrepreneur

He is known for co-founding and leading Tesla, SpaceX, Neuralink and The Boring Company. Musk has become one of the United States' best-known innovators, who pushes humanity to her limits.

Why Personal Branding?

Why should you pay attention to Personal Branding? “You too are a brand. Whether you know it or not. Whether you like it or not.” Marc Ecko

According to the European survey done in 2021 across 6 countries, 76,3% of the HR professional, counsellors and recruiters considered Personal Branding as being important and very important in finding a job. If you are wondering why Personal Branding is so important here are several reasons:

It increases your employment opportunities

Whether you like it or not you already have a brand, it is just up to you if you want to transform it into a conscious process and manage your image.

When you are looking for a job, it is much easier to apply and stand out from the crowd when you know your brand. If your dreams and values are clear it will be easy to choose the relevant jobs for you in the first place. If you know what you are good at, and which are your best strengths you will be more convincing at the interview and you will know how to answer the questions.

Why Personal Branding?

Effective personal branding will differentiate you from the competition

Your personal brand is something unique that characterises you and allows you to build trust with potential clients and employers. More specifically, it is the promise of value you do in front of the others. If your personal brand is about “professionalism” the others will know that every time they will interact with you, they will get professionalism. If your brand is about “creativity” the others will expect you to bring your creativity at the table every time they approach you.

Also, your Personal Brand will be a great asset when you need to grow your network. People will remember you easily and if you made a good impression, you might even get a call for a new job offer.

It helps you grow your confidence

Having a personal brand gives you more confidence in who you are and what you are capable of, it motivates you to get out there, to deal with challenges and to present yourself as a successful person.

Increases your visibility

Another reason is that it is more popular for recruiters to use social media during the interview process. According to a 2018 CareerBuilder survey, 70% of employers use social media to screen candidates during the hiring process, and 43% of employers use social media to check on current employees.

Why Personal Branding?

Helps you adapt to the changing job market

Another reason personal branding is valuable is that the gig economy is not going away anytime soon. The average person switches jobs every 2 to 3 years, and freelance contract workers will make up an important part of the workforce in the future.

Dorie Clark a specialist in Personal Branding says: “jobs and entire industries are changing in a matter of years. If you want to stay current and be recognized for what you bring to the table, you need to be reinventing yourself as a constant process. Growth and learning should be a habit for all of us professionally. That said, your efforts don't get you very far unless other people recognize them. You don't want other people to have a vision of you that is stuck five years in the past. You want them to know what you are interested in and capable of today. And that's where personal branding comes in. You need to be deliberate about what messages you are sending”

HOW to develop my Personal Brand?

In order to develop your personal brand, there are a set of skills you can consider. According to a European survey we did in 2021 across 6 different countries, the most rated Personal Branding skills were:

- Self-knowledge- being aware about own strengths, talents and values.
- Authenticity- being yourself and acting naturally
- Set and follow personal objectives- as a self-management skill

Self-knowledge

To get to this stage, you need to do some introspection work. You can do it by yourself, or you can ask the guidance of a counselor or coach. Firstly, it is about identifying your dreams and career ambitions and articulating what do you want to achieve next. Then, you can reflect on your previous experiences and learning opportunities in order to extract your strengths, talents and areas for improvement. Based on your strengths and talents it is recommended to start building your Personal Brand, because in those areas you will have more chances to excel and stand out. Further, you can define more things about what characteries you, what you value or makes you unique.



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AUTHENTICITY



This is the key to Personal Branding. Dorie Clark says: “our greatest strength is our authenticity. You want people to work with you because there is something unique about you that makes you valuable. So, if you lead with your authenticity, that gives them a clear reason to choose you”. Therefore, you can sit down and reflect upon what makes you different or unique in a particular context or within a group of people. It can be the fact that you have traveled in many countries, you speak many languages, you can use many digital tools, or you have a unique style of dressing. Sometimes what makes us unique and valuable is something we actually do not appreciate about ourselves, so here it is good to ask for feedback from the others and validate our perspective. You can ask: “what do you think I’m the best at?”, “when did you see me doing an excellent work/being at my best?” etc.

Set and follow personal objectives

We say this is a self management skill because it requires a certain degree of self-discipline both in formulating the objectives and in achieving them. Firstly, it is recommended to use a SMART model in order to set some clear objectives that you have in your career. SMART is the acronym for:

- Specific-is the objective clear and precise? be as concrete as possible, and make sure your objectives it is not vague. Unclear objectives create confusion around what you should do.
- Measurable-does the objective say what success will look like? establish a way to measure the outcome or how success will look like for the objective you have in mind. The measure can be qualitative (I will be satisfied) or quantitative (I will apply to 20 vacancies)
- Attainable- is the objective realistically achievable (but not too easily) considering the time, the support and the resources that are available? or in other words is it possible?
- Relevant- is the objective relevant for you and for what you want to achieve on the long term? The objective should be connected to your vision and career ambitions, to what you want for yourself, not what others expect of you.
- Time-bonded- when the objective should be completed? It is very important that objectives have a target date or a time frame. This helps us to stay motivated and to be able to review at some point if the objective was completed.



Set and follow personal objectives

Examples of smart objectives:

“I will enroll into a training course to ensure that I am qualified and skilled to work in this industry, by the end of the year”

“Make three meaningful connections by the end of the week”

“Set up a CV by Sunday night”

“Research the current job market for my role by the end of the week to see if it’s a role with plenty of opportunities or it is in decline”

“Secure an internship at a marketing agency before the summer”



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Other skills you can consider when developing your Personal Brand:

- Self-presentation skills-the ability to express yourself and what you have to offer
- Expertise- The area in which you are the best and you can be regarded as a specialist
- Networking-meeting new people and creating new relationships
- Self-promotion- proactively engaging in opportunities to let yourself seen
- Building and maintaining a positive self-image ON-line
- Building and maintaining a positive self-image OFF-line
- Storytelling- presenting yourself and your story in a appealing way that gets the attention of people

01

SELF PRESENTATION

Here you can think about drafting a professional CV, a motivation letter or an elevator pitch. While the first two tools are quite common, it is always good to have also prepared an elevator pitch. An elevator pitch is a brief message (30 seconds) of your background and career interests. It is useful in introducing yourself at career fairs, networking opportunities, and even in the “tell me about yourself” section of an interview.

02

EXPERTISE

After looking back at your experience and background you might realise that there is an area/ subject which comes up many times, you know very well, and you feel quite comfortable to talk about it or even to teach others about it. So, highlight that in your personal brand and tell to people what you can offer.

03

NETWORKING

Is the ability of creating new contacts and relationships with others. Through networking you can get to meet key persons that can help you to advance in your career. Also, recruiters do a lot of networking, so you might be the lucky one that finds out about a new job offer directly from a recruiter. For networking you can rely also on social media platforms such as LinkedIn. However, it is much more powerful to participate to networking events in order to meet new people face to face. Participating in a training course or a workshop can be also a great opportunity to network.



04

SELF PROMOTION

Here you can think about how often you engage in activities to let yourself seen. For example, doing a public presentation on your favourite topic, volunteering to present an event or to coordinate a project.

05

BUILDING AND MAINTAINING A POSITIVE SELF-IMAGE ON-LINE

Online, there are several platforms on which you can create an outstanding profile. It is highly recommended to be selective about the content you are sharing because most of the recruiters check your profile before hiring you. So, take care for example to remove any unappropriated pictures of yourself drinking alcohol, being half-naked or in a posture you don't want to be seen by your future employer. Also, pay attention to the language you are using, because respect and diplomacy are some qualities appreciated in most of the workplaces.

06

BUILDING AND MAINTAINING A POSITIVE SELF-IMAGE OFF-LINE

Think about your interactions with the others and the impression that you are making. You might have a perception of who you are, but to be unable to transmit the right message to the others. Therefore, it is very important to reflect about the perceptions that others might have about you. If you cannot figure that out by yourself, you can always ask others. Your image is your reputation, and it is good to know what is the mark that you are leaving behind.



07

STORY TELLING

Some experts say the most powerful way to build your personal brand is by telling your story. This means sharing what drives you and creating content that is authentic to who you are and what you believe. The reason this works is that there is only one you and storytelling brings people together. Your audience loves to hear about your real-life experiences, even when the stories are not only about success. Your stories can be inspired from your life lessons and things that you took away from previous experiences. What you say about yourself can help you stand out in a sea of candidates and get the job you deserve, so carefully choose your words.

08

GETTING SUPPORT IN CREATING YOUR PERSONAL BRAND

Lastly, in order to get more efficient in developing your Personal Brand it is highly recommended that you work with a counsellor or a coach. The perspective that another person can bring you it is very valuable in this process. You can find this kind of services in your local community or on some virtual platforms. You can access this service in your own language or if you are interested in an international career, you can find English speaking counsellors in any country you want.



SELF- ASSESSMENT

Questions	Answers
Do you know what personal branding is?	YES NO
Are you aware about the benefits of having a personal brand?	YES NO
Do you know how personal branding can help you get a job?	YES NO
Do you know in which way personal branding can help you advance in your career?	YES NO
Do you know how can you develop your personal brand?	YES NO



SELF- ASSESSMENT

Do you know WHO can help you develop your personal brand?	YES NO
Do you know what skills you need to develop <u>in order to be able to create your Personal Brand?</u>	YES NO
Do you have some good examples of Personal Brands from which you can learn?	YES NO
Are you ready to do some self-reflection?	YES NO
Do you want to create your Personal Brand?	YES NO

HOW TO MOTIVATE OTHERS THROUGH SOCIAL MEDIA



Impact of social media

Nowadays the use of technology such as mobile phones or personal computers is very frequent, therefore access to social media is easy and recurrent. Thus, people are giving out more personal information about themselves online than ever before, such as sharing their locations, contact information, credit card numbers on social media sites and also the information of the people, such as relationships, travels or job positions, is more accessible.

Social media is strongly related to the **digital footprint**. **Digital footprint** refers to the information and data that people generate, through purposive action or passive recording, when they go online (Thatcher, 2014). This includes: the **social networks** we have profiles on, **what we post**, the posts **we interact** with, the **websites** we frequent, the **information** that is sent online, **reviews** that are published online and any other interaction we perform online.

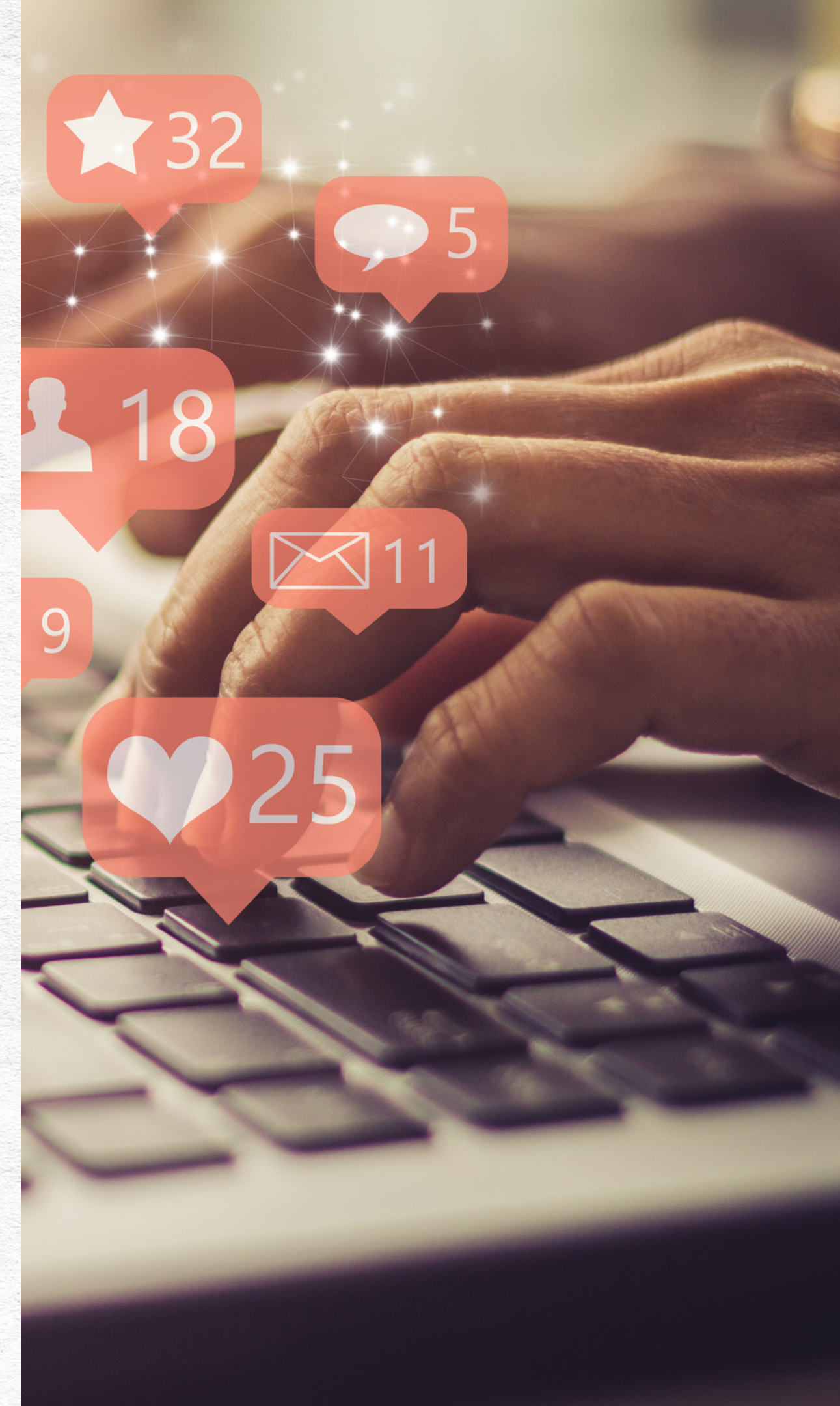
It is important to know that our digital footprint is very difficult and sometimes impossible to remove once the data is public or even semi-public as in the case of Facebook, as owners, we have little control over how our information will be used. Just as in a shop it is important that the window display is clean, we should pay attention to the image of our person that can be deduced through our digital footprint.



Impact of social media

This is why it is very important to be aware of the concept of a digital footprint and use it to one's advantage:

A **digital footprint** can determine a **person's digital reputation**, which is now almost as important as their offline reputation. Words and photos you post online can be misinterpreted or altered, which could lead to unintentional offence. Content intended for a private group can spread to a wider circle, potentially damaging relationships and friendships. Cybercriminals can exploit your digital footprint, using it for purposes such as phishing for account access or creating fake identities based on your data.



Impact of social media

One of the most relevant and pertinent aspects for this guide is the link between digital footprinting and personal branding in relation to employability. Employers can check the digital footprints of their potential employees, especially their social networks, before making hiring decisions. Through a simple search or more sophisticated searches it is possible to identify a person's interests, likes, dislikes, motivations, etc. This profile, if not aligned with the employer's interests, will be negative for the employer.

However, if we are aware of everything we post and our interactions, it can strengthen our profile in the eyes of the employer. For example, if the job I am applying for is related to education, it would be positive that if someone puts my name on the internet, what appears is for example a post on an educational blog, participation in a conference, that I follow educational influencers on social networks, that my comments on other posts are positive, kind, respectful, etc.

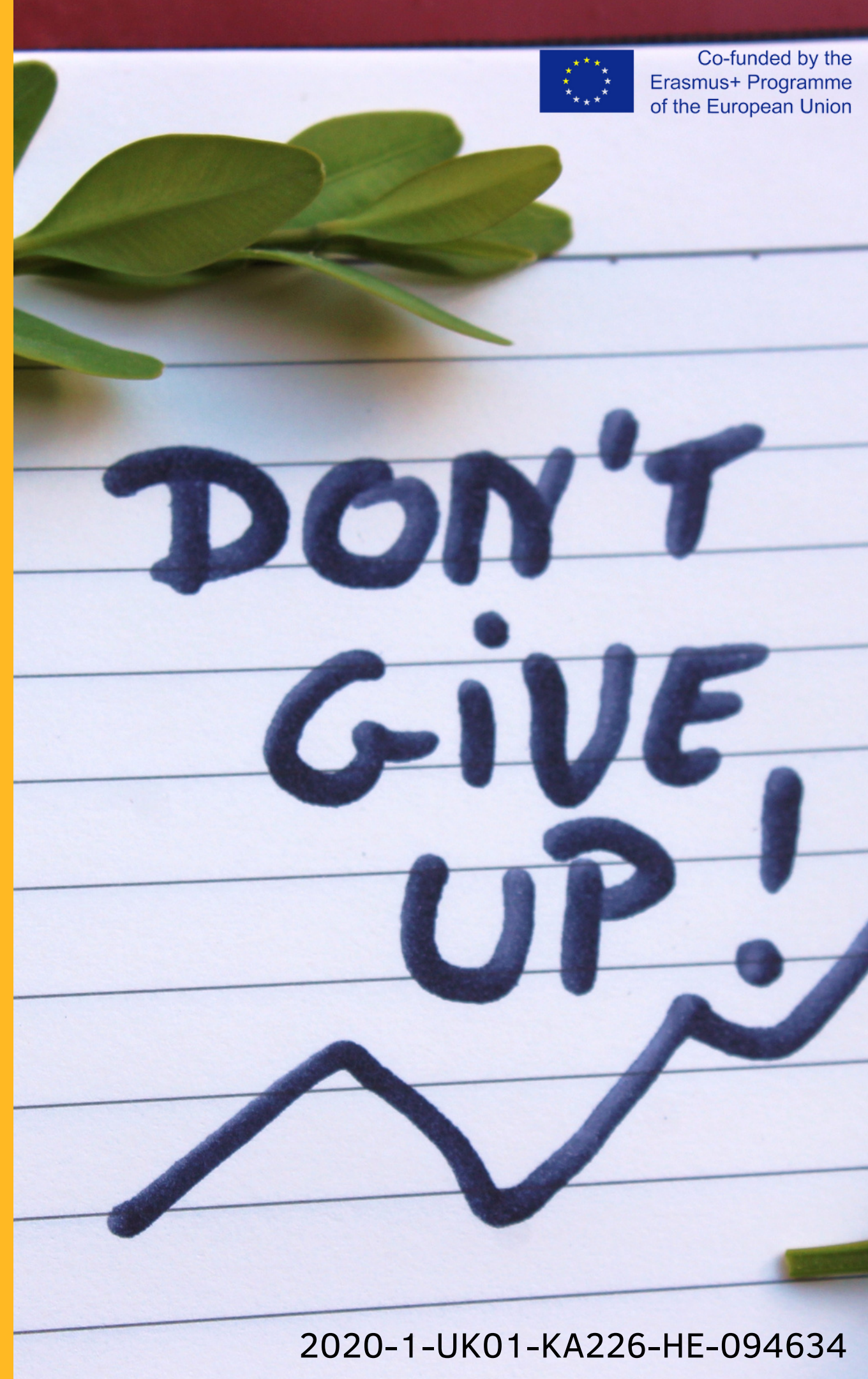
This would reinforce the information that the employer has about me through my CV, including the personal interview. It would verify or contradict what was stated in the selection process



Importance of motivating and inspiring others

Social media is all about sharing experiences. Whether in the form of pictures, text, videos or other media, it's one of the reasons many partake in them to begin with. Using social media in this way can provide motivation to get outdoors through sharing those experiences, validation and the satisfaction that comes with it (Maggie Wooll, 2022). When we inspire others, we can extend our influence and reach beyond our circle of friends and family to others who may need support at some point in their lives (Valerie Forgeard, 2022).

Being able to inspire others is an important personality trait for any leader. Inspired leaders revive energy in the workplace. They encourage everyone around them to dream bigger, push harder, and lead a more fulfilling life (Maggie Wooll, 2022).



Importance of motivating and inspiring others

Social media is all about sharing experiences. Whether in the fCommunicate it with energy and enthusiasm. Most people flourish in an environment where they're empowered to do their job their way. This doesn't mean there's no need to monitor what people do but if you're too controlling it will reduce motivation. Give them an opportunity to provide input on decisions about the strategy that affect them (Valerie Forgeard, 2022).



Importance of motivating and inspiring others

Social media is all about sharing experiences. Whether in the office or at home, communicate it with energy and enthusiasm. Most people flourish in an environment where they're empowered to do their job their way. This doesn't mean there's no need to monitor what people do but if you're too controlling it will reduce motivation. Give them an opportunity to provide input on decisions about the strategy that affect them (Valerie Forgeard, 2022).

On the other hand, to get the maximum benefit through the use of social media to have a positive digital footprint, there are multiple actions that we can implement:





Importance of motivating and inspiring others

- **Search for your name and surname:** do it in several search engines and check the first two pages of results. Is there anything that does not convince you? If it is in your power to change it, do it immediately, such as changing a profile from public to private. If it is on a third-party site, contact the site's administrators to ask them to edit or remove that information.
- **Limit where you share information:** always be aware of what you share and with whom you share it. Periodically review your social media posts from a few years ago. If you feel they don't fit with what you want to project about yourself today, you can hide them, limit who can see them, or delete those posts altogether.
- **Make yourself visible as you want to be seen:** think about your career goal, or some other goal. Then make yourself visible to get as close to that goal as possible. For example: post or share relevant or fresh content on Facebook; comment on LinkedIn posts to show that you are interested in the topic and have mastered it; follow influencers in the same field of work on Twitter or Instagram.
- **It is also good practice to periodically review your previous posts.** If you find that they don't fit with what you currently want to convey, you can edit them, limit the number of people who can see them, or delete them altogether.



Importance of motivating and inspiring others

- **Check privacy settings:** Privacy settings on social media allow you to control who can see the content you post. Many of these settings do not default to 'private mode', so it is a good idea to spend some time understanding these privacy settings and all their possibilities.
- **Delete old accounts and apps you no longer use:** We have online accounts and apps for everything, but there are some that, for one reason or another, we stop using. Even if you don't use them, the information you've shared is still there and, if you never configured your privacy settings, the information could be found online. Before deleting an application, close or deactivate your account to remove the information from your profile. At the same time, you minimise your digital footprint and protect yourself from potential data leaks.

Social Media Platforms and tools for creativity!

SOCIAL MEDIA PLATFORMS

Instagram: Instagram has 1.4 billion users each month, making it the fourth most popular social network. You can jump in for a few seconds on Instagram stories, and give a short motivational speech. It doesn't have to be anything grand, it just has to be something that will motivate your followers to take the action you'd like them to take. By sharing inspiring quotes, not only will they motivate you, they'll motivate others as well. (Edgy Universe, 2020)



TikTok: The TikTok app has been downloaded 3 billion times, making it the 5th app to accomplish this and the first non-Meta owned app. TikTok ranked as the most downloaded app of 2021. The average user open TikTok 19 times per day. TikTok is a great platform to advertise and promote your business or personal brand. TikTok introduced a self-service advertising platform in 2019, similar in style to Facebook's offering, making it easier to create TikTok ads than it had previously been.



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Social Media Platforms and tools for creativity!

LinkedIn: You can connect with businesses and individuals on all networks you currently use. You can also tag appropriate individuals and businesses in your posts. This allows your network to have access to them as well. This works really well with upcoming events and promotions (Courtney Nestler, n.d). Every so often you'll see a viral post on LinkedIn about the story of an employee, employer, or a life-changing realisation that resonates with everyone around the community. These stories tend to gain huge engagement because of how they can impact or influence someone, one way or another.

The truth is, your inspiring post doesn't have to be a rags-to-riches kind of story if that's what you're thinking. You can already inspire others by simply sharing the rationale behind a decision or act and showing what makes it so crucial and effective compared to how other people would do it (Verz Design, n.d).

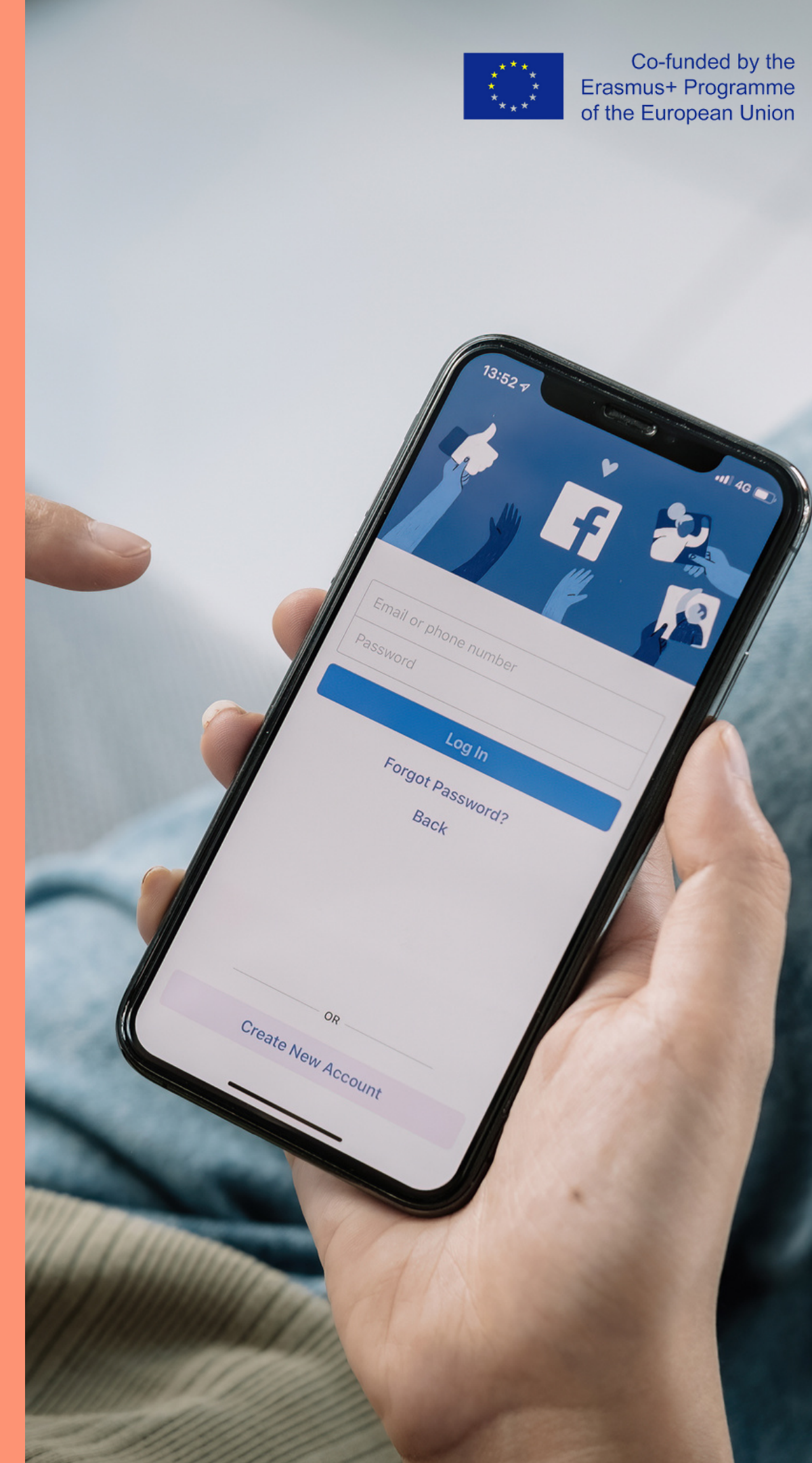


Social Media Platforms and tools for creativity!

Facebook: Facebook has evolved into the biggest social media network in the world. 22% of the global population is on Facebook. Out of this, 1.85 billion are daily active users and 2.8 billion are monthly active users. It operates in over 190 countries and 111 different languages. It is an excellent source of inspiration. On Facebook, viral content is most likely to evoke positive feelings: joy, interest, anticipation, trust, etc. The most shared articles tend to trigger feelings of

- Awe (25%)
- Laughter (17%)
- Amusement (15%)
- Joy (14%)

Therefore, creating your own positive messages creating to help others share positive feelings is highly effective (Peg Fitzpatrick, 2016)



Social Media Platforms and tools for creativity!



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CREATIVITY TOOLS

Canva: Canva is a great tool to use in order to create your logo, facebook and instagram posts and many others. You don't need, to be a skilled designer to start or know anything about design, it is simple to use and user-friendly. You can choose from a variety of templates inclusive, but not limited to Facebook banners, LinkedIn banners, YouTube thumbnails, Instagram stories, slide decks, and more. There is a free version, although it is limited (Liz Pienaar, 2020). You can find it here: <https://www.canva.com/>

Genially: Genially has 1100+ templates in 12 different categories for quick creating and also allows you to start from scratch, making creations as customizable as you'd like. It works perfectly with almost any platform or external tool, making it easy to insert Youtube videos, images, audios, animations, educational activities, google maps, and more into your Genially creations. You can find more here: <https://genial.ly/>

Social Media Platforms and tools for creativity!



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CREATIVITY TOOLS

Crello: Crello is a cloud-based, user-friendly graphic design software. Ideal for content creators, businesses, e-commerce platforms, and institutions, it comes with over 45,000 ready-made templates to quickly create photo and video content. Users with no graphic design knowledge or technical expertise can easily use all Crello features as all commands and prompts are direct and simple. All Crello users also have free access to over 180 million stock photos and over 30,000 HD video clips. (Compare Camp, n.d). You can find more here: <https://create.vista.com/>

Adobe Spark: Adobe Spark is a free online and mobile graphic design app. It's free but projects retain an "Adobe Spark" watermark. It is Available on iOS, Android, and as a web-based app. You can create images, videos and web pages. You can find more here: <https://sites.google.com/view/adobesparkmc/home?authuser=0>



SELF- ASSESSMENT

1. Digital footprint refers to the information and data that people accept to provide online.

TRUE

FALSE

Feedback: Digital footprint refers to the information and data that people generate, through purposive action or passive recording, when they go online (Thatcher, 2014)

2. The employers can't check the digital footprint of the candidates.

TRUE

FALSE

Feedback: Employers can check the digital footprints of their potential employees, especially their social networks, before making hiring decisions.

3. Being able to inspire others is an important personality trait for any leader

TRUE

FALSE

4. Employers shouldn't give to the employees the chance to provide input on decisions about the strategy that affect them cause it will ruin their relation

TRUE

FALSE

5. The digital footprint can have positive effects.

TRUE

FALSE

SELF- ASSESSMENT

6. On Facebook, the most shared articles tend to trigger feelings of curiosity.

TRUE

FALSE

Feedback: The most shared articles tend to trigger feelings of awe (25%)

7. There are apps you can use freely to create motivational and inspiring posts.

TRUE

FALSE

8. LinkedIn helps with upcoming events and promotion.

TRUE

FALSE

Feedback: You can also tag appropriate individuals and businesses in your posts and that helps significantly with events you want to promote.

9. TikTok is a platform for young people and therefore there is no need for advertising in the platform.

TRUE

FALSE

Feedback: The average user opens TikTok 19 times per day and has been downloaded 3 billion times.

10. We can easily delete our digital footprint.

TRUE

FALSE

Feedback: It is important to know that our digital footprint is very difficult and sometimes impossible to remove once the data is public or even semi-public as in the case of Facebook



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DIGITAL ADAPTABILITY





WHAT is digital adaptability



In recent years, the impact of technology on the field of career services and human resource management has radically changed the way professionals work. Digital skills for work and for life are at the top of the European Policy Agenda.

The digitization process has affected all areas of business: from how you find and manage new customers to how you build the customer's and your own reputation on the Internet. In this context, staff and customer management processes are moving to cloud-based systems, which provides greater efficiency. Technology can be used to encourage flexible working, to facilitate communication and collaboration between teams and the customers even remotely or to reduce repetitive staff activities by automating them. Processes such as interviews, gathering career information and personalizing training courses based on the personal characteristics of each employee or customer are increasingly moving into virtual reality.



WHAT is digital adaptability



Moreover, the new technological tools allow career counselors to increase the number of people they work with, making faster and easier to reach the potential clients and provide feedback using the ICT tools. The students and people searching for a new job or a career development are now able to benefit from the online guidance and training at any moment convenient to them. The use of online assessment tools allows the career counselors to efficiently assist their customers in choosing the right career path thanks to more individual and detailed approach.

New technologies and the recent emergency situation have radically changed the world of work and Human Resources and career services professionals have the task of managing these transformations, without affecting the organizational processes of companies and addressing new customer needs and expectations connected to the rapidly changing reality.

WHAT is digital adaptability



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The European Commission, in its definition of digital competence emphasizes the importance of informed and responsible use of digital technologies in education, at work, in public life.

Digital competence should include the ability to digitally cooperation, security and problem solving. Digital literacy includes personal, technical and digital skills that are necessary in order to navigate in the modern digital world.

A graphic consisting of a white rectangular piece of paper with irregular, torn edges, set against a dark red background. The word "adaptability" is written in a black, lowercase, sans-serif font in the center of the white paper.

adaptability



WHAT is digital adaptability

DigComp

The DigComp framework identifies the key components of digital competence in *5 areas*. The areas are summarized below:

Information and data literacy: To articulate information needs, to locate and retrieve digital data, information and content. To judge the relevance of the source and its content. To store, manage, and organize digital data, information and content.

Communication and collaboration: To interact, communicate and collaborate through digital technologies while being aware of cultural and generational diversity. To participate in society through public and private digital services and participatory citizenship. To manage one's digital presence, identity and reputation.



WHAT is digital adaptability



Digital content creation: To create and edit digital content to improve and integrate information and content into an existing body of knowledge while understanding how copyright and licenses are to be applied. To know how to give understandable instructions for a computer system.

Safety: To protect devices, content, personal data and privacy in digital environments. To protect physical and psychological health, and to be aware of digital technologies for social well-being and social inclusion. To be aware of the environmental impact of digital technologies and their use.

Problem solving: To identify needs and problems, and to resolve conceptual problems and problem situations in digital environments. To use digital tools to innovate processes and products. To keep up-to-date with the digital evolution.



WHAT is digital adaptability



The levels of digital competence can be divided in:

1. At the **basic** level, the employee knows the sets of tools and technologies adopted by the company, realizes the importance of their use, and can perform typical tasks within the framework of their job duties.
1. At the **average** level, the employee is confident in digital tools and technologies, can solve complex problems within the framework of their job duties.
1. At the **advanced** level a person formulates tasks for the development of the tools and implements basic programming.

At the expert level a person implements the technical part of digital projects, determines the strategy and manages the development of the technological foundation, and develops standards for the use of technology in the company



WHAT is digital adaptability



Digital literacy also means inclusion, new possibilities for social life, job opportunities. Overcoming IT illiteracy and bridging the digital gap is useful for all ages: for the youngest to study better, using IT platforms and multimedia tools that make learning more enjoyable and fruitful, to adults of working age to keep up and overcome the digital divide which makes them disadvantaged compared to their digital native colleagues



WHY digital adaptability



Advances in information communication technologies (ICT) have significantly transformed the way organisations and individuals interact with each other. Careers services and their relationship with clients, customers are becoming increasingly more dynamic and complex with a high demand for online customised products and services.

The situation on the job market is changing rapidly together with the conditions in which companies operate. If earlier the businesses had at least several months to restructure and adapt to the new rules of the game, now, due to the speed of changing external and internal

Together with digitization, the new expectations of the younger generations are changing the work of HR managers and career counselors. They are increasingly faced with the issues of socioeconomic problems, low motivation, high stress level, requests such as a better balance between personal and working life, greater attention to diversity, the need for web and cloud-based work and collaboration tools and better ways to assess, recognize and value skills. Moreover, it had become evident that social networks undoubtedly help to promote and communicate oneself as a brand: they increase visibility, make one's work more recognizable, help to be more competitive in business and attract new and better professional opportunities.



WHY digital adaptability



A variety of digital career information systems has emerged in recent years, some of them are: Labour-market information systems, Web-based interactive systems in career guidance, use of big data, apps and career simulators. Delivering career guidance and employment interventions to clients at a distance and/or supporting clients in their search for labour-market information require transformation of practices and a new way of thinking and working. To accommodate these changes, the professional identity of career guidance practitioners needs to be transformed

In the new reality career guidance practitioners need not only use practical digital solutions: various educational sites, creation and storage of Europass CVs, advertisement portals, but also engage in the transfer of all career guidance activities within a virtual environment: educational classes, lectures, seminars, consultations, testing, excursions, etc. It is important to note that during this period, not only did various technological solutions for remote work become a center-stage but also the digital competencies and abilities of counsellors rapidly transpired into relevant and important components.

Digital skills became one of the essential requirements for any organizational function. It is a broad set of technological skills that allow you to identify, evaluate, use, share and create content using information technologies and the Internet, useful for carrying out one's work. The evolution of technology today has embraced all areas of life. This implies behaviour changes to adapt and remain competitive.



WHY digital adaptability



The combination of soft skills, hard skills and digital skills become a fundamental requirement at all levels of the career life, a priority that should not be underestimated.

Unfortunately, many professionals react to technological changes passively and without real involvement, and it is precisely this lack of engagement that is the main cause of the failure of many change management initiatives within organizations. But when the professionals do not have the necessary competencies, then their motivation and productivity fall.

Moreover, nowadays it is already impossible to imagine our everyday life without the presence of modern digital technologies in it. Every year, the existing resources are improved, and new “smart” things are created. People's houses are equipped with various devices, almost every individual uses gadgets, Internet technologies are developing by leaps and bounds.

Most of the population aged 15 to 72 uses a computer and the Internet. The concept of "digital literacy" includes the possession of skills in the use of digital technologies, the search and creation of content, the exchange of information with others, computer programming, etc.

WHY digital adaptability



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In order not to get lost in the flow of the latest technologies and keep pace with the times, it is necessary to understand the principles of operation of devices, know where to look for information and how to apply it in your life. Even a simple maintenance of a page on a social media can lead to sad consequences if a person does not know how to keep their personal information safe, what information .

can be shared on the Internet, and what information is best kept private.

One of the main reasons why the companies today find it difficult to innovate is the lack of digital competencies among employees. As a result, the company's performance goes down, it loses loyal customers and cannot develop.

For this reason, the requirements for employee competencies are changing at a grate pace. The development of digital skills helps to climb the career ladder, as well as to remain in demand as a specialist in a digitalizing economy.



HOW can we adjust?



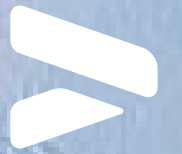
Successful integration of technology, digital tools, and social media in career services and HR depends not only on the skills of a user but also on their willingness to accept the changes that new technologies could bring. Although career professionals generally value their skills well, they still tend to use some of the most common resources and tools. As a result of this, they tend to fail to use as many career counseling opportunities as possible. It is therefore suggested that career professionals engage in exploring other pertinent digital tools that they can use to enhance the capacity to provide their services remotely.

Digital soft skills, such as ability to communicate effectively through different digital tools, ability to use digital tools to create innovative content, ability to analyze data are essential to cope with the ongoing digital evolution. They are not directly linked to technologies and allow people to effectively use the new digital tools, improving productivity and the quality of the work activities performed.

Information on technological development alone is not enough. It is important to develop coping strategies. One of the most effective strategies is continuing education. Since evolution is continuous, so must be the adaptation. Every modern technology user should not be resistant to change.



HOW can we adjust?



In such circumstances flexibility becomes one of the most valuable soft skills, which must be trained. It is the ability to adapt to changing situations or to overcome obstacles. Being flexible is one of the soft skills that can help you make a career, because the ability of adapting to situations. collaborating with different groups of people and learning new activities allows a professional to be chosen for the activities of greater responsibility.

In order to train flexibility it is important not give in to stress while facing an unexpected situations, but it the same time it is important to keep proactive attitude in your work.

Build new habits in the work processes, implementing new small tasks one step at a time on an ongoing basis. Everyone has habits related to work, which often prevent us from fully embracing the technological changes. How many people continue exchanging files among the colleagues via email, ignoring work tools such as Microsoft Teams, which allows to work on one document at the same time?



HOW can we adjust?



To assess your digital literacy level, ask yourself a few questions:

- Do you know how to work with digital products - for example, with an operating system or a text editor?***
- Is it easy for you to work with digital devices: phone, printer or a tablet?***
- Is it difficult for you to send someone a photo or video, edit a picture or create a video?***
- Are you able to use critical thinking and analyze information coming from social networks and video hosting?***
- Can you protect your personal data, saved logins and passwords from hacking, theft and phishing?***



HOW can we adjust?

Decide which skills you need. Do you find it difficult to apply technology in everyday life? Do you want to use computer programs more efficiently? Do you need digital skills for work? The answers to these questions will define your purpose and give direction.

There are several ways to assess digital literacy for career guidance professionals. One of them is Northstar Digital Literacy Assessment, which can also help you learn digital literacy skills online.

The tool assists the professionals in collecting data on how they use technology, assess their facility with infrastructure and hardware basic skills, as well as help in evaluating their access to professional technology development.

Find out your starting point. Even if this is your first time meeting the concept of digital literacy, it is unlikely that your skills level is at zero. At the very least, you can definitely download an application or turn on the computer. Therefore, it is important to figure out where to go next and what exactly to study.



HOW can we adjust?

Decide how you will study. There are various ways to be updated regarding the latest innovations in your career field, from reading websites, magazines and manuals related to the subject of your interest to a continuous training, participating in the upgrading courses and webinars, or even sharing the information with your colleagues on specialized websites and forums.

Digital skills are not a static concept. They become obsolete at the same rate as technology changes. Therefore, they will have to be updated with enviable regularity. This will require another important group of skills - independent search for information, its assimilation and rapid adaptation to new conditions, creativity in facing new issues. Lifelong learning must become a lifestyle for anyone who wishes to keep up with digital changes. This will allow you not to miss career opportunities and feel more confident in a changing world.

Pre- assessment

Questions	Answers
Do you know how digitization process has affected all areas of business?	<Yes> <No>
Do you know how the new technological tools assist career counsellors in their work?	<Yes> <No>
Do you know the key components of digital competence?	<Yes> <No>
Do you know what the role of social networks in career development is?	<Yes> <No>
Do you know some of the new digital career information systems?	<Yes> <No>
Do you know what are some career guidance activities within a virtual environment?	<Yes> <No>
Do you know how not to get lost in the flow of the latest technologies?	<Yes> <No>
Do you know what the digital soft skills are?	<Yes> <No>
Do you know how to assess your digital literacy level	<Yes> <No>
Do you know what is one of the most valuable soft skills related to digital literacy?	<Yes> <No>



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DESIGN AND ORGANIZE ONLINE CAREER SEMINARS

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Current situation regarding online seminars



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In recent years, especially after the COVID-19 pandemic, long-distance communication has become increasingly used. To facilitate all these exchanges, many virtual platforms have been created where business meetings and seminars can be held.

From a learning perspective, online is reaching new peaks as it is more convenient to learn anytime and from anywhere. Students, therefore, have fewer limitations, especially since they are shorter courses. This is referred to as microlearning, “a type of training that refers to relatively small learning units. It implies strategies focused on the short term, specifically designed for competence-based understanding/learning/education”.

Designing and organising an online career seminar is therefore a more convenient and usable way for everyone. The important thing is to refer to best-practices so that the seminar is efficient





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Benefits of organising an online career seminar





Benefits of organising an online career seminars

Why can it be convenient to organise career seminars online rather than in person?

This kind of seminar can generate benefits for both participants and organisers.

Participants have the opportunity to participate remotely without the need to reach a physical location with all the difficulties that entails. The convenience of virtual seminars, especially if they take place within a few hours, facilitates the participation of job seekers. They also have the opportunity to chat privately with other participants and establish connections with people working in the same sector or who are also job seekers. Through virtual boards it is also possible to exchange



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Tips and tricks on how to design and organize an online career seminar





When planning and organising an online career seminar, as with any event, it is important to define good logistics.

First of all, you need to ask yourself some fundamental questions for a successful seminar.

You need to define your target audience, thus deciding to which audience you want to address your seminar. At this point it is important to understand what content and values you want to convey and share with the participants.

So what are the key messages you want participants to learn?

Once you have defined these first steps, you will have to decide when and how to organise the seminar, also based on the needs of the participants.



Example 1: in the case of university students, it might be useful to organise the course during periods when they do not have exams or lectures.

Example 2: in the case of adult students, they might prefer courses at times that suit their busy schedules (late afternoons) and might prefer the seminar to be divided into several parts

To this end, and also to get to know your participants better, it might be useful to send them a survey questionnaire.

For this type of survey, there are various tools that may be useful, e.g. Google Forms, Typeform, SurveyMonkey.

Thanks to these surveys, it is also possible to find out the number of participants potentially interested in attending the course (which is important in order to better manage the seminar).



To better understand how to proceed with the planning, we can divide the seminar organisation into three main phases:

- initial phase of the seminar
- seminar proceedings
- post-seminar phase

Initial phase

Following an introduction of the seminar, its objectives and content, participants may need an ice-breaker activity. This kind of activity is perfect to allow everyone to express themselves, to get to know the other participants and to be able to work as a team.

Seminar proceedings

In this phase, it is important to be able to effectively convey the core contents of the seminar while always taking the target audience into account. The best way to do this is by getting participants to interact and organising the content in an interactive manner.

Again, there are many online tools available depending on the activities to be carried out. In general, power points and documents can be used. Certainly photos, videos and audio are better for engaging participants as they represent a more dynamic element and help to retain information better. The important thing is that in the design of the content the layout is clear and concise, trying to avoid messiness.



One of the activities that keeps participants' attention are quizzes. There are tools with which it is possible to quickly sound out the seminar participants' opinions on a particular topic or to further explore an aspect of the seminar content. Some solutions are: Stormz, Axis, Mentimeter, Slido.

During the course, it may be useful, following a training phase, to brainstorm or generate ideas. Participants could analyse and tackle a situation, context or problem together. For this purpose, there are online whiteboards where participants can work simultaneously and replicate the feeling of working together in person on a whiteboard. The most commonly used tools are: Miro, Stormboard, Google Jamboard.

Inviting experts is another way to attract attention. Participants may be interested in hearing the views of expert speakers in order to learn more about the seminar topics and acquire more specific expertise.

Participants may be advised to use note-taking apps to write down information, and save useful links during the seminar. With these apps, it is possible to record the necessary information in one place so that notes can be organised, found and shared more easily and immediately. Some of the available apps are: Evernote, OneNote, Google Drive & Docs, Notion.

Through these activities, the seminar can be less annoying and more attractive for participants to learn in a different way.



Post-seminar phase

At the end of the seminar, it is important to ensure that all participants remember the key points that were discussed. You could, if it was not done during the seminar, use an online whiteboard where all the exchanges and content that was shared can be posted to the participants.

Finally, it would be good to make the content accessible to everyone, perhaps using special data-sharing software, such as Google Drive, Dropbox or One Drive. In this way, participants could also share further contributions and materials useful to all.

A few days after the seminar, it might be useful to send an e-mail to participants to thank them for their attendance and invite them to the next seminar.

Self- assessment

Questions	Answers
Is it true that organising an online career seminar can generate benefits for both participants and organisers?	YES NO
Is it easier to attend an online career seminar than one organised in person?	YES NO
Is it more stressful for participants to attend an online career seminar than an in-person one?	YES NO
Is it true that in this way it is not possible to meet experts in the field?	YES NO
Is it possible to reduce preparation efforts and organisation costs?	YES NO
The first thing to do when organising a successful online career seminar is to set the date?	YES NO
Is it important to adapt the seminar content to the target audience?	YES NO
Can the use of software for online activities cause confusion during the seminar?	YES NO
Can interactive whiteboards help participants share ideas and solve problems?	YES NO
Is it important to share the contents of the seminar with the participants?	YES NO

CV Generator

CV Generator assists young individuals in creating a CV that will present their most strong skills.

The Generator comprise two main steps.

In the first step there is a branding personalization layer which guides the learners for the identification of their passions, skills, values, and knowledge so as conclude to a personalized brand direction. More specifically, the tool “profile” the learner by identifying their personality elements. This a necessary step for the second step.

In the second step, they can create their CV, save it and edit it in anytime. There three different types of CV: Academic, Business and Creative.

The CV Generator is free for all and they can have access on their personalised strategy and on their CVs at anytime they wish. There all three templates-examples so that they have a complete image of the CV.

You can visit the website of the CV Generator here: <https://brand4careers-cvgenerator.eu/pre-assessment>



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With Personal Branding Guidelines
you should be able to find the
resources you need in order to go a
step further into creating a
successful Personal Brand for your
career.

We wish you good luck!



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