

## 2<sup>nd</sup> Newsletter



BRAND4CAREERS

# PROJECT

BRAND4CAREERS focuses on assisting young individuals in creating a professional profile and presenting their competences in an innovative way, entering the workplace with a solid professional statement. 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 counselors working in tertiary education institutions, helping them to confront the issues arising from the shift to online learning, introducing at the same time a new topic in career management and education field.


## MILESTONES

- An important research milestone aimed at identifying the most relevant 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.
- Key traits definition carried out through the survey among young individuals ready to enter the job market, designed to develop a professional orientation based on the association between skills and traits that are necessary to build a successful Personal Brand.
- Definition of the most important actions for developing the personal branding skills through the identification of relevant courses in partners' countries.

## WHAT'S NEXT

- Development 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. The tool will "profile" users by identifying their personality elements and organize the information on their CV according to the that characterize them the most.
- 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.

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

 **brand4careers**  
[www.brand4careers.eu](http://www.brand4careers.eu)

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







BRAND4CAREERS

## Transnational partner meeting

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.




Coaching4EU



HeartHands  
SOLUTIONS  
HANDS ON KNOWLEDGE



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

 [brand4careers](https://www.brand4careers.eu)  
[www.brand4careers.eu](https://www.brand4careers.eu)

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

