Enhancing career management skills through the development of personal brand

- SURVEY BRANDING SKILLS

BRAND4CAREERS

6TH July 2021

Project Number: 2020-1-UK01-KA226-HE-094634

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Personal Branding and Employability skills Survey

Introduction

This questionnaire aims to identify the Personal Branding skills needed by young people in order to get easier on the job market. It is addressed to HR professionals, recruiters, counselors, job agencies, and career centres. The data will be used to develop specific guidelines for career counselors to assist young people in their unique career path.

We define the "Personal Brand" as a combination of a person's knowledge, skills and

experience that comprises the core of someone's identity that can exist offline and online. Regarding the job market, a personal brand can define a persons' market direction and target audience.

This survey is part of the project **"Enhancing career management skills through the development of personal brand"** financed by the Erasmus+ programme of the European Commission.

The survey should take around 10 minutes to fill in, and your responses are completely anonymous and confidential. Questions marked with an asterisk (*) are required.

If you have any questions about the survey, please email us:**info@brand4careers.eu**

We thank you for your contribution!

Questionnaire 6 July 2021

Part I. Please answer the questions below based on your experience and perspective

1. **How important is it for young people searching for a job to have a personal or a career brand?**
   - Very important
   - Important
   - Not very important
   - Not at all important
   - Doesn't apply

2. **Which are the skills you consider important for young adults in order to develop their personal brand?**

   _____

   _____

3. **When looking for new employees, how much importance do you place on the brand of the candidate?**
   - Very important
   - Important
   - Not very important
   - Not at all important
   - Doesn't apply

4. **When looking for new employees, how important is it for the candidate to fit the culture of the company?**
   - Very important
   - Important
   - Not very important
   - Not at all important

● Doesn't apply

6. How important is it for the resume and cover letter of a candidate to indicate a match with the culture of the company you are employing for?
   ● Very important
   ● Important
   ● Not very important
   ● Not at all important
   ● Doesn't apply

7. **Which are the top skills you consider young people need nowadays to integrate easier on the job market?**

_____

_____

Part II.

Please rate how important you consider these soft skills when it comes to the development of a Personal Brand for young people looking for a job in 2021.

I. **Communication skills**- include oral (talking and listening), written (writing and reading) and personal presentation skills.

	Very important	Important	Not very important	Not at all important	Doesn't apply
Non-verbal communication (using appropriate body language)					
Assertive communication (being polite and considerate while expressing in an open, honest and direct way)					

Public speaking (communicating clearly and effectively with an audience)					
Written expression (effectively express ideas in writing so others will understand)					
Intercultural communication (interacts and engages successfully with people from different cultures)					
Online communication (using different applications to express ideas online)					
Active listening (giving full attention to what others are saying, asking questions to better understand and not interrupting)					
Communication in English (being able to speak and write correctly)					
Other, please specify _____					

II. **Connect and work with others-** build the work-related relationships needed to achieve an outcome within a workgroup, or achieve goals through team-based collaborations.

	Very important	Important	Not very important	Not at all important	Doesn't apply
Teamwork, working as part of a team toward a shared goal					
Collaboration with people of different ages, gender, ethnicity and religion					
Negotiation skills					
Giving and receiving feedback					
Leadership skills					
Conflict management					
Recognising and utilising diverse perspectives					

Networking skills					
Other, please specify _____					

III. **Self-management (to get the work done) -** it means taking responsibility for your own actions, being efficient and doing things as best as possible.

	Very important	Important	Not very important	Not at all important	Doesn't apply
Time management					

Planning and organizing					
Decision-making					
Problem solving					
Innovation					
Adaptability					
Taking responsibility and initiative					
Managing self-learning					
Establishing clear goals					
Other, please specify ————————————					

Part III.

Other skills- those skills needed for people to develop a personal brand, but also the elements expected to be seen as part of a person's brand in the hiring process.

1b. **When it comes to digital skills, what are employers interested to see as part of a person's brand? Please mark up to 3 that you consider essential.**
- Having a range of basic IT skills (e.g. operating a computer, the Internet, using MS Office)
- Having advanced IT skills (e.g. knowledge of programming languages, statistical software, web

design)
- Connecting with people using technology
- Knowing which technology is appropriate for different uses
- Navigating through unfamiliar applications
- Applying IT as a management tool (e.g. using a calendar, setting reminders/alarms for tasks, maintaining a 'to do' list)
- Being willing to learn new IT skills
- Using technology to manage or complete a team project

2b. Which of these elements do you find as being most important at the core of a Personal Brand? Please rate on a scale from from 1 to 10

- Self-knowledge (personal strengths, talents, values etc.)
- Build and maintain a positive self-image offline
- Build and maintain a positive self-image online
- Self-presentation skills (express yourself and what you have to offer)
- Set and follow personal objectives
- Self-promotion skills (proactively engaging in opportunities to let yourself seen) ●
Networking (meeting new people and creating new relationships)
- Expertise (being the best at something)
- Storytelling (presenting your story in an appealing way that gets the attention of people)
- Authenticity (being yourself and acting naturally)

Demographic data

Country:

Company name:

Number of employees:

Position:

Department:

Gender:

Age:

Thank you!