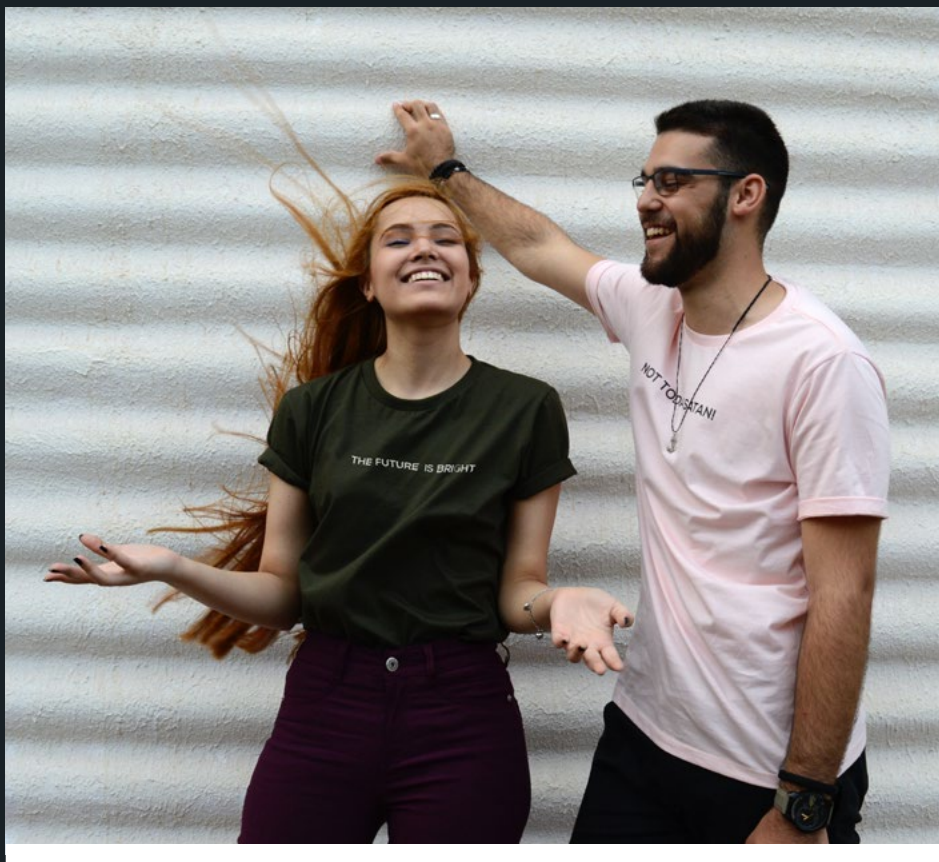




CHANGEMAKERS

Building Your Personal Brand for Sustainable Employment



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MODULE INTRODUCTION

Contents

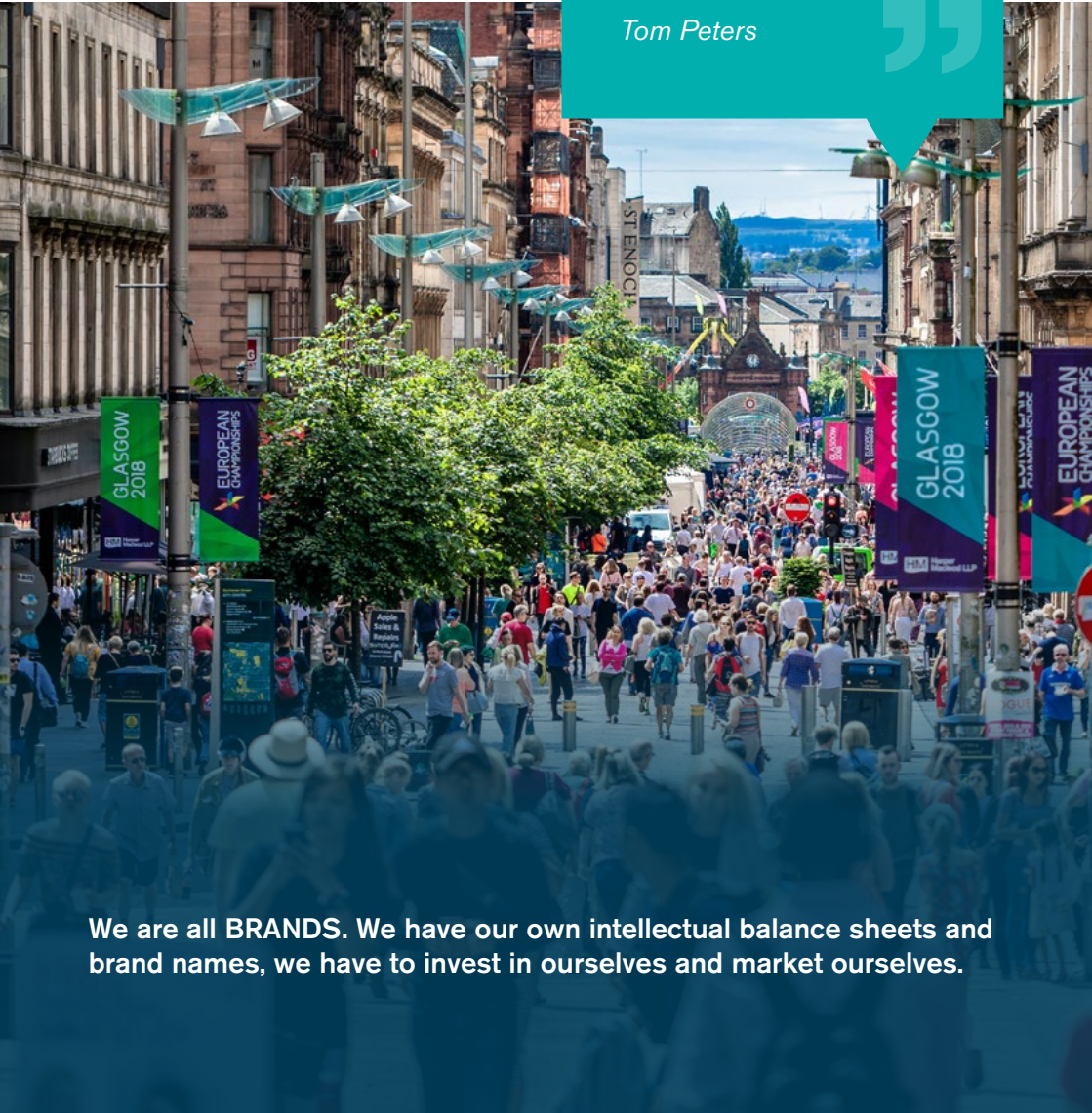
- 3. Welcome to the Module
- 5. Module Structure
- 8. Navigating the Module



We are the CEO's of our own companies. ME inc.

To be in business today, our most important job is to be head marketer for the brand called YOU.

Tom Peters



We are all BRANDS. We have our own intellectual balance sheets and brand names, we have to invest in ourselves and market ourselves.

Welcome to the Module

Changemakers: Building Your Personal Brand for Sustainable Employment

The primary aim of this module is to support the development of the skills and competencies necessary for career resilience and professional development for the future work context.

Whether you know it or not, you have a personal brand. When you Google yourself, what do you see? Whether you have a date or a job interview, chances are someone is going to Google you to learn more about who you are and these results are the first impression they will have of you. Is it a good one? Is the information you are sharing across social media sites consistent? Do you want to allow your online reputation to take on a life of its own or control the narrative?

With the proliferation of social media and the gig economy, it has become essential for everyone to embrace personal branding and though it might seem like an exercise in self-promotion or personal vanity, done properly it can be much more than that.

“

“Your brand is what people say about you when you’re not in the room.”

Jeff Bezos

”

Developing your brand can be a personal exercise in establishing confidence, credibility and courage, as well as helping you define priorities and focus on those aspects of your life you enjoy most.

Why it’s more important than ever

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. 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 and contract work continues to grow in popularity. Diane Mulcahy, the author of *The Gig Economy*, says,

“We’re seeing only one trend here, which is that the gig economy is big and getting bigger. Companies will do just about anything to avoid hiring full-time employees. Add to that the fact that there

is no job security anymore, and workers are increasingly aware that they need to work differently if they want to create any sort of stability for themselves.”

As a result, workers need to be able to clearly communicate who they are and what they do to stand out to prospective clients and employers. If you aren’t effectively managing your personal brand, then you run the risk of losing out.



Module Structure

The module consist of 4 units and is designed to support the development of your personal brand using the 5P's as a framework.

Unit 1 Brand You (Purpose and Proposition)

One of the first steps in developing a personal brand is defining your values and what you stand for. You want to end up with a personal brand which is truly you and which appeals to your audience.

Your 'why' is what makes you tick – what gets you out of bed. Knowing why you do what you do – and reminding yourself of it – helps you deal with the peaks and troughs that are part of life. It's really empowering and energising to identify your why and to use it as part of your story.

Topics 1 and 2 will help you to think about your purpose and how this contributes to future success, whilst topics 3 and 4 will support in the discovery of skills you have that make up your unique proposition.

The four units are:

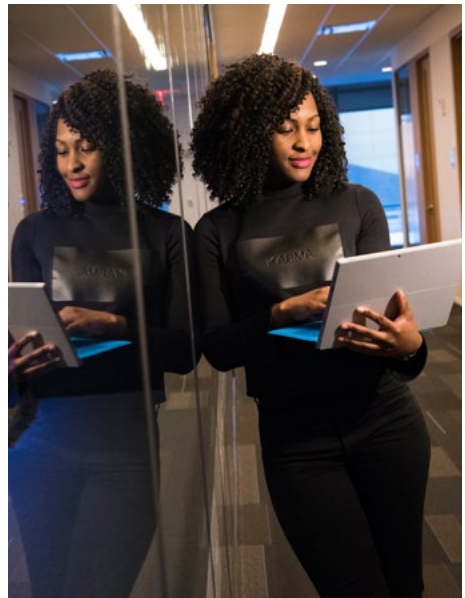
1. Brand You (Purpose and Proposition)
2. It's a Small World (People)
3. Opportunity Knocks (Packaging)
4. The Pursuit of Happiness (Perseverance)

Topic 1: Ambition is Critical

Topic 2: What Drives You?

Topic 3: Boundaryless Careers

Topic 4: Boundaryless Skills



Unit 2

It's a Small World (People)

Though there is negativity associated with the term, 'It's not what you know, it's who you know', there is no denying that your personal network of contacts will have an influence on growth in your status and pave the way for better opportunities in your career. Your connections are powerful! Having a good quality network is the key tool to growth in a resourceful career.

In this unit you will learn about how networks are formed and the importance of developing open, deep and diverse networks.

Topic 1:
No One is an Island

Topic 2:
Variety is the Spice of Life

Topic 3:
Network Society

Topic 4:
Making Connections



Unit 3

Opportunity Knocks (Packaging)

How we package ourselves communicates who we are through:

- Appearance
- Voice
- Body Language
- CV
- Blogs and other online platforms

In this unit you will be supported to develop a mindset and tools to present the best version of yourself, positioning yourself to take advantage of opportunities.

You never get a second chance to make a first impression.

Will Rogers
– Author and Actor

Topic 1:
Creating Your Own Luck

Topic 2:
Identifying Opportunities

Topic 3:
Open Doors

Topic 4:
Me.com

Unit 4

The Pursuit of Happiness (Perseverance)

"There is a very, very fine line between success and failure... it is about being constantly hammered and coming back from the hard times and low moments."

Robbie Brozin, Nandos

The most successful people are those who - despite being knocked back - return to reinforce their message with more power and meaning continuously. Maintaining focus on what you want to achieve takes resilience, grit and sometimes inspiration. This unit will introduce you to the techniques for overcoming limiting beliefs, developing grit resilience and how you can seek inspiration from others when things might not be going your way.

Topic 1:
Future Me

Topic 2:
Passion and Perseverance

Topic 3:
Plan, Prepare, Perform

Topic 4:
Career Role Models

Navigating Through the Module

On the Moodle page you will find a number of tiles containing resources to support your learning on the module.

As you work through the module you should keep a look out for the following icons:



Clicking on this icon will reveal helpful information and guidance relating to the content of the slide.



This icon indicates and approximate amount of time it should take you to complete a session or activity.



This icon opens a link to an external resource in a new browser window.



When you see this icon you **MUST** complete the indicated activity in order to complete the topic and gain module credits.



This icon indicates you should take notes using your chosen method or as directed in the activity description.



When you see the Level-Up icon you are directed to additional material or stretch activities related to the module topics.

Completion of activities will earn you marks towards the participation element of the assessment.

You can check your progress via the completion bar on the module tile and by looking out for the green tick next to Moodle activity.



This icon indicates you have completed an activity you have been directed to do. Completing specified several activities will earn you badges as you progress through the module. Collect all of the badges to get full marks for the participation element of the assessment.

There are 19 badges to collect in association with completion of specific activities.

Here are some examples of the badges you can collect:



The discussion badge is awarded for participating in the group forum discussions. To earn this badge you must contribute to discussions and comment on the contributions of others.



The blog badge is awarded for completing blogging activities.



The engagement badge is awarded for your level of engagement with the module content. To earn this badge you must work through the learning materials on the Moodle page.



The Boundary Spanner Badge is awarded for completion of the learning in Unit 1. There are 3 other unit badges to collect and 2 end of module badges.

Collecting all 19 badges will signify you will be awarded full marks for the participation element of the assessment. Don't worry if you don't manage to collect the badges, you will still be awarded some marks based on your level of contributions to the module activities.

Everything you need you will find in the Moodle page for the module, where you will also find a question and answer forum to raise any concerns you have when progressing through the materials.

You are now ready to start your learning.

Good Luck!



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