



CHANGEMAKERS

Building Your Personal Brand for Sustainable Employment



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MODULE INTRODUCTION

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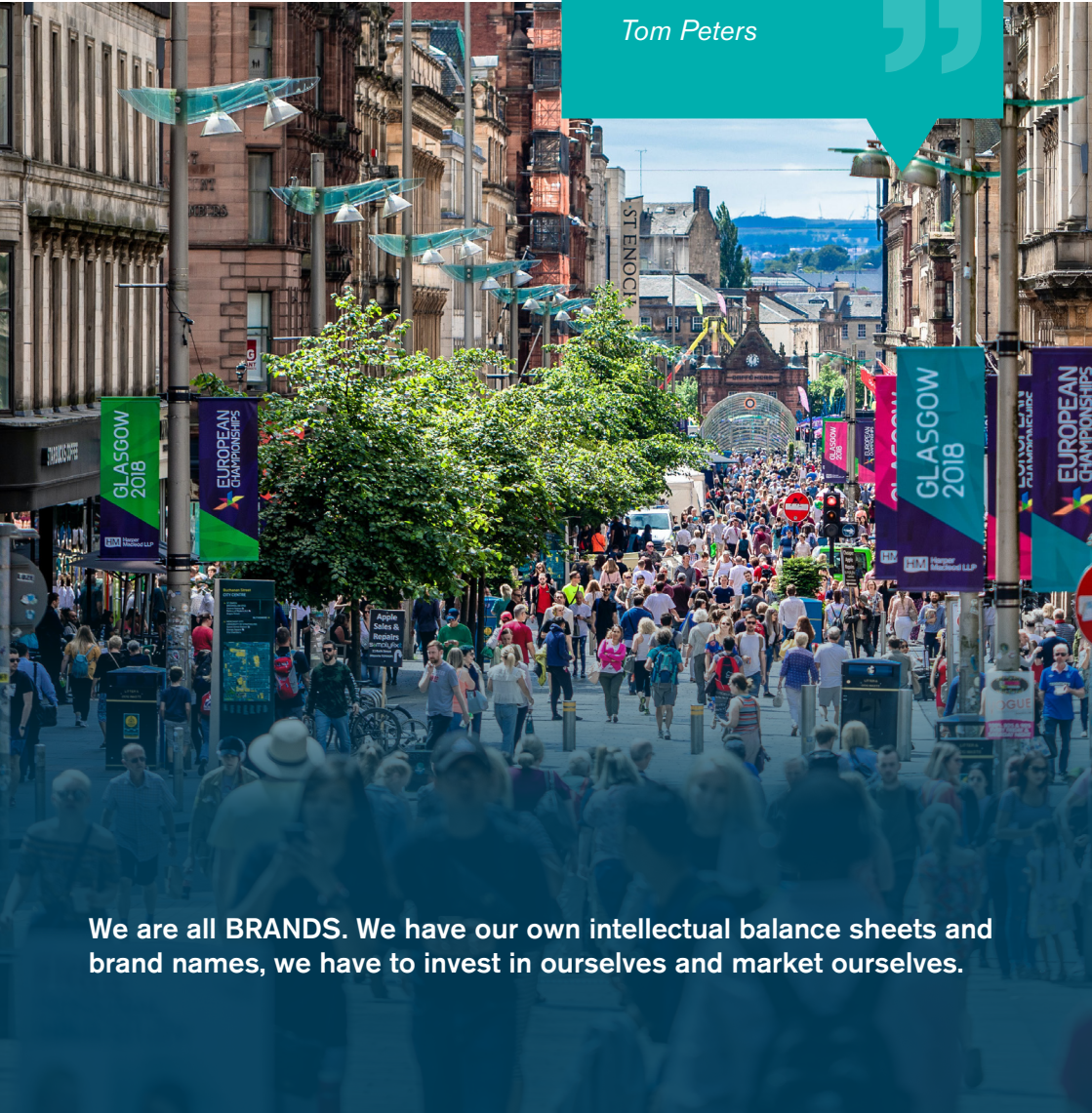
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We are the CEO's of our own companies. ME inc.

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.



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

Module Structure

The module has 48 hours of scheduled learning, your module tutor will explain how this will be organised between face to face (in person or online) sessions and the use of the available digital content on Moodle. The online content is split between the following 4 units:

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)

The module consists of two assessments, an e-portfolio and an assignment, which you will find in the Module Handbook.



Navigating Through the Module

As you work through this learning content you will be asked to undertake various types of learning activity to enhance and support your understanding of the material. It is important that you fully engage with these learning activities as the acquisition of information is only one part of the learning process – by being an active participant in your learning through these activities you will develop a deeper and richer understanding of the topics and concepts covered in the module.

Whenever you see the following tasks and icons, it means you need to complete an activity:



Check tasks provide an opportunity for you to check how well you have understood the topic so far. Self-assessment is an important part of the learning process as it enables you to reinforce those concepts you understand well, and highlight any misconceptions and/or areas where you may need to do some further study.



You will often be asked to pause and consider ideas and concepts you have just learned, to allow the learning to “sink in” and start to think more widely about how it fits in with your discipline. Although **Reflect** tasks don't usually require you to write anything, it's important to take the time to think about the question asked and you can of course record your thoughts in your personal notes if you wish.



Learning online shouldn't be a solitary activity – being able to discuss, collaborate and compare your understanding with other learners doing the same study as you is a powerful tool in maximising your learning gains. Seeing that others have the same understanding as you can be a real confidence boost and reassure you that you are on the right track, and if others are interpreting things differently seeing things from a different perspective can be equally valuable. Being an active part of a learning community through a **Network** task brings benefits to you and other members of that community.



These modules cover topics and skills that are valuable across all disciplines, however you will be able to understand, appreciate and benefit most by considering how the learning fits in with your academic discipline and your own beliefs and values. **Apply** tasks give you the opportunity to place the learning in a context that is relevant to you, and to link your learning with your real life goals.

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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