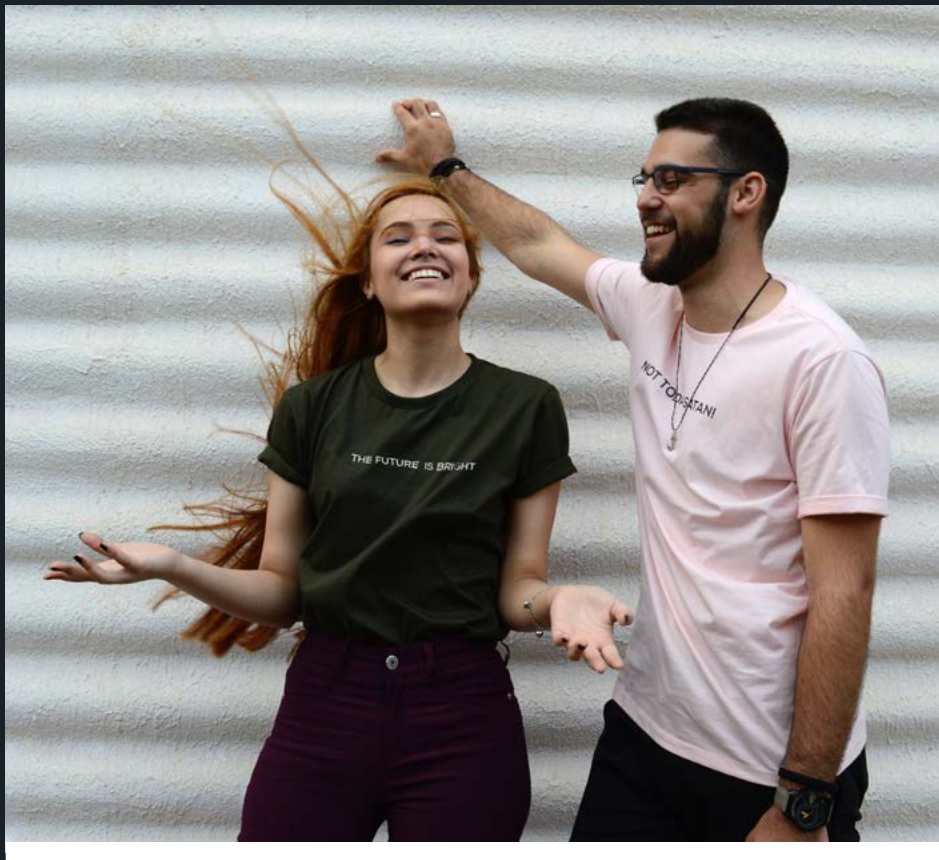




CHANGEMAKERS

Building Your Personal Brand for Sustainable Employment



Prifysgol Cymru
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MODULE INTRODUCTION

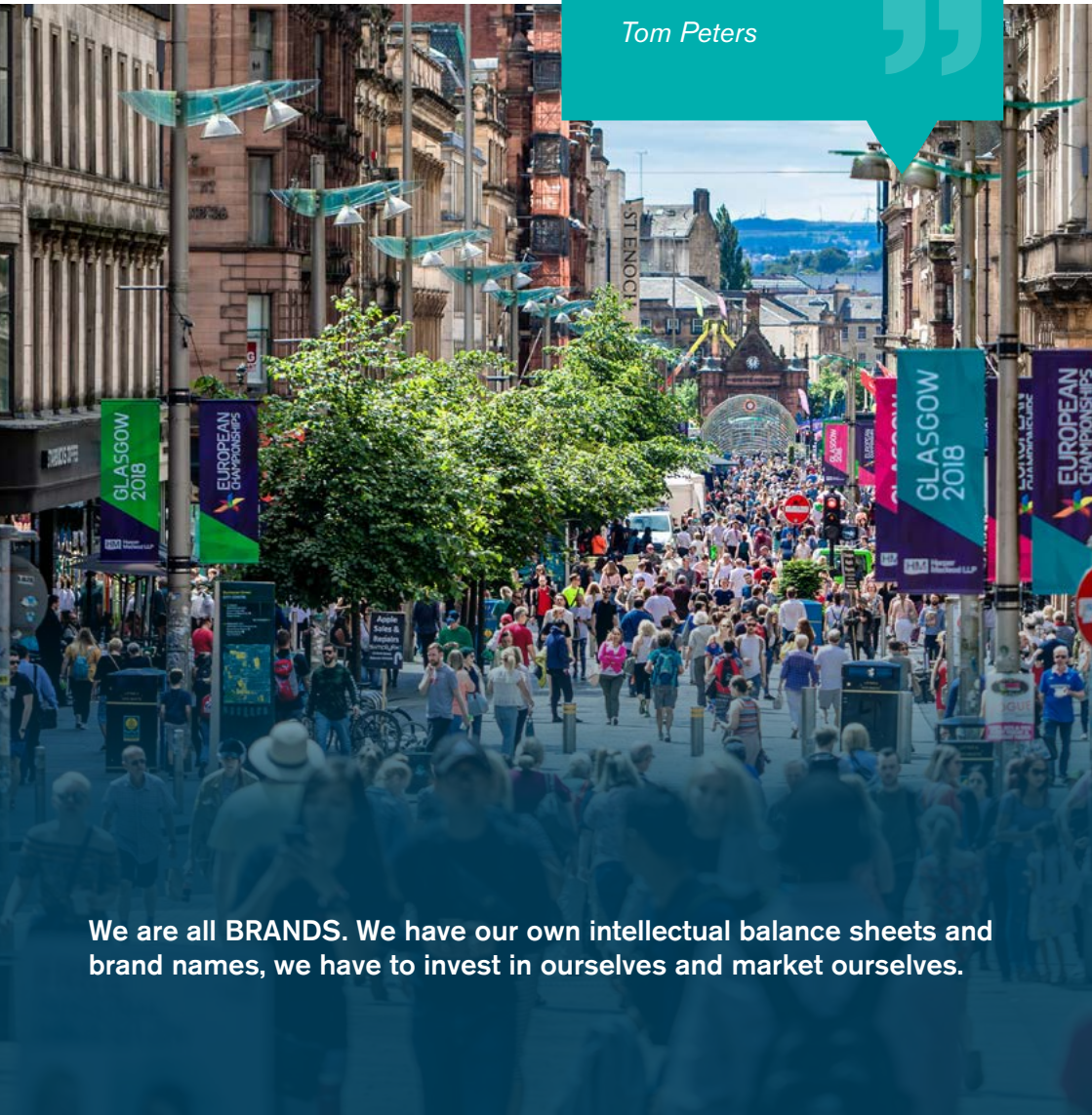
Contents

- 3. Welcome to the Module
- 5. Module Structure
- 6. 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 has 48 hours of scheduled learning, of which 16 hours is contextualised with the module tutor. The remaining 32 hours are 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

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

It is important that you take every opportunity to complete the 'Stop and Think' activities throughout your learning resources so that you can develop a depth of understanding which will help you complete your final unit assessment.

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



Whenever you see this icon, there will be an activity which encourages you to demonstrate your English skills.



Whenever you see this icon, there will be an activity which encourages you to demonstrate your maths skills.



Whenever you see this icon, there will be an activity which encourages you to stretch and challenge yourself.



Whenever you see this icon, there will be an activity which encourages you to consider your own behaviour and attitudes.



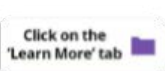
Remembering and Recalling Key Learning: This involves recalling or remembering key information which you should have learnt up to this point of your journey.



Application: This provides you with an opportunity to practice or apply your new learning to work-related or life-related case studies and scenarios.



Developing Depth: This provides you with an opportunity to think harder about what you have learnt up to this point.



This indicates that there is a resource in the 'Learn More' tab attached to the page for you to look at.



It is advised that you use the 'My Notes' tab to make notes of your learning throughout.



This icon indicates you have completed an activity you have been directed to do.

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.

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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