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empowering LTU older workers  
through coaching & personal branding

## **EMPOWERING LTUs**

### **Empowering long-term unemployed older workers through coaching & personal branding**

**Part 2: Handbook on empowerment strategies and training tools to motivate  
and activate long-term unemployed workers back to work.**



## TOPIC 2

### Personal Branding

*"Your brand is what people say about you after you leave the room"*

*Jeff Bezos – Founder and CEO of Amazon*





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This training material was developed within the framework of the EU co-funded project “EMPOWERING LTU Older Workers through Coaching and Personal Branding”.

The training material is open and available for all learners and any other interested stakeholders.



## INTRODUCTION

Who am I? What do I have to offer? What are my passions? And my strengths? How do I contribute to the market with all this? What makes me stand out?

These are some of the questions you may need to consider when you start building your personal brand. Your personal brand is what makes you to be yourself, what you transmit to other people so it is very important to define what makes you different from the rest of the people in the market.

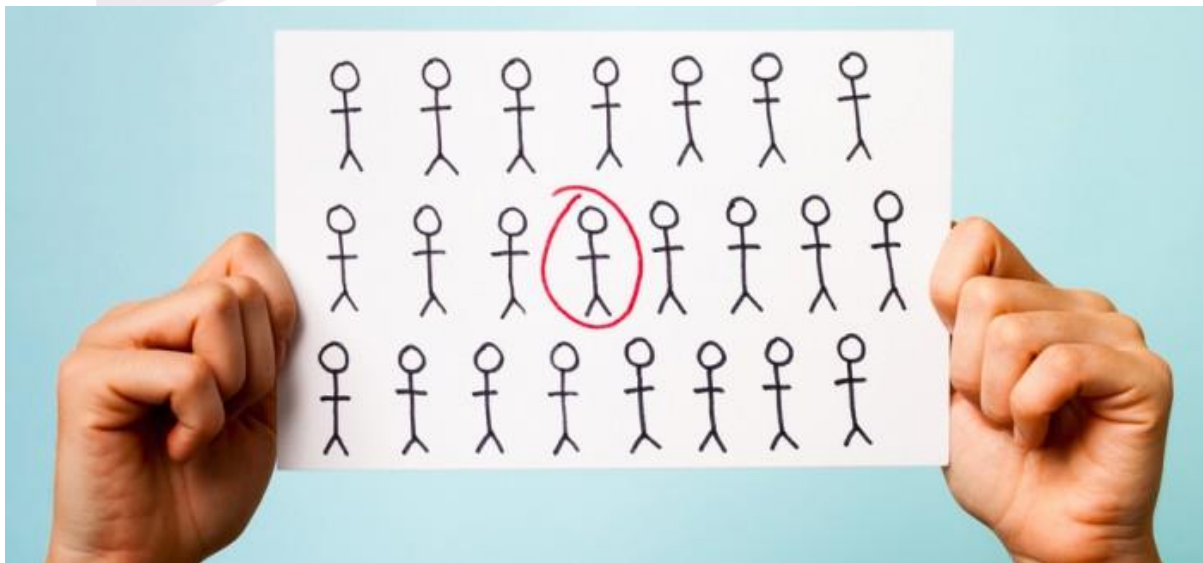
First, you need to assess strengths and weaknesses as they are the basics to create your real and unique personal brand. Your passions and values will show the best of yourself. A personal brand is a reflection of the individual's skills, abilities and lifestyle. Let's get started!

Everyone, no matter the age, has a personal brand but not everyone knows how to identify it and use it to its full potential.

## 1. PERSONAL BRAND

### WHAT IS IT?

A brand is something –symbol, design, name, sound, reputation, emotion, tone– that differences one thing from another. A “**personal brand**” is in many aspects, a synonymous for your reputation and also a definition of who you are and what you really want to be known for. It refers to the way other people see us as a business owner or representative of an idea, organization, or activity. To develop a personal brand it is needed to identify and communicate the features that make someone stand out, be significant, and be different and visible within a homogeneous, competitive and continuously changing environment. Everyone, no matter the age, qualification or years of experience, has a personal brand so let’s explore it.



## Why Having A Personal Brand?

- ✓ To stand out. Being different from others with similar professional profiles. Nowadays, everybody counts with diplomas, degrees, masters, etc. So it is important to know us better in other aspects to highlight what makes us different.
- ✓ To be visible for businesses and clients. A personal brand gives people notoriety to place themselves in the professional market as a benchmark.
- ✓ To become the demand and not the supply. A personal branding will allow people to get a position beside the demand. Some companies are not looking for degrees or years of experience but other skills and knowledge that we may have.
- ✓ To attract people who want what we do in the way we want to do it. A personal brand will help people to get others looking for the services we offer.
- ✓ To have better incomes. When someone has a differential value compared to other professionals, their personal brand is an asset that increases their value and gives them a competitive advantage. Once they are recognized and valued as a professional, they might opt for better conditions.



# Personal Branding

Stand Out From The Crowd

## YOUR PERSONAL BRAND MATTERS

Your brand is:

1. Reputation;
2. Calling card;
3. What we are known for and how people experience us;
4. About bringing who we are to what we do and the way we do it;
5. Anything that distinguishes us from others.

Delivering a brand clearly and consistently will create a memorable experience in the minds of those we interact with and can open us doors to new opportunities. Our brand is crucial for gaining the respect we need, creating new opportunities and influencing positively the conversation people have about us.

## BUILDING A PERSONAL BRAND

### YOUR BEST SELF

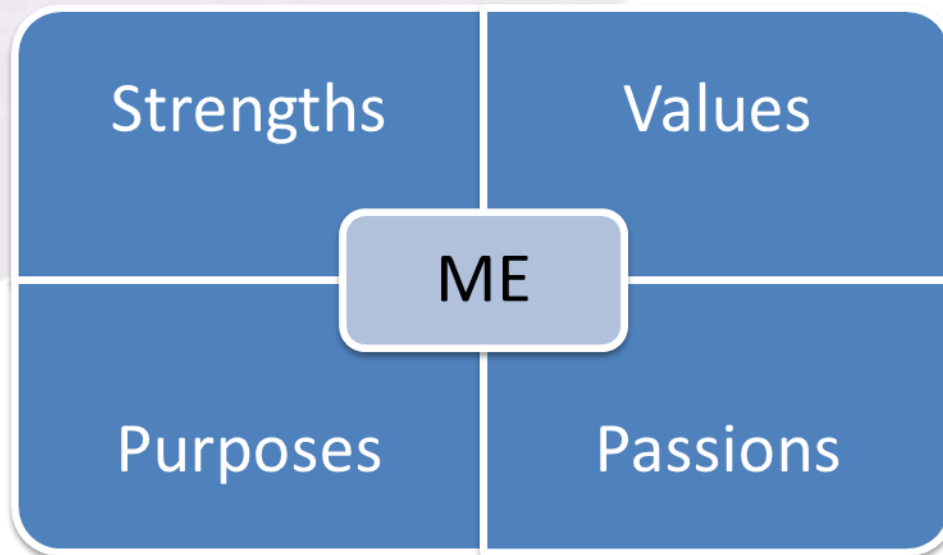
This personal brand experience is our opportunity to learn more about ourselves, so we can identify our unique skills, strengths and talents. It is a chance to tap into our values and passions in order to find our purpose. These areas create the base of our personal brand and can help us to chart a course for our career and help us reach it. For further information, watch the following video:



<https://www.youtube.com/watch?v=Wih78rycJM>

To find our personal brand, we may need to start by collecting the information that we and the others have about ourselves. But, how can we do this? Let's divide our exploration in four different areas:

- ✓ Strengths.
- ✓ Values.
- ✓ Passions.
- ✓ Purposes.

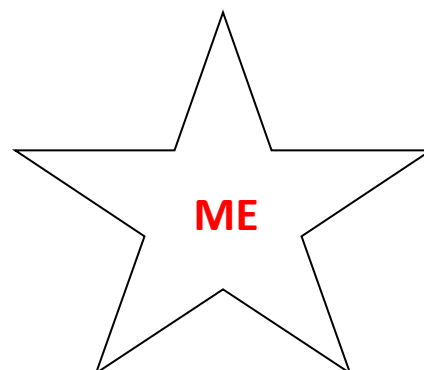


## LEARNING ACTIVITY

### STRENGTHS

Thanks to this activity we can find out what are our strengths. Write your *top five strengths* on the diagram below. For example, you might use words like “creative”, “relationship-builder” or “make the complex simple”.

Once you completed it, start to validate your self-perception with the feedback from others.



Check out the following videos to learn more about it:



<https://www.youtube.com/watch?v=KxP8hcb1IBI>





<https://www.youtube.com/watch?v=ZT714Pqcmos>

## LEARNING ACTIVITY

### VALUES

With this activity we can find out more about our values:

1. Try to go through the list of values below. Eliminate words that you don't identify yourself with and put a check mark next to those you may consider to define you.
2. Review the short list of values –characteristic or characteristics that define you and make you different– you checked, pick your top five, and write them on the next page. In case you wrote a value that is not on the list, feel free to add it on the space provided.

<i>Accessibility</i> <i>Courage</i> <i>Empathy</i> <i>Honesty</i> <i>Originality</i> <i>Speed</i>	<i>Accomplishment</i> <i>Creativity</i> <i>Enthusiasm</i> <i>Humor</i> <i>Passion</i> <i>Spirituality</i>	<i>Accountability</i> <i>Curiosity</i> <i>Excellence</i> <i>Imagination</i> <i>Peace</i> <i>Spontaneity</i>	<i>Accuracy</i> <i>Dependability</i> <i>Experience</i> <i>Impact</i> <i>Perfection</i> <i>Stability</i>	<i>Adventure</i> <i>Determination</i> <i>Expertise</i> <i>Independence</i> <i>Power</i> <i>Strength</i>	<i>Affection</i> <i>Clarity</i> <i>Fairness</i> <i>Integrity</i> <i>Prosperity</i> <i>Success</i>
<i>Affluence</i> <i>Comfort</i> <i>Faith</i> <i>Intelligence</i> <i>Punctuality</i> <i>Sympathy</i>	<i>Altruism</i> <i>Commitment</i> <i>Fame</i> <i>Justice</i> <i>Recognition</i> <i>Teamwork</i>	<i>Ambition</i> <i>Compassion</i> <i>Family</i> <i>Kindness</i> <i>Relaxation</i> <i>Understanding</i>	<i>Assertiveness</i> <i>Completion</i> <i>Fidelity</i> <i>Knowledge</i> <i>Reliability</i> <i>Vision</i>	<i>Balance</i> <i>Contentment</i> <i>Flexibility</i> <i>Leadership</i> <i>Resourcefulness</i> <i>Wealth</i>	<i>Bravery</i> <i>Control</i> <i>Fun</i> <i>Learning</i> <i>Respect</i> <i>Winning</i>
<i>Calmness</i> <i>Directness</i> <i>Generosity</i> <i>Love</i> <i>Security</i>	<i>Celebrity</i> <i>Discipline</i> <i>Grace</i> <i>Loyalty</i> <i>Sensitivity</i>	<i>Challenge</i> <i>Diversity</i> <i>Growth</i> <i>Mindfulness</i> <i>Significance</i>	<i>Charity</i> <i>Efficiency</i> <i>Health</i> <i>Optimism</i> <i>Sincerity</i>		

- Define your values by what they mean to you:

It is important to clarify the meaning behind the values you have chosen. In some cases, two persons might have different interpretations of the same word. For example, for one person, flexibility means being agile in your work style on a day-to-day basis; for another, it might be interpreted as an interest in working on a variety of different projects that are thrown your way. To get started, you are required to list your top five values to the right in order of importance. Then define what that value looks like in your world.

- Validate:

You've picked your top five values and have defined what they mean to you. However, are you living in alignment? Are you building your life around what is really important for you? It is time to see if you are "walking the talk" through a quick self-assessment. For each value, give yourself a score of 1 to 5, where 1 indicates "I am really not living with this value" and 5 indicates "I live this value so consistently that enables me to be a poster child". Think about whether or not other persons would be able to see this value in your day-to-day interactions.

**Be honest!**

*#1 Value defined*

---

*Alignment*

*1 2 3 4 5*

*#2 Value defined*

---

*Alignment*

*1 2 3 4 5*

*#3 Value defined*

---

*Alignment*

*1 2 3 4 5*

*#4 Value defined*

---

*Alignment*

*1 2 3 4 5*

*#5 Value defined*

---

*Alignment*

*1 2 3 4 5*

## LEARNING ACTIVITY

### PASSIONS

With the help of this video, we can identify our passions. Check out the following video and answer the questions. Let's find out your passions:



<https://www.youtube.com/watch?v=qmiBcHJpKR0>

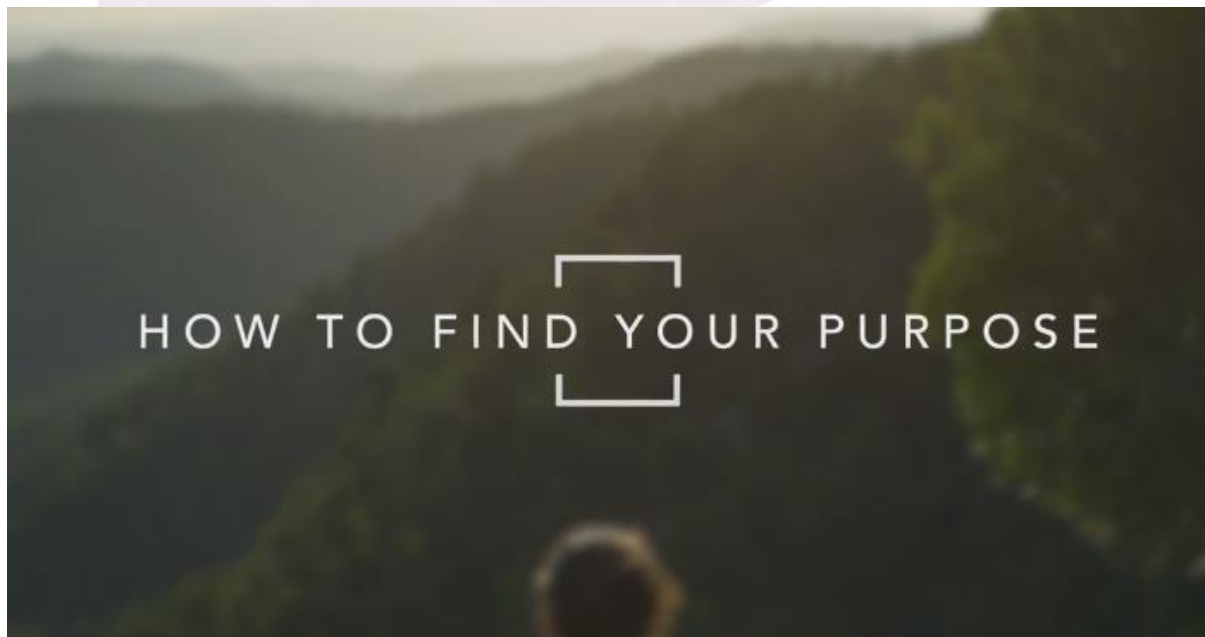
Questions:

1. What makes you lose track of time?
2. What do you spend money to do?
3. What do you fear judgment?
4. What makes you heart race?

## LEARNING ACTIVITY

### PURPOSE

This activity is focused on the purpose. “Why am I here?” This question undoubtedly rolled off the lips of many since cave men moved from grunting to speaking. Like it is with passions, the answer is not always obvious. That is a question that you may grapple with and persist over a lifetime. And it is up to you to discover and define it by yourself. The following video might help you to discover and reflect about it:



<https://www.entrepreneur.com/video/283621>

## 2. MARKETING YOURSELF

### CRITICAL THINKING

Decisions need to be implemented on a personal or professional level. Therefore, we do need to be personally committed to the decision, and be able to persuade others of our merits. Creating a personal brand also means making decisions. We are doing this process in order to create a unique "you" and gaining a professional future. Knowing our steps on a critical thinking will help us define our brand and place it in the market. Critical thinking is the key to introduce our brand with confidence within the market.

By now, we should have a clear idea of the main elements that our personal brand is based on: strength, value, passion and purpose. It is time to explore the market, get ideas and see what is out there.

### MARKET RESEARCH?

The answer is yes. This is only research, a methodology that allows us to obtain reliable results. Asking our friends and family is not enough for decision-making.

Check out this video to see the importance behind it:

## WHY MARKET RESEARCH IS IMPORTANT

<https://www.youtube.com/watch?v=1Fja06iCIE0>

## LEARNING ACTIVITY

Exercise your critical thinking skills by analyzing your competitors. Imagine you became an entrepreneur; think about the kind of product you would like to sell. Study your competitors and attempt to distil and describe their strategies and more importantly, how and where they make money. Strive to understand the customer groups they focus on and the reasons why they win and lose.

MY COMPETITOR: \_\_\_\_\_

THEIR STRATEGY: \_\_\_\_\_

HOW THEY MAKE MONEY: \_\_\_\_\_

WHERE THEY MAKE MONEY: \_\_\_\_\_

CUSTOMERS GROUPS: \_\_\_\_\_

## FLEXIBILITY AND ADAPTABILITY

When we are creating our own brand, it is important to be flexible and adaptable with what we may find in our market research. Responding positively to change not only enables us to deal with new and unfamiliar things, but paves the way for career success, growth and satisfaction too. Being flexible and adaptable allows us to move up the ladder, build new skills, increase productivity and achieves our personal goals. What's more, it makes the work interesting and rewarding too. Then again, in a continuously changing workplace, this basic skill even becomes a key to survival.

## LEARNING ACTIVITY

1. Do you consider having been flexible and adaptable in your last job or as a student in any course?

---

2. Why? Could you improve?

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3. Write some examples below:

---

## COMMUNICATION TECHNIQUES

Communication is the act of transferring information from one place to another. It may be vocally, written (using printed or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts or graphs) or non-verbally (using body language, gestures and the tone and pitch of voice).

What we would like to tell needs to be transmitted and received correctly in order to develop our communication skills. Developing them might help us in all aspects of our daily life, from our professional life to social gatherings and everything in between. The ability to communicate information accurately, clearly and as intended, is a vital life skill and something that should not be overlooked. It is never too late to work on our communication skills and by doing it might improve our quality of life. It is definitely essential to strength our personal brand.

## INTERPERSONAL COMMUNICATION SKILLS

Interpersonal skills are used when we cope with face-to-face communication with one or more persons.



## VERBAL COMMUNICATION

Verbal communication is all about what we say and it is an important way of getting our message across. The words that we choose can make a big difference to let others understand us. Consider for example, communicating with a young child, or with someone who does not speak our own language correctly. We need to use simple language, short sentences, and check understanding regularly. It is quite different from a conversation with an old friend whom we have known for years, and with whom we may not even need to finish our sentences.

## NON-VERBAL COMMUNICATION

Using our voice is only the top of the iceberg. We actually communicate far more information using non-verbal communication. This includes non-verbal signals, gestures, facial expression, body language, tone of voice, and even our appearance.

## LISTENING

Listening is a vital interpersonal communication skill. When we communicate we spend 45% of our time listening. Most people take listening for granted, but it is not the same as hearing and should be thought of as a skill.

## OTHER IMPORTANT COMMUNICATION ELEMENTS

### *Dressing code*

The way we dress is also an important way of communication. We should never stand out from our product. Keep in mind what we would like to transmit and dress according to it. Try to wear neutral clothes work with calm colors, not being too classic not too modern. Nevertheless, remember the image is important but it is not the only thing.

### *Body language*

Your face and body language should reflect:

- Politeness – If we use certain polite elements in our communication process, the receiver will perceive a welcoming feeling. Do not disrupt the conversation and remember to use the receiver's name at least twice during the talk;

- Warmth – Smiling while we are talking reflects in the sound of our voice. Therefore, it is important to be kind and friendly;
- Interest – We will have to show certain enthusiasm during our conversation, but WATCH OUT, don't go over the top;
- Confidence – A confidence voice while speaking reflects knowledge, experience and confidence. Nevertheless, if we are not expert on a theme, it is better to stay quite instead of giving wrong information.

#### *Vocalization*

- We should separate words to pronounce them correctly;
- Pronounce the whole word;
- Non face-to-face communication requires a medium speed communication as we do not have our body language to help with the comprehension of the message. At the same time if we want a fluent and pleasant conversation we will have to speak at a lower speed. If our partner speaks to us quickly and vice versa, speak him/her slowly;
- The pauses should be used to highlight important word and follow the rhythm of the conversation.

## **LEARNING ACTIVITY**

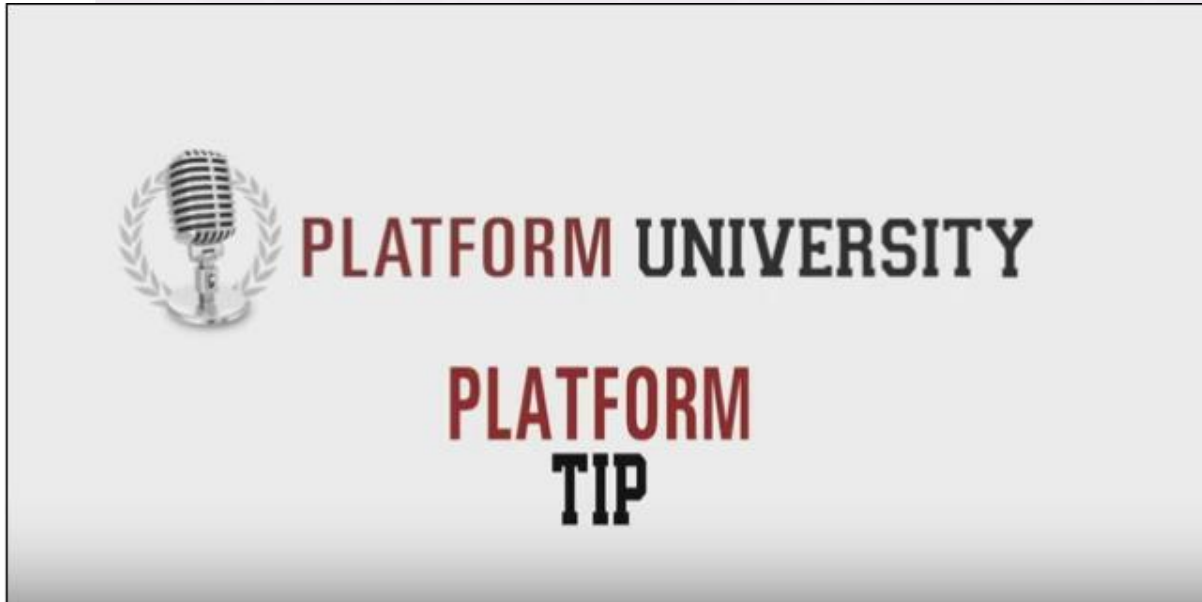
### *Elevator Pitch*

Elevator pitches will always be a necessary evil of the job hunt. We might change the name and avoid awkward intros – but these questions, “So tell me about yourself/what do you do? /who are you?” are unavoidable, and we know it. Though everyone has different ideas of what makes a great elevator pitch, when we get back to basics we realize that there are only three true rules to take into account:

1. It should be 30 seconds or less.
2. Our skill (or how you benefit a potential employer) should be clear.
3. There should be a goal.

With all the elements you have been working on up to now, are you able to compile them and sell your brand in 30 seconds?

Check out these videos before trying to do this:



[https://www.youtube.com/watch?v=-t1ar\\_lpmUU](https://www.youtube.com/watch?v=-t1ar_lpmUU)



<https://www.youtube.com/watch?v=XvxtC60V6kc>

Now, it is time to write yours. Here you find a guide to do it step by step with expressions that will help you to get a good speech.

<http://idealistcareers.org/a-quick-guide-to-writing-your-elevator-pitch-with-examples/>

Let's go further and let others know about you. Can they evaluate your pitch? Send them your video following this scheme:

Name			
Verbal communication	Poor	Average	High
Introduce the theme			
During the speech keeps the theme present			
The pitch is clear and accurate			
Use proper vocabulary for the theme			
Maintain the interest			
Shows confidence			
The voice must be clear and fluent			
I could buy the product			
What would I change?			

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