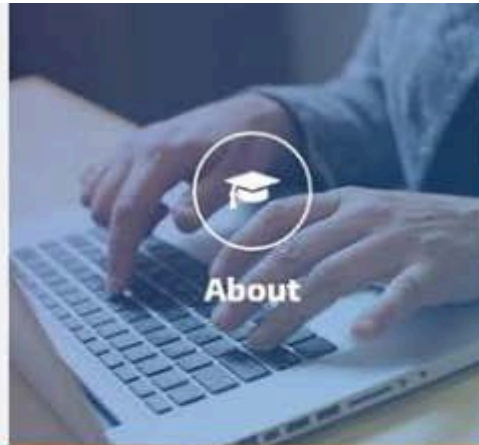




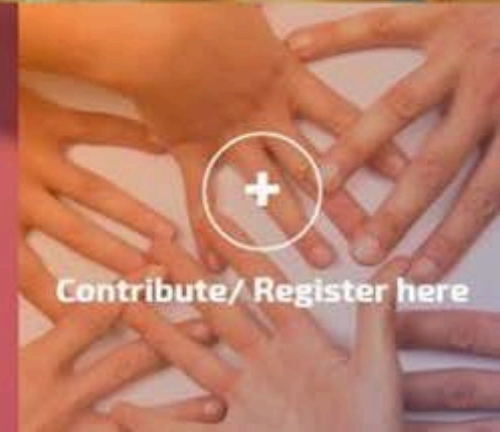
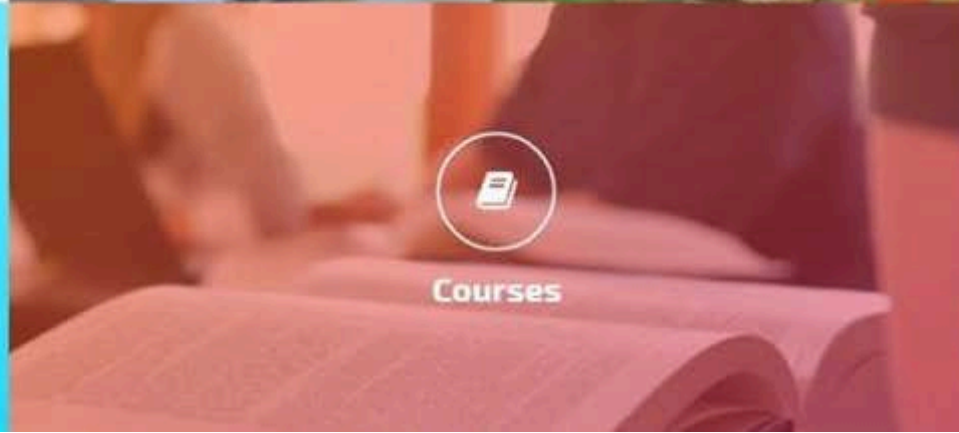
Erasmus+

# Personal Brand Marathon

## KA 1 Youth Mobility about You Inc.



Personal Brand Marathon programme is financed by the European Union.





Nowadays, **if you do not show up in Google, you do not exist.**

Whether you apply for a new job, are considered for a board position or try to get a sponsorship for your social projects, you can count on being googled by your business partners.

So knowing what Google says about you and managing your personal brand online is critical in order to be successful.

**Personal branding** keeps growing in importance.

Most entrepreneurs and young professionals really need to dedicate time and effort to strengthen their own brands in order to raise the visibility of their social projects, start-up businesses or to increase the chances of getting a job.



Youngsters who have a strong **personal brand** have the chance to influence opinions and raise awareness on a project or a social movement.

The best way of staying ahead of the pack is to stand out and have a unique brand amongst peers.

Ultimately, **it's all about what we are known for, individually,** as influencer, bloggers, citizen journalist, ecologist or social entrepreneurs.

We are CEOs of our own companies:  
Me Inc.



**Personal Brand Marathon** KA1 Youth Mobility was a eight day - training course financed by **ERASMUS+ Programme** and represents the initiative of Ciprian Marica Foundation to encourage 30 European youngsters involved in non-profit activities, entrepreneurship projects or who want to enter on the labor market to develop their personal brand and to become voices in the industries they activate.

The mobility was implemented in Bucharest, Romania between the 20<sup>th</sup> and the 28<sup>th</sup> October, 2014.

During the project, the participants learned from specialized trainers and from specials guests, through **non-formal education methods**, how to build their personal brand in order to develop their own unique value, business or startup project.



This project offered **a creative space** for participants that helped them discover their unique values, create and maintain a brand, set goals, plan and define them, promote it through different instruments and channels.

**Once your personal brand is created** and a strategy of communication is planned, your projects will gain visibility and you will know how to evaluate your skills and find a job. You will also know how to find partners and business angels for their businesses.



**The main objectives** of the project were:

Help the participants **shape their personal brand** through different self reflection and group exercises that lead to the discovery of personal values, career objectives and vocational interests.

Help the youngsters **explore a full range of possible career options**. Using this data, the trainers proposed profiling exercises and then focused on the best and most attainable career options for each participant.

Create **an international platform** with different materials, methods, testimonials from participants, professional advice from experts, that can be accessed by any youngster who is interested in developing a personal brand. Those interested can also contribute with their own signed materials.





Personal  
Brand  
Marathon  
activities





## Activity: My dream trip

**Description:** Working in pairs, the participants are asked to describe how they would spend their time and money if they were given one month away from usual work, domestic routines and responsibilities with an unlimited budget. These dream trips are then shared with the entire group. Participants write a travel itinerary for their *dream trip*.

**What they learned:** This exercise helped the participants understand and get to know one another better by revealing some of their ideals and motivations. This activity gave them the opportunity to share their interests with the group and understand **what makes the others tick**.



## Activity: Erasmus+ and Youthpass Certificate presentation

**Description:** The Youthpass certificate brings out the reflection upon the personal non-formal learning process, the active European citizenship of young people and youth workers, the social recognition of youth work.

**What they learned:** The objective of this activity was to create a tool to visualize and to validate learning outcomes gained during the training and support the employability of young people and youth workers.



## Activity: Life on Purpose - 15 Questions to Discover Your Personal Mission

### Description: 15 Questions

1. What makes you smile? (Activities, people, events, hobbies, projects, etc.)
2. What used to be your favorite activities? What about now?
3. What activities make you lose track of time?
4. What makes you feel great about yourself?
5. Who inspires you the most? (Anyone you know or do not know: family, friends, authors, artists, leaders, etc.) Which qualities inspire you in each person?
6. What are you naturally good at? (Skills, abilities, gifts etc.)



## Activity: Life on Purpose - 15 Questions to Discover Your Personal Mission

7. What do people typically ask you for help in?
8. If you had to teach something, what would you teach?
9. What would you regret not fully doing, being or having in your life?
10. You are now 90 years old, sitting on a rocking chair outside your porch; you can feel the spring breeze gently brushing against your face. You are blissful and happy, and are pleased with the wonderful life you've been blessed with. Looking back at your life and all that you've achieved and acquired, all the relationships you've developed; what matters to you most? List them out.
11. What are your deepest values? Select three to six and prioritize the words according to their importance.



## Activity: Life on Purpose - 15 Questions to Discover Your Personal Mission

12. What were the challenges, difficulties and hardships you overcame or are in the process of overcoming? How did you do it?
13. What causes do you strongly believe in?
14. If you could get a message across to a large group of people, who would those people be? What would your message be?
15. Given your talents, passions and values. How could you use these resources to serve, to help, to contribute? (people, beings, causes, organization, environment, planet, etc.)

**What they learned:** These questions helped the participants discover their purpose in life. The answers became a guide for their career and an excellent starting point for their future paths.



## Activity: Your Personal Mission Statement

**Description:** A personal mission consists of three parts:

What do I want to do?

Who do I want to help?

What is the result? What value will I create?

1. Do the exercise with the 15 questions above as quickly as you can.
2. List out actions the following words inspire you:  
Example: educate, accomplish, empower, encourage, improve, help, give, guide, inspire, integrate, master, motivate, nurture, organize, produce, promote, travel, spread, share, satisfy, understand, teach, write, etc.



3. Based on your answers to the 15 questions, list everything and everyone that you believe you can help.

Example: People, creatures, organizations, causes, groups, environment, etc.

4. Identify your end goal. How will the 'who' from your above answer benefit from what you 'do'?

5. Combine steps 2-4 into a sentence, or 2-3 sentences.

**What they learned:** The participants learned that every career must begin with solid planning and the setting up of a goal.



## Activity: Find your element

**Description:** Are you in your Element? Do you love your life or the work you do? The Element is where your natural aptitudes meet your personal passions. It can be playing the guitar, basketball, cooking, or teaching, working with technology or with animals – anything you are naturally inclined to do. An essential step in finding your Element is to understand your own aptitudes. But being in your Element is more than doing things you are good at. Many people are good at things they do not really care for: to be in your Element, you have to love it, too. The Element is the point at which natural talent meets personal passion. When people arrive at the Element, they feel most themselves, most inspired and achieve at their highest levels.





## Presentation movie:

<https://www.youtube.com/watch?v=lf2SdpCR1iM&index=1&list=PLii66kkyf4NgIFuY7aJDcMnvKOCV9oj1q>

**What they learned:** The participants learnt how to find their element, what they like doing the most and are best at. They asked themselves the following question suggested by Dr. Robinson: “If left to my own devices – if I didn’t have to worry about making a living or what others thought of me – what am I most drawn to doing?”.



## Activity: Mind Map your passions

**Description:** A Mind Map is a powerful graphic technique which provides a universal key to unlock the potential of the brain. It harnesses the full range of cortical skills – word, image, number, logic, rhythm, color and spatial awareness – in a single, uniquely powerful manner. In so doing, it gives you the freedom to roam the infinite expanses of your brain. The Mind Map can be applied to every aspect of life where improved learning and clearer thinking enhances human performance. Originated in the late 1960s by Tony Buzan, Mind Maps are now used by millions of people around the world – from the very young to the very old.

**What they learned:** To use their mind more efficiently.



LEGO



Storytelling



LE  
A  
TURKISH  
IN

The  
Marshmallow  
Challenge



Homemade Recipes



globe trotter

BRAND



Emilia Radu

\*Mindmap



**Activity: 9 minutes a day brand plan**

**Presentation:** <https://www.youtube.com/watch?v=ogxl1GVVxB8>

**What they learned:** How to use nine minutes each day to build their personal brands.



## Activity: Building credibility

**Description:** The participants were asked the following question: If you were building an online presence from scratch today, what three things would you consider to provide the biggest ROI on your time and money?

People need answers to questions and solutions to problems. If you truly want to build a brand and be seen as a genuine expert and the go-to person in your industry, you need to exude everything about the industry in a command-able and memorable way – creating content that people genuinely want to consume and, more importantly share to their peers, is paramount. Blogging or publishing any kind of content is a great way to build your credibility especially if you co-author posts with someone else or if you guest post on respected blogs. The participants write one blog post on a topic they are expert at and share it with the other participants.



**What they learned:** They learned how to use their blogs or other personal social media platforms to build their personal brands through constant effort and relevant and interesting content.



## Activity: Creative CVs

**Description:** A recruiter only spends about six seconds on a resume – the length of a Vine video. Thus it is important to find a way to make your resume stand out, particularly when your domain is design. Impressive resume designs show your potential employer that you are full of outstanding ideas, a creative person with plenty of imagination to spare. While a creative CV design may not work with an economist or a lawyer, it is ideal for designers and artists. Self-promotion via print is a new trend these days, so design to impress. A creative resume is fairly important. Not only it resembles the youngsters' personality, it also speaks your capability and creativity. Putting more effort and thoughts into creating an impressive resume is definitely worthwhile, as it is usually the first thing any employer sees before flipping through your entire portfolio.

**What they learned:** The participants learnt how to make a creative CV



## Activity: What's your superpower?

**Description:** In groups of five, the participants invent a new superpower and follow the next steps: explain how the superpower is obtained. Anyone with that superpower also has a specific weakness (like Superman's kryptonite). Describe how one might use this superpower for good or evil. If you are so inclined, create a character that possesses this power and write a story about it.

**What they learned:** Develop writing skills and find out more about themselves.





## Activity: Elevator Speech

**Description:** An 'elevator speech' is a term taken from the early days of the internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money and the companies that won the cash were often those with a simple pitch. The best were those who could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator speech that worked was able to describe and sell an idea in 30 seconds or less.

**Know your audience:** Before writing any part of your elevator speech, analyze your audience. You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to. Having a 'generic' elevator pitch is almost certain to fail.



**Know yourself** - Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve and what benefits you bring to a prospective contact or employers.

Answer the following questions:

1. What are your key strengths?
2. What adjectives come to mind to describe you?
3. What is it you are trying to 'sell' or let others know about you?
4. Why are you interested in the company or industry the person represents?

**Outline your talk** - start an outline of your material using bullet points. You do not need to add any detail at this stage; simply write a few notes to help remind you of what you really want to say. They don't need to be complete sentences.



You can use the following questions to start your outline:

Who am I?

What do I offer?

What problem is solved?

What are the main contributions I can make?

What should the listener do as a result of learning your speech?

**Finalize your speech** - Now that you have your outline of your material, you can finalize the speech. The key to doing this is to expand on the notes you made by writing out each section in full.

**What they learned:** An elevator speech is as essential as a business card. The participants learned that they must be able to say who they are, what they do, what they are interested in and how they can be a resource to their listeners in several minutes.



## Activity: You're the expert

**Description:** The participants work in groups of 5. They choose something they know a lot about. In fact, choose the one thing they know the most about. They write an informative article explaining this thing to a layperson – someone with zero experience or knowledge on the topic.

**What they learned:** The participants learned more about the need of positioning and authenticity among non-profit sector.



## Activity: It's a small world

**Description:** “Networking is about doing what your mother told you to never do . . . talk to strangers. It’s like playing host at someone else’s party. At a real level, it’s about learning about other people and finding the links that you have with them.”

“Since, as Plato said, you can learn more by observing someone in an hour of play than in a lifetime of work, we’re going to play. We are also going to be using and enhancing our basic networking skills.” (Rob Benson)



**Quick Review:** the basic skills of networking are (have folks do these)

- a. Shaking hands
- b. Introducing yourself
- c. Smile
- d. Look the other person in the eye
- e. Place your name tag on the right.

**Activity:** In the next two minutes, shake hands with as many people in the room as you can, say hello, and give them your business card. There is only one catch: no two handshake/introduction combos can be alike. It's time to get creative . . .

**What they learned:** The importance of networking.



## Activity: Pair Share

**Description:** Pair off with someone you do not know, find three things that you have in common, but which are not obvious. After two minute mention them out loud.

**What they learned:** Ways of socializing and not judging by appearance.



## Activity: Life events

**Description:** Handout a print sheet of paper divided into four boxes. Have people label the boxes with four life stages or characteristics, such as:

- childhood, teen years, adult life, future
- my life: 10 years ago, 5 years ago, now, in the future
- my work life, my volunteer life, my college life, my free time

Have participants write words, phrases or draw pictures that symbolize each box. Have each person share or divide into small groups to share..

**What they learned:** The participants learnt how to define their careers judging by their past decisions and childhood dreams.





## Activity: Photo Book

**Description:** If a picture is worth a thousand words, what does your professional photo say about you? On a professional networking site such as LinkedIn, your picture may affect the opportunities that come your way — especially if you haven't met the other party in person.

**What they learned:** They learned about the importance of a photo and what it says about their professionalism and personality.



## Activity: Dress for success

**Description:** Dressing for your body type is one of the fundamentals of looking great. So, in this very practical workshop we look at the shape of everybody's body and their proportions, taking into consideration their personalities. It's based on the science of body shape combined with an introduction to concepts borrowed from the art world.

**What they learned:** The participants will find out more about their own body shape and proportions. The style elements that suit them best and those to avoid. How they can compromise when buying clothes off-the-rack, and where they should never compromise.



## Activity: Sharing our gifts

**Description:** To a certain extent, networking is also about impressing the person you are with. This is an opportunity to do that. Since we are all trainers, we are going to participate in the next activity, Each One, Teach One. Pair off, each teach a skill, move into groups of four, share your skills, then choose as a small group one of those activities to share with the larger group. Report out.

**What they learned:** The participants learnt more about ways of networking.



THANK YOU!



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