

## UNIT 2: SELF- KNOWLEDGE: PERSONAL AND PROFESSIONAL SELF-ANALYSIS

### SCRIPT

➤ **SLIDE 2 - SLIDE 3**

Hello, welcome back.

In this unit 2 we will talk about self-knowledge, as first step to develop your personal brand.

➤ **SLIDE 4**

During this unit, and all across the personal branding course, we will follow the theory called “iceberg theory”.

As you can see in this slide, visibility is just a part, a small part, of our personal brand. Of course, we all think about communication and social networks when we think about personal branding.

But in fact, if we just communicate without self-knowledge and a fixed strategy, we are just throwing ice cubes in the ocean.

The basic thing to create a personal brand is your own self-knowledge. You should be aware of your skills and weaknesses to find your best points. After this self-understanding you can start making your own strategy, according to your strengths and weaknesses and the perspectives of the market, that is: opportunities and threats.

Only with the right development of the first two points, SELF-KNOWLEDGE AND STRATEGY, you will achieve success in your visibility.

➤ **SLIDE 5**

Before starting any personal or professional project, an introspective self-assessment becomes essential to get to know your own skills. This way you can be more efficient and effective in your actions, for example creating a personal brand.

Of course, when we talk about self-knowledge, nobody can achieve this goal for you. It should be your personal job. In this MOOC we provide you with the tools to help you in this process.

➤ **SLIDE 6**

In unit 2 practical tips you will find different kind of exercises to help you developing your self-knowledge. The first exercise is a questionnaire to help you in the process. The second exercise is related to professional skills.

The third one is a personal SWOT. As you can see in the slide, personal swot consists in creating a self-analysis and an environmental analysis in order to help you defining strategies and improve your professional value.

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The aim of the SWOT analysis is to describe all the strengths and weaknesses identified in the external and internal context of the person, to help define a job search or professional branding strategy.

- Minimizing "Weaknesses"
- Reducing "Threats"
- Consolidating "Strengths"
- Taking advantage of "Opportunities"

➤ **SLIDE 7**

**And after self-knowledge, the strategy....**

*WHAT IS PERSONAL BRAND STRATEGY?*

The most important thing when developing our personal brand is identifying the target and implementing a strategy that becomes an action plan to achieve our objectives.

**The main objectives or requirements to develop a personal brand are:**

➤ **SLIDE 8**

**Be Known:** As we said in the first point of the unit, self-knowledge is the first requirement to build a successful personal brand. We should know who we are, what motivates us, and what we want, among others.

And, of course, we must make ourselves visible, get notoriety, be known.

➤ **SLIDE 9**

**Be recognized:** We can be very popular but maybe no one associates us with something positive or a competitive advantage. That's why we should link what we do to our name.

➤ **SLIDE 10**

**Be remembered:** It is essential that in addition to do good things and be recognized, we generate a lasting impact over time. That's why personal branding is more necessary than ever.

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➤ **SLIDE 11**

**Be believed:** The next step is trust. If we are good and we offer something interesting, but we are not able to demonstrate that we are able to fulfill it, then others will not take us into account.

➤ **SLIDE 12**

**Be desired:** People don't always take decisions on rational aspects. Desire, feelings, beliefs and other emotions are influence factors as well.

➤ **SLIDE 13**

**Be chosen.** There is still something else. You can be known, recognized and desired, but be out of the game because someone else got the upper hand. You must be considered as the best option for concrete facts. Differentiation is essential at this point.

➤ **SLIDE 14**

**PERSONAL BRANDING PROGRAM:**

**To develop your personal branding strategy we should:**

- Start collecting data for analysis.
- With that information, evaluate the distance that separates you from your goal in order to know what you need.
- At some point you have to make decisions and choose the necessary actions.
- With that information you will create a plan that will specify when, who, where and how you are going to do it.
- But this is not enough, you have to keep going and put our plan in action if you want to position yourself in the market.
- As your project progresses, you will have to measure and control if you are on track.
- Finally, you will take corrective action and make adjustments.

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➤ **SLIDE 15**

Finally, in unit 2, along with this video you will find:

Practical tips file, and practical info. Thank you for your attention.