

UNIT 5 – PLANING CAREER AND PERSONAL BRANDING

SCRIPT

➤ **SLIDE 1**

➤ **SLIDE 2**

In this unit we are going to introduce you to the relationship between personal career and personal branding. How personal branding can help you on your professional career and the different decisions you should make along your life.

➤ **SLIDE 3**

We are going to focus this unit on 5 different aspects: first of all, the Concept of career planning, secondly how we can successfully develop our personal branding and career development and finally the main tactics for Successful Career Branding.

➤ **SLIDE 4**

Career planning is not a one-time activity done in high school or college and then left behind as we move forward with our jobs and careers.

On the contrary, career planning is a constant activity.

Career planning is not a hard activity. It should be liberating and fulfilling, providing goals to achieve in your current career or plans for beginning a transition to a new career.

➤ **SLIDE 5**

Career planning can be a rewarding and positive experience.

➤ **SLIDE 6**

Remember that we all have a personal brand; the difference is whether you want to manage it or not. During your professional career you will have to face many different challenges and personal branding can help you in many aspects. First you should know your passion in order to direct your career toward your goals. Begin with an end in mind and have strong aspirations. But you must recognize that it is difficult to have a constant and permanent knowledge of yourself. We

all change and it is not recommended to have just one dream about your professional career.

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We live in changing times. If you look back, you will see that ten years ago things were very different from today. And it is likely that in the next ten is going to be the same. So, it's okay to answer the typical question: Where do I want to be in ten years? But you must consider that neither you will be the same or your industry or the way of doing things. Anyway, don't worry, Bob Dylan – the Nobel prize 2016- had the same opinion more than five decades ago, in this strange album. And probably he was right.

➤ **SLIDE 8**

There are no magic solutions to fix your professional career, but: Currently the best companies are those with a great capacity for adaptation. Then it is logical to think that the best careers will be those that best adapt to changes.

Nowadays companies live in a permanent “beta” phase, that means, they have to be aware of the environment and change and adapt constantly. Your career should be in beta phase, too. That doesn't mean to forget long term planning, just understand that you will need to modify it permanently.

➤ **SLIDE 9**

If you are in permanent beta, then you can not do it alone. Big professionals build networks that help them to succeed. It is one of the keys. Teamwork skill is essential for everyone and especially for young careers. We must get talented people to help us. In the slide you can see a LinkedIn connections map for a certain professional. What this map represents is the base for our professional growing and career.

➤ **SLIDE 10**

Partnerships, resources and assistance should go in both directions. We need skills to build relationships. It is one of the bases of personal branding throughout your professional career. You must work together and provide feedback to those who have common goals and professional interests.

➤ **SLIDE 11**

Build good relationships: It is important to have a good contact network, as large as possible. But prioritize quality relationships among quantity. Position yourself in a competitive point of view. Be empathetic and help people around your network: you will improve your skills as you see the world from the perspective of others. Discover what people want. You just start building honest relationships when you put yourself on the shoes of the other person. You should seek common interests among people who are working.

➤ **SLIDE 12**

The last point for unit 5, think about some tactics to improve your career.

1. Make Career Planning a regular event: you have to adapt your career planning, so give yourself some time to do it regularly (we recommend you to do it at least once a year).

2. Map Your Path Since Last Career Planning: control your evolutions.

3. Reflect on Your Likes and Dislikes, Needs and Wants.

4. Look Beyond Your Current Job for Transferable Skills: Every job requires a certain set of skills, and it's much better to categorize yourself in terms of these skill sets than be so myopic as to focus just on job titles.

➤ **SLIDE 13**

And the last 4 points:

5. Review Career and Job Trends: having information about career trends is vital to long-term career planning success.

6. Set Career and Job Goals: try to define some short term goals and some long term goals.

7. Explore new education opportunities or training.

8. Research Further Career/Job Advancement Opportunities

➤ **SLIDE 14**

You can find practical tips and info to improve your knowledge in unit 5.

➤ **SLIDE 15**

Thank you for your attention. We hope you've enjoyed the Personal Branding MOOC!

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