

PRACTICAL TIPS UNIT 5: PLANNING CAREER AND PERSONAL BRANDING

1. Find your mission, vision and values related to your professional career.

- ✓ **Mission:** you should define “what” you want to do.
- ✓ **Vision** is how and where you see your professional career and the direction you are taking.
- ✓ **Values** are the main principles you want to follow to achieve your goals according to your way of thinking.

→ **Then, ask yourself:**

- a) Do you have identified the three points mentioned above?
- b) Do you think the situation you have now is the appropriate to achieve your vision?
- c) Can you improve your knowledge and skills in order to follow your mission and vision? How?

2. Answer the following questions:

- a) Where do you see yourself in 10 years?
- b) What makes you unique?
- c) What is your professional experience? Will it help you to be where you want to be in 10 years?
- d) How have your profession changed in the last 10 years?
- e) According to answer d), can you imagine the evolution of your job and sector in the next 10 years?

3. Have a look at your Personal SWOT (if you don't have one, go back to unit 1 where you have the instructions to do it).

- a) Do you think Opportunities and Threatens will change along your Professional career?
- b) Do you think your Strengths and Weaknesses will change along your Professional career?
- c) How often do you think you will adapt your personal SWOT?

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4. Create a career map or diagram:

According to the instructions from Unit 5 video and the following article do your own career map.

→ <http://www.businessnewsdaily.com/6432-create-career-roadmap.html>,

5. Reflect on the skills acquired through non formal activities (Sports, daily activities, etc.) and see if they can be helpful for your personal branding



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