Guideline:

**1. Introduction**

* **Objective**: State the purpose of career grooming and personal branding.
* **Importance**: Explain how this impacts professional growth and opportunities.

**2. Self-Assessment**

* **Strengths and Skills**: Identify key skills, talents, and competencies.
* **Weaknesses**: Recognize areas for improvement.
* **Values and Passion**: Define personal values and career aspirations.
* **Unique Selling Proposition (USP)**: What sets you apart?

**3. Career Grooming**

* **Skill Development**:
  + Identify skills relevant to your career goals.
  + Create a plan for continuous learning
* **Professional Etiquette**:
  + Communication skills (verbal and written).
  + Workplace behavior and ethics.
* **Networking**:
  + Did build meaningful connections in your field?
  + Did attend industry events, seminars, and webinars?

**4. Personal Branding**

* **Define Your Brand**:
  + Craft a personal mission statement or tagline.
  + Align your brand with your values and career goals.
* **Online Presence**:
  + social media profiles (LinkedIn, Twitter, etc.).
  + Share content showcasing expertise (blogs, articles, videos).
* **Portfolio Building**:
  + Showcase achievements, projects, and testimonials.
  + upload an updated, visually appealing cv/resume.

**5. Practical Exercises**

* **Mock Interviews**: Practice with feedback in Diptyquest.
* **Personal SWOT Analysis**: Review regularly to track growth.