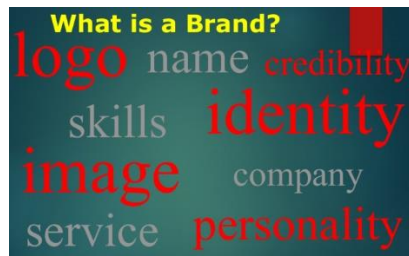
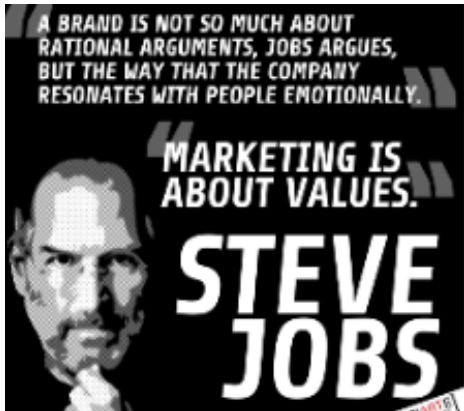


L1 : Personal Branding and Networking Skills



*Personal branding is a **revolution** in the way we manage our careers or businesses. It's a way of **clarifying and communicating** what makes you different and special.



*What A Successful Brand Gives YOU !

- Differentiate yourself from your peers.
- Understand yourself better.
- Achieve your personal and professional goals.
- Increase your confidence and self-motivation.

Promote your strengths.
Remind the world why
you are special and why
it is special to do business
with you!

~ Mary Schnack

*The 3 Pillars of Personal Branding :

1. Market (How do I address my customers' needs ?)
2. Message (How can I communicate my unique value ?)
3. Meaning (What does it all mean to me and my community ?)

Market ?

- Step 1 : Perform customer-centric needs analysis.
- Step 2 : Create an inventory of competitors.
- Step 3 : Focus a value proposition on outcomes.

Message – Communication ?

- Step 1 : Create a channel map.
- Step 2 : Select and create branding elements.

Meaning – Making your brand matter ?

- Step 1 : Check for “brand alignment” : Your differentiated brand should be in alignment with your personal life goals and sense of purpose.

*How to maintain your Personal Brand ?

1. How to maintain your Personal Brand ? (Values, Roles, Goals).
2. Find out what makes you UNIQUE.
3. Invest in yourself (Trainings, certifications...).
4. Discover your competencies; improve & maintain them.

* PERSONAL BRAND STATEMENT ?

It is a 2-3 sentence paragraph that clearly tells people who you are and what you stand for.

Your personal brand statement should become part of your online and offline career marketing communications.










*Personal Branding Canvas :

(use these prompts to help you)	
Strengths What am I good at? Skills Talents Personality Achievements People that can help you	Weaknesses What's not so hot? What could you improve? Mental blocks Missing skills Personality
Opportunities With those strengths, what could I do that I'm not doing already? e.g Future studies Further/Higher Education Career	Threats But what could stop me? e.g Obstacles Accidents Peer pressure? Drugs?

*Personal SWOT Analysis :

A framework or tool designed to help you structure and strategize your personal branding efforts. Similar to a business model canvas or other strategy canvases,

1. Identity: Who you are, your values, beliefs, and passions.
2. Target Audience.
3. Value Proposition.
4. Channels: (e.g., social media, blogs, public speaking).
5. Content Strategy: (e.g., articles, videos, podcasts).
6. Consistency.
7. Feedback and Adaptation.

 Who You Are Identity Personality, professional history, education, interests, passions, Values and vision.	 What You Do Offering Services That You Offer It seeks to solve customer problems and satisfy customer needs with value propositions.	 What Benefits Key Benefits It seeks to solve customer problems and satisfy customer needs with value propositions.	 Why You Positioning It's how you want others to feel about you.	 Who Needs To Know Audience Your Target Audience - Your Customers
 Why You're Credible Supporting Content Resume, Portfolio, track record, Certifications, training, learning results, Roles in associations and activities.	 How This Knows You Channels Through which Channels do you sell reach your Audience.	 What You Need Investments In which do you want to invest or must you invest to successfully Brand yourself?	 What You Get Results Visibility, awareness, recognition & memorability	

*WHAT IS NETWORKING?

Networking is a mutually beneficial interaction that involves the exchange of ideas and information between people who share a common career, area or interest.

*NETWORKING IS ABOUT :

- Building relationships.
- Establishing 2-way communication.
- Building trust networks.

*THE IMPORTANCE OF NETWORKING :

- Around 80% of jobs are filled through networking.
- 70-80% of positions are NOT even advertised.
- The most connected individuals end up as the most successful.
- Investing in both personal and professional relationships pays back throughout your career course.

*Types of Networks :

Professional Network/ Social Network/ Online Network.

*How to network :

1. Attend Networking Events.
2. Join Professional Associations.
3. Online Networking.
4. Alumni Networks.
5. Social Gatherings.
6. Volunteering.

*HOW TO GET BETTER AT NETWORKING ?

YOU need to learn how to pitch yourself! (A pitch is a short summary about yourself and what you do in the time it takes to ride an elevator « 30-second »).

The hook should grab the attention of the listener.



The Four-Step Elevator Pitch

- 1 Start by introducing yourself**
"Hi, my name is Sara.
It's so nice to meet you!"
- 2 Provide a summary of what you do**
"I'm a PR manager, specializing in overseeing successful initiative launches from beginning to end."
- 3 Explain what you want**
"I find the work your PR team does to be innovating and refreshing — I'd love the opportunity to put my expertise to work for your company."
- 4 Finish with a call to action**
"Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?"

*Tips to network better!

- Meet people through other people.
- Don't Ask For A Job.
- Don't Take Up Too Much Time.
- Let The Other Person Speak.
- Find a Reason to Follow Up.
- Strengthen your Online Presence.

L2 : Emotional and Social Intelligence

*What is intelligence ?



*How many types of intelligence do you KNOW ?



*What Are the Signs of Emotional Intelligence ?

We define EI as the ability to:

- Recognize, understand and manage our own emotions
- Recognize, understand and influence the emotions of others
- It is a factor in personal and professional success

IQ ? (Can't increase / Predicts only 20% of your success in life)

Your IQ usually refers to your intellectual ability. Some of the most common elements of your IQ include your ability to:

- Use logic to solve problems
- Plan and strategize
- Understand abstract ideas
- Learn and adapt to change
- Grasp and use language

EQ ? (Not fixed / Can be improved throughout life)

Your emotional quotient (EQ) generally refers to your ability to sense emotion in yourself and in other people. In general, if you have a high EQ, you may find it easier to :

- Identify emotions in yourself and others
- Empathize with other people
- Adapt your feelings and behavior to different situations
- Resolve conflicts with others
- Communicate effectively

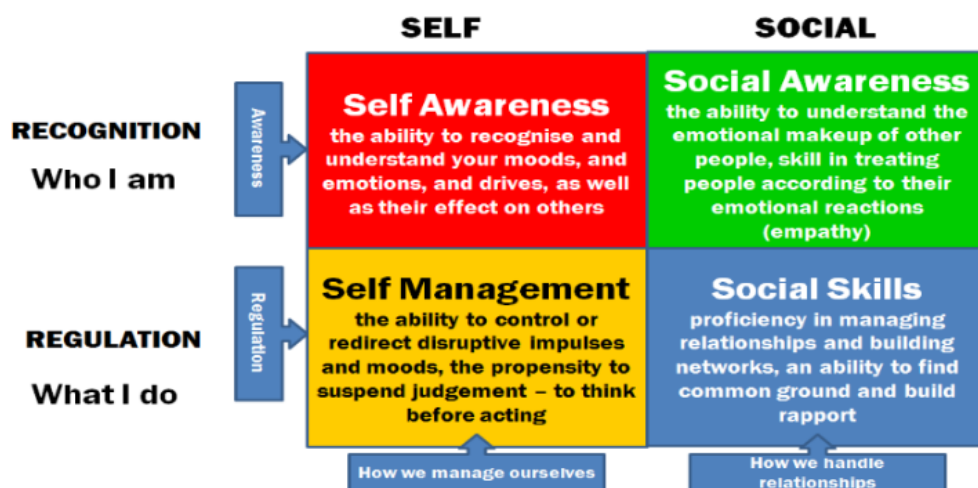
90% of the success of outstanding leaders is attributable to emotional intelligence (EQ), which is twice as important than intellectual intelligence (IQ).

*At a personal level, emotional intelligence helps us :

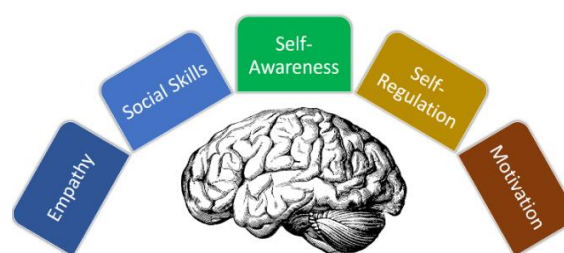
- Have uncomfortable conversations without hurting feelings.
- Manage our emotions when stressed or feeling overwhelmed.
- Improve relationships with the people we care about.

*At work, emotional intelligence can help us :

- Resolve conflicts
- Build relationships and motivate others
- Create a culture of collaboration
- Build psychological safety within teams



*Elements of EI :



1. Self Awareness :

It is the ability to recognize your feelings and understand your emotional reactions, and how they influence your behavior and performance.

The Top 4 Traits of Self-Aware People :

- Wisdom.
- Honesty.
- Humility.
- Confidence.

2. Self Regulation :

Self-regulation is the ability to monitor and manage your energy states, emotions, thoughts, and behaviors in ways that are acceptable and produce positive results such as well-being, loving relationships, and learning.

Anybody can become angry – that is easy, but to be angry with the right person and to the right degree and at the right time and for the right purpose, and in the right way – that is not within everybody's power and is not easy.

Aristotle

Qualities of Self-Regulators :

People who are adept at self-regulating tend to be able to:

- Act in accordance with their values.
- Calm themselves when upset.
- Cheer themselves when feeling down.
- Maintain open communication.

3. Motivation :

Self-motivation is our personal drive to improve and achieve, commitment to our goals, initiative, or readiness to act on opportunities, and optimism and resilience.

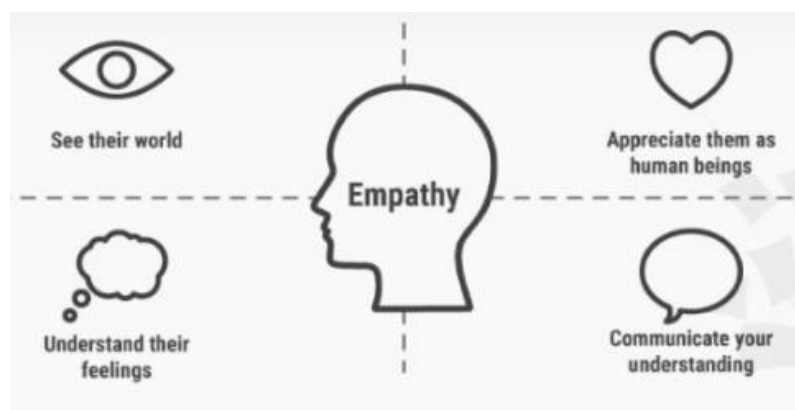


How can you improve your motivation ?

- Keep your goals small and measurable.
- Reward yourself for hard work and persistence.
- Do something you enjoy every day.

4. Empathy :

Empathy is an awareness of the needs and feelings of others both individually and in groups, and being able to see things from the point of view of others.



5. Social skills :

Social skills are the skills we use to communicate and interact with each other, both verbally and non-verbally, through gestures, body language and our personal appearance.

*How can you build social skills ?

- Improve your communication skills.
- Learn how to praise others.
- Show interest in others.

*Social Intelligence :

Social intelligence can be defined as the human ability of decoding the happenings of the world and responding to it likewise.

*Why is social intelligence important ?

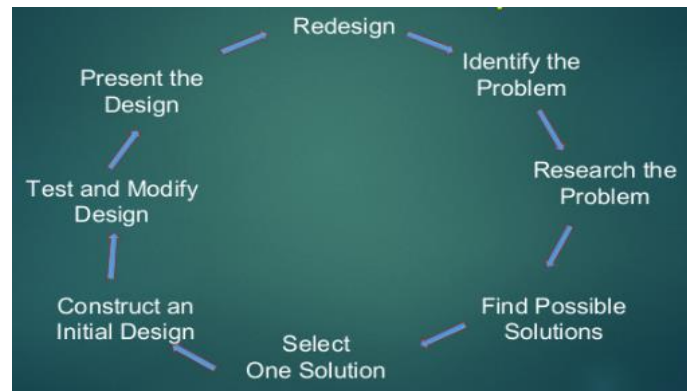
Social intelligence helps individuals build relationships – and is important to numerous aspects of a person's life. It allows an individual to form friendships and alliances.

L3 : Engineering

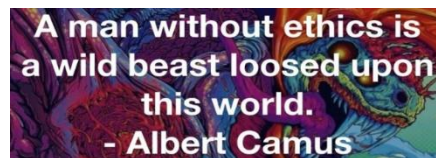
*What is Engineering ?

Engineering involves the application of the principles of science and mathematics to solve real world problems.

*The Engineering Design Process Loop :



*What does the word ETHICS mean to you ?



*ETHICS is :

- A branch of philosophy that is concerned with human conduct and the behavior of individuals in society.
- Ethics examines the rational justification for our moral judgments.
- It studies what is believed to be morally right or wrong, just or unjust.



*Ethics and their underlying values are **core beliefs** which develop a person's character and shape their actions.

*Most often these underlying beliefs are **unconscious**, unseen and unknown by the individual but make themselves known through their actions.

*Engineering Ethics is:

“The study of Moral Values, Issues and Decisions as they relate to Engineering Practice”

*Why Ethics for Engineers ?

- Engineers are expected to exhibit the highest standards of honesty and integrity.
- Engineering has a direct and vital impact on the quality of life for all.
- Services provided by engineers require honesty, impartiality, fairness, and equality.
- Engineers should be dedicated to the protection of the public health, safety, and welfare.

*TWO DIMENSIONS OF ETHICS IN ENGINEERING :

1. Engineers need to be socially responsible when building products and processes for society.
2. Engineering Ethics is preventative – Solutions thinkers. (Anticipating ethical problems that left, unattended, become an ethical crises).

*ENGINEERING ETHICS is Professional Ethics:

- Shortly Engineering ethics is how engineers morally act as Engineers.
- This is professional ethics NOT personal ethics.

*Personal Ethics : is the set of one's own ethical commitments.

*Common Morality : is the set of moral ideals shared by most members of a culture or society.

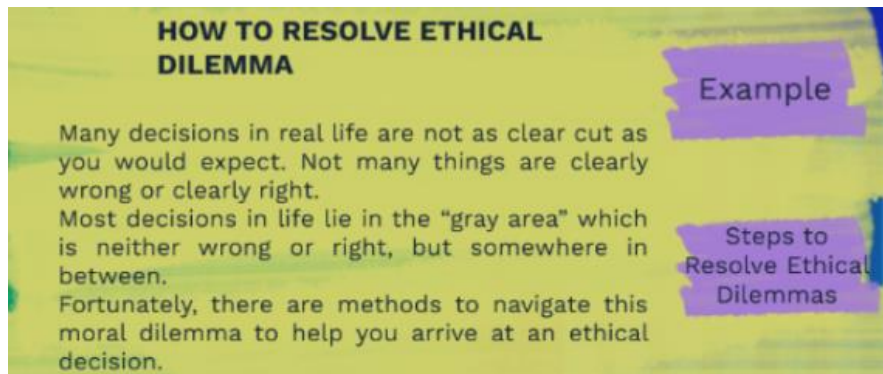
*Professional Ethics : is the set of standards adopted by professionals. It can be different from personal ethics and common morality.

*FUNDAMENTAL CANONS : Engineers, in the fulfillment of their professional duties, shall:

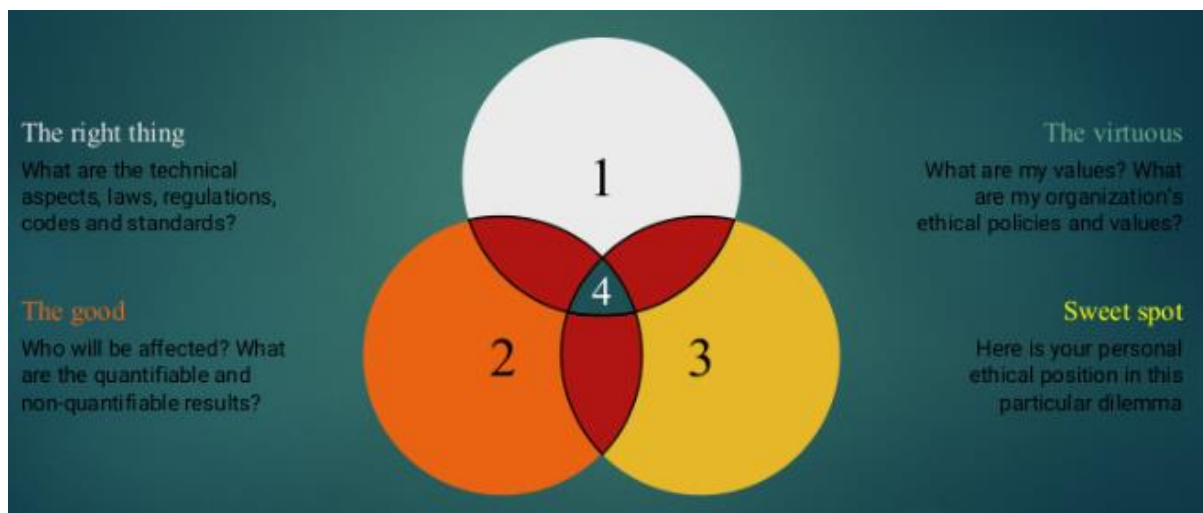
- Hold paramount the safety, health, and welfare of the public.
- Perform services only in areas of their competence.
- Issue public statements only in an objective and truthful manner.

*What is an ethical dilemma?

An ethical dilemma (ethical paradox or moral dilemma) is a problem in the decision-making process between two possible options, neither of which is absolutely acceptable from an ethical perspective.



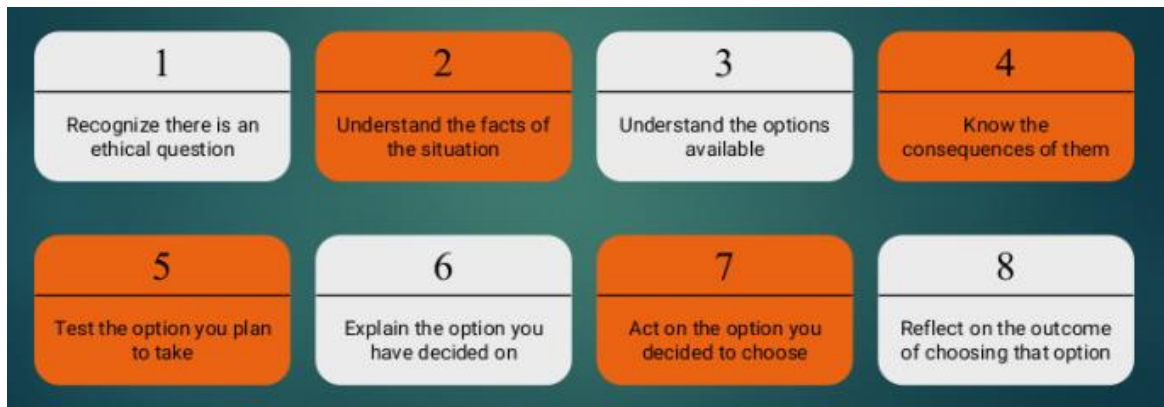
*Ethical Dilemmas - Things to consider..



*AI ETHICS :

- Artificial intelligence is already changing the way we live our daily lives and interact with machines.
- As AI becomes more powerful across the globe, it will also become more dangerous as a weapon.
- It could help us solve a huge number of technical, economic, and societal problems. However, it will also come with **serious drawbacks and ethical challenges**.

*Ethical Decision Making Process :



Engineering is not only study of
45 subjects but it is **moral**
studies of intellectual life.

Albert Einstein ”

L4: Interviewing Skills

*JOB INTERVIEW DEFINITION :

A job interview is a process in which a potential employee is evaluated by an employer for prospective employment in their company, organization, or firm.

*PURPOSE OF JOB INTERVIEW :

Your objective is to get an offer of a job, and the employer's objective is to find out the following:

- What you have to offer (your skills, abilities, basic knowledge).
- Who you are (your personality, character, interests).
- Why they should hire YOU (do you have what they are looking for).

*TYPES OF INTERVIEWS :

- One-on-one interview (Under this approach, single interviewer interviews single candidate and these interviews are held in series.)
- Telephonic interview (the telephonic interview is a pre-screening interview in which the interviewer analyzes the candidate through a phone call.)
- Video-call interview (is the next level of the telephonic interview which allows the interviewer to see who he/she is interviewing. Usually, such interview is preferred when either of the party cannot be physically accessed.)
- Panel interview (is a type of interview which is conducted between the single candidate and a panel of interviewers. May include 2 or more experts from the specific field.)

*PREPARING FOR INTERVIEWS (is the key to success) : **STAR-L METHOD**



*HOW TO PREPARE FOR AN INTERVIEW ?

1. BEFORE THE INTERVIEW :

- **KNOW YOURSELF :** To prepare for answering questions about yourself,
- **RESEARCH THE POSITION :** Analyze the job description and how your background, skills, and experience apply to the position / Evaluate your interest in this career field and be able to verbalize it.
- **RESEARCH THE EMPLOYER AND INDUSTRY :** It is important to learn as much as you can about the employer before you interview.

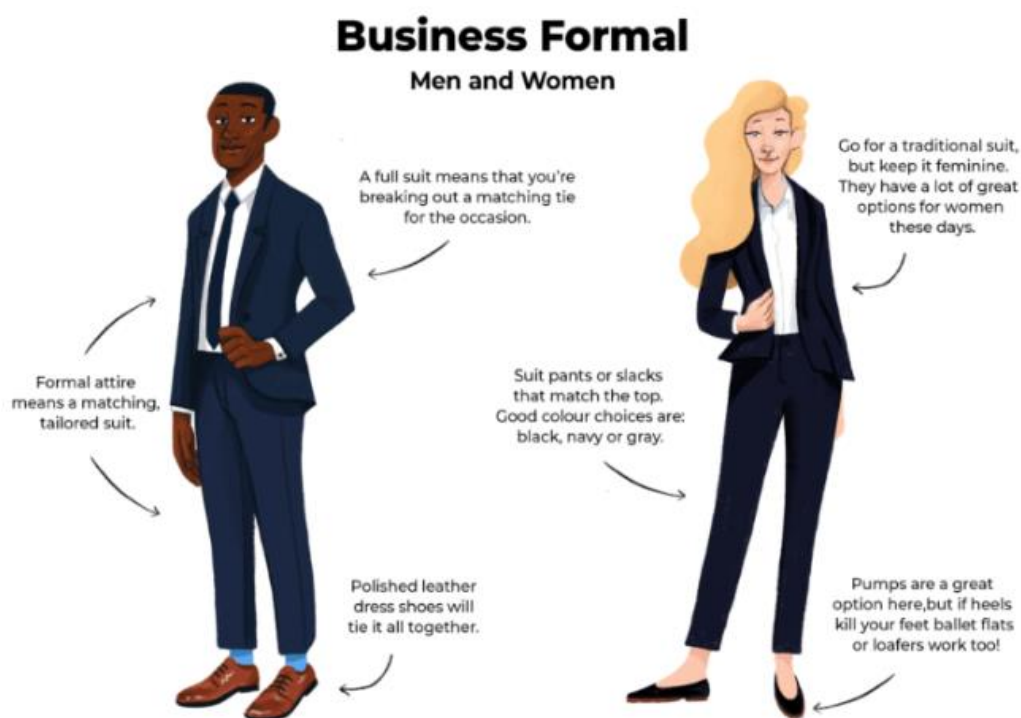
2. DURING THE INTERVIEW :

- Be on time.
- Dress appropriately
- Greet the interviewer by name, with a smile and a firm handshake.
- Show your enthusiasm.

3. FOLLOW-UP :

Send a thank you email to the interviewer within 48 hours of the interview. Tell the interviewer you appreciated him/her taking time to see you and restate your interest in the position.

*INTERVIEW ATTIRE :



*COMMON INTERVIEW QUESTIONS :

Preparing talking points for common interview questions can help you feel confident and prepared.



*WAYS TO MAKE A GOOD IMPRESSION DURING AN INTERVIEW :

Show how you are a good fit with the company.

- Demonstrate your skills.
- Show your confidence.
- Be mindful of nonverbal communication.
- Use your communication skills.

***DO'S** : examples :

- Dress appropriately for the industry.
- Arrive early; 10 minutes prior to the interview start time.
- Maintain good eye contact during the interview.

***DON'TS** : examples :

- Don't act as though you would take any job or are desperate for employment.
- Don't make excuses. Take responsibility for your decisions and your actions.
- Don't allow your cell phone to sound during the interview.