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| **1. Your Values**  *Who you are, what you value*  *Hint: Top values exercise.* | **3. Brand attributes**  *What is your brand image? What do others think you’re good at?*  *Hint: Brand attributes exercise* | **5. Who’s your audience** *Who are the people you target to achieve your goals? In what places or communities can you find them?*  *Hint: Audience exercise* | **7. Profiles/Channels**  *Time to tell the world: tailor your profile to portray your brand*  *Hint: Linkedin + CV + Student Profile exercise* |
| * Social change: I want to make a contribution to society at large. * Manage a team in the long run | * Communication skills * Leadership * Energy * Perseverance | * CEOs * Recruiters | * LinkedIn * CV |
| **2. Top Skills**  *What you can do*  *Your skills, talent, experience, know-how.*  *Hint: Top skills exercise.* | **4. Your goal**  *What do you want to achieve?*  *Hint: Contract exercise. DYNAMIC* | **6. Personal Branding Statement** *Tie it all together*  *1 + 2 + 3 + 4 + 5*  *Hint: Branding statement exercise* | **8. Promote your brand** *Es: social networks, personal website, marketplaces, new offices or branches, new service or product types, etc.*  *Hint: Networking challenges* |
| * Active listening skills * Math skills * Solving problems | * In the next three months, launch a new career as a data analyst, working in a fast-growing company working on projects that have an impact on society. | * my communication and technical skills allow me to make a positive contribution to the teams I worked with | * social networks * new offices or branches |