



Re-motivate young NEET women to enter the labour market by building their personal branding through gamified training

Brand Game addresses post-COVID challenges for young NEET women entering the job market. It focuses on empowering women to build their personal brand through training materials and hands-on challenges, facilitating experiential learning for market readiness. Brand Game aims to create personal branding training for young women, develop a collaborative Minecraft game for motivation, and establish a communication hub connecting job/training providers with seekers.

BUILDING YOUR PERSONAL BRAND

Define your purpose

What difference would you like to make?

Long-term mission and vision

Find your brand story and create your brand framework

What do you want to be known for?

What will make you stand out against your competition?

Build your personal brand's online presence

- Select your social networks of choice

facebook, X, Linkedin, Instagram,...

- Start creating and publishing your own content.

Pursue a personal branding strategy

Having a strategy will keep you on track and ensure you'll end up where you want to go. It's your vision and roadmap that everything you do should fit into.

Share your brand story with the world

Be sure to create an appealing look and feel and use a consistent brand voice on any platform you're active on.

