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

## What is Personal Branding?

It is the footprint we leave on others. It is about clearly communicating the unique promise of value we offer.

It allows us to communicate the strengths, skills and values that make us different and use them to distinguish ourselves.

It isn't enough to be a good professional, you also need to know how to communicate it, that's why it

is vital for each person to know themselves

If you know who you are, you can exploit your competences, identify more easily what you want, the opportunities you can seize, the threats you may face and the weaknesses you need to decrease.

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Working on your personal brand helps you to distinguish yourself, position yourself, adapt, make contacts...

Brand Game (2022-2-CY02-KA220-YOU-000095800) is funded by the European Union. The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

