



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

# What is Personal Branding?

01

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

02

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

03

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

04

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.

05

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