

Birmingham Cornerstone Employers

Me plc

Personal Branding Programme



Name



Introduction



Me plc is a programme originally designed by Rikem Training & Consultancy Ltd which has been further developed by volunteers from the Birmingham Cornerstone Employer Group, who work with Birmingham Careers Hub to support schools in preparing and inspiring young people for the future fast-changing world of work. The employers who helped with this project are Lendlease Construction, Jacobs, Aston Villa Football Club, EY, EY Foundation, Birmingham Education Partnership, Birmingham and Solihull Mental Health NHS Foundation Trust and the Careers and Enterprise Company.

As a result of the uncertainty young people have expressed following the Covid-19 pandemic, the programme has been created to help you prepare to apply for your next step – further education, training, employment, work experience or volunteering.

The films and activities guide you through different activities to reflect on:

- your individual story
- who you are and how you want others to see you
- your skills and qualities
- your aspirations

Record your ideas in this workbook and on your Me Board. This will help you to create your own personal brand which you are challenged to summarise in a 29 second pitch.

The importance of Information

Imagine you want to buy a new car. There are two cars for sale and they are both good cars but you will need to choose one of them



Which car would you choose? Why would you choose that car?



The car salesperson has some information for you about each car.

Car 1		Car 2	
Price	£48,000	Price	£25,000
Top Speed - 165 mph		Top Speed - 125 mph	
Miles per gallon - 25		Miles per gallon - 38	
Safety Rating - 5 stars		Safety Rating - 4 stars	
Insurance per year - £1800		Insurance per year - £900	
Reliability - 95%		Reliability - 86%	

Which car would you choose now?

Does any of this information change your mind?



Car 1 is **more expensive**.

Car 1 has a **higher top speed**

Car 1 **uses more fuel** for each mile you drive

Car 1 is **the safest** car (5 Stars)

Car 1 is **more expensive** to insure

Car 1 is **more reliable**

Car 2 is **cheaper**.

Car 1 has a **lower top speed**

Car 1 uses **less fuel** for each mile you drive

Car 1 is **not as safe** as Car 1 (4 Stars)

Car 1 costs **less** to insure

Car 1 is **less reliable**



If can afford a higher price, top speed is important to you and you want a car that is very safe and reliable you would probably choose **Car 1**

However

If you want a car that costs less, top speed isn't important, is cheaper to run and less to insure you would probably choose **Car 2**



The more information we have, the better choices we can make .

Who will get the job?

It is the same with an interview for a college place, a training course or a job.



The boss does not know these people at all. The boss knows that they all have similar qualifications, can see they are all smartly dressed and they were all on time to the interview but that is all.

So how does the boss choose the best person for the job?

The boss needs more information

The best way for the boss to get more information is to talk to each person and ask them questions in an interview.



So, you have an interview....
...What's next?

Interviews can be very stressful.

Imagine walking into a room and being faced with this interview panel....



How can you make an interview less stressful?

Prepare your answers

The boss will often say *'Tell me about yourself!'*

This is **your big chance** to tell the boss everything that is great about you. This could give the boss the information they need to make them give you the job.

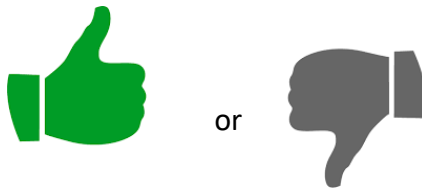
This is the time for you to sell yourself.

Introducing the 29 second pitch

Video

Show a good 29 Second pitch

What did you think of this persons 'pitch'? Were they confident? Was it interesting?



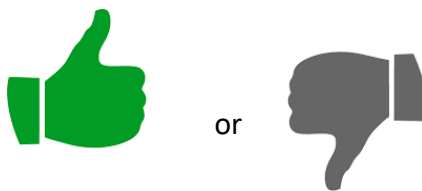
What information did they give you?

Introducing the 29 second pitch

Video

Show a poor 29 Second pitch

What did you think of this persons 'pitch'? Were they confident? Was it interesting?



What information did they give you?

Everyone has a story to tell

What would you include in your pitch?

What do you think might be interesting about you?



Your Story

Your story enables you to think about who you are as a person and what has made you the person you are. Telling your story enables people to connect with you and understand what makes you unique.

Your story will have a beginning...

(Where were you born? Where did you go to school? Was there anything unusual, different or interesting about your early life?)

It will have a middle.....

(As you grew up, what were your interests or hobbies? Were you in any clubs or teams? What subject was your favourite at school? Did you win any awards at school? Did anything unusual, different or interesting happen to you? What are you most proud of in your life?)

And it will have an end.....

(What are your aspirations for the future? What do you want to do with your life? What are your dreams?)

Your Story

My beginning....

My middle....

My end....



What do others think about you?

Discovering Me

-Dan Hickman

City Growth Director Jacobs



As well as being able to look at yourself and be able to tell your story, it is important to consider what others might say about us. They might identify the same things about you as you did. They might also say things you hadn't thought of.

Ask them to be honest but also to be kind and constructive!

You could ask...

Your friends....



Your family.....



Your teachers.....

What does your social media say about

We all use social media to share information about us. We share how we feel, our photos, experiences and sometimes our opinions.

Sometimes this information can be seen by other people who would like to know more about you..... even a boss researching you before an interview!

What might a boss think about you if he saw things like this on your social media?



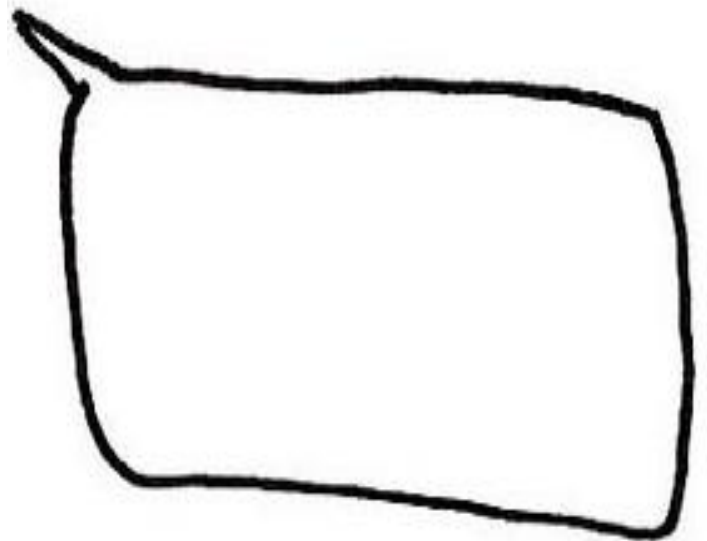
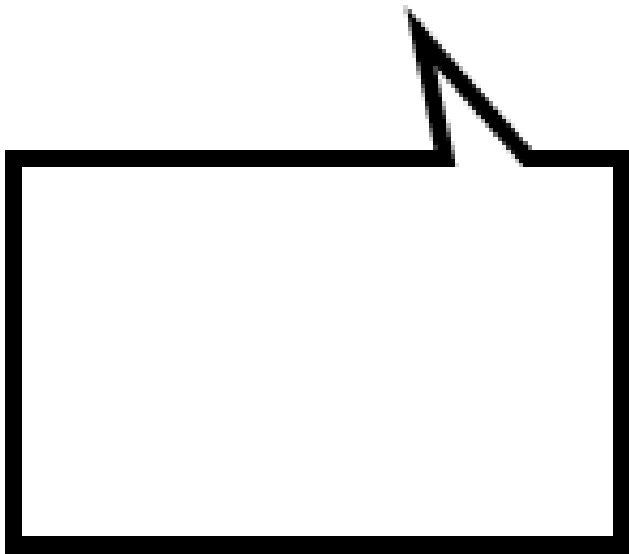
Would you want to give this person a job?

Discovering Myself

Write down some of the things about you that you found out from others and from your social media.



Family	Friends
Teachers	Social Media



If there is anything good about you that you haven't include in your story, you can include it now

Skills and Qualities



All jobs are different and they require different skills and qualities to do them.

It is important that you think about a job you would like to do and then consider what skills and qualities you would need to do it.



What skills and qualities would you need to do these jobs?

What skills might the employer be looking for?



Skills and Qualities

In the table below, identify at least 5 different skills and qualities that you have. Explain this skill or quality with an example e.g. Communication – I demonstrate communication skills when I play netball where I must consider the rest of the team.

My Skills <i>e.g. Communication, Leadership</i>	My Qualities <i>e.g. Caring, Adventurous</i>
Leadership: My most extensive quality is leadership and how I can help other people grow from my own abilities and help them develop it.	
I can adapt myself in any situation: In any normal circumstances, I am able to adapt myself to match the atmosphere.	
Flexible working: I am able to be flexible when it comes to working by myself and also with others. I am able to be dependable and expressive in a group full of people and also strong effort is given when I'm independent.	

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Skills I would like to learn / improve	

Try to mention some of your skills and qualities in your pitch

Skills and Qualities

At Braidwood School we want you to develop your skills and learn new ones too.

We can group similar skills together.

We use a scheme called Skills Builder that puts skills into the following groups

Skills Builder



What is this skill?

Can You Give an example of this skill? When have you used it?



What is this skill?

Can You Give an example of this skill? When have you used it?



What is this skill?

Can You Give an example of this skill? When have you used it?



What is this skill?

Can You Give an example of this skill? When have you used it?



What is this skill?

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What is this skill?

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What is this skill?

Can You Give an example of this skill? When have you used it?

Career Aspirations - My Future



We don't know what the future will be for us. However, it is good to have a plan and maybe a few dreams of what we want from the future.

Knowing what you would like in the future will help you make better choices as you go through life.

It is important to be flexible though because our aspirations, our plans and our dreams can change.

Where do I want to live?

How would I like to help other people?

All our dreams can
come true if we have
the courage to pursue
them

Walt Disney

Where do I see myself in
the future?

What is my dream job?

What places would I like to see and what
adventures would I like to experience?

What difference would I like to make to
the world around me?

My Pitch

Think of a job you would like to do. Imagine you have an interview for this job.

Now prepare a 29 second pitch for the boss so, when they ask you to tell them something about you, you are prepared, confident and ready to stand out from the crowd!

Remember to think about the following:

1. The boss wants information about you to decide if you are what they are looking for.
2. Think about your story and what will be interesting to the boss. Remember the beginning, middle and end.
3. Mention some of the good things that others think about you.
4. Make sure you talk about some of your skills and qualities and give examples
5. Talk about your aspirations, plans and dreams for the future

Have another look at some good examples of a pitch.

Example of a
29 Second Pitch

Example of a
29 Second Pitch

Example of a 29 Second Pitch

My Pitch

