**Creating your Personal Brand**

In our last newsletter we looked at some ideas to help you explore how the things you enjoy and are good at can help you decide what options are out there for you career wise in future.

It’s important that you don’t settle for a job which doesn’t offer you the opportunity to enjoy what you do and be fulfilled.

Once you have tried some of the activities which help you explore your skills and personal strengths its time to start to shape your Personal Brand. Your Personal Brand is the thing that makes you unique.

**When you think about your favourite brands what attracts you to them?**

Quality

Performance

Reliability

Being unique

**Key ways to develop Your Personal Brand.**

What would the people who know you well say about you? Would they say you are?

Hardworking and genuine

Positive and motivated

A great communicator

Willing to take a risk and doesn’t give up

**If the answer is Yes then great stuff you are well on your way to building your personal brand. If not its time to think about how you represent yourself to others and how employable you are making yourself for your future.**

**Top tips to develop your personal brand.**

**Stand out**

Be that person who goes the extra mile. Take opportunities to get involved in extra activities, volunteer in school and the community. Do that bit extra.

**Be Interesting**

Do you know that when you go for a job interview the employer will be just as interested in you as a person as well as what qualifications and skills you are bringing with you? Do you have hobbies and other interests? Do you read about different topics other than what your teachers ask you to read?

**Be Likable.**

Likeability and success go hand in hand. This doesn’t mean being false It means being someone who is pleasant to be around and work with. Being genuine and considerate and thinking about how you communicate with others.

**Have a plan.**

Plans change but one thing is for sure you should have one. Do you have a plan for the next month, year, 5 years? Having a career plan is like having a to do list. By having a plan, you will not only achieve more but will be able to make positive changes and adjustments toy your plan depending on what works and what doesn’t. What are your short- and long-term career plans is a very common question asked at interviews?

**Don’t know where to start with your plan?** This is where you need to go back toresearching your skills and strengths and looking at what careers are out there.

**Planning for your future resources recap**

<https://barclayslifeskills.com/young-people/>

<https://shaping-futures.org.uk/8-week-programme/learners/>

**Job of the week.**

**Fancy yourself as a “Sports Engineer”**

UK athletes train intensively every day in order to achieve the peak levels of health and fitness essential for high-level performance. The application of technologies from other industries to the sports industry is not new, for example, BAE Systems has repurposed a laser, initially developed for personnel identification, to be used as a training device for the British Cycling team. Other examples of technologies from adjacent markets used in the sports industry include gaming and virtual reality, the use of composite technology for Para Olympic wheel-chair performance optimization and the creation of a bespoke environmental monitoring unit for the transportation of horses. If you fancy using Physics, Maths and Computer Science to shape our Sports performance of the future, then read about how to become a Sports Engineer and some case studies of engineering in action on the links below:

<http://www.sportsengineering.org/students/how-to-be-a-sports-engineer/>

<https://www.baesystems.com/en-uk/article/military-precision-helps-british-cyclists-in-competition>

<https://www.baesystems.com/en/article/british-equestrian-teams-set-to-benefit-from-fighter-jet-technology>

**Round up of other VIRTUAL Events happening this month.**

**UniTasterDays**

Search online university events in one place with UniTasterDays.

: <https://www.unitasterdays.com/online>

**Edge Hill University Live Taster Sessions.**

Each live session will focus on a specific topic in HE and will be delivered by one of Edge Hill’s Education Liaison Team. Places are free and can be booked online via the links.

* [**Years 7-11**](https://www.edgehill.ac.uk/studentrecruitment/year-7-to-11-virtual-outreach/#gref)
* [**Years 12 & 13**](https://www.edgehill.ac.uk/studentrecruitment/year-12-13-college-and-access-virtual-outreach/#gref)

As well as live virtual sessions, we also have pre-recorded sessions which are available for students and teachers to access at any time:

* Introduction to Higher Education
* Your Future
* Budgeting and Financial Awareness
* Study Skills
* University Challenge
* Application Techniques and Training (including CV and application writing and interview techniques)

**Virtual work experience**

<https://www.s4snextgen.org/>

**Founders4Schools, Digital Maths Careers Webinars**

Missed a webinar or weren’t able to join live? Then read on to find out how to watch the webinars when it works for you & your students on their [YouTube](https://founders4school.us10.list-manage.com/track/click?u=d6f510001d9e5dfc4009e33c3&id=ce265fa7b1&e=4950ff166c) channel.