

Birmingham Cornerstone Employers

Me plc

Personal Branding Programme



Name





Click the image link to play the video

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.

Introducing the 29 second pitch: Andy Street, Mayor of the West Midlands



Click the image link to play the video

**One day you could be presenting a 29 second pitch
as Mayor or celebrity in your city**

Find out how by completing the following tasks



Andy Street, Mayor of the West Midlands



Click the image link to play the video

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.

Think about a significant time or person in your life that has influenced you

Beginning

Middle

End



Click the image link to play the video

Discovering Me

Reflecting on how others see us is very important in considering how we want to be seen by future employers and colleagues.

Family

Friends

Discovering Me

Teachers/Employers

Social Media



Click the image link to play the video

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.

Think about the difference between a skill and quality!

Skills – e.g. Communication, Leadership	Qualities – e.g. Caring, Adventurous
1	1
2	2
3	3
4	4
5	5

My Aspirations:

-Tracy Jackson
Learning and Development Leader, EY



Click the image link to play the video

My Aspirations

What are your hopes for the future and why are they important?

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

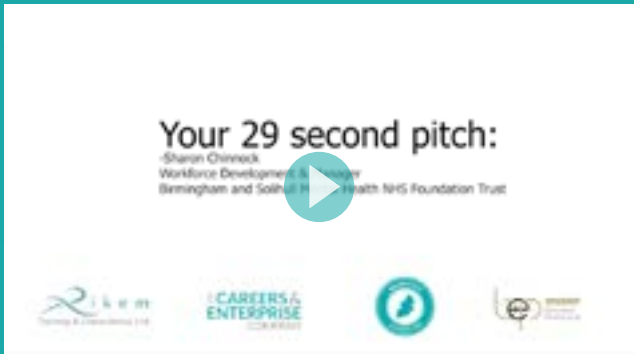
Walt Disney

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?



Click the image link to play the video

Now over to you! Look at some of the example pitches and summarise your own personal brand... what makes you unique!

29 Second Pitch

Think about your skills and qualities

Think about what makes you different

Think about your hobbies and interests

Example Pitches



Click the image link to play the video

29 Second Pitch

Record your pitch and share it with friends or family. Ask for feedback!

Think about your achievements and what makes you different from everyone else