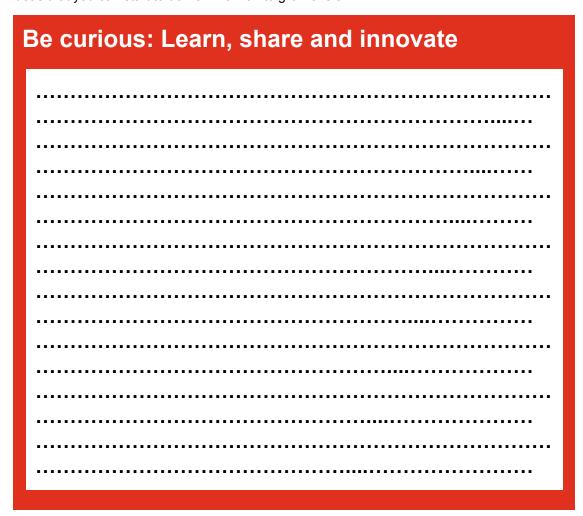
### <u>Task</u>

Coach and develop yourself and others			
•••••			

Communicate with impact and empathy		

### Task



Lead and contribute to team success		

### <u>Task</u>

Build and sustain relationships			

Show you have courage and integrity			

### <u>Task</u>

Manage projects and budgets				

Be open minded, practical and quick to adapt			
••••••			
••••••			
••••••			
••••••			
••••••			

### <u>Task</u>

Build knowledge of the world of work			

Be passionate about making a difference			

## Activity 2 - Personal brand

### <u>Task</u>

Reflect on each of the personal brand tips in your table groups, draft your elevator pitch below and then practice it with a partner (without reading from the paper if possible!)

Personal brand tips

1 Build your network

Polish up your writing skills

Give your online image a makeover

Perfect your elevator pitch

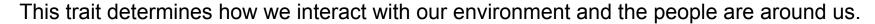
Make first impressions count

## My elevator pitch


### **Task**

Spend 5 minutes completing the personality test on <a href="www.16personalities.com">www.16personalities.com</a>. Make a note of your code, it will be in the form of 4 letters followed by another letter, e.g. ESFJ-T. Then you can have a look below at what these codes mean - does it match the way you like to work?

### Mind



Extraverted (E) Introverted (I)

Extraverted individuals prefer group activities and are energised by social interaction. They tend to be more enthusiastic and more easily excited than introverts.

Introverted individuals prefer doing things on their own and get tired by social interaction. They tend to be quite sensitive to external stimulation.

- Good at forming relationships with others
- Communicate well with people
- Confident in group activities
- Good public speakers
- Likely to become leaders

- Work well independently
- Good listeners
- Precise and detail-oriented
- Suited to managing potential problems
- Dependable, cautious and focused

### **Task**

Spend 5 minutes completing the personality test on <a href="www.16personalities.com">www.16personalities.com</a>. Make a note of your code, it will be in the form of 4 letters followed by another letter, e.g. ESFJ-T. Then you can have a look below at what these codes mean - does it match the way you like to work?

## **Energy**

This trait shows where we direct our mental energy.

Intuitive (N) Observant (S)

Intuitive individuals are very imaginative, open-minded and curious. They prefer novelty over stability and focus on hidden meanings and future possibilities.

- Imaginative and innovative
- Creative with ideas
- Open-minded
- Always looking for ways to improve and question
- Good at thinking about the future

Observant individuals are highly practical, pragmatic and down-to-earth. They tend to have strong habits and focus on what is happening or has already happened.

- More focused on tried and tested facts
- Maintaining energy levels on one task
- Good at processing information
- Realistic about things
- Practical workers

### **Task**

Spend 5 minutes completing the personality test on <a href="https://www.16personalities.com">www.16personalities.com</a>. Make a note of your code, it will be in the form of 4 letters followed by another letter, e.g. ESFJ-T. Then you can have a look below at what these codes mean - does it match the way you like to work?

### **Nature**

This trait determines how we make decisions and cope with emotions.

Thinking (T) Feeling (F)

Thinking individuals focus on objectivity and rationality, prioritising logic over emotions. They tend to hide their feelings & see efficiency as more important than cooperation.

- Goal-oriented
- Rational in their approach
- More concerned with the OUTCOME of decisions
- Analytical people
- Direct in their communication style

Feeling individuals are sensitive & emotionally expressive. They are more empathic and less competitive than Thinking types, and focus on social harmony and cooperation.

- Collaborative and people-oriented
- Empathetic towards others
- More concerned with the IMPACT of decisions
- Like to be part of something and make a difference
- Can spot potential problems upfront

### **Task**

Spend 5 minutes completing the personality test on <a href="www.16personalities.com">www.16personalities.com</a>. Make a note of your code, it will be in the form of 4 letters followed by another letter, e.g. ESFJ-T. Then you can have a look below at what these codes mean - does it match the way you like to work?

### **Tactics**

This trait reflects our approach to work, planning and decision-making.

Judging (J) Prospecting (P)

Judging individuals are decisive, thorough and highly organised. They value clarity, predictability and closure, preferring structure and planning to spontaneity.

- Structured and organised in their work
- Create plans of how to achieve their goals
- Make choices early
- Self-disciplined
- Make decisions efficiently and get the job done

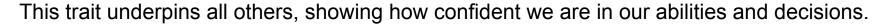
Prospecting individuals are very good at improvising and spotting opportunities. They tend to be flexible, relaxed nonconformists who prefer keeping their options open.

- Keep their options open to deal with new problems
- Curious and work to expand knowledge
- Tolerate other people's differences and opinions
- Adaptable to new situations
- Thoroughly explore new situations and problems

### **Task**

Spend 5 minutes completing the personality test on <a href="www.16personalities.com">www.16personalities.com</a>. Make a note of your code, it will be in the form of 4 letters followed by another letter, e.g. ESFJ-T. Then you can have a look below at what these codes mean - does it match the way you like to work?

## Identity



Assertive (A) Turbulent (T)

Assertive individuals are self-assured, even-tempered and resistant to stress. They refuse to worry too much and do not push themselves too hard when it comes to achieving goals.

- Don't change their personality in different settings
- Are ok with not being perfect
- Hold a good temper
- Don't get stressed easily or push themselves too hard
- Confident in themselves, socially and in their decisions

Turbulent individuals are self-conscious and sensitive to stress. They are likely to experience a wide range of emotions and to be success-driven, perfectionistic and eager to improve.

- More success-driven
- Perfectionists
- Always keen to improve
- Reflective
- Often push themselves to the limit