



New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning



NPO_TUL_MSMT-16598/2022

Current HR challenges of HRM in post-pandemic period

Ing. Tereza Michalová



Financováno
Evropskou unií
NextGenerationEU



Národní
plán
obnovy



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

TALENT AND PERSONAL BRAND





PROJECT CROBOLEARN

- VIRTUAL EXCHANGE
- DRESDEN 7. - 9. APRIL
(INTERCULTURAL/PROFESSIONAL/SOCIAL PROGRAMME)

CASE STUDY 1 PRESENTATION

- approximately 15 minutes
- feedback – content/impression/formal structure
- questions related to content (each student 1 Q)
 - 1 thing you liked + 1 recommendation




Aspiration – motivation to move to seniors positions, willingness to be at key positions

Note: not all skilful, efficient colleagues, but who do not have the necessary "move to the goal" to hold key positions in the future.

Commitment - to be identified as Talent means to raise certain expectations (usually on both sides) and inclusion in the development program (as an investment) with expected returns.

Ability - both mental abilities (intellect or other specific abilities often measured by performance tests, etc.), and often hard or soft competencies needed for senior positions. This is the cornerstone of success in senior positions.

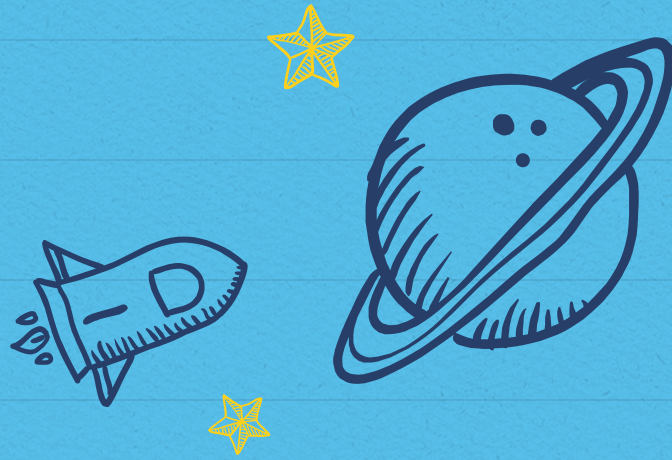


" TALENT CORRESPONDS EITHER TO THE FACT
OF BEING GIFTED IN A PARTICULAR FIELD,
OR TO AN ABILITY TO DEVELOP
A PARTICULAR APTITUDE EASILY.
WE ALSO SPEAK OF POTENTIAL."

SIGNS OF TALENT:

- x Capacity to learn and adapt
- x Strong interpersonal skills
- x Emotional intelligence
- x Teamwork skills
- x Hard skills x soft skills





PERSONAL BRAND

VIDEO - TEDTALK



"A PERSONAL BRAND IS A WIDELY-RECOGNIZED AND LARGELY-UNIFORM PERCEPTION OR IMPRESSION OF AN INDIVIDUAL BASED ON THEIR EXPERIENCE, EXPERTISE, COMPETENCIES, ACTIONS AND/OR ACHIEVEMENTS WITHIN A COMMUNITY, INDUSTRY, OR THE MARKETPLACE AT LARGE."



HOW COULD THE PERSONAL BRAND
HELP YOU PROFESSIONALLY?

WHY PERSONAL BRAND MATTERS?

It is **HOW** you present yourself

1

It gives you the opportunity to highlight your **STRENGTHS** and your **PASSIONS**

3

Your personal brand is **WHAT MAKES YOU MEMORABLE**

4

2

Helps to ensure that people see you in the way you want them to see **YOU**

5

Based on your personal brand you could be considered **influential**



My top 3 knowledge



- 1 _____
- 2 _____
- 3 _____

My natural talents:

- 1
- 2
- 3

MY top 3 personal values:

- 1
- 2
- 3

My top 3 work values:

- 1
- 2
- 3

What is important for me in **personal** life

What is important for me in **working** life

My top 3 skills



- 1 _____
- 2 _____
- 3 _____

My strongest characteristics

Who I think I am:

- 1
- 2
- 3

How others perceive me?

Who they think I am:

- 1
- 2
- 3



Key words which characterise my vision of what I want in the future:



1

2

3

4

5

6

What is my playground, where I want to "play"?

Who is my client?

To whom do I want to present myself?

1

2

3



Strengths of my oral presentation:

1

2

3

Strengths of my visual presentation:

1

2

3



My top 3 colours:

1

2

3

My top 3 clothes:

1

2

3

My top 3 materials:

1

2

3

What is my combination of uniques?

GOOD

JOB

HOW TO DEVELOP YOUR PERSONAL BRAND?

✓ **Figure out who you are:**

- X What motivates you?
- X What are your strengths and weaknesses?
- X In which roles do you excel?
- X On which project could you work for hours and still feeling inspired?



REFLECT ON YOURSELF:

- X Skills you have achieved
- X All your wins
- X What you love about your job?
- X What do you want in your (next) job?
- X How are you going to that point?

TYPES OF PERSONAL BRAND

IN-PERSON PRESENTATION

- ✓ **At work**
- ✓ **At university**
- ✓ **Job interview**
- ✓ **Networking**

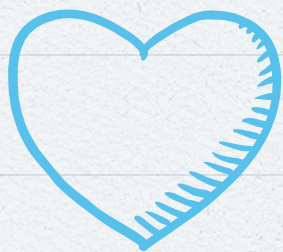
ONLINE PERSONAL BRAND

- ✓ **LinkedIn**
- ✓ **Twitter**
- ✓ **Facebook**
- ✓ **Instagram**

WRITTEN PERSONAL BRAND

- ✓ **CV**
- ✓ **Cover letter**
- ✓ **E-mail**





THANK YOU FOR
YOUR ATTENTION.

Any questions?