

Career Readiness Program

Module 3: Career Planning & Personal Branding

- Understanding Career Planning: importance, stages, and methods.
- Identifying personal interests, values, and strengths for career alignment.
- Setting short-term and long-term career goals using SMART techniques.
- Building a strong personal brand and professional identity.
- Creating an impactful CV and cover letter tailored to job roles.
- Developing a professional LinkedIn profile for visibility and networking.
- Preparing for job interviews — strategies, body language, and confidence.
- Enhancing online presence and digital reputation management.
- Aligning career growth with personal values and market trends.
- Continuous learning and upskilling for sustainable career success.