



EMPLOYABILITY 4: Digital Assignment (INTERMEDIATE)

Title: Brand Me

Focus Skills Development: Self-management/Taking responsibility, Working effectively with other people, Business and customer awareness, Decision-making and Problem-solving, Initiative and enterprise, Communication and Literacy, Numeracy, Using ICT.

Task: Create a template for your covering letters and do a LinkedIn profile, as well as a Vizualize Me profile. LinkedIn (<https://www.linkedin.com/>) Vizualize Me (<http://vizualize.me/>)

Time frame: Aim to complete this assignment in around 1 week.

Resource: Look at other peoples LinkedIn profiles and use online resources to develop your own profiles.

Submit the links to your LinkedIn and Vizualize.me sites to assignment@enterprise360.me **before you access another assignment.**

Example YES Passport Update for this assignment (do not feel limited by this table, it's merely a guide)

YES Stamp	Examples
Self management / taking responsibility	I recognize the value of an effective profile and developed my own profile to reflect my existing skills base, which I will regularly update as I expand my skills.
Business and customer awareness	Through engaging with my future, I was able to develop my profile in terms of who my future client will be.
Decision making and problem solving	I have had to make decisions in terms of what skills are key and how to showcase these in my profiles.
Communication and literacy	I had to word my profiles carefully to ensure that they are professional and convey my capabilities effectively to potential future clients for my skills base.





Using ICT	Using ICT on LinkedIn and Vizualize.me
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Reflection: Think carefully of how you want to market yourself, think in terms of the Brand Me concept.

NB: Do not feel limited by the table above, think about other skills this assignment has helped you develop.

