

A QUARTERLY STUDENT NEWSLETTER

ConnectHUB

Crafting Your Success with Personal Branding



Success with Personal Branding

So, you're a student and you're wondering why you should start building a personal brand? Think LinkedIn is just for grown-ups with fancy jobs? Nope! Personal branding for students can be too often overlooked. Yet, by building your personal brand as a student, it can help set your career up for success. It can lay the foundation for your professional brand in the marketplace.

Being a scholar and maintaining the scholarship year after year must mean being very studious, studying every minute and not being able to socialize as much. You must be finishing all your assignments well before the due date and you must be approaching your examinations with a lot of seriousness. However, Personal branding profoundly influences students' academic and professional journeys. Acting as a great tool, personal branding communicates your identity, values, and unique differentiators. A well-crafted online presence not only amplifies your message but also establishes connections with opportunities, leaving a long lasting impact on your audience.

As the digital age continues to redefine communication and professional landscapes, personal branding becomes increasingly significant. In today's competitive environment, a student's online presence often serves as the initial point of contact for potential opportunities – it's your distinctive mark in the digital realm.

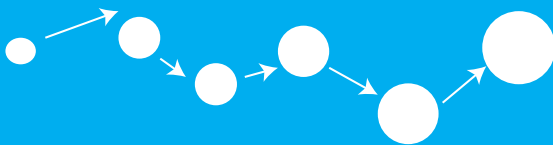
As a student, you can feel like you don't yet have any expertise or credibility in the marketplace. Even established professionals can shy away from personal branding. Often this is out of fear of positioning themselves as an 'expert' when they don't feel like one. But, here's the thing about personal branding. You already have a personal brand and it generally comprises of:

- **What people think about you.**
- **How you make them feel.**
- **What they say about you (especially when you're not in the room)**
- **How they remember you**

Personal branding boils down to intentionally shaping the image and message you convey about yourself. It's about asking yourself: what impression do I want to leave on others? What do I want to be remembered for?

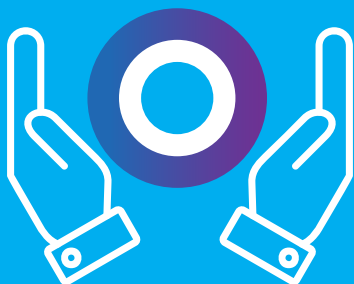
Here are some straightforward tips to help you build your personal brand:

1: Have a Clear Vision



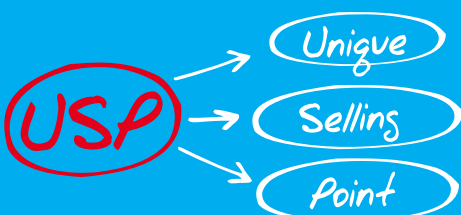
Picture your ideal self in the long term and then map out the steps to get there. As Stephen Covey wisely said, "Begin with the end in mind."

2: Define Your Values



Think of yourself as the CEO of "You, Inc." Just like any successful company, establish 3–4 core values that reflect who you are. These values should be the driving force behind everything you do. Remember Simon Sinek's words: "People don't buy what you do, they buy why you do it."

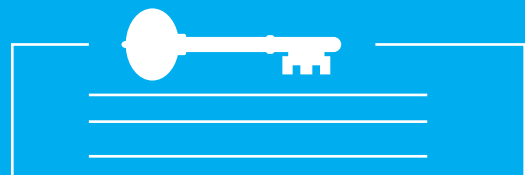
#3: Know Your Unique Selling Points



No one else has the exact blend of your background, experiences, skills, and interests. Consider both your personal story and your professional expertise. Share only what's most relevant to your personal brand vision.

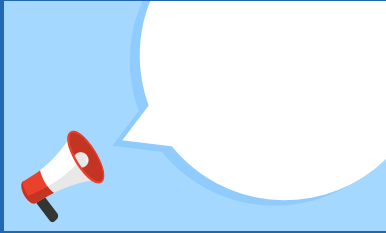
For personal value, highlight things like your story, interests, achievements, and even volunteering experience. On the technical side, emphasize qualifications, skills, achievements, and any industry experience you have. Remember, both personal and technical aspects contribute to your brand's appeal. After all, as marketers often say, "People buy emotionally first, and then rationalize with logic."

4: Craft Your Key Messages



Once you've figured out where you want to go (your vision), what you stand for (your values), and what makes you unique, it's time to nail down the main ideas you want people to associate with you. These messages should be consistent across all your platforms, like your online profiles and resume.

#5: Find Your Voice



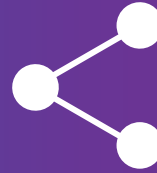
Think about how you want to sound when you communicate. Are you formal and straight to the point, or do you prefer a friendly, casual tone? Once you've decided, take it a step further and outline what fits into your style and what doesn't. This will guide how you speak and write in the future.

#6: Design Your Look



While we like to believe we don't judge based on appearances, studies show that people make snap judgments about others. So, why not make sure your first impression is a good one? Just like big brands have a consistent look, you should too. Choose a font, colors, and style that represent you and stick with them. Even your clothing can be part of your personal brand. Once you've settled on your visual identity, use it everywhere – from your social media profiles to your resume. Remember what Robert Greene said: "At the start of your career, you must attach your name and reputation to a quality, an image, that sets you apart from other people." So, find your unique style and let it shine.

#7: Share What You Learn



Being a student means you're constantly soaking up knowledge. Don't keep it to yourself! Even if you don't feel like an expert yet, share your projects, thoughts on industry trends, new discoveries, and passions. For instance, if you're studying fashion design, you could showcase your style or talk about the latest trends on social media. Sharing what you know, even as a student, can show your skills and passion to potential employers.

#8: Choose Your Platforms Wisely



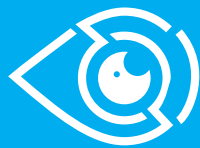
Focus on building your presence on digital platforms. Pick at least one short-form platform like LinkedIn or Instagram, and one long-form platform like a blog or YouTube channel. Short-form content is quick to produce and consume, while long-form content allows for deeper engagement with your audience. Use these platforms to showcase your skills and create a community around your personal brand.

#9: Learn Beyond the Classroom



Don't limit your learning to assigned coursework. Dive into topics that interest you outside of your formal studies. Whether it's graphic design, social media, photography, or any other skill related to your field, learning for fun can give you an edge in the job market. Take advantage of free resources like YouTube, podcasts, and blogs to expand your knowledge.

#10: Make Your Vision a Habit



Consistency is key to success. Align your daily habits with your personal brand vision. If you aspire to be a writer, write every day. If you want to be a social media creator, create something every day. By consistently working towards your goals, you'll steadily progress towards realizing your vision.

#11: Surround Yourself with the Right People



The company you keep influences your personal brand. Surround yourself with individuals who inspire and motivate you. Seek out mentors and peers who can offer guidance and support. Consider forming an "accountability partnership" to help you stay focused on

#12: Associate Yourself with Strong Brands



Even as a student, you can leverage associations with reputable organizations to enhance your personal brand.

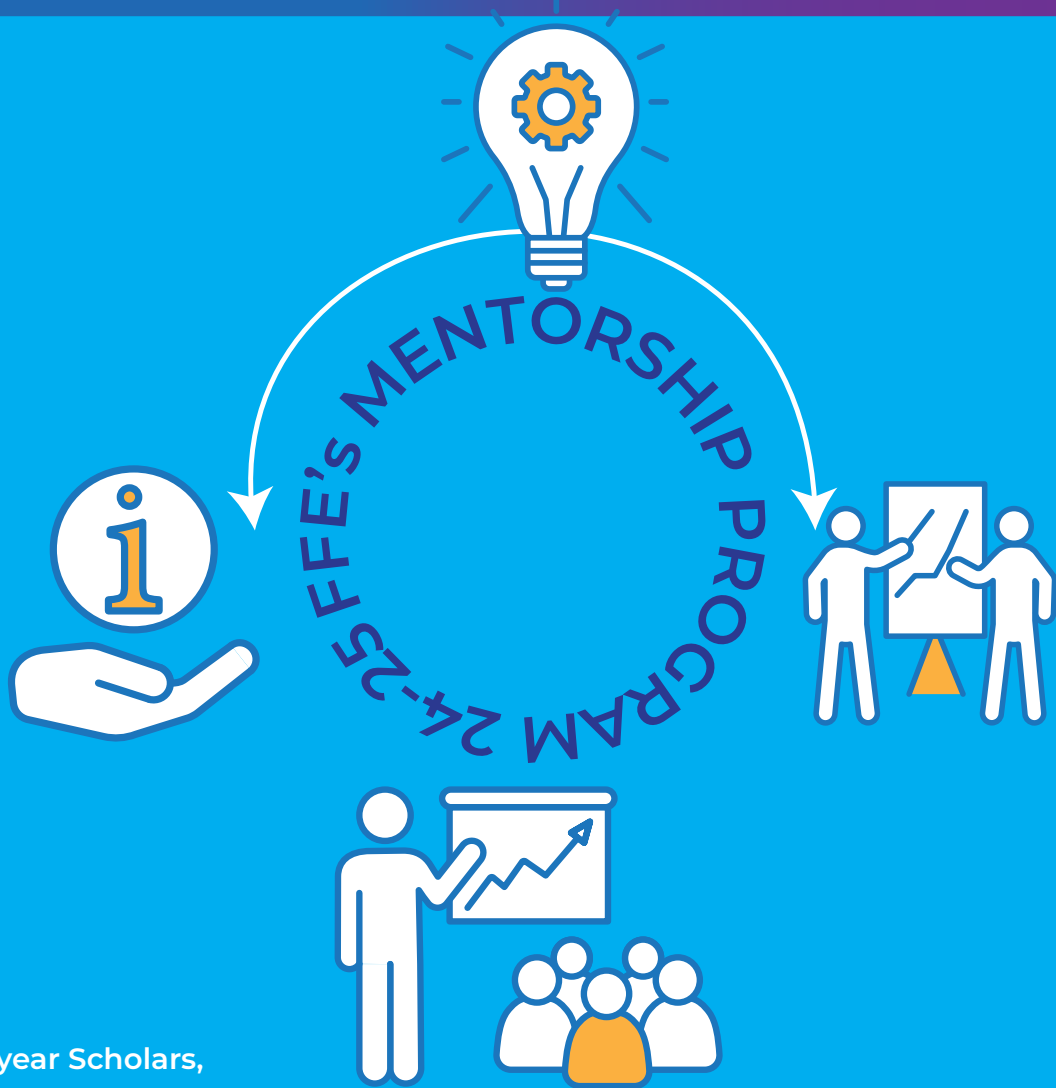
Highlight your educational background, work experiences, achievements, and community involvement. Consider joining organizations that align with your personal brand vision and goals. Think strategically about how these associations can strengthen your brand image.

Investing in your personal brand as a student is a wise investment in your future career. Instead of waiting for opportunities to come to you, take proactive steps to shape how others perceive you. Approach your personal brand like a business – it's all about building the best possible impression of "You, Inc."

In conclusion, personal branding is not merely a vanity exercise but a strategic imperative in today's competitive landscape. Whether in advancing careers, launching businesses, or making a difference in the world, a strong personal brand can be the key to unlocking success and fulfillment. By understanding its importance and harnessing its power, individuals can carve out their own unique paths to excellence and leave a lasting impact on the world around them.

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Hello 3rd year Scholars,

We are delighted to announce that the FFE Mentorship Program is opening registrations for its 3rd Year, Engineering students in May 2024. The program begins in June/July 2024. Don't miss this unique opportunity to learn from industrial experts and build a stronger Career path for yourself.

Below are few program highlights:

1. The mentoring program is specifically designed for 3rd year FFE engineering, law & bpharma scholars.
2. The objective of the program is to enhance your soft skills, where industrial experts will guide you through one-on-one sessions.
3. This is a remote program, which spans over a period of 4-6 months covering 6 modules on soft skills mainly Communication skills, Career development, Interpersonal skills, Time & Stress management, Etiquette, Problem solving & Decision making.
4. With just 2 sessions every month for the next 4-6 months, you can give yourself a competitive edge over others and boost your career.

Mentorship and guidance from working professionals, will set a great foundation for your future and will definitely make you Job-ready. We look forward to having you participate in the Mentoring program and get benefitted through this immensely impactful program. For more info reachout **mentoring@ffe.org**

Training & Placement

A target icon with a yellow center, three concentric blue rings, and a black crosshair.

The new cohort with 3489 scholars supported by MSDF started the Baseline assessment in April 2024.

In the 2nd year cohort (2023-24) supported by MSDF, 1319 scholars are in the Aptitude program by Ethnus.

In the current 3rd year cohort (2022-23) supported by Capgemini and MSDF, 1074 scholars completed the advanced Hi touch English program by eAge tutors, and 1738 scholars are in the Technical Skilling program by Coursera. 2329 scholars in this cohort are in the Mock Interview program by SHL.

The Pharma and Law scholars are also in the Coursera program that started in December.



FLY

A 12-day workshop that started in 2021 with 1339 scholars having participated in the program so far. 4 batches were conducted in January, February, and March with a total of 140 participants from Year 2 of Engineering. The workshop is conducted by CMI - Competitive Mindset Institute Inc. and is designed to teach noncognitive skills for students' personality and character development.

Wadhvani Foundation's Job Ready Program

In June 2023, the program commenced, and 500 Year 2 Engineering scholars were registered on the platform. The program's main goal was to help scholars develop the employability and work-ready skills necessary to acquire internship and placement offers. Weekly mentorship sessions and self-paced study modules accessible through a dedicated online portal make up the program's structure. The mentoring sessions aim to help participants get a deeper comprehension of the course material and apply what they have learned in real-world situations. Scholars were given insights into teamwork, communication skills, corporate awareness, digital literacy, behavioural skills, problem-solving techniques, and more. The program concluded in January 2024 marking the completion of this course with a post-assessment.

Other Skilling Initiatives

Webinar on Generative AI & ML

On the 7th of January 2024, a webinar was conducted by the AWS team of Amazon on the topic – Introduction to Generative AI and Machine Learning. The webinar was attended by 500 Engineering FFE scholars who were given insights into Machine Learning, Deep Learning, AI and Gen AI, Gen AI Foundation Models, and Gen AI Use cases in the healthcare and Entertainment Industry. The session was presented by Mr. Sanjay Nighojkar – Sr. Manager Solutions Architecture – AWS & was co-presented by Mr. Tony Trinh – Sr. Solutions Architect - AWS

QMed Literature Searching program

FFE collaborated with QMed Knowledge Foundation in November 2023 to offer the Medical Literature Searching program for 169 medical scholars from year 2 and year 3 of the study which enlightens scholars on the methodologies to specialize skills in online searching and literature. This program offers skills for online searching in the medical and allied health domain. Students have been actively participating in the 3 modules of the program.

BM Skills Build Program

2,000 second-year Engineering scholars have been enrolled in the IBM Skills Build program, which entails self-paced learning on the portal. The platform offers a wide array of courses, encompassing IT-related modules such as Cybersecurity, Artificial Intelligence, Agile Methodology, Data Analytics, Blockchain, IoT, Emerging Technologies, and Cloud Computing. Additionally, the portal emphasizes Job-readiness skills and Professional skills such as Resume Writing, Interview Handling, LinkedIn Profile Building, Design Thinking, professional upskilling, Problem-solving, Resilience, Decision Making, Project Management, and more. So far, 1,444 have completed a course through self-paced learning. The average learning hours of scholars on the portal are observed to be 16 hours.

Mental Wellness Program

Over the past five months, FFE has effectively implemented the Wellness program for all its beneficiaries, aiming to raise awareness and knowledge of comprehensive mental health services. FFE is delighted to collaborate with Mpower Minds for this initiative, aimed at providing a positive mental health environment and eliminating the stigma associated with mental illness. This year-long program involves onboarding students in batches for weekly workshops on Mental Health. Beneficiaries will have access to a 24*7 Helpline number to seek support whenever needed. Additionally, the one-to-one counselling sessions will be conducted as required. To date, 777 students have participated in the workshops, gaining insights into identifying mental health issues and learning strategies to take remedial action.

JTF Webinar – Perspectives from Industry – Tech and Soft skills required to succeed in the job market

A session was conducted on the 21st of January 2024 for FFE Engineering scholars by the volunteers of the Joy Thomas Foundation to enlighten the perspectives of the industry in terms of Employment and job opportunities that included awareness of the diverse technology and soft skills needed to succeed in the job market. The session was led by Mr. Balaji Shyamkumar - Chief Technical Officer at Noonum Inc. 200 scholars participated in this interactive session and acquired valuable knowledge on market trends of future jobs

Placement update

From the 2022-23 graduating cohort, out of the 1455 Engineering students, 1362 (94%) are placed; 1158 students have secured jobs and 204 opting for Higher studies. The remaining are attending off-campus recruitment

From the 2023-24 graduating cohort with 1508 Engineering students, 935 (62%) are placed; 737 have secured jobs and 188 are opting for higher studies. The remaining are attended campus and off-campus recruitments.

FFE is thankful to its corporate partners Wabtec, Geberit Plumbing Technology India Private Limited, Tavant Technologies, Linde India, O9 Solutions, and Altimetrik India Pvt. Capgemini Technology Services India Limited, Juniper Networks, KPMG Assurance, and Consulting Services LLP, Tesco, Trane Technologies, Ingersoll Rand, Thomson Reuters, and Thoughtworks for offering Placement opportunities to FFE's batch of 2019-20, 2020-21, 2021-22, 2022-23 & 2023-24