



NFE Activities Booklet



Co-funded by
the European Union



Erasmus+



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade



Acknowledgement, Disclaimer and Copyright notice

Acknowledgement

This paper has received funding from the European Commission under Grant Agreement number 2022-2-PT02-KA220-YOU-000101893, ERASMUS+ Cooperation Partnership project “BrandME”.

Disclaimer

The European Commission support for the production of this publication does not constitute an endorsement of the content which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

Copyright notice

CC BY. The license Attribution CC BY lets others distribute, remix, adapt, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.



Co-funded by
the European Union



Erasmus+



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade



NFE ACTIVITIES



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

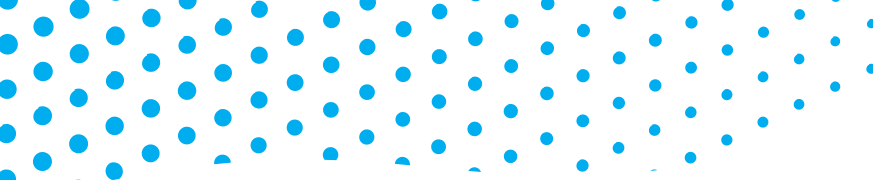


Erasmus+

Activity 1

Interactive Relationship
Management Workshop





Interactive Relationship Management Workshop

Objective(s):

The objective of the "Connections Canvas" workshop is to actively engage participants in the development of relationship management skills. Through a series of interactive exercises, participants will explore the intricacies of building and maintaining meaningful connections in both personal and professional contexts.

"Connections Canvas" offers a dynamic and interactive approach to relationship management development. By moving through different stations, participants actively engage in various aspects of relationship building, ensuring a comprehensive and memorable learning experience.

Materials Needed:

Name Tags, Flipcharts and Markers, Pens/Pencils and Notepads (optional), Projector and Screen, Handouts/Reflection Sheets, Wi-Fi Access

Number of Participants:

Medium group (7-15 participants)

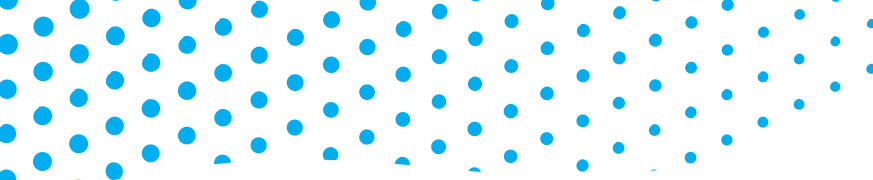
Duration: 90 min

- Theoretical part: 20 min
- Practical activity: 55 min
- Debriefing: 15 min

Workshop Preparation Summary

To prepare for the workshop, set up the room by arranging stations for Empathy Corner, Networking Nook, Collaboration Café, and Reflective Gallery, ensuring ample space for each activity. Test equipment like projectors and digital tools (Mentimeter, LinkedIn QR codes, Trello, MindMeister) and ensure Wi-Fi stability. Print materials such as reflection sheets, commitment cards, and station instructions, and gather supplies like name tags and pens. The day before, create role-playing prompts for Empathy Corner and a mini-project for the Collaboration Café. Brief facilitators on their roles and review the activity flow, ensuring all tools and equipment are tested and ready.





Interactive Relationship Management Workshop

Instructions/Procedure:

The workshop is designed as a series of interactive stations, each focusing on a specific aspect of relationship management. Participants move through these stations, engaging in activities that highlight the importance of communication, empathy, and proactive relationship building.

Introduction and Icebreaker (10 minutes): Begin with a brief introduction to the importance of relationship management. Conduct an icebreaker activity to set a positive and interactive tone.

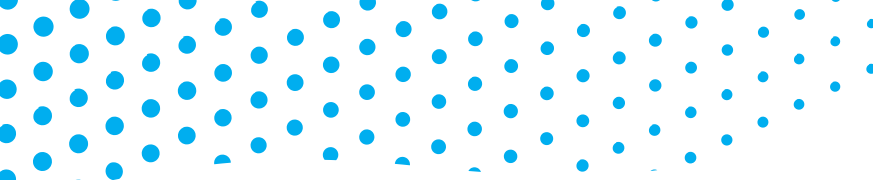
Station 1: “Empathy Corner” (10 minutes): Participants engage in a role-playing exercise to practice active listening and empathetic communication. Each participant takes turns sharing a personal experience while others actively listen without interruption.

Recommended Tool: Mentimeter – use Mentimeter to gather real-time reflections and emotions from participants immediately after the role-playing exercise. Participants can anonymously share their thoughts, providing valuable insights into their experiences.

Station 2: “Networking Nook” (10 minutes): In this station, participants practice effective networking skills. They engage in a speed-networking activity where they have short, focused conversations with others, exchanging key information about themselves.

Recommended App: LinkedIn – use LinkedIn’s QR code feature for instant connections during the networking session, allowing participants to connect quickly and efficiently or have QR code saved on your phone, printed on the card.





Interactive Relationship Management Workshop

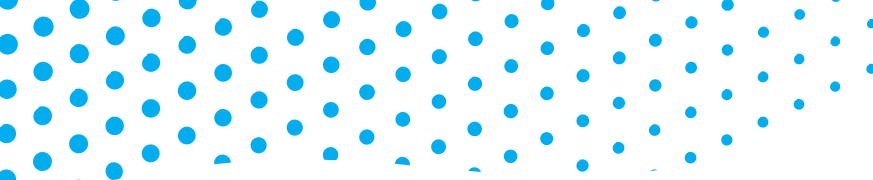
Station 3: “Collaboration Café” (15 minutes): Participants collaborate on a mini-project, emphasising the importance of teamwork and shared goals. This activity involves problem-solving and decision-making within the team. Recommended Tools: Trello – a project management tool that helps teams collaborate, organize tasks, and manage projects efficiently. Padlet – a versatile digital canvas that enables teams to brainstorm, share ideas, and collaborate in real-time, allowing to post notes, images, links, and more, fostering creativity and collective input during the activity.

Station 4: “Reflective Gallery” (10 minutes): Participants individually reflect on the workshop experience. They write down key insights, challenges faced, and personal goals related to relationship management on a provided reflection sheet. Recommended App: Notion – a versatile tool for personal reflection, goal setting, and organizing thoughts.

Group Discussion and Sharing (15 minutes): Facilitate a group discussion where participants share their reflections and insights. Encourage open dialogue about challenges faced and strategies for improvement. Brainstorming Tools: MindMeister – use MindMeister to create a collective mind map during the group discussion, capturing key points, insights, and strategies that emerge. Miro – a collaborative online platform that supports real-time brainstorming, a tool to create mind maps, diagrams, and visual frameworks, allowing for a dynamic and interactive discussion.

Interactive Q&A Session (10 minutes): Conduct an interactive Q&A session where participants can ask questions and seek advice related to relationship management. Facilitators provide guidance and additional tips based on participant queries.





Interactive Relationship Management Workshop

Examples of questions might be:

- How can you enhance active listening in a fast-paced work environment?
- What strategies help maintain professional connections over long distances or virtually?
- How do you adapt when networking with someone who communicates differently?
- What's the best way to give feedback while preserving a positive relationship?
- How can today's teamwork skills be applied to everyday work or personal life?

Conclusion and Commitment (10 minutes): Conclude the workshop by summarising key takeaways. Participants make a personal commitment to apply at least one relationship management skill in their daily lives. Provide resources for further learning.

Examples of Debriefing Questions:

Empathy Corner (Active Listening and Empathy)

- How can you use empathetic listening in your day-to-day conversations, both personally and professionally?

Networking Nook (Building Connections)

- What is one thing you will do differently in your next networking opportunity to build stronger relationships?

Collaboration Café (Teamwork and Collaboration)

- How can you apply the teamwork and problem-solving strategies from this exercise to your workplace or other collaborative environments?

Reflective Gallery (Personal Insights and Goal Setting)

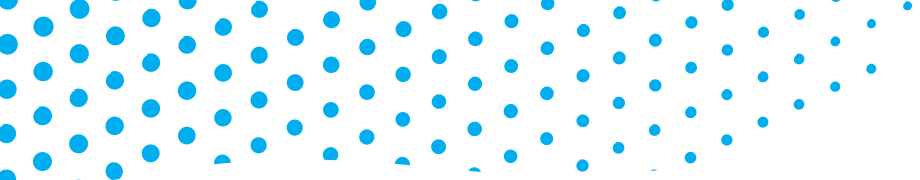
- What key insights did you gain about yourself and your approach to relationships?

General Reflection on Relationship Management

- In what ways can you integrate empathy, networking, collaboration, and self-reflection into your everyday interactions?

Application to Real-Life Scenarios

- How can these skills help you navigate difficult conversations, give constructive feedback, or build trust with others?
- 



Interactive Relationship Management Workshop

Expected Outcomes:

Through this workshop, participants should develop specific skills, knowledge, and awareness in the following key areas of relationship management:

- Participants will gain deeper insights into their own communication and relationship-building styles, including how they listen, empathize and collaborate with others.
 - Participants will improve their ability to listen actively and empathetically by practicing in a structured environment during the Empathy Corner station.
 - They will be more familiar with using tools like LinkedIn for real-time networking and see how these platforms can enhance their ability to maintain and expand professional relationships.
 - In the Collaboration Café, participants will practice collaborative decision-making, task distribution, and problem-solving in a group setting, which enhances their teamwork skills.
 - Constructive Feedback Skills. They will gain insights into how to give and receive feedback in a way that maintains positive relationships, ensuring productive and respectful conversations in the future.
 - Conflict Management. Through discussions on handling different communication styles and challenging scenarios, participants will improve their ability to manage conflict and navigate difficult conversations with greater ease.
 - They will be more confident in adapting to different communication styles and managing interactions with individuals who communicate differently.
 - Tools. Participants will become familiar with tools like Trello, Padlet, and Notion, learning how they can be used to manage projects, collaborate effectively, and organize their thoughts.
 - Goal-Setting for Continued Improvement. By the end of the workshop, participants will have identified specific relationship management skills they want to develop and will leave with a clear personal commitment to applying these skills in their daily lives.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

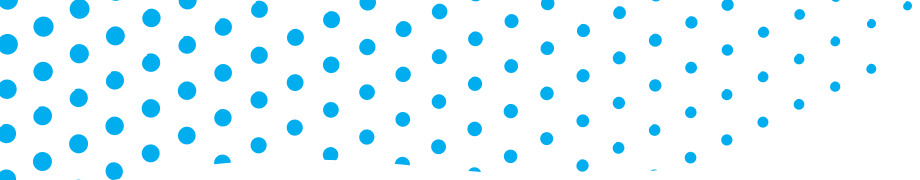


Erasmus+

Activity 2

5 Whys





5 Whys

Objective(s):

The aim of this practical exercise is to develop analytical thinking skills that can be applied to everyday problems.

Materials Needed:

- Video projector and pc for the theoretical part.
- Timer for the practical part
- Papers and pens

Number of Participants:

Large group (15+ participants) > max 30 participants (preferred pair number)

Duration:

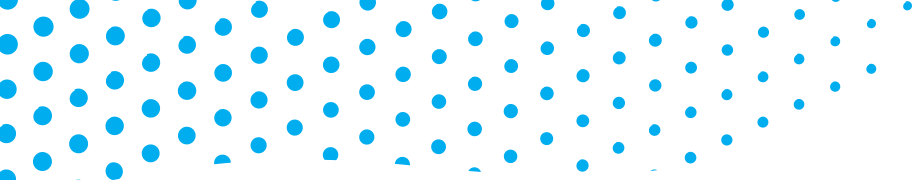
Total 60 min

- Theoretical part – 10 min
- Explanation of activity – 10 min
- Practical activity – 25 min
- Debriefing - 15 min

Preparation Steps:

The trainer has to prepare at least 3 scenarios to be analysed during the activity, among which the participants can choose. The scenarios should be related to the labour market or professional development. Before the event, the trainer prepares the room and the materials to be used during the activity.





5 Whys

Instructions/Procedure:

Activity steps

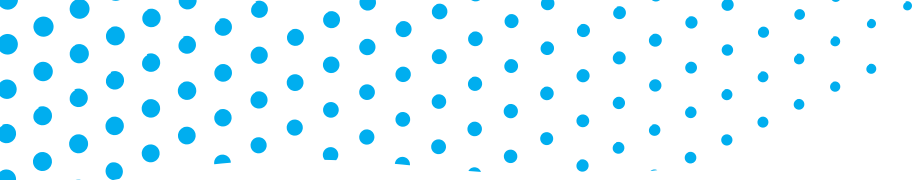
- Introduction about analytical thinking, objectives, tools and benefits;
- Peer-to-peer activity to test participants' analytical thinking skills and allow them to apply the knowledge they have acquired;
- Presentation of activity outcomes to the rest of the group and feedback.

Theoretical part

The trainer trains participants in analytical thinking and provides essential knowledge about this skill. The theoretical part includes examples of how to develop and train the skill, providing as many tools as possible for its correct implementation in practical activities and further skill acquisition.

Practical activity

- The activity starts with an introduction by the trainer who explains how the activity will be carried out.
 - The group is then divided into smaller groups of two, with the trainer acting as facilitator in the groups. If there's only one trainer, he/she moves from one group to another. If there is more than one, the trainers are distributed among the groups;
 - The facilitator presents the different scenarios to the groups and they have to choose the one they'd like to analyse.
 - Each group has 25 minutes to work on the scenario they have chosen. They'll have to reflect on the scenario and write a short problem statement based on that scenario.
 - After writing the problem statement, they start to answer a "why" question five times to understand why the problem related to the scenario occurs.
 - Once the "why" session is over, they start to share the solution they've found based on the information they have and try to understand if it's the best one. When they're done, they have to think about a short report for the audience.
 - At the end of the activity, they exchange views and feedback on each other's solutions and propose their alternative solution, if there is one.
- 



5 Whys

Debriefing:

At the end of the allocated time, the participants will be asked to complete the practical activity and report in turn on the scenario chosen, the problem statement and the solution found. The trainer will then ask the participants to give feedback on the activity using the following questions:

- Were you able to find the problem statement easily?
- Were the questions difficult to answer?
- What was the most difficult part?
- Was it helpful to work in a group?
- How did you feel when you had to explain your solution?
- Did the other person agree with your solution?
- Were you able to achieve your goal and effectively choose the best solution?
- Was this activity helpful in understanding how analytical thinking works?

At the end of the discussion, the trainer invites the participants to continue practising this exercise every day in order to train and master the skill.

Expected Outcomes:

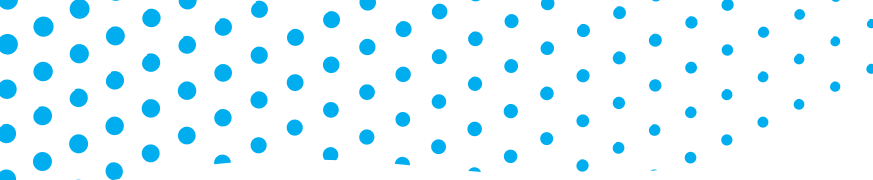
At the end of the activity, participants will have tested their analytical thinking skills, starting from a problem statement through to the 5 Whys. Working in teams, they'll be able to learn from each other and debate the solution they've found, based on the arguments they've used to support their thesis. This activity will therefore allow them to train their analytical skills and motivate them to work more on improving them.



Activity 3

Unleashing Your
Communication
Potential





Unleashing Your Communication Potential

Objective(s):

- Understand the Significance. Recognize the profound impact of effective communication on personal and professional growth.
- Explore Personal Branding. Understand the connection between communication, personal branding, and the creation of a distinctive identity.
- Unlock Benefits for NEETs. Discover how communication skills can be powerful tools for educational pursuits, job searches, and personal development.
- Master Practical Tips & Tricks. Acquire actionable tips and tricks to enhance communication and writing prowess.
- Discover Best Practices. Explore real-life success stories exemplifying best practices in communication, inspired by Steve Jobs.

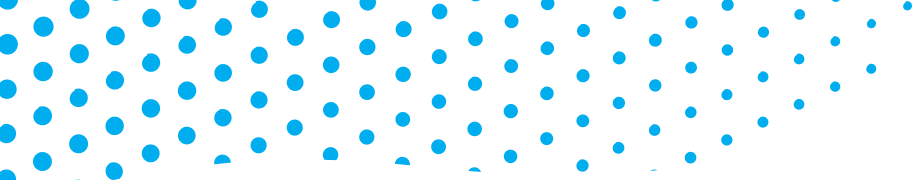
Materials Needed:

- Presentation Tools (Laptop or computer with presentation software (PowerPoint, Google Slides, etc.), Projector or large screen for group viewing (if applicable), Whiteboard or flip chart with markers for brainstorming and notes)
- Handouts (Printed materials outlining key points from each session (communication tips, personal branding attributes, etc.), Worksheets for personal branding reflection and articulation exercises, Role-playing scenarios for the job interview simulations, List of key communication practices inspired by Steve Jobs)
- Writing Supplies (Pens, pencils, and notepads for participants, Sticky notes for quick reflections or personal branding attributes)

Number of Participants: Medium group (7-15 participants)

Duration: Total: 180 min

- Theoretical part: 60 min
 - Practical activity: 90 min
 - Debriefing: 30 min
- 



Unleashing Your Communication Potential

Preparation Steps:

1. Room Setup

Arrange seating in a circle or semi-circle to encourage discussion. Set up activity stations, such as Creativity Tips & Tricks, with space for small groups. Ensure audiovisual equipment is working for presentations. Place a whiteboard or flip chart at the front for brainstorming and key points.

2. Materials Preparation

Print materials for personal branding worksheets, job interview role-playing scenarios, communication practices inspired by Steve Jobs, effective communication tips, and feedback forms.

3. Content Preparation

Familiarize yourself with key concepts on communication, personal branding, and Steve Jobs' best practices. Select relevant Steve Jobs presentation clips for the case study. Prepare open-ended discussion questions to engage participants during the theoretical and debriefing segments.

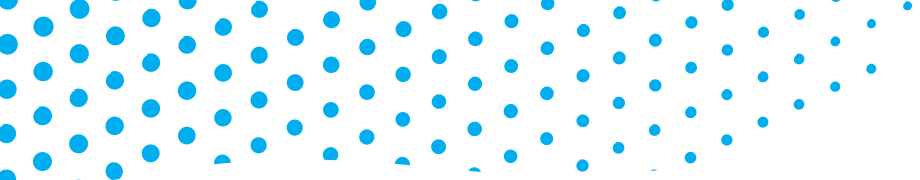
4. Activity Logistics

Test all technology (projector, speakers, computer) and video playback. Gather supplies for interactive stations, including props for body language practice and visual aids. Create a time management schedule to ensure each activity segment is covered efficiently.

5. Facilitator Preparation

Practice facilitating the session and activities to ensure smooth delivery. Prepare examples or anecdotes to illustrate key points on personal branding and effective communication.





Unleashing Your Communication Potential

Instructions/Procedure:

Welcome to “Communication and Writing Skills”! This activity explores communication strategies, personal branding, creativity tips, and best practices inspired by Steve Jobs. Gain practical skills to amplify your voice, enhance your brand, and pursue entrepreneurial success.

Communication & Personal Branding (30 min):

- Engage in a discussion on the symbiotic relationship between effective communication and personal branding.
- Reflect on personal experiences where communication contributed to shaping perceptions.
- Participate in a brief activity to identify and articulate personal brand attributes through effective communication.

Creativity Benefits for NEETs (30 min):

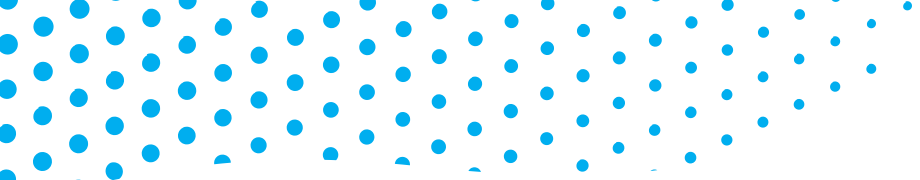
- Explore the specific benefits of proficient communication for NEETs.
- Discuss scenarios where improved communication can open doors for education, employment, and personal development.
- Engage in a role-playing exercise to simulate job interview scenarios, focusing on communication strategies.

Creativity Tips & Tricks (40 min):

- Practice the power of clarity, the pause button, adaptability, mirroring mastery, storytelling wizardry, emoji elegance, and body language ballet.
- Share experiences and insights from each station in a group discussion.

Best Practice: Communication in Entrepreneurial Success (30 min):

- Dive into the Steve Jobs case study on communication in entrepreneurial success.
 - Analyse key aspects such as clarity, passion, innovation, active listening, and storytelling.
- 



Unleashing Your Communication Potential

Debriefing:

Reflection on Personal Branding:

- What personal brand attributes did you identify during the discussions and activities?
- How do you think effective communication can enhance your personal brand?

Impact of Communication:

- Can you share a moment during the activity where effective communication made a significant impact?
- How did the role-playing exercises influence your understanding of communication in job interviews?

Creativity Tips & Tricks:

- Which communication tip or trick did you find most valuable, and why?
- How do you plan to incorporate these tips into your daily communication or professional interactions?

Learning from Steve Jobs:

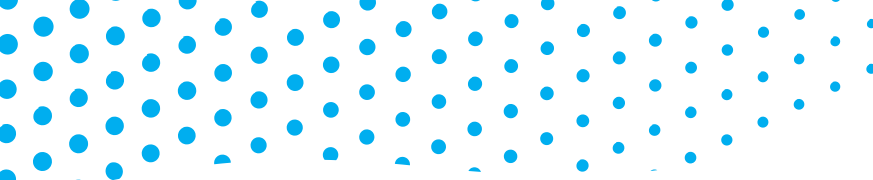
- What key takeaways did you gather from the Steve Jobs case study on communication?
- How can you apply Jobs' communication strategies in your own entrepreneurial or personal endeavors?

Challenges and Growth:

- What challenges did you face during the practical activities, and how did you overcome them?
- In what areas do you feel you've grown in your communication skills as a result of this activity?

Future Applications:

- How will the skills and insights gained today benefit you in your educational pursuits or job searches?
 - What specific actions will you take to continue developing your communication skills after this activity?
- 



Unleashing Your Communication Potential

Expected Outcomes:

- Participants will gain insights into their own communication styles and personal brand attributes, enhancing their ability to recognize how they are perceived by others.
 - Participants will learn techniques for clear and effective communication, including the importance of clarity, active listening, and the ability to tailor messages to their audience.
 - Participants will understand the connection between communication and personal branding, enabling them to articulate their unique identity confidently and authentically.
 - Through practical activities like role-playing, participants will develop greater confidence in their communication abilities, especially in high-stakes situations such as job interviews.
 - Participants will acquire creative communication strategies (e.g., storytelling, body language mastery) that they can use to engage their audience and convey messages more effectively.
 - Participants will learn about effective communication practices exemplified by Steve Jobs, understanding how to apply these principles in their own professional and personal contexts.
 - Participants will gain insights into persuasive communication techniques, empowering them to influence others and advocate for their ideas or goals effectively.
 - Engaging in group discussions and activities will enhance participants' teamwork and collaboration skills, preparing them to communicate effectively within diverse groups.
 - Participants will leave with actionable tips and resources for further development of their communication and writing skills, fostering a mindset of ongoing learning and growth.
 - Awareness of the Role of Communication in Professional Success. Participants will recognize the significant impact that strong communication skills have on educational pursuits, job searches, and overall personal development, motivating them to prioritize these skills.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

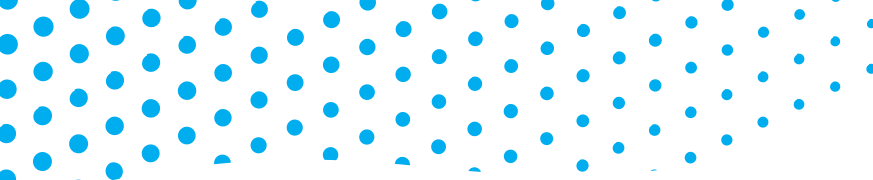


Erasmus+

Activity 4

Interactive collaboration
challenge “Project
Pinnacle”





Interactive collaboration challenge “Project Pinnacle”

Objective(s):

The objective of the "Project Pinnacle" challenge is to enhance collaboration skills through a dynamic and time-sensitive activity. Participants will work together in small teams to design and construct the tallest freestanding structure using limited resources. This engaging challenge promotes teamwork, communication, and creative problem-solving.

Materials Needed:

- Basic Materials (Straws, Tape, Paper, Scissors)
- Optional Materials (for added creativity or structural integrity) (Cardboard, Rubber bands, Marbles/Small weights, String, Plastic cups, Ping pong balls/Styrofoam balls)
- Organizational Supplies (Timer/Stopwatch, Measuring Tape/Ruler, Markers/Pens, Paper/Notebooks)
- Setup Needs (Tables, chairs, presentation space)

Number of Participants: Small group (3–6 participants)

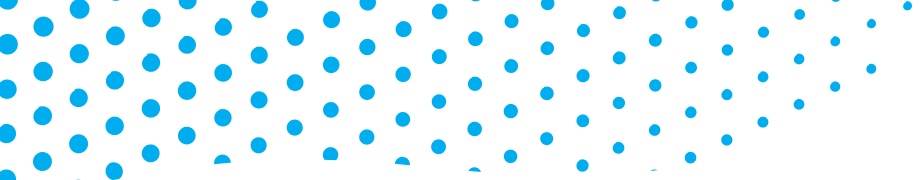
Duration: Total: 60 min

- Theoretical part: 25 min
- Practical activity: 25 min
- Debriefing: 10 min

Preparation Steps:

To prepare for the activity, arrange tables into clusters for small teams and ensure there's enough space for collaboration and presentations. Gather materials like straws, tape, and scissors, and assemble kits for each team. Print handouts with instructions, reflection questions, and judging criteria, and prepare visual aids, including presentation slides and examples of successful tower designs. Review the activity agenda, assign roles for co-facilitators, and plan how to introduce the surprise challenge, including the team-switching process. Ensure all materials are accessible, test any necessary equipment, and create a welcoming environment for participants.





Interactive collaboration challenge “Project Pinnacle”

Instructions/Procedure:

Team formation (5 min)

Participants form small teams of 3-4 members. Encourage diverse group compositions for varied perspectives.

Project Pinnacle briefing (10 min)

Brief participants on “Project Pinnacle.” Provide materials (e.g., paper, tape, straws) and explain the goal: construct the tallest freestanding tower in the given time.

Roles and strategy discussion (5 min):

- Teams discuss roles and strategy. Emphasize the importance of effective communication and leveraging individual strengths.

Tower design and construction (20 min):

- Teams have 20 minutes to design and construct their towers. Facilitators circulate to observe and provide brief guidance if needed.

Speed collaboration challenge (5 min)

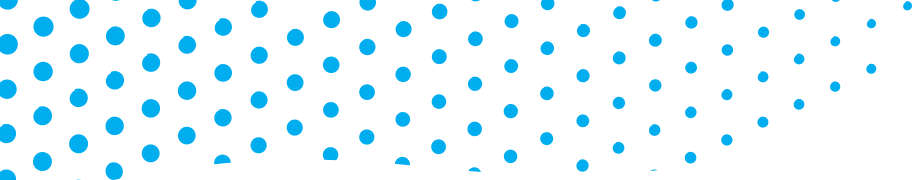
- Introduce a surprise challenge halfway through (e.g., switch team members temporarily). This encourages adaptability and quick collaboration.

Presentations and judging (10 min):

- Each team presents their tower to the group, highlighting design features and collaboration strategies. Judging based on height, creativity, and teamwork.

Reflection and group discussions (10 min)

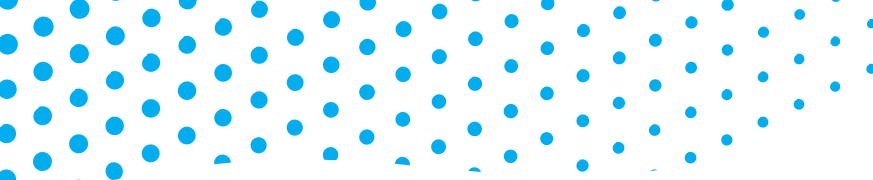
- Facilitate a brief reflection on the experience. Discuss challenges faced, successful strategies, and the impact of collaboration. Relate findings to real-world scenarios.
- 



Interactive collaboration challenge “Project Pinnacle”

Suggested questions for reflection:

- What were the biggest challenges your team encountered during the tower construction? How did you address or overcome these challenges?
 - Were there any moments of disagreement or conflict within the team? How did the team handle these situations, and what was the outcome?
 - Did time constraints impact your decision-making or design process? How did you prioritise tasks to stay on track?
 - What strategies did your team use that led to success? How did you decide on the initial design or approach?
 - How did the roles assigned during the strategy discussion contribute to the final outcome? Did any team member’s strengths particularly shine through? How?
 - What role did communication play in your team’s success? Were there any specific communication techniques that helped streamline your process?
 - How did the diversity of perspectives within your team influence the final design? Were there any ideas or approaches that wouldn’t have emerged without collaboration?
 - How did the team adapt to the surprise challenge of switching members? What did this teach you about flexibility and working with new team dynamics?
 - Were there any moments when collaboration felt difficult? How did the team work through these moments, and what did you learn from them?
 - How did this activity change or reinforce your understanding of teamwork and leadership? What actions or behaviours will you take with you from this experience?
 - What did you learn about your own strengths and areas for improvement? How did you contribute to the team, and where do you see room for growth?
 - What will you do differently in your next team project based on what you experienced today? Are there any specific skills or approaches you want to develop further?
- 



Interactive collaboration challenge “Project Pinnacle”

Debriefing Summary:

- **Team Dynamics:** Reflect on the biggest challenges during the tower construction and how your team overcame them. Discuss any conflicts, how they were resolved, and what you learned about conflict resolution.
- **Time Management:** Consider how time constraints impacted your decision-making and design process. Reflect on how you prioritized tasks and adjusted plans during the construction phase.
- **Communication:** Discuss how communication contributed to the team’s success, including techniques for ensuring everyone was heard and encouraging participation.
- **Adaptability:** Reflect on how the team adapted to the surprise challenge of switching members, focusing on flexibility and adjusting to new team dynamics.
- **Personal Growth and Takeaways:** Reflect on your personal strengths, areas for improvement, and contributions to the team. Identify where you see room for growth.

Expected Outcomes:

- **Collaboration Skills:** Improved ability to work in small groups, leverage team strengths, and manage conflicts constructively.
 - **Communication Skills:** Enhanced ability to articulate ideas, listen actively, and give/receive constructive feedback.
 - **Problem-Solving Abilities:** Increased creativity in problem-solving and adaptability to unexpected challenges.
 - **Time Management:** Better prioritization and efficiency under time constraints.
 - **Self-Awareness:** Greater understanding of individual strengths and roles within a team.
 - **Leadership Skills:** Opportunities to develop leadership skills and share responsibilities within a team.
 - **Diversity Appreciation:** Increased appreciation for diverse perspectives and improved collaboration with individuals from different backgrounds.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

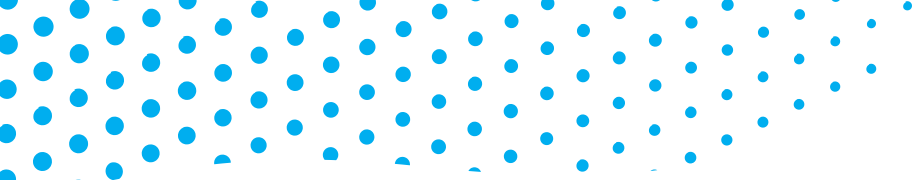


Erasmus+

Activity 5

Unleashing Your Writing
Skills Potential





Unleashing Your Writing Skills Potential

Objective(s):

The objective of this activity is to empower NEET (Not in Education, Employment, or Training) individuals by unlocking their hidden writing skills potential. Through this engagement, participants will discover the joy of expressing themselves through words, enhance their communication skills, and develop a valuable tool for personal and professional growth.

Materials Needed:

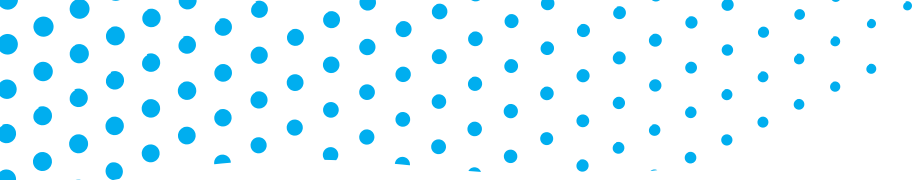
- Writing Supplies (Notebooks, Pens/Pencils/Markers, Sticky Notes/Index Cards)
- Prompts/Worksheets
- Digital Tools (optional) (Laptops/tablets or computers, Projector and screen, Access to online platforms (Google Docs, shared documents))
- Feedback Tools (Peer review forms/feedback sheets, Flipchart/whiteboard and markers)
- Guest Speaker/Workshop Materials (Handouts/slides, Recording equipment (optional))
- Collaborative Project Materials (Large sheets of paper/digital collaboration tools, Visual aids (optional) like storyboards or mind maps)

Number of Participants: Medium group (7-15 participants)

Duration:

Total: 180–240 min

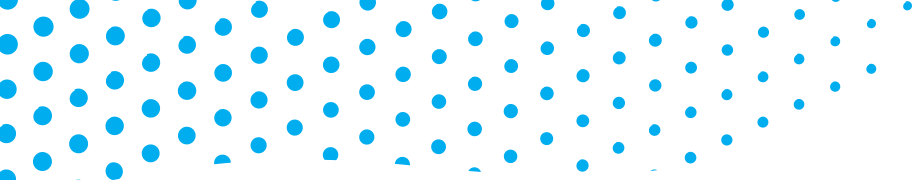
- Theoretical part: 60 min
 - Practical activity: 90–120 min
 - Debriefing: 30 min
- 



Unleashing Your Writing Skills Potential

Preparation Steps Summary:

1. Define Objectives and Agenda: Review and adjust the activity's goals (self-expression, communication, confidence) and tailor the agenda based on time available.
 2. Select and Prepare Writing Prompts: Choose 5-10 thought-provoking prompts for self-expression, and print copies for participants.
 3. Develop Writing Exercises and Worksheets: Create worksheets for responses and note-taking, and prepare a genre guide with examples.
 4. Organize Peer Review Tools: Prepare peer review forms with feedback guidelines, and provide an example.
 5. Invite Guest Speaker or Plan Workshop: Confirm a guest speaker or plan a writing workshop and align on the content.
 6. Set Up the Room: Arrange seating to encourage interaction and create designated areas for writing and collaboration.
 7. Prepare Equipment and Supplies: Gather writing materials (notebooks, pens) and ensure digital tools (laptops, projectors) are available.
 8. Create Visual Aids: Prepare slides or handouts to illustrate writing techniques and provide examples of well-written pieces.
 9. Prepare for Collaborative Project: Set up materials (large paper or digital platforms) and clarify roles for the collaborative writing task.
 10. Conduct a Final Check: Review materials and test equipment to ensure everything is ready.
 11. Set a Positive Tone: Mentally prepare to foster a supportive, motivating environment for participants.
- 



Unleashing Your Writing Skills Potential

Instructions/Procedure:

Icebreaker: Express Yourself

- Participants start with a brief introduction, highlighting a unique aspect of their personality or an interesting experience.
- This encourages self-expression from the beginning, setting a positive tone for the activity.

Interactive Writing Exercises:

- Prompt Exploration: Participants respond to thought-provoking prompts, encouraging them to think creatively and expand their ideas.
- Peer Review: Exchange written pieces within the group for constructive feedback, promoting a supportive learning environment.

Genre Exploration:

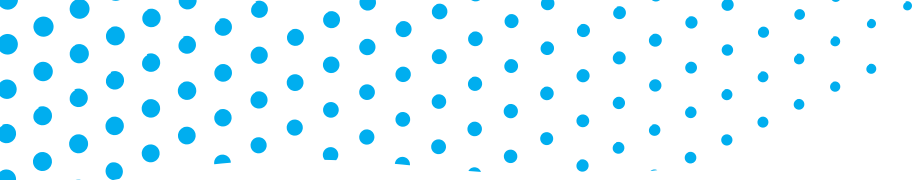
- Participants explore various writing genres such as fiction, non-fiction, poetry, and creative essays.
- This broadens their perspective and allows them to discover which genres resonate with their personal style.

Guest Speaker or Writing Workshop:

- Invite a guest speaker or conduct a writing workshop to provide insights into the world of professional writing and its applications.
- This exposes participants to real-world possibilities and motivates them to take their writing skills seriously.

Create a Collaborative Project:

- Collaboratively create a short story, poem, or article, allowing participants to combine their unique perspectives and skills.
 - Fosters teamwork and highlights the power of collective creativity.
- 



Unleashing Your Writing Skills Potential

Debriefing:

- How did it feel to express yourself through writing? What emotions did it evoke?
- Did you discover anything new about your writing style or voice during the exercises?
- How do you think the writing skills you practiced today can enhance your communication in everyday life?
- What specific writing techniques or tips did you find most helpful? How can you apply them in your future writing?
- What did you learn from collaborating with others during the group project?
- How did peer feedback impact your writing? Was there anything surprising or helpful in the feedback you received?
- Did you encounter any challenges while writing or sharing your work? How did you overcome them?
- How can you include regular writing into your routine to keep improving?
- What is one key takeaway from today's activity that you will remember moving forward?
- How do you feel about the role of writing in your life now compared to before the activity?

Expected Outcomes:

- Improved Self-Expression. Participants will gain the ability to articulate their thoughts, feelings, and experiences more clearly and creatively through writing, enabling them to express themselves more confidently in various contexts.
 - Enhanced Writing Skills. Participants will develop foundational writing skills, including structure, grammar, and style, which can be applied across different genres such as fiction, non-fiction, and poetry.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

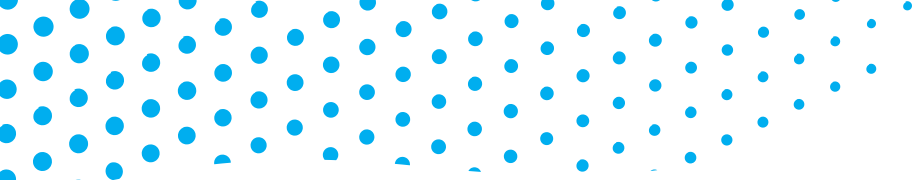


Erasmus+

Activity 6

Speed networking





Speed networking

Objective(s):

The objective of this interactive activity is to help participants improve their networking skills. They will learn how to introduce themselves to people in order to create connections.

Materials Needed:

- Video projector
- Timer
- Smartphones/tablet/pc (to be used to write the elevator pitch).
- Number of Participants: Large group (15+ participants), max 30 participants

Duration: Total 60 min

- Theoretical part: 15 min
- Practical activity: 30 min
- Debriefing: 15 min

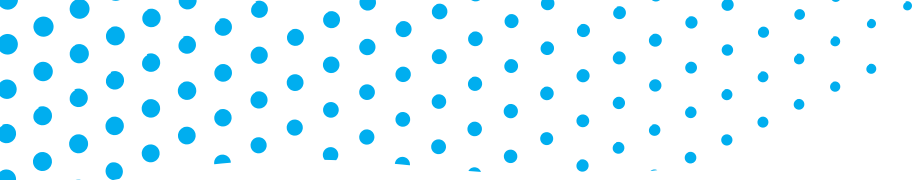
Preparation Steps:

The trainer will have to setting up the room. If there are chairs, they'll have to be removed after the theoretical part, therefore the trainer should think on where to put them before the start of the networking part.

Instructions/Procedure:

Activity steps

- Introduction about networking, objectives, tools and benefits
 - Peer-to-peer activity to test participants' networking skills and allow them to apply the knowledge they have acquired.
 - Presentation of activity outcomes to the rest of the group and feedback
- 



Speed networking

Theoretical part

After a summary of tips for one-to-one networking sessions, the trainer moves on to the practical part. Then the activity is explained to the participants who have to write an elevator pitch to be used during speed networking sessions. Before starting the practical part, the trainer asks if the participants have any previous experience with networking events. Based on their answers, the trainer instructs the audience to divide into two groups: one for those with more experience and one for those with less.

Practical activity

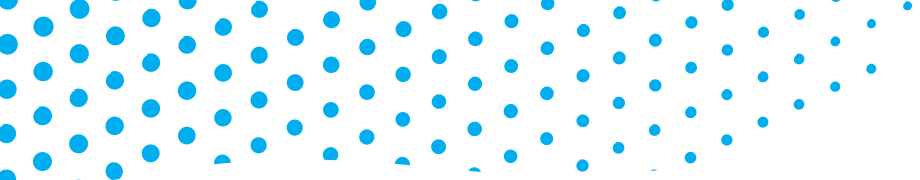
- Writing the elevator pitch of about 75 words (10 minutes) > Less experienced participants will be paired with more experienced participants, up to a maximum of 15 pairs. The more experienced participants will help the less experienced ones to write the pitch. Both parties will check each other's work to give and receive feedback before the test. The pitch should be no longer than 90 seconds.

Structure of the elevator pitch:

- Greeting and introduction
- What you do
- What you are looking for
- Plan for follow-up and contact exchange

Go and network (20 minutes) > Participants should gather in a circle to start the second phase of the activity. They move around the room looking for an available person with whom to test the elevator pitch and network. They should meet at least three people to understand if their pitch is working. The participants' networking session should last a maximum of 20 minutes, with each person having 90 seconds to introduce themselves.





Speed networking

Debriefing:

At the end of the allocated time, participants will be asked to conclude the networking sessions and return to their seats. The trainer will then prompt participants to provide feedback on the activity using the following questions:

- Was it challenging to write your elevator pitch?
- What was the most difficult part?
- Was it helpful to have a peer review it?
- How did you feel when you first started introducing yourself to others?
- Did the other person ask about you?
- Did you succeed in piquing interest?
- Were you able to achieve your goal and effectively communicate about yourself?
- Do you feel like changing your elevator speech after the activity?

At the end of the discussion, the trainer invites participants to exchange contact information to continue with peer review activities even after the training has been completed. This will help improve their networking skills.

Expected Outcomes:

The activity gives each participant the opportunity to write an elevator pitch with the support of another participant and to test it during different networking sessions within the group of participants. By meeting many people and using the elevator pitch to introduce themselves, participants will develop networking skills through the sessions and learn how to improve them by practising and seeing others in the same situation. They'll also be motivated to reuse the elevator pitch on other occasions, allowing them to be prepared for further networking sessions.





Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

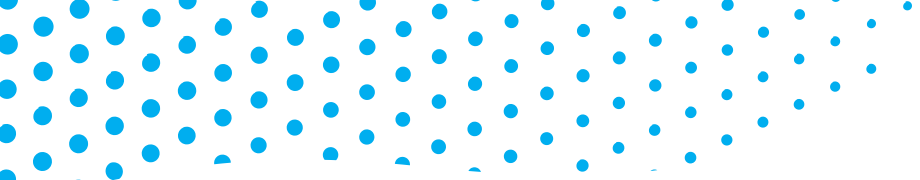


Erasmus+

Activity 7

Digital Data Detective





Digital Data Detective

Objective(s):

The objective of this interactive activity is to help participants improve their skills in browsing, searching for data, and filtering digital content while combining collaboration and critical thinking.

Materials Needed:

Video projector

Laptops as many as participants

Number of Participants: Large group (15+ participants)

Duration: Total 90 min

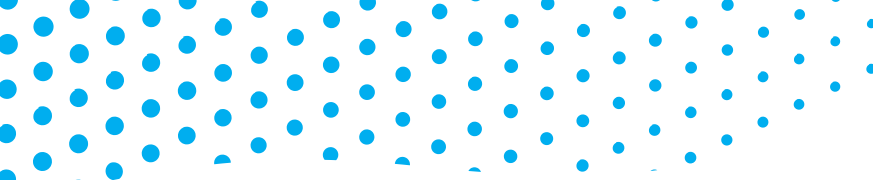
Theoretical part 15 min

Practical activity: 60 min

Debriefing: 15 min

Preparation Steps:

- Room setup: Arrange the room with tables or workstations where each group can sit together and collaborate easily.
 - Materials: Ensure laptops are available and internet access is functioning for all participants. A video projector should be set up for presentations or visual instructions. Print out copies of the annexes (Annex 1 and Annex 2) with questions and tasks for each group.
 - Technology check: Test all necessary equipment (projector, laptops) and ensure access to relevant websites and search engines.
 - Examples and instructions: Prepare sample answers to demonstrate the expected depth of research for each round and provide clear guidelines about how the activity will proceed.
- 



Digital Data Detective

Instructions/Procedure:

Theoretical part: The trainer should commence by inquiring about the participants' understanding of information and data literacy. Following their responses, the participants should then be introduced to Digcomp and the five competence areas, with a particular focus on Information and Data Literacy.

Practical activity: The trainer will divide the group into smaller groups (3-5 participants per team). Each team will select a captain who later will present the answers. The trainer will explain that there are going to be 2 rounds of questions. Points will be allocated for speed and accuracy. The activity can be adapted depending on the level and needs of the group.

Round 1: Browser Dash

This part of the activity intends to test and challenge participants' basic browsing skills. The facilitator will provide a list of 5 questions for general online browsing (example annex 1). Teams have 20 minutes to answer the questions and to create a document with the answers.

Round 2: The Search Scavenger Hunt

Teams receive a list of complex questions or tasks related to the topic (example annex 2) They must use their browsing and search skills to find reliable sources and gather information. Points are awarded for speed and accuracy.

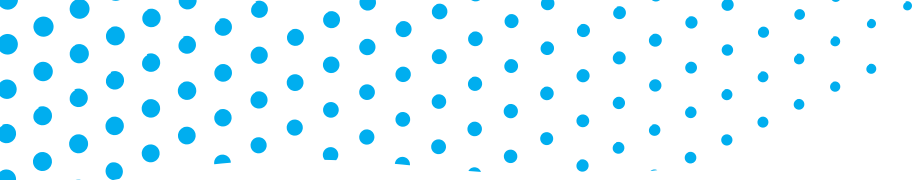
Each team will present the findings, the captain will share with the group the findings.

Debriefing:

Teams discuss their findings from the Search Scavenger Hunt. They are also encouraged to share the challenges that arise in this activity. Share insights on effective search strategies and how to identify credible sources.

Also, discuss the importance of digital skills, information evaluation, and content curation in personal branding and the job market. Share additional tips and resources for improving these skills.





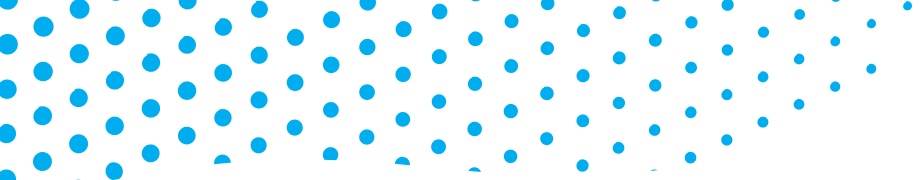
Digital Data Detective

Annex 1

1. Find the current weather in CasaBlanca
2. Choose a product you're interested in purchasing. Compare and contrast customer reviews from multiple online retailers to determine the overall satisfaction and potential drawbacks of the product.
3. Choose a skill or hobby you want to learn (e.g., playing a musical instrument, painting, coding). Explore online resources, tutorials, and forums to get an overview of where and how to start. Write down the steps and sources.
4. Plan a hypothetical vacation to a destination you've never visited. Research and list the top three must-visit attractions, find flight and accommodation options and estimate the total cost of the trip.
5. Use a job search engine to find job listings for a specific position or industry. Compare job descriptions, salaries, and locations.

Annex 2

1. What are the three essential elements of a successful personal brand? Provide examples of each element from notable personal brands online.
 2. Choose a famous individual known for their strong personal brand (e.g., Elon Musk, Oprah Winfrey). Analyse their online presence and summarise their personal branding strategy. What platforms do they use, and what kind of content do they share?
 3. Compare and contrast at least three digital tools or platforms (e.g., LinkedIn, Instagram, personal websites) used for personal branding. What are the advantages and disadvantages of each?
 4. Find two articles discussing the importance of online reputation in personal branding. Summarise the key points and explain how online reputation can affect career opportunities.
 5. Select a social media influencer in your field of interest (e.g., fashion, technology, fitness). Research their personal branding tactics, including the type of content they post, their engagement with followers, and how they differentiate themselves from others.
- 



Digital Data Detective

Expected Outcomes:

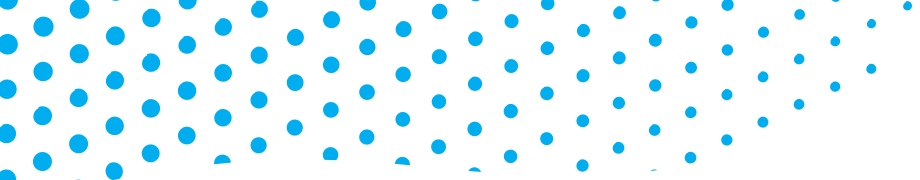
By the end of the activity, participants should have developed:

- **Improved Information Literacy:** Enhanced skills in searching, filtering, and evaluating digital content for reliability and credibility.
 - **Collaboration and Teamwork:** Participants should demonstrate better coordination in working together to solve challenges and meet deadlines.
 - **Critical Thinking:** Strengthened ability to assess the accuracy of data and identify trustworthy sources online.
 - **Personal Branding Awareness:** A clearer understanding of the role digital skills play in personal branding and career development, including how to build an effective online presence.
 - **Confidence in Digital Tools:** Increased familiarity with digital tools used for research, content curation, and personal branding strategies.
- 

Activity 8

Creative Problem-
Solving Challenges





Creative Problem-Solving Challenges

Objective(s):

Develop participants' creativity in a structured, professional setting where they tackle real-world challenges, fostering critical thinking and innovative solutions. Through collaboration, participants learn to approach problems with fresh perspectives, leading to enhanced problem-solving skills and team-based creativity.

Materials Needed:

- Flip charts or whiteboards
- Markers and sticky notes
- Printed scenarios describing fictional but realistic business challenges relevant to job-seeking or first-time employment situations
- Timers or clocks
- Optional: Laptops or tablets for quick online research

Number of Participants: Medium group (7-15 participants).

Duration:

Total: 90 minutes:

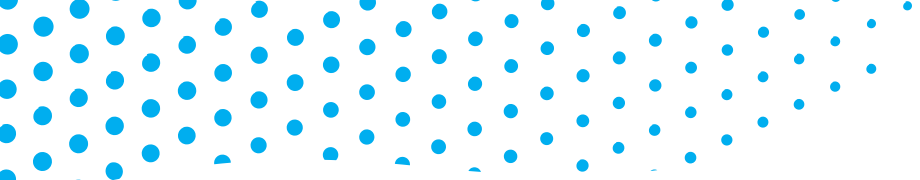
- Introduction and Instructions: 10 minutes
- Group Brainstorming and Planning: 30 minutes
- Solution Design: 30 minutes
- Presentations: 15 minutes
- Debrief: 5 minutes

Preparation Steps:

1. Prepare fictional but realistic scenarios describing specific business challenges. Choose challenges applicable to industries the participants might be interested in.

Some examples could be:





Creative Problem-Solving Challenges

Brand Awareness for Small Business

Scenario: Imagine you are part of a small retail business that recently launched online but has little brand awareness and struggles to attract new customers. How would you creatively promote the brand online with minimal resources? Consider using social media, collaborations, or community engagement in your solution.

Customer Experience in a Startup

Scenario: You're part of a small startup that offers digital services but has received some negative feedback regarding its customer service. The company wants to create a better experience to stand out in a competitive market. Develop creative ideas for improving customer experience without significantly increasing costs.

Job Application Differentiation Strategy

Scenario: A friend is applying for an entry-level position in a competitive field and needs to make their job application stand out. How could they creatively demonstrate their skills and personality in their application without relying on traditional CV formats? Propose specific ideas for cover letters, portfolios, or digital profiles.

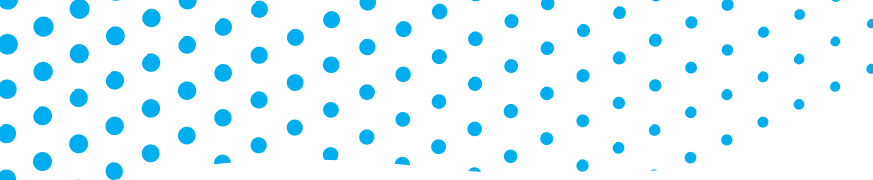
Engagement for a Non-Profit's Online Campaign

Scenario: You're helping a small non-profit organization that's trying to increase awareness and engagement for a fundraising campaign online. The target audience is young adults, but engagement has been low. How can the organization make its campaign more interactive and appealing to young people?

Team Communication Improvement in a New Role

Scenario: You recently started a job where communication between departments is a challenge, leading to delays and misunderstandings. Your manager has asked you to suggest creative ways to improve team communication and collaboration. What strategies or tools would you propose to make communication smoother?





Creative Problem-Solving Challenges

Low-Budget Marketing Strategy for a Local Event

Scenario: A community group is organizing a local event to help job seekers but has a very limited marketing budget. How can they creatively promote the event to reach a wide audience, especially young job seekers, with minimal resources? Propose ideas that leverage free or low-cost platforms, partnerships, or media channels.

2. Arrange flip charts, whiteboards, sticky notes, and markers for each group, allowing space for brainstorming.

3. Ensure timers are visible to keep groups on track and laptops or tablets are available if participants need to conduct additional research.

- **Instructions/Procedure:**

Introduction (10 mins): Introduce the activity by explaining the importance of structured creativity and problem-solving in any job setting, highlighting how these skills can make a strong impression in the job market and increase job satisfaction and adaptability.

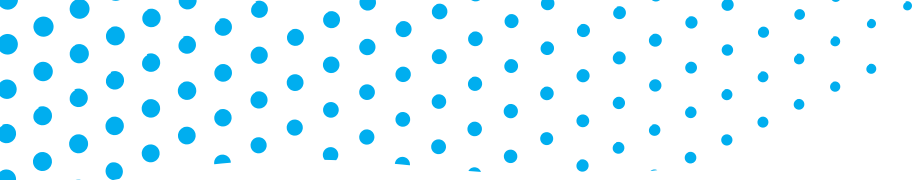
- **Group Brainstorming and Planning (30 mins):**

Divide participants into groups of 3-5 and give each group one business challenge scenario. Each group reads and discusses the scenario. Encourage participants to brainstorm freely using sticky notes, sharing as many ideas as possible without initial filtering or judgment. After 15 minutes, groups begin organizing their ideas, identifying their top 2-3 solutions that are both practical and innovative.

- **Solution Design (30 mins):**

Each group selects their best solution and develops a structured, concise presentation. They should cover the key elements of their proposed solution, the creative thought process behind it, and potential implementation steps or benefits. Groups spend the remaining time polishing their presentations.





Creative Problem-Solving Challenges

- **Presentations (15 mins):**

Each group presents its solution in a 2-3 minute summary. Participants should focus on presenting clearly and confidently, demonstrating how their solution addresses the scenario.

- **Debriefing (5 mins):**

The facilitator leads a reflection on the activity, asking questions like:

- What was the biggest challenge in reaching a final solution?
- Which techniques or methods helped you the most in generating and selecting ideas?
- How can creativity be applied in structured ways in the workplace?

Expected Outcomes:

- **Structured Creativity:** Participants gain experience generating innovative ideas within a structured setting.
 - **Collaborative Problem-Solving:** Participants practice team-based creativity and effective communication of ideas.
 - **Professional Communication:** Experience in presenting clear, concise solutions, fostering confidence for workplace and job interview scenarios.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

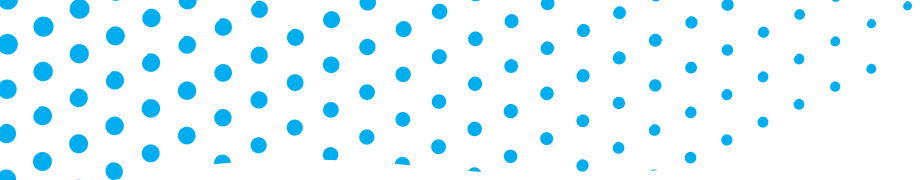


Erasmus+

Activity 9

Motivation and
Perseverance under
pressure





Motivation and Perseverance under pressure

Objective(s):

Help participants understand how external feedback (positive and negative) can impact their motivation and performance. By the end, they should recognize the role of self-belief, resilience, and focus when facing discouragement and learn how to channel motivation internally.

Materials Needed:

- Blank paper
- Pens and markers
- Two target boards (e.g., printed or drawn with concentric circles and a central bullseye)
- Optional: Stopwatch or timer

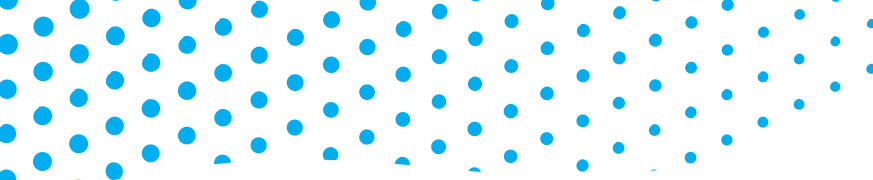
Number of Participants: Medium group (7-15 participants).

Duration: Total: 45 minutes

- Instructions and briefing: 10 minutes
- Activity rounds: 20 minutes
- Debriefing and discussion: 15 minutes

Preparation Steps:

- Set up the room with enough space for participants to gather comfortably, with the two target boards placed at a moderate distance.
 - Divide participants into two teams. Team A will offer positive reinforcement, while Team B will deliver neutral or discouraging feedback.
 - Prepare examples of phrases for each team to use. Review these examples to avoid any inappropriate or overly harsh comments.
- 



Motivation and Perseverance under pressure

- Have paper and pens ready for the group discussion, so participants can note down any reflections after each round.
- Explain that the Pygmalion Effect, also known as the "self-fulfilling prophecy," is a psychological phenomenon where higher expectations from others can lead to improved performance. Conversely, low expectations or negative reinforcement can reduce motivation and performance, even if a person has the skills. This activity will allow participants to experience how external expectations can influence their own determination and focus.

Instructions/Procedure:

- Introduction:

Start by discussing how motivation and resilience are essential in the workplace, especially for people facing difficult circumstances or unfamiliar environments. Introduce the Pygmalion Effect, emphasizing how belief in one's potential (either from oneself or others) can lead to higher achievement.

- Divide the Teams and Brief the Volunteers:

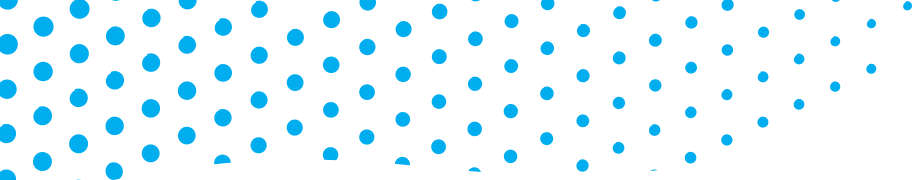
- a. Ask for two volunteers to take turns aiming for the target.
- b. Take the volunteers aside briefly, explaining that they'll perform a simple task (aiming for the bullseye) while receiving feedback from the group.

- Activity Rounds:

- a. Round 1 - Positive Reinforcement Round:

The first volunteer stands at a designated spot and throws or attempts to reach the target five times. The "Encouragement Team" cheers and gives positive feedback after each attempt. Example phrases include:

- "You're doing great! Keep it up!"
 - "You almost got it; I know you can hit the target!"
 - "Amazing focus; you're getting closer with each try!"
 - "You have a strong aim; keep going, you're improving!"
- 



Motivation and Perseverance under pressure

b. Round 2 - Neutral/Negative Reinforcement Round:

The second volunteer then takes five attempts to reach the target. This time, the “Discouragement Team” gives more neutral or discouraging feedback. Example phrases include:

- “Well, that wasn’t very close.”
- “Are you sure you’re focusing enough?”
- “You seem a bit off; maybe try something else.”
- “It’s okay if you don’t hit the target; this might just not be your thing.”

- Reflection Activity:

After both rounds, ask each volunteer to reflect on how they felt during their attempts, noting any impact from the feedback received. Encourage them to observe if they felt more motivated, discouraged, or unaffected by the feedback in each round.

Debriefing (15 mins):

Initiate a group reflection on the exercise, asking participants questions like:

- How did the positive feedback influence your motivation and focus?
- What effect did the discouraging comments have on your focus and effort?
- In real-life situations, how might feedback (positive or negative) impact your work performance or motivation?
- Discuss the importance of resilience and self-motivation, especially in professional contexts where feedback may not always be encouraging. Emphasize the value of staying focused and determined regardless of the feedback, and how believing in oneself can make a significant difference in outcomes.

Expected Outcomes:

- Enhanced awareness of the impact of external feedback on personal motivation and performance.
 - Strengthened ability to maintain motivation and focus in discouraging situations.
 - Increased resilience and understanding of perseverance as a vital skill for career development.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

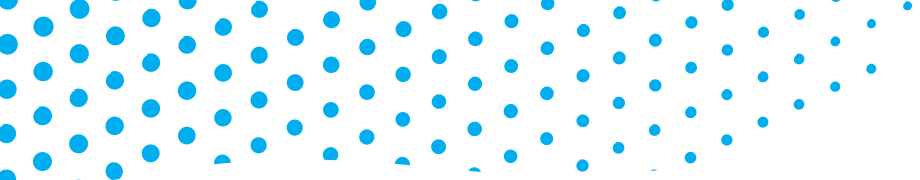


Erasmus+

Activity 10

Competitive Explorer





Competitive Explorer

Objective(s)

The objective of this interactive module is to equip participants with advanced skills in competitive analysis for personal branding. Participants will delve into the strategic aspects of competitive analysis, learning how to navigate the professional landscape effectively. Through engaging activities, they will gain insights into identifying competitors, evaluating strengths and weaknesses, and formulating unique personal branding strategies.

Number of participants: 20-30 participants

Duration: Total 90 min

- Theoretical part 20 min
- Practical activity: 60 min
- Debriefing: 10 min

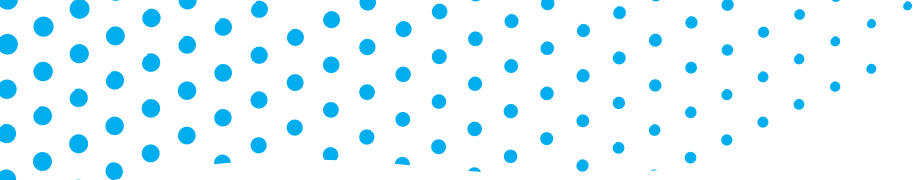
Materials needed:

- Video projector,
- Printed cards with information (can be quotes, facts, or instructions related to data and digital content).
- A stopwatch or timer.
- Pen and paper for each participant.
- At least 4 laptops

Activity steps:

Theoretical part: Initiate by gauging participants' current understanding of advanced competitive analysis within personal branding. Introduce the concept within the context of personal branding, stressing its strategic significance. Delve into key areas such as nuanced competitor identification, in-depth evaluation of strengths and weaknesses, and the art of leveraging insights for personal branding. Emphasise the strategic positioning required in the dynamic professional landscape.





Competitive Explorer

Practical activity: Organise participants into four teams of five members each. Curate printed cards with intricate tasks related to advanced competitive analysis and strategic personal branding. Place the cards in separate piles, one for each team. Set up a starting point and a finish line in the room or designated area. Laptops should be at the finish line and the printed cards at the starting point for each team. Each team designates one member as the first "Strategic Navigator" (akin to the "Explorer" in the previous example). The rest of the team becomes the "Guides." When the timer begins, the Strategic Navigator from each team retrieves a card, reads the information or instructions, and strategically applies advanced competitive analysis. The Navigator performs tasks such as discerning nuanced competitor traits, conducting in-depth SWOT analyses, and formulating sophisticated personal branding strategies. Online research is encouraged. Upon task completion, the Navigator returns to the team, and the next Navigator takes over. Tasks should be calibrated to participants' knowledge levels. The triumphant team is the one that finishes first with accurate task execution.

Debriefing

Engage in a comprehensive discussion on the challenges encountered during the activity, focusing on the complexities of advanced competitive analysis. Highlight the critical role of clear communication, precision in data analysis (related to competitors), and the strategic transfer of information. Draw parallels between the activity and real-life scenarios, underscoring the consequences of miscalculations in advanced competitive analysis on personal branding, decision-making, and professional triumph.

Examples of tasks and info

- Identify emerging competitors in your niche by analysing industry reports, market trends, and social media landscapes.
 - Conduct an in-depth SWOT analysis of a key competitor, considering not only visible strengths and weaknesses but also subtle strategic nuances.
 - Formulate a personal branding strategy that adapts to evolving industry dynamics and positions you as a thought leader.
 - Investigate competitors' engagement strategies and devise a plan to foster authentic connections within your professional community.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

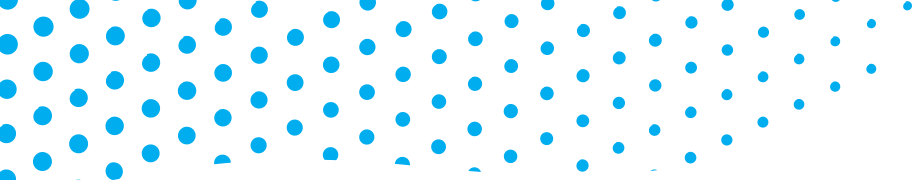


Erasmus+

Activity 11

Storyboard Your Brand





Storyboard Your Brand

Objectives of the Activity:

- Develop participants' ability to construct a visual narrative of their personal and professional journey using the storytelling technique of storyboarding.
- Foster participants' ability to creatively express their unique personal and professional journey, encouraging them to think beyond traditional formats and explore innovative ways of self-expression.
- Cultivate participants' skills in collaborating with peers, sharing their storyboards, and providing and receiving constructive feedback to enhance the clarity and impact of their personal brand narratives.
- Empower participants to translate the visual narrative from their storyboards into other personal branding materials, including online profiles, elevator pitches, and networking conversations.

Time: 60 minutes

Group: 10 - 15 people

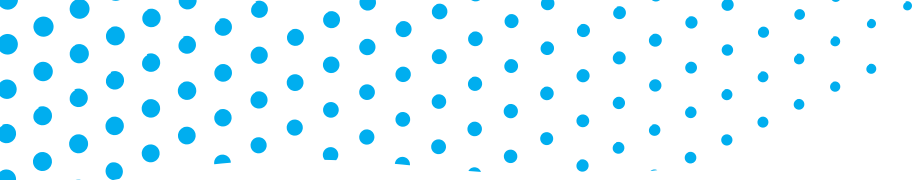
Materials: large sheets of paper, markers, sticky notes, pictures etc.

Introduction (15 minutes):

The "Storyboard Your Brand" activity adds a visual and creative dimension to the personal branding workshop, allowing participants to express their unique narratives in a format that is both engaging and impactful. It serves as a tangible tool for participants to reference and refine their personal brand messaging.

Overview:

- Briefly explain the concept of storyboarding and its role in crafting a visual representation of one's personal brand.
 - Emphasise that each frame should depict a significant moment or aspect of their personal or professional journey.
- 



Storyboard Your Brand

Example Storyboard:

- Show an example of a personal brand storyboard, breaking down key elements such as challenges, achievements, and growth.

Activity (45 minutes):

Storyboard Creation:

- Distribute materials such as large sheets of paper, markers, and sticky notes.
- Encourage participants to create a storyboard with at least five frames, each representing a different aspect or milestone in their personal or professional life.
- In each frame, participants should include key elements such as skills gained, challenges faced, and achievements.

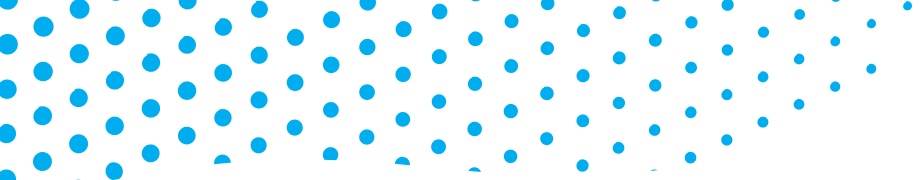
Storyboard Elements:

Provide prompts or questions for each frame to guide participants:

- Frame 1: Begin with a defining moment or experience.
- Frame 2: Highlight a significant skill or competence acquired.
- Frame 3: Showcase a challenge faced and overcome.
- Frame 4: Illustrate a key achievement or milestone.
- Frame 5: Depict aspirations and future goals.

Peer Feedback and Discussion:

- Create small groups where participants share their storyboards with peers.
 - Groups discuss common themes, unique elements, and areas for improvement.
 - Each participant receives constructive feedback on the clarity and impact of their storyboard.
- 



Storyboard Your Brand

Conclusion (15 minutes):

Group Reflection:

- Gather the participants back as a whole group for a brief reflection session.
- Discuss insights gained, challenges faced during the activity, and any adjustments made to their personal brand narratives.

Some debriefing/reflection questions can sound like this:

- How did you feel while creating your story board?
- Did you face any challenges through the process? If yes, how did you overcome them?
- What piece of advice would you give to someone creating their first storyboard?

Follow-up:

Digital Storyboard Sharing:

- Encourage participants to create a digital version of their storyboard using online tools or apps.
 - Share the digital storyboards within the workshop community for ongoing feedback and collaboration.
- 



Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

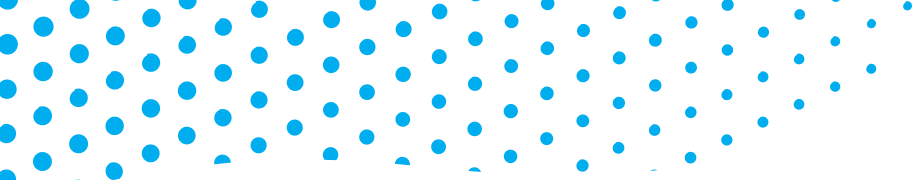


Erasmus+

Activity 12

Brand Builder Challenge





Brand Builder Challenge

Objective:

The goal of this immersive activity is to empower participants to develop and articulate their personal brand vision, aligning it with tangible strategies for professional success. By engaging in a series of challenges, participants will enhance their strategic thinking, resilience, and networking skills within the context of personal branding.

Number of participants: 20-30 participants

Duration: Total 90 min

Introduction: 10 min

Vision Crafting Challenges: 60 min

Networking and Strategy Implementation: 15 min

Reflection and Debriefing: 5 min

Materials needed: Flipchart or whiteboard, markers, sticky notes, pens, a timer, and a designated space for the challenges.

Activity Steps:

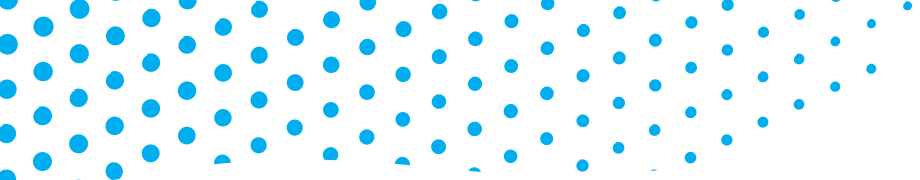
Introduction:

Begin with a brief overview of personal branding and its significance in the professional landscape. Emphasise the role of a clear vision in shaping a compelling personal brand.

Vision Crafting Challenges: Divide participants into small groups and provide each group with a flip chart or whiteboard, markers, and sticky notes.

Challenge 1: "The Vision Layers Canvas" - In this challenge, each group will brainstorm and illustrate the various layers of a personal vision, considering short-term objectives and long-term aspirations.





Brand Builder Challenge

Challenge 2: "Dreams to Reality Blueprint" - Participants will identify a personal dream and collaboratively create a strategic plan, breaking down the steps and milestones required to turn the dream into reality.

Challenge 3: "Navigating Challenges with Vision" - Groups will discuss potential challenges individuals may face in their professional journey and strategize how a clear vision can serve as a resilient shield during setbacks.

Networking and Strategy Implementation: Each participant receives a set of networking cards with scenarios related to professional connections and strategic actions.

Challenge 4: "Networking with Purpose" - Participants will engage in role-playing scenarios, applying their vision to initiate purposeful conversations and build meaningful professional relationships.

Challenge 5: "Brand Alignment in Action" - Individuals will reflect on their vision and discuss how to align their daily actions, decisions, and professional choices with their brand vision.

Reflection and Debriefing: Conclude the activity with a brief reflection on the challenges and insights gained. Discuss the importance of consistent brand alignment and how the challenges relate to real-life situations. Encourage participants to share key takeaways and discuss how they plan to apply their refined personal brand vision in their professional journey.

By participating in the Brand Builder Challenge, individuals will not only enhance their personal branding skills but also gain practical insights into crafting a vision that guides their actions in the professional arena.





Co-funded by
the European Union



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

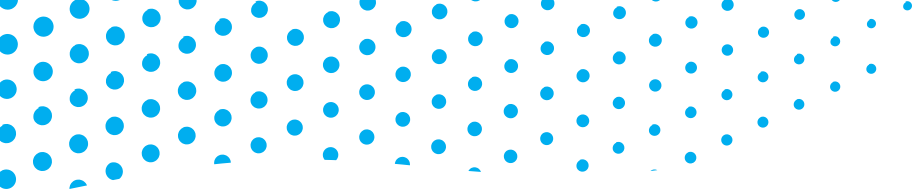


Erasmus+

Activity 13

Digital Content
Evaluation Workshop





Digital Content Evaluation Workshop

Objective

The objective of this activity is to enhance participants' skills in evaluating data, information, and digital content through a dynamic and collaborative digital scavenger hunt.

Steps

1. Introduction: Discuss the importance of evaluating digital content.
2. Guided Analysis: Provide sample digital content for analysis.
3. Group Discussion: Break participants into groups to evaluate and discuss findings.
4. Presentation: Each group presents their evaluation, fostering communication and collaboration.
5. Reflection: Conclude with a reflection on the importance of critical evaluation.

Materials Needed

- Participants: Divide participants into small teams (3-5 members per team).
- Digital Devices: Each participant should have access to a smartphone, tablet, or laptop with internet connectivity.
- List of Tasks: Prepare a list of tasks related to evaluating digital content. Include diverse challenges that require participants to assess reliability, relevance, and credibility of information online.

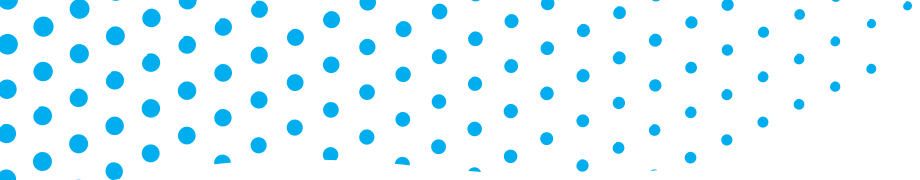
Activity Structure

1. Introduction (15 minutes):

Begin with a brief overview of the importance of evaluating data and information in the digital age.

Explain the goals of the scavenger hunt: to practise critical evaluation skills in a fun and collaborative setting.





Digital Content Evaluation Workshop

2. Task Briefing (15 minutes):

Provide each team with a list of tasks. Tasks can include finding and evaluating articles, images, social media posts, or websites. You can focus on a specific topic that is of interest on a global level during the time of your workshop. In this way, you create awareness for an important topic and make the challenges a bit more tricky as widespread topics can be full of misleading or incomplete information.

Some topics could be: the current political and/or military situations in Europe and the world; the latest innovation tools, the advance of AI and so on.

Clearly outline the criteria for evaluation, emphasising factors such as source credibility, bias, and relevance.

Criteria can be:

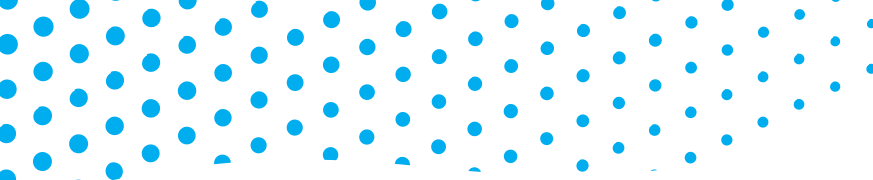
- quantitative data on the source (number of views/likes on an article or picture, number of downloads and comments etc.)
- credibility of the source
- the tools used to check and analyse the information

3. Scavenger Hunt (45 minutes):

Teams embark on the scavenger hunt, using their digital devices to complete the assigned tasks.

Encourage collaboration within teams, promoting discussions on the reliability of sources and the overall quality of the content.





Digital Content Evaluation Workshop

4. Debrief and Discussion (30 minutes):

Gather teams for a debrief session to share their findings and experiences.

Facilitate a discussion on the challenges encountered during the scavenger hunt and the strategies employed to assess the quality of digital content.

Emphasise key learnings related to critical thinking, source evaluation, and digital literacy.

Some examples of debriefing questions can look like this:

- What was the process like for you? How did you feel while solving the tasks?
- Did you face any challenges in your team work? If yes, what were they and how did you overcome them?
- How is personal branding connected to the activity?
- If you had to share one piece of advice for someone going through the same process, what would you say?

5. Reflection (15 minutes - optional):

Have participants individually reflect on the scavenger hunt experience. Ask them to consider how the activity enhanced their skills in evaluating digital content.

Encourage participants to share their reflections with the larger group.

Logistics and Tips

Preparation: Prior to the activity, thoroughly test the tasks and ensure that they align with the learning objectives.

Teams: Create diverse teams to encourage collaboration and varied perspectives.

Task Complexity: Gradually increase the complexity of tasks to challenge participants and cater to different skill levels.





Acknowledgement, Disclaimer and Copyright notice

Acknowledgement

This paper has received funding from the European Commission under Grant Agreement number 2022-2-PT02-KA220-YOU-000101893, ERASMUS+ Cooperation Partnership project “BrandME”.

Disclaimer

The European Commission support for the production of this publication does not constitute an endorsement of the content which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

Copyright notice

CC BY. The license Attribution CC BY lets others distribute, remix, adapt, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.



Co-funded by
the European Union



Erasmus+



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade

Partners of the consortium





NFE Activities Booklet



Co-funded by
the European Union



Erasmus+



Agência Nacional
Erasmus+ Juventude/Desporto
Corpo Europeu de Solidariedade