Career counseling and aptitude assessment

Career counseling

College period is not just about attending courses. As a student, you have many opportunities that you may no longer have the chance to find them, you have many qualities and skills that you can improve.

If you want to value your skills, to find out what your strengths are and if you are ready to discover yourself as a human, more deeply, CCOC helps you to find answers to some questions, but also to understand certain aspects which outlines the professional path, such as:

1.    Sessions of communication improvement

2. Sessions of self-knowledge

3. The elaboration of the personal action plan/career plan

4. How do I search my career offers?

5. How can I be competitive?

6. The job interview simulation

7. Sessions focused on efficient ways of studying

8. Team management

About the Personal Branding

Here is the shortest definition of personal brand: it is the one that exposes who you really are in the eyes of the outside world. Now what you need to be aware of is either you want it, or you don’t, you have a unique, original and unrepeatable personal brand.

The first thing which must be done when you start building your personal brand is probably a brainstorming to see what the strengths are, determining the degree of popularity that you enjoy at a particular moment, which is your expertise in a specific field, reputation etc.

The second thing you need to do is the most difficult one. Once you have determined what makes you unique and you know where you position yourself, there is a continuous personal branding campaign that you have to coordinate. Personal branding refers to everything. Either we're talking about your Facebook page or account, Twitter account, LinkedIn account, your blog or website, your resume, your business card, your E-mail address, even your checkroom and how you dress up, everything matters. Everything has to go together, expressing the same things that you are verbally transmitting. Otherwise, you can say goodbye to the reputation and credibility.

In conclusion, the personal brand is very useful from a professional perspective   
because it promotes us and gives us credibility and confidence, but, eventually, it is about how we are perceived by the people around us, and what they can say when they see or hear our name.