

ERASMUS+

EMPLOYABILITY AMONG YOUNG PEOPLE

BUSTENI- ROMANIA, 20-25 September 2025

Co-funded by the European Union

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.”

Steve Jobs



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1.ASK YOURSELF

ASK Yourself is a non-governmental organization created in 2015 by a group of young people who wanted to promote Erasmus + opportunities and non-formal education. The values of the association are: equality, education, interculturality and civic involvement. Through our activities we want to encourage young people to try new learning opportunities, discover themselves, to improve their skills, and get involved in the development of their community. Our youth workers provide support in implementing the ideas of young volunteers while offering them complex development opportunities.



2.PERSONAL BRANDING

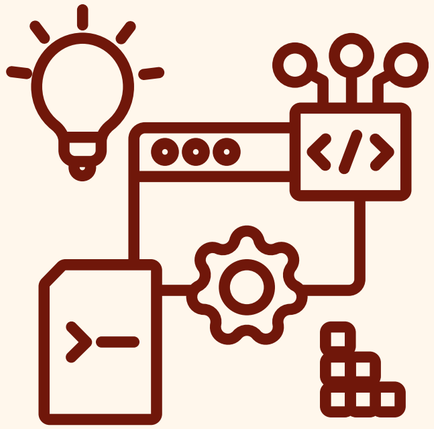


Personal branding is the process of defining and promoting what you stand for as an individual. Your personal brand is a culmination of the experiences, skills and values that differentiate you.

A personal brand improves confidence, opens the door to new opportunities and helps you better understand yourself. A personal brand helps you differentiate yourself from competitors. If you're an individual seeking a job, you can distinguish yourself from other potential candidates. A personal brand lets you promote your reputation and skills and attract potential employers through job-posting websites, social media and networking.
Define your personal brand -> You need to identify three things:
1) Your uniqueness
2) Your values
3) Your contributions

Remember: you are never “too busy” to work on your personal brand. Once you make it a part of your day-to-day job, it will come to you easily, and grow from there.

3.MY PERSONALITY



“It’s so incredible to finally be understood.”

https://www.16personalities.com/free-personality-test



4.MY CV

1. Choose a professional CV template
2. Add your name, contact information
3. Start with a personal profile and your title
4. List your relevant work experience & key achievements
5. Build your academic and education section
6. Put relevant skills that fit the job opening
7. Include pertinent information in additional sections



Tools:

MyPerfectResume (https://www.myperfectresume.com/) - This website provides CV templates, as well as a CV builder tool that can help you create your own

CV JobHero (https://www.jobhero.com/) - This website offers a variety of free CV and cover letter templates, CV builders, and tips on how to write a CV and cover letter.

CV-Library (https://www.cv-library.co.uk/career-advice/cv) - This website provides a wide range of CV resources, including templates, examples, and tips on how to write a CV and cover letter

5.MY LINKEDIN PROFILE



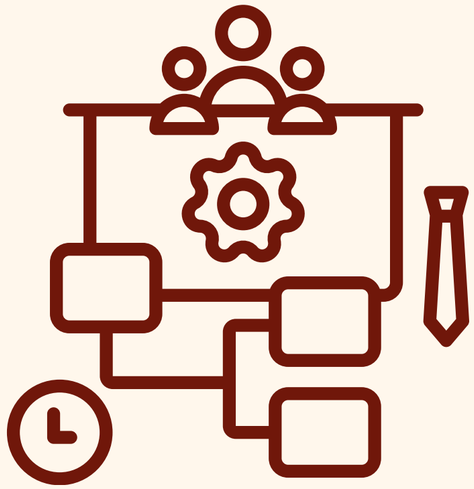
20 steps to a better LinkedIn profile in 2026

1. Choose the right profile picture for LinkedIn

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start. There are some great posts explaining how to pick the right profile picture on LinkedIn – but here are some quick tips to start with: make sure the picture is recent and looks like you, make up your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!

2. Add a background photo

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.



3. Make your headline more than just a job title

There's no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. If you've got sales reps at your company who are on the ball with social selling, then take a quick look at their profile page headlines for inspiration. They will almost certainly have more than their job titles in there.

4. Turn your summary into your story

The first thing to say about your LinkedIn summary is – make sure you have one! It's amazing how many people still leave this field blank when creating their LinkedIn profile. Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had. Try to bring to life why those skills matter – and the difference they can make to the people you work with. Don't be afraid to invest some time, try a few drafts, and run your summary past people you know. This is your most personal piece of content marketing – and it's worth the effort.

5. Grow your network

One of the easiest and yet most relevant ways to grow your LinkedIn network is to synch your profile with your email address book. This enables LinkedIn to suggest people you could connect with. It's amazing how effective this can be at surfacing relevant people for you to reach out to – and no connection requests are sent without your permission, so you can vet all of the potential connections. Beyond this, get into the habit of following up meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date.

6. List your relevant skills

It's one of the quickest of quick wins on LinkedIn – scroll through the list of skills and identify those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you. However, the key here is staying relevant. A long list of skills that aren't really core to who you are and what you do, can start to feel unwieldy. Take time for a spring clean of your skills list every now and then.



7. Spotlight the services you offer

Services is a new LinkedIn feature that helps consultants, freelancers and those working for smaller businesses to showcase the range of services that they offer. Filling out the Services section of your profile can boost your visibility in search results.

8. Take a skills assessment.

A skills assessment is an online test that enables you to demonstrate the level of your skills, and display a Verified Skills badge on your profile. Data shows that candidates with verified skills are around 30% more likely to be hired for the roles they apply for – and displaying proof your abilities strengthens your personal brand more generally as well. Displaying the results of your skills assessments is entirely voluntary, and you can retake the tests as often as you like before showing that you've passed.



9. Request recommendations.

Endorsements give people viewing your profile a quick, visual sense of what you're valued for. Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you. There's a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalise your request. It's worth the extra effort.

10. Share relevant content from your LinkedIn feed.

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this. You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view.

6.HR INTERVIEWS



Be on time.

This often means 10-15 minutes early. Interviewers often are ready before the appointment.

Greet the interviewer with a handshake and a smile.

Remember to maintain eye contact (which does not mean a stare down).

Don’t be embarrassed if you are nervous.

As you gain experience you’ll become more at ease with the interviewing process.

Focus.

On your attributes, your transferable skills, and your willingness to learn; don’t apologize for a lack of experience; describe your strengths in terms of what you can do for the organization.

Tell the truth.

Lies and exaggeration will come back to haunt you.

Listen carefully to the interviewer.

Be sure you understand the question; if not, ask for clarification, or restate it in your own words. Answer completely and concisely. Stick to the subject at hand.

Have some questions of your own prepared in advance.

There is nothing wrong with having a short list of questions and thoughts- it shows you have done your research and want to know more about the organization and the position.

Wait for the interviewer to mention salary and benefits.

To research pay scales, refer to salary surveys and information on the Career Services website on in the career library.

Close on a positive, enthusiastic note.

Ask what the next step will be. Thank the interviewer for his/her time and express your interest in the job. Leave quickly and courteously with a handshake and a smile.



BEFORE THE INTERVIEW

- Customize Your Resume and Cover Letter
- Research the Company
- Quantify Your Achievements
- Proofread Carefully
- Follow Instructions and Application Deadlines
- Reach Out to Connections
- Show Enthusiasm and Positivity
- Practice Interviewing

7.OUR METHODS





The Wheel of Life Exercise – Instructions for the Facilitator

Notes:

- Balance is personal and unique to each individual - what may be satisfying or balanced for some may be stressful or boring for others.
- This exercise raises a person's awareness and allows the client to plan a life that is more satisfying and closer to their definition of balance. It also helps clarify priorities for goal-setting.
- Balance must be assessed over time. A regular check-in (eg. with this exercise) can highlight useful patterns and help your clients learn even more about themselves. You can do this with them, or recommend they do it for themselves.
- Another option is for the participant to ask someone who knows them well to complete the scores for them (sometimes it's helpful to see an outside perception of your life 'balance'). Important: This must be someone they trust and whose opinion they value - and remember that others may have hidden agendas.

Detailed Instructions:

1. Ask your participants to review the 8 categories on their Wheel of Life. The categories should together create a view of a balanced life for them. If necessary they can split category segments to add in something that is missing, or re-label an area to make it more meaningful for them. Examples of changes are:
    a. **Family and Friends:** Split "Family and Friends" into separate categories.
    b. **Significant Other:** Changing the category name to "Dating", "Relationship" or "Life Partner".
    c. **Career:** Changing the category name to "Motherhood", "Work", "Business" or "Volunteering".
    d. **Finances:** Changing the category name to "Money", "Financial Security" or "Financial Wellbeing".
    e. **Health:** The category name could be split or changed to "Emotional", "Physical", "Fitness", "Spiritual" or "Wellbeing".
    f. **Home Environment:** The category could split or change to "Work Environment" for career or business clients.
    g. **Fun & Leisure:** The category name could change to "Recreation"

h. **Personal Growth:** The category name could change to "Learning", "Self-Development" or "Spiritual"

i. Other categories to add could include "Security", "Service", "Leadership", "Achievement" or "Community".

1. Ask your participants to think about what success or satisfaction would feel like for each area.
2. Now ask them to rank their level of satisfaction with each area of their life by drawing a line across each segment. Ask them to place a value between 1 (very dissatisfied) and 10 (fully satisfied) against each area to show how satisfied they are currently with each category in their life.
3. The new perimeter of the circle represents their Wheel of Life. Ask your participants, "Is it a bumpy ride?"

“Imagine this kind of wheel on your bicycle. How would it work?”

“How can we make our ride smoother?” – we can make all the bigger areas smaller – possible answer from the participants. You can reply “Imagine how small the wheel would be and how long the ride to your objectives.”

“The solution is to develop the low areas to come closer to balance and a smooth ride.”

1. Now, looking at the wheel here are some great questions to ask your participants to take the exercise deeper:

Identify 1-3 low areas you would like to work on.

Main questions:

1. Why are you here? (with a low mark in this specific area)
2. Where would you like to be? (What would be a 10 for you?)
3. How can you get from where you are to where you want to be? (try to write specific actions that you can do: today, this week, this month)

If time is not an issue, consider also these questions:

1. Are there any surprises for you?
2. How do you feel about your life as you look at your Wheel?

3. How do you currently spend time in these areas? How would you like to spend time in these areas?
4. What would make that a score of 10?
5.What would a score of 10 look like?
6. Which of these categories would you most like to improve?
7. How could you make space for these changes in your life?
8. What help and support might you need from others to make changes and be more satisfied with your life?
9.What change should you make first? And what change do you want to make first?
10. If there was one key action you could take that would begin to bring everything into balance, what would it be?

Taking action - the final step. To wrap-up the exercise you can ask your participants to identify one action for each area, and then pick 1-3 actions to get started. You could also ask them to choose the 3 areas they most want to work on and identify an action for each. TIP: If your participant is extremely busy or stressed try asking, "What is the smallest step you could take to get started?"

Ikigai

Ikigai is the key to a long and happy life in Japanese culture. By taking stock of what brings you joy and how you can serve the wider world, you can define your own personal meaning of ikigai. The Japanese word “ikigai” means a “life purpose” or “raison d’être.” Ikigai refers to defining your personal meaning of life in relation to your talents, passions, and profession, as well as what you can give to the wider world. Ikigai compounds two smaller Japanese words: “iki” (meaning “life”) and “gai” or “kai” (meaning “worth”).

4 Key Components of Ikigai

Your ikigai resides at the intersection of multiple factors in your life. These four components are essential to the Japanese concept of ikigai:

1. Mission: While defining your ikigai requires focus on what makes you tick individually as a human being, you also need to look outward to what the world needs, too. A person’s ikigai connects to something greater. Ask yourself how you can contribute to making the world a better place—it’s at least one-fourth of what makes life worth living, according to the general concept of ikigai.
2. Passion: Self-development is as rewarding as it is challenging. To find the true meaning of life for you personally, feeling ikigai (or a sense of joy in fulfilling your purpose) is as essential as any broader duty to the common good. Define what you love to do the most and keep doing it for the rest of your life.
3. Profession: Ikigai means making a real-life difference day in and day out, both personally and professionally. Finding a sense of fulfillment at your job is a core element to building a holistic ikigai. Look for a career that serves the world, sparks your own interest, and brings you joy.
4. Talent: If you can pinpoint what you’re naturally good at, you have yet another core element of your personal ikigai in your grasp. Especially for younger generations, ask what talents you already possess and which you hope to develop. Spending each day doing something you love, that comes easily to you, and helps the wider world might lead you to live a happy and long life.



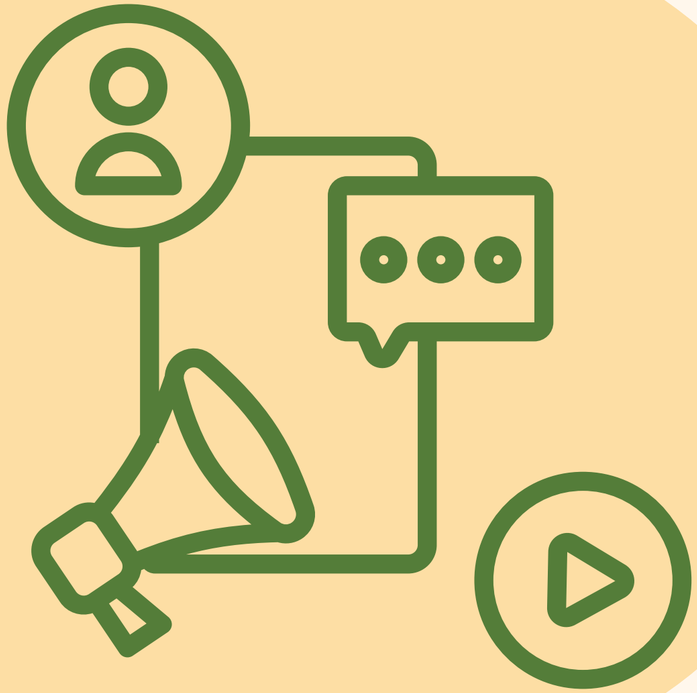
How to Discover Your Own Ikigai

To discover your own ikigai, it's important to look within, explore the world around you, and ask what makes life worth living for you personally. Here are three tips to defining the concept for yourself:

- **Ask what brings you joy.** Throughout the course of your everyday life, notice what increases your sense of well-being. Define the small things you can do on a daily basis that you love doing, feel innately good at, and can channel into a career, as well as what will better the state of the world. When you experience this joy of little things, you can feel ikigai at work in a tangible way.
- **Create a Venn diagram.** Create four overlapping circles (mission, passion, profession, and talent) and start to fill them with words. This sort of ikigai diagram or template enables you to start defining your sense of purpose in a very hands-on way. As you fill in each circle, try to keep an eye out for the commonalities between them—and especially the similarities that fit right in the center of the diagram. This is the sweet spot that will help you clearly define your ikigai.
- **Try new things.** Everyone can define and experience their personal ikigai in a unique way. For instance, an introvert might seek out a podcast about new ideas or experiences, whereas an extrovert might try things more directly. As you learn more about yourself and explore opportunities, you'll experience moments in which you feel you've achieved a state of flow—instances in which everything seems just right. It takes examples of ikigai in action like this to better define what the concept means for you in a more general sense.




EXIT



PROJECT PARTNERS

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