



KITS WORK READINESS TOOLKIT

Module 1: Self-Discovery & Personal Brand

Objective

Understand yourself, uncover strengths, clarify career interests, and begin shaping a personal brand that communicates your value.

Module 1 – Self-Discovery & Personal Brand

Facilitator / Participant Guide Note

Purpose:

This module helps you discover your career interests, identify strengths and skill gaps, and begin building a personal brand.

How to Use This Module:

1. **Read Each Section Carefully:** Start with the Career Interest Assessment, then move to Strengths & Skill Mapping, and finally the Personal Branding Toolkit.
2. **Complete Worksheets:** Fill out all tables and prompts honestly. Your responses are for your personal reflection and growth.
3. **Use Reflection Prompts:** Spend time on the questions and journaling lines. Write freely — there are no wrong answers.
4. **Step-by-Step Guidance:**
 - **Career Interest Assessment:** Rank your activities from 1–5 and note why they appeal to you.
 - **Strengths & Skill Gap Mapping:** Identify your top strengths, values, and areas to develop.
 - **Personal Branding Toolkit:** Draft your personal brand statement, highlight key achievements, and plan small steps to strengthen your professional identity.
5. **Optional Actions:** You may revisit your worksheets periodically to update insights, or share reflections with peers if you choose.

Outcome:

By the end of this module, you should:

- Have a clearer understanding of your career interests and personality
- Identify key strengths, values, and skill gaps
- Begin shaping your personal brand and professional identity

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1. Career Interest Assessment & Personality Profiling

Quote:

"Knowing yourself is the beginning of all wisdom." – Aristotle

Learning Note:

Your interests are clues to where you will thrive and feel fulfilled. Honest reflection here sets the foundation for career clarity.

Activity – Career Interest Worksheet:

- i. Rank your interest level from 1 (low) to 5 (high).
- ii. Add notes about why each activity appeals to you.

Activity / Task	Interest Level (1–5)	Why it appeals to me / Notes
Writing / Communication		
Problem Solving / Analysis		
Leading Teams / Mentoring		
Creative Design / Innovation		
Data / Technical Work		
Helping Others / Service		
Organizing / Planning		
Research / Learning		

Reflection Questions:

1. Which 3 activities scored highest?
2. What patterns do you notice in your interests?
3. How might these interests align with your career path?

Facilitator Note:

- Encourage honesty and reassure there are no wrong answers.
- Invite 2–3 participants to share insights to spark group discussion.

2. Strengths, Values & Skill Gap Mapping

Quote:

"Strengths are not just what you do well, but what energizes you when you do it."

Learning Note:

Knowing your strengths and values helps you make better career decisions and communicate your value confidently.

Activity – Strengths & Skill Mapping Worksheet:

Step 1: Identify Strengths

List 5 personal strengths.

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Define Your Core Values

What values guide your decisions and behaviour? List 3–5.

1. _____
2. _____
3. _____
4. _____
5. _____

Step 3: Map Skill Gaps

Identify 3 areas to grow for career readiness.

1. _____
2. _____
3. _____

Reflection Prompts:

- How do strengths and values align with career interests?
- Which skill gaps, if improved, would boost confidence and employability?
- What is one immediate step to bridge a skill gap?

3. Personal Branding Toolkit

"Your personal brand is what people say about you when you're not in the room." – Jeff Bezos

Learning Note:

A personal brand tells your story: who you are, what you stand for, and what you deliver.

Activities:

A. CV Snapshot Exercise

- List 3 key achievements or skills you're proud of:

1. _____

2. _____

3. _____

- How can you highlight each on a CV or LinkedIn?

B. Digital Presence Reflection

- How do you currently appear online?
- What impression do you want employers to have?
- Personal Brand Statement (1 sentence):

"I am _____, known for _____, bringing
_____."

C. Action Plan for Personal Brand

- 3 steps to strengthen your brand this month:

1. _____

2. _____

3. _____

Journaling Prompt:

"Who am I as a professional, and how do I want to be remembered in the workplace?"

4. Wrap-Up & Reflection

Key Takeaways:

- Clarity on career interests and personality
- Awareness of strengths, values, and skill gaps
- A first draft of personal brand and CV highlights

Action Steps:

1. Review worksheets weekly and update as you grow.
2. Apply your personal brand in small ways - LinkedIn, email signature, networking.
3. Pick one skill gap and set a mini goal for development this month.

