

JA Personal Success | Program Overview

Presented by Western Union Foundation

JA Personal Success prepares students for the job market by helping them to develop the personal success skills that will help them land and keep a job. JA Personal Success consists of 4 sessions designed for 45-minute class periods. See below for program description and objectives.

Session One—My Personal Brand:

Students are introduced to the concept of personal branding and learn how they can develop a brand that would appeal to employers. They use a graphic organizer to identify the key selling points and brand characteristics and then create a personal brand of their own.

Learning Objectives

Students will be able to:

- Identify a brand and its impact on a company's success.
- Identify a personal brand.
- Analyze their personality traits, skills, talents, and goals to identify their own personal brand.
- Create a personal brand.

Session Two—Professional Profiles and Networking:

Students are introduced to the concepts of resumes and cover letter development. Students will compare and contrast resumes and begin to create their own resumes.

Learning Objectives

Students will be able to:

- Identify key characteristics of resumes and cover letters.
- Examine their own personal attributes, talents, and experiences for use in developing their own resumes and cover letters.

Session Three—Resumes and Cover Letter:

Students are introduced to the concepts of professional profiles and networking in order to assist them in furthering their future career prospects.

Learning Objectives

Students will be able to:

- Examine professional profiles and their benefits in the job search market.
- Apply best practices to create a professional profile.
- Examine the benefits of networking, and how it relates to a professional profile.
- Apply networking skills to learn more about fellow classmates.

Session Four—Interview Skills:

Students are introduced to the concept of interviewing. Students will reflect on how to best answer possible interview questions and then will engage in a mock interview session with their classroom.

Learning Objectives

Students will be able to:

- Identify key interpersonal skills necessary to get started in a workplace. Analyze and apply interviewing skills.
- Examine and apply professional communication skills.
- Analyze and apply active listening skills.