



## SKILL DEVELOPMENT AND PERSONAL BRANDING TRAINING

Generation Y's Virtual Guide to  
Skill Development and Personal Branding in Social Media



Coordinator:



Partners:



AGÜ GENÇLİK  
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## Skill Development and Personal Branding Training

### Participating Organizations

Sabancı University, Turkey

Abdullah Gul University, Turkey

Novencia Business School, France

Türk Kültür Vakfı, Turkey

### Graphic Design

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## MESSAGE FROM THE COORDINATOR



Technology advances bring not only new opportunities but also new challenges for both job seekers and employers.

Currently, university graduates are generally well-equipped with various technological expertise, language skills and other practical competences. However, during the process of hiring, along with technical and practical skills, the employers are looking for soft skills such as leadership, effective collaboration and teamwork, and innovation.

Although internship placements, employer introductions, and career consultancy services are offered to support students' transition from academic to professional life, there is still an urgent need to expand career education and define the exact competencies that are needed to get the right job.

In this project, we decided to design a special training program that will equip the students with skills required to attract recruiters and raise awareness on the importance of personal branding through social media. While hard skills teach us what to do, soft skills tell us how to apply our hard skills in a social environment. The focus of this training program is to develop soft skills such as reliability, responsibility, teamwork, communication that employers are looking for in their workplace and effective use of social media beside being more visible in social media for recruitment process.

We hope that this training will be unique experience in shaping students' career path and prepare them to meet the needs of current workplaces.

**Şule YALÇIN**

*Project Coordinator*

Sabancı University

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## About the “Gen Y’s Guide” Project

Generation Y’s Virtual Guide to Skill Development and Personal Branding in Social Media (Gen Y’s Guide) is an Erasmus + Strategic Partnership in Higher Education project launched in 2015.

The main goal of the project is to develop and design a virtual guide to improve employability, skill development and personal branding in social media for Generation Y job seekers.

Coordinated by Sabanci University Career and Internship Office, the project formed partnerships with Novancia Business School, Abdullah Gul University, Turkish Cultural Foundation and Universum Communications. Having strengths and experiences in different fields, each partner in the project consortium have strategic responsibilities and support production of intellectual outputs. For further information about the project, please visit our website: [www.guideforgeny.sabnaciuniv.edu](http://www.guideforgeny.sabnaciuniv.edu)

## A Snapshot of the Boot camp

- International Boot camp, a two-week training, was initially planned in the scope of Learning / Teaching / Training activities of the Gen Y’s Guide Project
- 2 separate training courses were integrated into one International Boot camp to set an intercultural learning environment and to facilitate the follow up process of the participants’ learning outcomes
- The International Boot camp was designed by the experienced members of the project consortium by integrating non formal learning methods, energizers and icebreaking activities, team building games, workshops, debates, working groups, learning among peers, and the organization of unstructured free times
- The boot camp was held in Sabancı University, Turkey between 1 – 6 July and in Novancia Business School, France between 7-11 July with the participation of 30 selected students and international group of trainers and facilitators.
- The training gathered 30 students from diverse backgrounds and programs studying at Sabanci University, Abdullah Gül University, and Novancia Business School.
- The first week of the boot camp, aimed participants to explore themselves, discover their strengths and competencies and realize the importance of soft skills in professional life.
- The second week of the Boot camp was devoted to in-class presentations and peer-review study groups about personal branding and effective use of the social media.

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# Background of the Boot camp

2 research studies conducted within the scope of the Gen Y's Guide Project inspired the project team in developing the Boot camp.

## 1. Which top Soft Skills do European Employers Look for in Graduates?

Universum Communications implemented an online survey in 2016 to identify the top soft skills recruiters/employers in Europe look for in graduates. The survey reached 1299 respondents, including recruiters from public, private, and NGO sectors in Central, Southern, Eastern Europe and Nordics.

The analysis revealed that employers are expecting the following top soft skills;

- ➔ Reliability
- ➔ Responsibility
- ➔ Communication Skills
- ➔ Positive Attitude
- ➔ Teamwork

The analysis of the research sets a basis in developing the curriculum of the first week of the boot camp.

## 2. New Recruitment & Job Search Trends

Second study was led by Sabanci University to explore the current status of cross-sectoral recruitment and job research trends in Europe in 2016. To conduct the given study, three different surveys were designed and distributed to the university students, career centers, and employers in 16 different languages and distributed widely among international students.

The most impressive finding of the study is the significant amount of difference between the importance attributed to social media use by students and recruiters. The study shows that while 60% of the recruiters consider social media tools as an important method for recruitment process, only 31% of the new graduates use social media when seeking a job.

This gap between university graduates and recruiters led to the conclusion that there is a strong need for students to use social media portals more effectively when seeking a job and manage their accounts more professionally.



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## Why this Boot camp?

The main goal of the Boot camp is to enhance Gen Y's skills that need improvement and raise awareness in personal branding, support students to promote their personal branding effectively through social media.

The Boot camp offers an open and encouraging environment enabling participants to learn from their peers who have diverse backgrounds, experiences, and personalities.

Knowing that all participants have different learning needs and goals, our facilitators used different approaches and learning techniques for each of them.

## Partners & Organizers

The Boot camp was organized and hosted by Sabancı University, Novancia Business School and Turkish Cultural Foundation

Universum Communications supported the project team by setting the background for the development of the training course. Abdullah Gul University took responsibilities in the participant selection process and supported the overall implementation of the Boot camp.

The sessions were led by experienced training facilitators.

In addition, during the boot camp participants were accompanied by supervisors, responsible for the overall organization, operational and logistical support.

## Selection of the Participants

→ Project teams from Sabancı University, Novancia Business School, and Abdullah Gul University facilitated the selection procedure of the participants. Initially, each partner posted an online announcement on their internal websites and social media.

→ Information sessions were conducted to introduce and promote the boot camp.

→ Interested candidates were asked to fill out an online application form which included questions to understand their motivation for participation.

→ Selection committees identified short listed candidates based on the application forms.

→ Shortlisted candidates were interviewed individually to determine their personal strengths, development needs, motivation as well as English proficiency level.

→ The selection committee took various criteria into consideration such as gender, academic major, and nationality in decision making process.

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# Soft Skill Development Week at Sabanci University

The first week of the Boot Camp has focused on the skill development tools using the informal education techniques.

**Date:** 1-5 June 2017

**Venue:** Sabancı University Campus, Istanbul

## Target achievements:

- Discover one's potential
- Complete Self-Assessment
- Explore recruiters' expectations
- Explore one's expectations
- Find out unique value proposition of one's self, discover barriers to overcome and strengths to flourish

## Methods:

- Real-time Experiential Learning
- Creating safe atmosphere to experience, develop and improve aimed soft skillset;
- Encourage participants to embody and demonstrate skills exquisitely & with awareness
- Working with Mind- Body-Emotions to cultivate real change
- Introducing life-time valued rituals and tools for long-term success
- Visualization

## Tools:

- Movies, Games, Real-time challenges
- Interactive Lectures from experts.
- Learning from one's self,
- Learning from peers
- Learning from experience

## Aimed Soft Skills:

- Team Work,
- Communication,
- Synergy,
- Positive Attitude
- Intercultural Communication,
- Flexibility,
- Responsibility,
- Work Ethics,
- Trust,
- Reliability

**“UNDERSTANDING GEN Y” Soft Skill Development Week**  
30 June - 5 July, 2017 / Sabanci University

June 30th	July 1st, Saturday	July 2nd, Sunday	July 3rd, Monday	July 4th, Tuesday	July 5th, Wednesday
<b>Arrivals to Istanbul</b>  <i>(Optional)</i> Murathan Mungan Speech	<b>Opening Speech, Getting-to-Know-You, Expectations and Goals of the Training</b>	Daily Opening	Daily Opening	Daily Opening	Daily Opening
		Profiling / Self Profiling	Soft Skill Set II: <i>Intercultural Communication and Flexibility</i>	New Trends & Recruiters Panel	How to: <i>Guide &amp; Future Action Plan</i>
	Lunch	Lunch	Lunch	Lunch	Lunch
	Generations and Gen Y in Professional Life	<b>Soft Skill Set I:</b> <i>Team Work, Communication, Synergy, Positive Attitude</i>	<b>Soft Skill Set III:</b> <i>Responsibility, Work Ethics, Trust, Reliability</i>	Structured Free Time	Storytelling & Pitch: <i>Preparation &amp; Presentation</i>
	Break				Appreciation & Evaluation
	Gen Y Project Details	Reflection Groups	Reflection Groups	Reflection Groups	
	Dinner	Dinner	Dinner	Dinner	Dinner
Welcoming	SU Graduation Ceremony <i>(Optional)</i>	Intercultural Night		Learning from Failures	

# KEY FIGURES BOOTCAMP



## 30 STUDENTS

Sabancı University  
Abdullah Gul University  
Novancia Business School



## 8 NATIONALITIES

French, Egyptian, Kenyan,  
Chinese, Kosovan, Russian,  
Oman, Swedish, Turkish



## 10 DIFFERENT ACADEMIC MAJORS

Industrial Engineering, Business Administration  
and Development, Mechatronics, Molecular  
Biology, Computer Engineering, Visual  
Communication and Design, Civil Engineering, Social  
& Political Science, Material Science and  
Nanoengineering



## HOURS SPEND

30 HOURS of Non-Formal Education for Skill  
Development

30 HOURS of Non-Formal Education for Personal  
Branding in Social Media



## UNLIMITED FUN & FRIENDSHIP





## What's New?

Facilitators used various methods and activities to engage participants.

### “Storytelling”

By the end of this session participants learned how to create their story based on the Joseph Campbell's Hero's Journey steps.

### What is done?

The Hero's Journey is a pattern of narrative identified by the American scholar Joseph Campbell that appears in drama, storytelling, myth, religious

ritual, and psychological development. It describes the typical adventure of the archetype known as The Hero, the person who goes out and achieves great deeds on behalf of the group, tribe, or civilization.

### **The aim and the output**

Every story has a beginning, a middle and an end. In the beginning you setup your hero (or heroine) and his story, then you throw something at him that is a great source of conflict and takes him into a whole heap of trouble. After facing many foes and overcoming various obstacles the hero saves the day and wins the girl.

In this session, students experienced the structured writing and the non-structured writing. The activity helps students to let your characters define the story and your story define your structure and then use a formula if necessary to tighten your script. The trick is to initially let the ideas flow without paying too much attention to structure and then in your second pass begin to focus your story and separate the wheat from the chaff.

### “Lego Game”

### What is done?

This exercise is an experiential game that puts participants into an experiential process. Participants are put into groups of 8 and each participant receives a task. Each participant needs to build a lego tower aiming to achieve their task however other participants in the group do not know each other's' tasks and they work on same lego pieces. Participants were not allowed to talk. Facilitator starts the process and gives several breaks to check with participants how the task completion going. At the end participants can talk and reflect on the experience. As they debrief, facilitator asks them key questions " What worked towards and

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supported us in solving the task? and “What worked against and supported us in solving the task?”

After their internal group discussion facilitator brings all the groups together to give some content and close the experience.

### **The aim and the output**

This activity offers participant a space where there is confusion, ambiguity, uncertainty and complexity. Just like in the real world, team members need to find ways to communicate to complete a task together and collaborate. Each task could be done together and none of the tasks contradict with each other, however lack of communication makes it harder for team members to actually achieve a collaborative mode. No one of them has the answer and they need to trust each other to complete their tasks. If team members start behaving with a creative leadership, they can mindfully listen to



each other and start collaborating towards their goals and desires. Creative Leadership is the art of helping people and ideas grow. The purpose of creative leadership is to lead people to create extraordinary and meaningful results by connecting to their passion and desire to contribute.

At the end of the session, participants share their perspectives on effective team work skills.

### **“Ikigai: Reason for Being”**

According to the Japanese culture, every person has a secret "ikigai". The Japanese word "ikigai" is defined as "the reason for waking up in every morning". Ikigai's essence is to discover the meaning of life and things that satisfy the person. In other words, "ikigai" is an attractive and philosophical explanation of the efforts to explore the ideal career path.

### **What is done?**

In the self-profiling session, Boot camp participants were asked to think about their own ikigais and find personal and group responses to following questions:

- ➔ What do you like?
- ➔ What does the world need?
- ➔ What are you good at?
- ➔ What are you paid for?

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## **The aim and the output**

Participants' reflections after the section indicate that to find the exact reason for being was challenging and took a long time. Majority of participants reported that they had difficulty in finding their "ikigai" in 3 hours. However, it is stated that participants had the deep understanding of the importance of finding ikigai and exploring self-potential

Discovering our ikigai might take some effort and time. Seeking the ideal career path is often a profound and long process, but finding career goal is an essential part of life.

### **"Learning from the Failures"**

*"How much you can learn when you fail determines how far you will go into achieving your goals."*

**Roy Bennett**

We are very much used to listening real life "success" stories. However, behind every success there lies challenges and failures. Talking about failures is the best way to strengthen the possibility for success in the future.

"Learning from Failures" sessions are held widely all around the world. Entrepreneurs, people from same sector come together and share their stories of failure. They share their stories with all the clarity how they fail in their business. Most importantly, every person also shares what they have learned due to this failure and made something positive.

### **What is done?**

During the boot camp, a "Learning from Failures" session was organized by volunteer students willing to share their stories. During the event, participants shared their failure stories by using informal education methods.

### **The aim and the output**

It was an opportunity for volunteers to be given space to take responsibility and to be in the decision maker position. Shared ideas and real life stories inspired all participants and raised awareness of importance of learning from failures.



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## **“Structured Free time”**

### ***What is done?***

In this section participants organized several events; dance, music, information technology tools and sports at Sabancı University campus facilities. Participants haven't got any help from the facilitators and arrange every details of the events themselves.

### ***The aim and the output***

It was an opportunity for the people who played active role for guiding their peer to improve their organizational and leadership skills.

Events organized by Boot camp participants:

- Cryptology Workshop
- Latin Dance Workshop
- Tennis Tournament
- Climbing Tournament

**“UNDERSTANDING GEN Y” Soft Skill Development Week**  
7 July- 11 July, 2017 / Novancia Business School

Time	July 7th, Friday	July 8th, Saturday	July 9th, Sunday	July 10th, Monday	July 11th, Tuesday
09.30-10.00	<b>Welcoming adress &amp; Expectations from the Corporate World Employer Branding</b> (Christian, Renaud & Stephane + guest)	<b>Daily Opening</b>	<b>Daily Opening</b>	<b>Daily Opening</b>	<b>Daily Opening</b>
10.00-13.00		<b>ICT Workshops: the best tools to valorize your profile on social media</b> (Sophie)	<b>Strategy of professional visibility: Best practices</b> (Sophie)	<b>Preparation for Presentations</b> (To be defined)	<b>Evaluation &amp; Closing &amp; Certificates</b>
13.00-14.00	<b>Lunch</b>	<b>Lunch</b>	<b>Picnic at the “Jardin du Luxembourg”</b>	<b>Lunch</b>	<b>Closing Cocktail</b>
14.30-17.00	<b>Career Plan Strategy &amp; CV Clinic</b> (Sophie) + <b>Daily Closing</b>	<b>Personal Branding expanding the CV</b> (Sophie) + <b>Daily Closing</b>	<b>Communication through social networks</b> (Sophie) + <b>Connecting the works + Daily Closing</b>	<b>Final Pitching</b> “How to valorize my profile on social media?” (Jury)	<b>Free Time</b> Cheapest option for students: Dinner at the CROUS Restaurant
17.00-18.30	<b>City Tour around Novancia</b>	<b>Paris Luxury Tour</b>	<b>City Tour (6th district)</b>		
18.30-20.00	<b>Dinner at the CROUS Restaurant</b>	<b>Dinner at restaurant on Champs-Élysées</b>	<b>Dinner at restaurant rue Mouffetard</b>	<b>Music Party at “Les Dessous du Panthéon”</b>	

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# Personal Branding in Social Media Week at Novancia Business School

The second week of Boot Camp has focused on effective use of social media platforms for employability.



**Date:** 6 – 12 June 2017

**Venue:** Novancia Business School, Paris

**Target achievements:**

- Create a strategy on meeting recruiters' requirements
- Get tips for a successful CV
- Identify and use the best ICT tools
- Enhance your visibility on social media
- Pitch on how you raise your profile/targets
- Valorize your profile on social media

- Build your LinkedIn profile/use recruiters' LinkedIn
- Take advantage of a new international experience
- Self-pitch, debrief and evaluate

**Methods:**

- Real-time Experiential Learning
- Creating safe atmosphere to experience, develop and improve aimed soft skillset;
- Encourage participants to embody and demonstrate skills exquisitely & with awareness
- Introducing life-time valued rituals and tools for long-term success
- Visualization

**Tools:**

- Real-time challenges
- Interactive Lectures from experts.

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- Learning from one's self,
  - Learning from peers
  - Learning from experience
  - The second week of Boot Camp has focused on effective use of social media platforms for employ





GEN  
Y's  
Guide

## Understanding Gen Y | Final Report - Appendix

Coordinator:

Sabancı  
Universitesi

Partners:



AGÜ GENÇLİK  
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NOVANCIA  
BUSINESS SCHOOL PARIS



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During the Boot Camp 2nd week, the students worked on the following topics:

- How to build your social media strategy?
- How to exploit employer branding?
- How to engage your target audience?
- How to boost your personal social branding?
- How to create relevant contents?



At the end of the Boot Camp, they provided Gen Y with recommendations and reviewed their own social media accounts with peers.

## 1. How to build your strategy?

After identifying and analyzing the impact of social media on the recruitment process, the participants defined their own social media strategy.

### Their recommendations include:

- Set your objectives
- Identify the audience you would like to reach
- Define your message
- Choose the social media platforms that make the most sense
- Create or compile resources and materials to share through social media



## 2. How to exploit employer branding?

After defining employer branding and understanding how employers attract good candidates (Employee Value Proposition), the participants explored some employers' use of social media and their potential exploitation.



**Their recommendations include:**

- Know where you can get information from employers on their activities, recruitment opportunities and requirements
- Adapt your social media profile
- Share content on LinkedIn, Instagram, Facebook, Twitter, for example
- Like employers' pages

**3. How to engage your target audience?**

After identifying their potential target audience, the participants searched information on the use of social media of their key influencers, potential employers, followers and competitors and defined messages and created contents.

<b>KEY INFLUENCERS:</b>	<b>TARGET EMPLOYERS:</b>
<b>FOLLOWERS:</b>	<b>COMPETITORS:</b>

**Their recommendations include:**

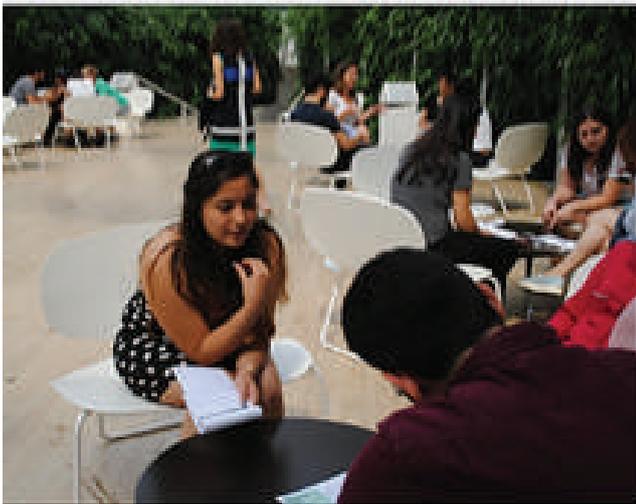
- Conduct research about your target
- Develop and share relevant content / Create new content
- Launch new social media accounts if necessary
- Follow your audience / Identify your followers and their interest
- Interact / Ask for reviews and advice
- Be consistent and reliable and show your passion

#### 4. How to boost your personal social branding?

After benchmarking on their potential competitors: Who/Where are they? What do they do? Why? How? the participants built their personal social branding plan. They shared with the group and received their best advice.

##### **Their recommendations include:**

- Keep your social media accounts update
- Take care of the quality of the content you share
- Contribute to existing content
- Create relevant content regularly
- Advertise a good profile picture
- Be honest
- Be active on social media / Tweet and retweet, for instance



#### 5. How to create relevant contents?

How to stand out from the crowd? How to be attractive? How to be relevant? How to showcase my interests and achievements? The participants found out good ideas with peers to create relevant contents and increase their visibility on social media.

**Their recommendations include:**

- Know where you can get information from employers on their activities, recruitment opportunities and requirements
- Adapt your social media profile
- Share content on LinkedIn, Instagram, Facebook, Twitter, for example
- Like employers' pages



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# Impact of the Boot camp on Participants

## Joseph de Rosen (Novancia Business School)

I learnt to be more comprehensive and to work in accordance with my environment. I learnt useful advices to be more visible on social media and to broaden my social media image. It is really useful to find new opportunities such as part time jobs, apprenticeships by reaching managers and entrepreneurs that will be interested into my profile.

The diversity of the group has enabled me to broaden my expectations, to approach a problem by taking into consideration different point of views. Working with diverse people will prepare me to be a global manager. Nowadays, it is mandatory to master social media skills to build and sustain our network, composed with people from all other the world, in order to become a global manager. Thanks to this boot camp has enabled me to broaden my network by adding 28 great people. Now, they are all my friends and I hope they will be my future business partners.

I discovered to work in harmony with them by conforming myself within a group and surpass my bias (selfishness, anger etc.) by first being aware of them and to correct them afterwards.

Finally, I will conclude my self-reflection essay by this quote that I have learnt from this Boot Camp, reflecting its spirit, which will guide me during all my life: "You should conform yourself to a group, but you should distinguish yourself within this conformity."

## Ayça Aner (Sabancı University)

The boot camp mostly guided me on reaching the conclusion that I should focus more on finding my strengths, my weaknesses (and how to improve them), my targets and what I should do to reach them; briefly, doing my self-profiling. It inspired me to do more effective search on social media such as what skills do recruiters seek for the position at my target company, the skills and experiences of the people working in my target company, their career paths. During the boot camp I also had the time to think about my target employer group, my key influencers, my followers and how to meet each of their expectations.

Moreover, the boot camp developed my communication and interview skills. The 3-minute final pitch activity was very effective as it enabled me to question myself deeply, to be able to present myself in such a short time, on what I have done so far in my life, what is my passion (my bliss) and what I want to do in the future. Also I believe that I valorized my profiles on social media; now I'm a more active LinkedIn user and I started using Facebook again to emphasize the social activities I attend and share the news about my interests after understanding that it is one of the most efficient ICT tools. I thank all the project team for making me a part of it.



### **Kübra Delibaş (Abdullah Gul University)**

Boot camp was one of the unique experiences I have ever had in my life. This two-week international journey rewarded me a lot. It contributed my learning journey with many achievements. Soft skills development and personal branding social media are very important factor for us as GenY's job seeker. It was a very useful opportunity for me to discover my strengths and weakness. By the guidance of mindful and energetic facilitators, I experienced many new informal education methods.

As a business administration undergraduate planning to study marketing, learning how to enhance my visibility on social media realizing of my key influences and key competitors was very useful and informative. Furthermore, I learned how to create a LinkedIn strategy to reach my potential recruiters. After the boot camp I started to provide more content.

During the boot camp I had the chance to meet HR managers of big companies such as Deloitte and sHR Consultancy. Listening them and learning their experiences, talking to them about how we should afford on skill development was a unique opportunity to consider about which area I should improve myself and what my competencies are.

This boot camp context and methods mainly focused on specific soft skills such as team work communication trust and reliability. It is not possible to acquire all this possibility just in two weeks but the lectures, games experiential learning techniques helped us realization of our strengths and weaknesses.

The most challengeable part of the boot camp was self-pitching section. That was the first time for me to talk about my strengths and weakness and future expectation in front of the jury in 3 minutes.

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## **Abdulaziz Aziz (Sabanci University)**

The boot camp was a really good and helpful experience for me. Due to its perfect organization, it enabled me to discover more about myself, and this discovery helped me know what I am lacking and what I should work on. I learned how to communicate with people which is a very essential soft skill. I also learned more about my strengths and how to improve them further such as public speaking that is important for my future as a professional.

Overall, the boot camp was one of the best experience I have had in my life, as it enabled me to meet very brilliant group of people and it was organized very well. To conclude, I believe that my gains from the boot camp will help to shape my future professional life to a great extent.

## **Nathalie Mandakolo (Novancia Business School)**

I appreciated every moment of the boot camp because it was a constant learning experience. The whole project was a focus on ourselves and for me it was really enlightening. Before this boot camp, I was unsure about my soft skills but now I can demonstrate my team work and organization skills and I can prove how I can be confident, flexible and dedicated at work. Culturally speaking, getting to know a new country and different nationalities makes me understand that when people are willing to learn and discover, neither a language nor a culture is a barrier.

This boot camp allowed me to find out a lot of things about my personality and to learn how to bring them to the fore. Concerning my soft skills, the boot camp activities gave me the opportunity to explore my knowledge thanks to a deep reflection. For instance, I discovered that I have a great adaptation capacity because I can anyhow find a way to feel comfortable in a new environment. The broad experience is going to help me in my upcoming job search and interviews. Being part of such a project is also an honor that I



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could put forward from now on and use as spearhead for my subsequent academic and professional experiences.

### **Canan Aslı Altıok (Abdullah Gül University)**

I was already aware of the importance and effects of the soft skills in finding myself in a right position on my career journey. In fact, Boot camp helped me finding my inner readiness that includes abilities, skills and social experiences. I discovered and developed several soft skills, I learned how to reflect those to the recruiters. I found myself while asking and trying to find right answers to those problems more often during the Boot camp. Besides these, in this intercultural area, I have been more aware of things that we share in common a lot. Even we live in different cultures, languages or traditions, with the globalization in job seekers' perspective, we are all trying to reach same target. The workshops and exercises can be use as joyful tools easily for training these youth people who are not aware enough of this situation.

Valuable results that I infer from this project is, friendship, respect, understanding and empathy words are not just words, these should be considered as keystones while building our whole business and social lives.



# Understanding Gen Y | Publications



Understanding Gen Y Training



A Scientific Study:  
Current Status Analysis of Cross Sectoral  
Recruitment and Job Searching Trends in Europe



Employers & Gen Y:  
The Soft Skills That Get You Hired



Generation Y's Virtual Guide to  
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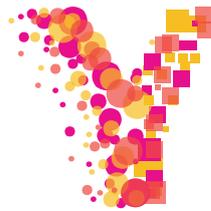
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# Understanding Gen Y | Student Training

## REPORT

Generation Y's Virtual Guide  
to Skill Development and Personal Branding in Social Media

*Skill Development and Personal Branding Training*



GEN  
Y's  
Guide

Coordinator:



Partners:



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