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BUSINESS, COMPUTER-SCIENCE AND RESEARCH**
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KNOW-WIZ
Spreading Knowledge

How can you brand yourself for a career change?

Changing careers can be both exciting and challenging, especially when it comes to building your personal brand. Your personal brand is how you present yourself to potential employers, clients, and peers, and it reflects your skills, values, and goals. To brand yourself for a career change, you need to align your brand with your new direction, showcase your transferable skills, and network strategically. Here are some tips on how to do that.

Assess your current brand: Before you can rebrand yourself, you need to understand your current brand and how it relates to your desired career. Start by doing a self-audit of your online presence, such as your social media profiles, website, portfolio, blog, and resume.

Define your new brand: Once you have a clear picture of your current brand, you can start defining your new brand. Think about your purpose, vision, values, and personality, and how they align with your new career path. What are the unique benefits and value propositions that you can offer to your new industry or role? What are the keywords, phrases, and stories that capture your brand essence? Write down your brand statement, which is a concise and compelling summary of who you are, what you do, and why you do it.

Update your brand assets: Your brand assets are the tangible and visible elements of your personal brand, such as your name, logo, colors, fonts, images, and content. You need to update them to reflect your new brand and career goals.

Showcase your transferable skills: One of the challenges of changing careers is convincing others that you have the skills and experience to succeed in your new field. To overcome this, you need to showcase your transferable skills, which are the skills that are applicable and valuable in any industry or role. For example, communication, problem-solving, leadership, and creativity are some of the transferable skills that employers look for.

Network strategically: Networking is crucial for building your personal brand and finding opportunities in your new career. However, networking is not about collecting contacts or asking for favors. It is about building genuine relationships and providing value to others.

- **Prof. Nikunj Gamit**
(Asst. Professor, VTCBCSR)



-Soni vishakha (Student, FYBBA)

Importance of Human Resource

Human resource is the most important for any organization. Not only the big organization but also the little stores need to have some more Human resource than they have in actual Phenomena.

Human resource play a key role in developing, reinforcing and changing the culture of an organization. HR can change the organizational environment also. They create a different environment in their organization. In organizational terms, HR do recruitment, hiring, selecting, reinforcing, training, and so many works. We can say that the organization is incomplete without the Human resource. HR is the blood of any big or small Organizations.

Machineries and computers can make the work easy but can never take place of human resource in the organization. Human resources are important for their talent, productivity and motivation, management skills and so many criteria.

For all the organizations, **PROF. URVIK** says that ,

“તમે તમારા માણસોને સાચવો, તમારા માણસો બાકીનું બધું સાચવી લેશે.”

It means that , **You save your men, your men will save the rest.** In deeper, it means that if they organization will take care of its human resource, its HR will properly take care of the organization. In short , if the HR is happy then the company grows up, but if HR may be unhappy, then the reverse calculation of the company will start counting.

Every company has HR Managers for manage the HR of its company. Some times, to handle the HR of the organization is become too much difficult for HR leader, if he is new in the company.

The HR plays the active role in the company. But the most important role is played by the HR manager to manage the HR of the organization. For human resource, there is less to say. There are so many authors, who has give the articles regarding human resource. **Dave Ulrich** is known as the father of the modern HR . He is one of the world's leading business thinkers who have made a significant impact on HR industry. There are so many reference books for HR , this is just a part of the article.

Now let's go on different track of human resource. Let's know why human beings are called resource for company. Human have an ability to transform gifts from nature into valuable resources that can be utilized for useful purposes. Company's HR has so many wishes that they get promotion, incentives, comfortable working environment, etc. Company takes evaluation of their performance and give them their results. Some employees' results are Good so they get promotion, incentives etc. While some employees get demotion. They become discouraged. And when employees get discouraged, denominated they won't do any work of company. So HR'S happiness is most important for company. Company or organization has to maintain its HR's happiness. When HR stays happy, organization's functions run smoothly. When organization's functions run smoothly, Company comes near to its goal. In short, for achieving the company's goal, HR plays the most important role.

Human resource management is as important as management of the company. Because HR management is responsible for how people are treated in organization, helping them perform their work, compensating them for their labours, and solving problems that arise. HR management is effective use of human resources in order to enhance organizational performance. The importance of human factor can be judged from the point that some people consider management and human resource management as one and the same thing.

As for human resource function the 21st century, it must start off with human resource planning, job analysis and design, recruitment and selection, orientation, training and development, promotion and compensation and so on..... HR Managers are ordered to find out the right people to hire for the job.

Human resources are the capital of the organization. It is the wealth of the company. Make HR disappointed means SUMMONING TROUBLE. There will be a situation like drowning millions of crore in water. It is the responsibility of company to keep HR happy and satisfied so that this does not happen.

-Heny Prajapati (Student, SYBBA)