**Excellence in Innovation - Student Engagement**

**PwC**

One of the programs we really enjoy delivering is our Personal Brand Information. The program focuses on personal branding and helping students understand how critical this is to both their job search and future career success. The program is open to all individuals who want to improve their prospects of landing the career of their choice -- regardless of their subject of study or desire to join PwC -- and leverages our expertise as a large-scale campus recruiter to give back and help students.  
  
To keep our program fresh and relevant, this year, we were able to interview Canada's Speed Skating and Team PwC members Francois and Charles Hamelin to gain an insight into how athletes also think about their personal brand, while seeking to tie this back to real world experiences. Watch the Personal Brand videos on our dedicated personal brand page located on our campus website: <http://www.pwc.com/ca/personalbrand>   
  
Also new this year is our online ID calculator, an interactive tool that allows students to measure the strength and clarity of their online presence, and a workbook that allows them to further hone their skills via actionable activities and self-reflective exercises.  
  
We know that these materials have been incorporated by several Colleges into their careers curriculum and we're honoured to support students in enhancing their career prospects.

**What was the budget range of this project?**

Medium ($1,000-$10,000)

**What was the size of the team working on this project?**

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