

# 6 key steps to finding & securing **the right job**



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# 6 key steps to finding & securing **the right job**



“If you don't take control of where you are heading, you will always end up somewhere you don't want to be ”

[Anonymous]

# 6 key steps to finding & securing **the right job**



“ Find a career you love and you will never work again !!! ”

# 1

## What are employers looking for ?

Do you possess the “must have skills” that employers are looking for ?



Effective  
Communication

### ✓ Written communication

- ✓ *reporting*
- ✓ *business planning & proposal writing*
- ✓ *e-mails / social media*
- ✓ *presentations*
- ✓ *CV's*

### ✓ Oral communication

- ✓ *meetings*
- ✓ *phone calls / conference calls / skype*
- ✓ *presentations*
- ✓ *social / networking events*
- ✓ *interviews*

# 1

## What are employers looking for ?

Do you posses the “must have skills” that employers are looking for ?



Effective  
Communication



Critical Thinking  
& Problem  
Solving

1

What are employers looking for ?

**(QUESTION)**

**HOW DO YOU PUT A GIRAFFE INTO A  
FRIDGE ??**

**(ANSWER)**

**YOU OPEN THE FRIDGE, PUT IN THE  
GIRAFFE AND THEN CLOSE THE  
DOOR.**



**Are You Smart Enough To Work At Google?**

Author: William Poundstone

1

What are employers looking for ?

**(QUESTION)**

**HOW DO YOU PUT AN ELEPHANT INTO  
A FRIDGE ??**

**(ANSWER)**

**OPEN THE FRIDGE, TAKE OUT THE  
GIRAFFE, PUT IN THE ELEPHANT AND  
THEN CLOSE THE DOOR.**



**Are You Smart Enough To Work At Google?**

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# 1

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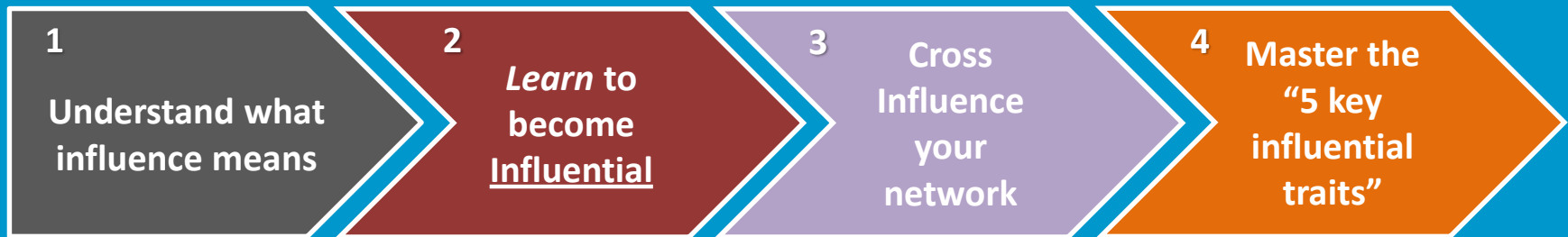
Influence

# 1

What are employers looking for ?

**Those who are most effective within the modern day workplace lead from a position of knowledge and understanding, supported through effective communication.**

# 4 steps to becoming **Influential**



Determine how influential you are and how you can maximise this socially and professionally

Identify and apply behaviours that will help expand your sphere of influence. (Modelling)

Engage superiors, empower subordinates and build strong peer networks and relationships

1. Have great self awareness
2. Offer an enhanced skillset
3. Have presence ...
4. Be likeable
5. Power to persuade

# 1

## What are employers looking for ?

Do you possess the “must have skills” that employers are looking for ?



Effective  
Communication



Critical Thinking  
& Problem  
Solving



Influence  
through  
leadership



Adaptability

# 1

## What are employers looking for ?

### Adaptability – what does it mean in practical terms ?

- ✓ Being flexible and willing to adapt to changing conditions
- ✓ Being open and supportive of new ideas / concepts but challenge thinking if needed
- ✓ Being prepared to think outside the box when implementing new ideas  
(always look for the reasons why (+) ..... not the reasons why not (-) !!)

# 1

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opportunityisnowhere

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# 1

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- ✓ Being prepared to think outside the box when implementing new ideas  
(always look for the reasons why (+) ..... not the reasons why not (-) !!)
- ✓ Being prepared to work independently as well as part of a team
- ✓ Being prepared to multi-task and deal with last minute requirements quickly and effectively
- ✓ Manage multiple assignments and tasks, set priorities, and adapt to changing conditions

# 1

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Critical Thinking  
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Influence  
through  
leadership



Adaptability



Entrepreneurship  
& Initiative

## Entrepreneurship & Initiative

- ✓ Refers to an individual's ability to turn ideas into action & action into results
- ✓ It's driven at its core by creativity, innovation and risk-taking, as well as the ability to plan and manage projects and situations fully in order to achieve goals and objectives
- ✓ In the workplace its about being constantly aware of the context and opportunities around you and being able to seize and maximise these where you can
- ✓ Being effective impacts not just your working environment but also many aspects of your everyday lives at home and in society
- ✓ Entrepreneurship & Initiative should also be guided by a strong awareness of ethical values as well as promote and strengthen positive organisational and personal governance

# 1

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through  
leadership



Adaptability



Entrepreneurship  
& Initiative



Curiosity &  
Imagination

# CURIOSITY + imagination = Creativity

Here's to the crazy ones, the misfits, the rebels, the troublemakers,  
the round pegs in the square holes... the ones who see things differently,  
they're not fond of rules and they have no respect for the status quo,  
you can quote them, disagree with them, glorify or vilify them,  
about the only thing you can't do is ignore them - *because they change things...*  
... they push the human race forward,  
while some may see them as the crazy ones, WE SEE GENIUS,  
because the people who are crazy enough to think that they can change the world,  
**are the ones who do !!!.**

## Social Recruiting ????

- ✓ 2 of the top 3 marketing tools most frequently used by employers to support brand promotion are their website (92%) and social media (80%)
- ✓ 79% of first time job seekers are likely to use some form of social media in their job search
- ✓ 86% of people, within the first 10 years of their career, are likely to use social media in their future job searching
- ✓ 45% of job seekers say they now use their mobile device at least once a day specifically to search for jobs
- ✓ 89% believe a mobile device is one of the most important tools for job searching

## 2

## Knowing where employers are looking

### Social Recruiting ????

- ✓ 95% of job seekers that are using social media use Linked-In as a key point of reference when searching for jobs



## 2

## Knowing where employers are looking

### Other sources

- ✓ Company's own recruitment site
- ✓ Newspaper and / or trade publication websites
- ✓ Through third party recruitment agencies and / or websites (+ headhunting)

The logo for totalJobs.com, featuring the text "totalJobs.com" in white on a green rectangular background.The logo for s1jobs.com, featuring the text "s1jobs.com" in white on a blue rectangular background.The logo for REED, featuring the word "REED" in blue serif font above three red dots.The logo for monster, featuring a purple circular icon with a stylized 'm' and the word "monster" in green lowercase letters.The logo for jobsite, featuring the word "jobsite" in blue lowercase letters with a small orange dot above the 'i'.The logo for indeed, featuring the word "indeed" in blue lowercase letters with a blue arc above the 'i', and the tagline "one search. all jobs." in smaller blue text below.

# 3

## Make sure you stand out from the crowd

- With high unemployment and slow economic growth still prevalent across many parts of Europe, the number of job vacancies available is significantly less than the number of job seekers looking to fill them.

This means that;

- *Employers now have a much boarder pool of candidates to choose from when advertising a job (Average 18 applicants per job advertised)*
- *Employers are setting much higher expectations of the standards and qualities they expect from potential candidates*
- *You need to learn how to “stand out from the crowd”.*

**WHAT DO YOU OFFER THAT IS DIFFERENT OR UNIQUE !!!!**

# 3

## Make sure you stand out from the crowd

### What influences consumer spending !!

- As a consumer – what makes you engage with a particular company, product or service?
- What makes you go back and re-engage with that company, product or service?
- How many times have you gone back and used that company again?
- How many people have you told about your experiences?
- How does that company, product or service market itself and does this continue to influence your spending choice?

# 3

## Make sure you stand out from the crowd

In the same way that you demand a high level of value and quality when purchasing goods or services as a consumer .....

- You should, as a potential employee, be equally as demanding when it comes to choosing where you want to work !!!
- Businesses who treat potential employees like potential customers will always succeed in recruiting the best people !!

**FOLLOW THE 3 STEP RULE !!!!!**

# 3

## Make sure you stand out from the crowd

### Step 1 - Be clear what it is that you want

Sounds obvious, but before you think about looking at and / or approaching a potential employer about a job, ask yourself the following 5 questions.

1. What are my career goals?
2. Are these goals realistic in relation to the skills, experience and qualifications I currently have?
3. If not - what do I need to go and do in order get the right skills, experience and qualifications?
4. Do I have a clear expectation of what I want to get from my next job?
5. Do I know the sort of company that will help me achieve my goals?

# 3

## Make sure you stand out from the crowd

### Step 1 (Con/t...) - Be clear what it is that you want

Some actions to take;

#### Prepare a 'boundaries' list

- *Sector*
- *Location*
- *Work Style*
- *Hours*
- *Salary*
- *Benefits*

#### Detail your 'Work Preferences'

- *Likes*
- *Dislikes*

#### Build a 'Personal Pitch Statement'

- *Clear*
- *Concise*
- *Compelling*

# 3

## Make sure you stand out from the crowd

### Step 2 – Do your research

With any business reputation is the key to success and most businesses don't mind telling you when they are good at something. However, some simple things to consider when looking at a potential employer include;

1. How long have they been in business
2. Do they conform to any industry standards and / or won any awards
3. What do other people say about them
4. How do they promote themselves in the marketplace
5. What are there corporate aims / mission statement – does this fit with your own ecology
6. Read company annual reports
7. Are you able to visit the company before you apply for a job to “see for yourself”

3

Make sure you stand out from the crowd



Getting information off the Internet is a bit like taking a drink from a fire hydrant

*Mitchell Kapor*

# 3

## Make sure you stand out from the crowd

### Step 3 – Demonstrating your understanding of the job role

It's amazing how many people apply for jobs simply because the job title or salary package is attractive, but have spent no time understanding what the employer is actually looking for.

HAVE YOU .....

1. Fully read, understood and picked out the key aspects of the job from the job advert and does this actually match your skills and qualifications?
2. Within reason, have you tailored your CV and covering letter to fit with the job advertised?
3. Asked for and received from the potential employer a detailed job description which you have read and fully understood?

# 3

## Make sure you stand out from the crowd

An exciting opportunity has arisen at “**David’s Coffee House**” for an experienced Assistant Manager at its new Edinburgh store. **David’s Coffee House** is a leading player in a fast-moving, competitive industry. Part of a International Catering Group, **David’s Coffee House** is officially the fastest growing coffee shop chain across Europe, with 400 stores operating across 12 countries, with the latest global expansion taking the brand into Scotland.

### As Assistant Manager your main responsibilities will include:

Assisting the Manager in the development of all members of the team through identifying training needs and performance management processes / ensuring that all food and drinks are prepared and served in a safe and hygienic way / effectively helping to manage the security of the store including stock, cash, premises and personnel / experience of a customer-facing environment, in the retail or hospitality sectors would be an advantage.

### What we will be looking for in you:

As an Assistant Manager at **David’s Coffee House** you will be passionate about caring for our guests. Self-motivated, you will have an overall desire to deliver a superior service to all of our customers. Supporting the Manager in training and developing the team, and assisting with the administration side of running the business, you will help to deliver our high quality service to our guests.

### What we will be offering you:

**David’s Coffee House** is full of people who’ve gone from strength to strength, expanding their skills and experience as they progress through our business. We can offer you excellent development opportunities, what we need from you is passion, energy and commitment. As an Assistant Manager you will benefit from a great reward structure, discounts across the Group, incentive pay and 25 days holiday.

# 3

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# 3

## Make sure you stand out from the crowd

### Organisation

- Leading Player
- International Group
- Expansion
- Fastest Growing

### Role

- Training
- Development
- Admin
- High Quality Service
- Mgt Processes
- Food Service
- Security
- Stock & Cash Mgt
- People Mgt

### Required

- Passion
- Customer Service
- Experience
- Energy
- Commitment

### Offer

- Opportunities
- Reward Structure
- Discounts
- Incentive Pay
- Holidays

# 3

## Make sure you stand out from the crowd

Dear Hiring Manager,

In respect of your recent advertisement, I wish to apply for the position of Assistant Manager at David's Coffee House and have, as a first step in exploring the possibilities of employment with your company, attached my CV for your consideration.

As you will see from my CV, I am currently employed within a **supervisory role** having been **promoted from customer service assistant**. Within this role, I am responsible for the **management and development of 6 customer service staff**, and ensuring a **high level of service** is provided to all customers.

Throughout my studies, I worked within the hospitality sector as waiting and bar staff working as part of a team to serve customers within the restaurant and bar.

As a **self-motivated and customer focused individual**, I am **passionate about customer service** and **committed** to providing a high level of service to all guests.

I feel that the opportunity as Assistant Manager with David's Coffee House would offer me the opportunity to **utilise and develop my skills**, and support my **drive and commitment to** progressing with a **forward thinking company**.

I would like to thank you for taking the time to read my covering letter and CV, and would welcome the opportunity to discuss this role in more detail with you.

I look forward to hearing from you in the near future.

Yours faithfully

# 4

## Preparing for the Interview

### 1. Be clear on what type of interview you are going for

Knowing how you will be interviewed, *and what stages the prospective employer is planning before a final selection is made*, is critical when preparing for your interview.

Different interview styles include;

1. Competence - based interviews
2. Panel interviews
3. 1-2-1 interview
4. Initial Telephone / Skype screening
5. Assessment Centres

## 2. Do more research

Start to build on the initial research that you undertook at the application stage. This research should focus on more specific details such as;

1. Getting the background on who you will be meeting at the interview (LinkedIn)
2. What products and services do they offer / what is their USP
3. How the business is performing (financially, market position etc.)
4. Who its competitors are
5. Linking to social media feeds, websites, online reviews, company reports etc.
6. Linking to websites such as Glassdoor, Milkround, The Job crowd who may feature a more detailed company profile
7. Speaking to someone you know who is already working in the company

### 3. Make sure you know “YOU” inside out

One of the common mistakes people make during an interview is not having a thorough understanding of their skills, experiences and abilities and how this matches to the job being interviewed for.

Make sure;

1. That you read and re-read your CV and covering letter in detail
2. You know what your transferable skills, experiences and abilities are
3. You are clear on the reasons why you applied for the job / want to work for the company that's interviewing you
4. You are ready for the killer interview question
5. You have a selection of success stories / examples that you can use in an interview that demonstrates these skills and experiences

### 3. (con/t ....) Make sure you know “YOU” inside out

Make sure you have a selection of success stories / examples that you can use in an interview that demonstrates these skills and experiences ;

Some actions to take;

It's the story of 'YOU' that needs to be sold !!

Develop a series of 200 word 'achievement statements' that sells you, your experiences, your skills, your attributes. Follow the STAR system;

- *S – Situation*
- *T – Task*
- *A – Action Taken*
- *R – Result*

## 4. Be prepared to ask questions

An interview is a two way process so do not be frightened to ask questions, challenge comments or seek clarity – its all part of the process and employers expect it.

Questions to use / consider are;

1. What focus do you place on staff development
2. How do you support the career aims of your employees
3. How do you monitor performance / how regularly do you feedback to employees
4. How would current employees describe the management style of the business
5. What are the staff turnover levels

## 5. Making that all important “first impression”

Its easy to remember researching the company, working through the detail of your CV and knowing why it is that you applied to that business in the first place, but don't overlook the importance of “brand-you”.

1. What does your body language say about “brand-you”
2. What does your dress sense say about “brand-you”
3. What does your ability to manage interview nerves say about “brand-you”

## 1. Avoid making some of the common pitfall mistakes

Don't make it any harder on yourself than it already is. Stick to the 7 basic rules below;

1. Plan the interview day carefully – allow more time than you think for travel etc.
2. Be in control of “you” during the interview – be in the room / listen and clarify questions
3. Take time to answer questions properly – don't jump in feet first !!
4. Don't waffle, forget to answer the question fully or forget to say 'I' !!!
5. SELL, SELL, SELL !!! – show passion, enthusiasm, confidence & purpose in your answers
6. Remember to always ask questions
7. Stay professional to the end ..... the very end !!!

## 1. Never underestimate the power of feedback

But be careful what you ask for, how you ask for it and most importantly of all ..... what you do with it afterwards.

1. Determine whether it is actually worth asking for feedback
2. Learn how to ask for feedback and leave a positive impression when you do
3. Learn how to handle the feedback
4. Feedback is an opportunity to learn (good or bad) – don't waste it !!!
5. Get a second opinion

# 6 key steps to finding & securing **the right job**



“ Find a career you love and you will never work again !!!“

# A

## The value of work experience

- Work experience should be regarded as a critical part of your learning and development.
- At the time of recruitment, employers will generally favor those graduates who have complimented their academic studies with industry experience.
- Work experience is an opportunity for you to;
  - ✓ *Learn first hand what the industry has to offer*
  - ✓ *Balance academic theory with practical hands on experience*
  - ✓ *Set realistic career goals*
  - ✓ *Make mistakes in a safe environment*
  - ✓ *Help understand what direction you want to take your career in*

# B

## Don't stop learning – don't stop being better

- Once you have graduated your exposure to learning should only have just started, always encourage yourself to take every opportunity that you can to further your skills, experiences and qualifications throughout your career.
- A good way of doing this is to register with the professional body that supports the sector you choose to go into.

Benefits of this include;

- ✓ *Access to up to date industry information and business resources*
- ✓ *Management & Development Guides to help you through your career*
- ✓ *Access to discounted CPD tools and training*
- ✓ *Industry networking events*
- ✓ *Recognition from your industry peers*

# C

## No such thing as failure



[Colonel Sanders] – 1009 restaurants said “NO” to his chicken recipe ... No:1010 said Yes – **KFC are now one of the largest global fast food brands !!**

[Walt Disney] – In 1919 the Kansas City Star Newspaper fired him for “lacking imagination” and “having no good ideas” – **by 1923 Walt Disney and his brother had set up the Disney Cartoon Company .... the rest, as they say, is history ☺ !!**



# C

## No such thing as failure



[Thomas Edison] – 1000 failed experiments –  
**Experiment 1001 ..... the lightbulb !!!**

[Sahar Hashemi] – in 1995 she was turned down by  
19 banks whilst trying to secure funding to set up the UK's  
first Coffee Shop chain – **by 1997 Coffee Republic was  
turning over £30m**





**David Allen**

*Director of Scotland  
People 1<sup>st</sup>*

**people1<sup>st</sup>**  
performance through people