

Applying for a job



PREPARE for the job

APPLY for the job

GET the job



Rules of high employability

1. Have a personal vision (know exactly what you want for your future)
2. Know your capabilities
3. Know your employers
4. Reach for high performance standards
5. Take action

Strategy

- A) Set your goals
- B) Decide on strategy
- C) Look for opportunities

A) Goals

Set clear goals

Consider:

type of work, location, responsibilities, development opportunities, salary and benefits, organisational culture, temporary vs. permanent

Inhibiting “barriers” :

laziness, fear of failure, poor health, lack of confidence, personal/family problems, limited experience, fear of change etc.

B) Best strategy

If junior (= not long work history):

- ❑ Send CVs to companies with suitable work for you
- ❑ Be fairly flexible
- ❑ Afford time for a lot of interviews
- ❑ Focus your search(= identify work and employer of most interest)

C) Best opportunities

Consider all options (= maximise chances)

Advertised jobs (easy to find, comparison of different opportunities; !!! Others reply to the same ad, many vacancies are never advertised)

- ❑ National press
- ❑ Trade press
- ❑ Professional journals
- ❑ Internet

Opportunities - continued

Non-advertised jobs (hidden job market)

(few applicants, CV on file for future jobs; !!! Large number of rejections, discouraging)

FOCUS on organisations interested in people with your skills and experience

Of special interest:

- ❑ Companies expanding their market share or number of clients
- ❑ Companies with new orders or contracts
- ❑ Companies opening new offices / outlets
- ❑ Companies branching out into your field of expertise

Opportunities - tips

Find out more from:

- ❑ Annual reports
- ❑ The business press
- ❑ Business directories
- ❑ Company's web site
- ❑ Network of contacts
- ❑ Agencies

CALL the company (contact manager of dept., introduce yourself, gain information, create a positive impressions)

Sell yourself

Selling points:

- ❑ What employer needs
- ❑ What you have to offer
- ❑ Present information for maximum impact

Selling points - continued

Identify key selling points:

- ❑ Relevant experience
- ❑ Relevant qualifications
- ❑ Track record of previous successes
- ❑ Personal attributes
- ❑ Motivation

Selling points - continued

Every employer needs:

- ❑ Strategic thinking
- ❑ Creativity
- ❑ Leadership ability
- ❑ Interpersonal skills
- ❑ Communication skills
- ❑ Personal management skills
- ❑ Integrity

continued

Weaknesses

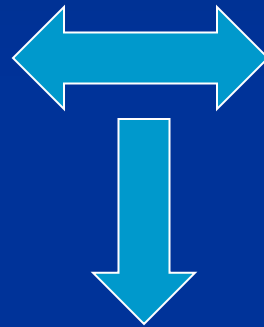
- ❑ Gaps in skills, knowledge or experience
- ❑ Lack of qualification
- ❑ Career path with breaks or long periods of irrelevant experience
- ❑ Many employers

Mismatch

Candidate's
Weaknesses

Mismatch

Employer's
Needs



Wasted application

Reconsider options

(other companies; other work; bridge the gap)

Mismatch - continued

Concrete options:

- ❑ Turn a weakness to your advantage by showing the benefits of your experiences
- ❑ Find strengths that offset weaknesses
- ❑ Write CV without emphasizing weaker points

Rate your skills

Categories of skills:

1. Communication skills
2. Interpersonal relations
3. Computer skills
4. Physical abilities and manual skills
5. Artistic expression
6. Financial management
7. Planning and organising
8. Problem solving
9. Entrepreneurship
10. Personality traits