

## Know Your Worth

### Your WHY

Your 'why' is extremely important when taking that next step of looking for a job. Your 'why' is one of the things that separates you from other candidates and makes you unique.

Think about the following:

- What motivated you to start a new career in tech?
- Why did you choose tech over other sectors? (Avoid saying things like 'The salary is good' and think more about why you went to tech rather than another well paid sector.
- Where do you see yourself ending up in the future? What's your end goal with a role in tech?
- Do you have specific areas of interest?

### Your USP

Your Unique Selling Point is key to selling yourself to employers. A good way of figuring this out is to think about your strengths.

Making a list of your strengths is a useful exercise. Ensure that for each strength you have a real life example, ideally from CodeClan or a previous job.

As much as it is good to know strengths, it can be good to know your weaknesses. Get into the habit of thinking about your weaknesses in a positive way. For example, if you are someone who sometimes does not have a filter, that will also mean that you are quick to identify and call out potential issues.

### Hard Skills vs Soft Skills

Hard skills will get you the interview but [soft skills](#) will get you the job. Think about what sorts of soft/transferable skills you have and how you can evidence them. When applying for jobs, always scan the job specification for what soft skills the employer is looking for.

## **Your Story**

You will almost always be asked about your story in an interview or job application. Think about the most common start to interviews: "Can you tell us a bit about yourself?". Get used to speaking about your story, nobody knows it better than you.

Consider:

- Your background (academic and previous jobs)
- Why you chose to change career
- Why you chose to go into tech
- Why that particular company/role

## **Job Satisfaction**

Knowing your worth is about knowing what you want. You want to impress potential employers but they should also want to impress you too, and be able to compensate you properly for your work.

When considering what roles are right for you (or what to negotiate) consider the following:

- Salary
- Working Hours
- Location (Office/Hybrid/Remote)
- Annual leave
- Additional benefits e.g. healthcare, employee discounts etc