

# Secrets of Employment

## Introduction

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Dear Reader

Welcome to the 'The Secret of Employment' you like millions of other people are either unemployed or stuck in a job you hate. So what are you doing about it? Well for a start you have bought this e-book, most other people would prefer to sit around and do nothing! They are waiting for the perfect job to fall out the sky and land on their laps - Well I hope that they enjoy waiting. To get the perfect job you have to put in a little time and effort. Job searching does not have to be a full time job; there are many time saving techniques that I have developed over the years to help people just like **you**.

As an Employment & Careers Adviser I work with many clients - adults, youths, long term unemployed, ex-offenders, low skilled candidates, those who have been made recently redundant and many other people with a wide range of barriers. On a daily basis I am told "**No one will employ me**" - Now does this sound familiar? The message of this e-book is that **everyone** can gain employment and I can help you, all the answers are here for you in this e-book.

**Firstly** - To gain employment you have to SELL yourself, think:

- '*What makes me stand out from the crowd?*'
- '*What can I bring to the role?*'

These are the very questions that your employer will be asking themselves, this I can **guarantee**. If you only take one thing from this you should remember; gaining employment is all about selling yourself. Make the mistake of underselling yourself and you will be looking for work for a long time.

You don't need to go on a Sales Course to be able to market and advertise yourself effectively. Fear not, you do not need to become a 'Sales Person' overnight you just need to know how good you are, be able to recognise your greatest skills and achievements and how these are best communicated to your prospective employer; this e-book will teach you how to gain all the confidence that you need to sell yourself.

You will become more motivated to job search as your confidence grows and will learn to look at every criticism not as a knockback but as a perfect opportunity to improve. Throughout this e-book you will learn a mixture of Psychology, NLP and Life Coaching techniques which will continue to motivate you so that you can gain job offers from your applications.

You will:

- Discover the secrets of marketing yourself finding jobs that you **really** want.
- Look closely at your values and how these can affect your career choices
- Find out the secrets of a great interview
- Learn how to achieve instant rapport with your interviewer

Why do some people hate their jobs while others love going to work? The clear identifiable difference is simple; those who enjoy their jobs have been given the tools to know what job is right for them. They have been motivated to find a job that matches exactly to their values, beliefs and personality. **Today** you will learn what job is right for you and make that first step to becoming someone who looks forward to going to work. You will see evidence in this once you gain employment in a position that you like. You will do well, you will quickly move up the career ladder & you will gain all the benefits that you deserve as you strive to higher wages and increased self worth and responsibility.

This e-book is split into sections; you can either read the whole e-book at once or skip to any section for your reference to help push you to that dream job. I aim to cater to all of your needs as individuals, each of you vary in your range and area of skills, qualification and experience and in the area of work in which you will be looking for work. I do recommend that everyone should read the Goal Setting section and complete the Confidence Building exercises, two of my most effective techniques which always make a difference with the clients I work with.

And finally I would like to wish you good luck with your new job and career.

Employment King

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## Choosing a Career-Personality Type

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**“Every accomplishment starts with the decision to try”**

We spend a third of our lives at work and this is increasing as the government makes the decision to raise the age of retirement. On average we each spend 40 hours of our time in work. To spend the majority of your week at work doing something you don't enjoy simply doesn't make sense - you want to find something that's gives you a buzz, something that you're happy each morning to get out of bed for.

**Ask yourself why am I looking for work?** Are you unemployed, just been made redundant or currently employed looking for other work?

Whatever the reason, you need to ensure you apply for a job role that is right for you. Did you enjoy your last or current job? If the answer is yes, how much? Use a scale between one and ten (one being low, ten being high) what did you enjoy about your last job; the duties, the company, the team, anything else? If you can identify what you liked about a job or career you enjoyed then you will know what to look for in the next company you work for.

If you're unhappy with a current job, ask yourself what it is that you're unhappy about? Really think about this, is it the job duties, the company you work, your team, the lack of promotion or training opportunities? This is important; you need to pinpoint what it is that you don't enjoy so that these barriers don't repeat themselves in your new job.

**How do you know what Job will suit you?** There are many different computer packages designed to give you an idea of your perfect job based on the answers you give to between 60-100 questions. In most cases these diagnostic tools ask questions about what you enjoy or like **“Do you like animals?”** by ticking **“Yes”** the diagnostic tool will recommend a job role as a Veterinary Surgeon. You and I know that there is a big difference between a liking a Cat as a pet and dissecting or giving surgery to an animal as a career.

Maybe I'm being a little pedantic as they will often ask you several questions around animals-the point is they ask you many questions on what you like when the focus on the questions should be your personality, as your personality type is natural and is more in line with your values.

What personality **do you have?** You will need a Pen and Paper for this next exercise.

Below are four questions all about different aspects of your personality for each question you have to choice a letter-you will need to write down your selected letter.

Each question covers a different part of your personality, as you read the questions you will quickly realise that you have/use both personality style answers-for each question you need to pick your preference. Try writing your name down with your Right hand and then try it again using your Left, only one will feel natural. When answering the questions think what your preference is, what is natural to you, what do you do the most.

**Which are you more like?**

Are you more **Extrovert (E)**

Or are you **Introvert (I)**

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You think out loud

Think before you speak

A good talker

Prefer quite

Like to give your opinions

Keep your thoughts private

Often seen as excitable

Enjoy your own time

Need to fill in gaps and pauses

A good listener

**PICK EITHER E or I**

Are you a **Sensing Individual (S)**

Or **Intuitive (N)**

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Do you look for Facts

Do you look for possibilities

Are you Practical and Sensible

Do you spot patterns

Keep things realistic and real

Do you go with your hunches

Use what you know and have learnt

Enjoy learning new things

Use straight forward language

Lose track of time easily

## PICK EITHER S or N

Are you a **Feeler (F)**

Or **Thinker (T)**

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Are you in touch with your feelings

Do you follow your head

Do you enjoy giving praise

Like a lively debate

Are you driven by emotion

Like to hear both sides to a story/argument

Like to be of service to others

Like rules, regulations and principles

Find it hard to say No

Can make tough discussions without becoming emotional

## PICK EITHER F or T

Are you a **Judging Individual (J)**

Or a **Perceiving Individual (P)**

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Like to plan and organise things

Like to see how things turn out

Enjoy finishing tasks

Go with the flow/like to explore

Like to feel in control and on top of things

Like to start task /rather not use list

Like neatness and tidiness

Don't mind untidiness

Like structured lives

Keep your opinions open

## PICK EITHER J or P

Now you have your 4 letters match these to the type of job roles which best suit your personality:

### **ISTJ – An Organiser who enjoys procedures and systems.**

Manager, Architect, Surveyor, Engineer, Accountant, Prison Officer, Roadside Breakdown Assistant, Air Cabin Crew, Plumber, Postal Delivery, Bricklayer, Driving Instructor, Tiler, Car Mechanic.

### **ISFJ- An Organised Protector and Carer.**

Librarian, Carer, Public Sector Roles, Administrator, Health Service Worker, Nurse, Advisor, Primary School Teacher, Dental Assistant, Financial Services Worker, Call Centre, Stagehand, Officer Worker, Teaching assistant, Childcare Worker

### **ISTP-Needs to be satisfied at work, enjoys finding out about the world around them.**

Photographer, Legal work, Law, Armed forces, Fire Fighter, Engineer, Car Racer, Actor, Camera Operator, Garden-Centre Worker, Forestry Professions, Mechanic, Farm Worker, Roadie, Bus Driver

### **ISFP-A Practical job role that they find interesting.**

Outreach Worker, Musician, Vet, Farmer, Tree Surgeon, Youth Worker, Customer Care, Hospitality, Florist, Gardener, Artist, Care-Worker, Forestry, Inspector, Park warden, Bus Driver, Delivery Driver

### **INFJ-Supportive job role, ideally in a caring industry.**

Counsellor, Linguistics, Youth Worker, Teaching assistant, Journalism, Secretary, Library Assistant, Physiologist, Speech Therapist, Archaeology, Marketer, Waitress/Waiter, Hairdresser, Administrator, Sports Massage

### **INFP-“people” job role, where you can meet and listen to others.**

Counsellor, Archaeologist, Physiologist, Careers Advisor, Advocator, Mentor, Researcher, Reflexology, Alternative Therapy, Youth Worker, Marriage Guidance, Care Worker, Photographer, Support Worker, Student Advisor, Welfare Advisor

**INTP-An “ideas” job role where you can take an idea and look at other possibilities/outcomes.**

Engineer, Inventor, Web Designer, Internet marketer, Surveyor, Software Designer, Town Planner, Scientist, Architecture, Laboratory Assistant, Sign writer, Mechanic, IT Repair

**INTJ-Managing and organising ideas and information.**

Solicitor, Engineer, Surveyor, Market Researcher, Dental Hygienist, Biotechnologist, Politician, Self-Employed, Technical Support Worker, Welder, Web Designer, Tyre Fitter, Helpline Worker

**ESTJ- Management, Leader; gets task done quickly.**

Business Manager, Self-Employed, Dentist, Police Officer, Fire Officer, Human resources, Primary School Teacher, Accountant, Marketer, Window Cleaner, Painter and Decorator, Plumber, Carpenter, Sales Executive

**ESFJ-Providing friendly services to others.**

Nurse, Teacher, Advice Worker, Hospitality, Speech therapist, Conference Organiser, Event Organiser, Chef, Travel Agent, Customer Service, Hotel Porter, Administrator, Secretary, Front of Office worker, Call Centre, Stage Hand

**ESTP-A job solving problems.**

Paramedic, Actor, Presenter, Planner, Surveyor, Engineer, Gas & Oil Production, Scaffolder, Brick Layer, Machinist, Window Cleaner, Theme Park Worker, Taxi driver, Warehouse Worker

**ESFP-Using your natural rapport with others to solve practical problems.**

Counsellor, Hospitality Manager, Taxi Driver, Management, Journalist, Estate Agent, Travel Agent, Paramedic, Youth worker, Carer, Armed Forces, Miner, Criminologist, Retail, Bar Person, Chef

**ENFJ-A job using people skills to develop ideas.**

Journalist, Counsellor, healer, Advocate, Lawyer, teacher, Public Relations Post, Travel Agent, Human Resources Assistant, Media role, Trainer, Holiday Representative, Tour Guide, Advisor, Teaching Assistant

**ENFP-Using imagination to understand move people forward.**

Carer, Mentor, Counsellor, Secondary School teacher, Advertiser, Speech Therapist, DJ, Chef, Sports Massage, Youth Worker, Physiotherapist, Care Worker

**ENTP-A job creatively solving problems.**

Architect, Inventor, Photographer, Politian, Comedian, Musician, Charity Fundraiser, Negotiator, Journalist, Architect, Prop Maker, Tour Guide, Actor, Media, Designer, Web Designer, Clothes designer

**ENTJ-A management job role, managing people and/or resources.**

Entrepreneur, Financial Officer, Public sector, Media, Retail Management, Caterer, Chef, Leader/Manager, Journalist, Market Trader, Politician, Window Cleaner, Park Warden

Remember the above list of job roles are not intended to be limited and are there to give you a better understanding of the job roles that suit your personality type preference. We can all train ourselves to undertake any job role and be successful in this career. By picking a job career that suits your personality type you will naturally enjoy and do well as the job duties will suit your personality preference.

## Research and Planning

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# “A journey of a thousand miles starts with a single step”

Now you know what type of job suits your personality; you need to decide which career you want to choice. This can be a big choice as with some careers you may need to re-train and gain new qualifications.

Your next step is to learn more about the sector you are interested in and more specifically which careers within this sector you would like to pursue. Initially Google your selected job role title and JOB PROFILE. Example “**Plumber Job Profile**” this will give you a link to one of many job profile websites.

The job profile gives you information on; **Duties, Skills, Qualities, Entry Routes, Qualifications, Salary, LMI (Local Market Information) and often links in to other useful industry websites.** From this simple step you will have a good insight into the job role and be in a position to decide whether this career is the one for you to pursue.

You need to decide how important this career is to you? Is the career in line with your values and beliefs? As an example; if you’re looking for a career “helping others” (as this is something you feel strongly about) would this be more important to you, than gaining a job with a high salary in a role in which the focal point isn’t the helping of others? If you are employed by an organisation or in a role that is not in line with your personal values you will become increasingly discontented and will soon leave and have to start looking for employment again.

For some this can becomes a vicious cycle from which they cannot escape as they do not feel that they are adequately equipped to do so. These people do in fact have the tools to break out of the cycle but they need to feel empowered and to understand that they can achieve this.

What is important to you? What do you need to have at your place of work to keep up your motivation?

Now you shall create your Preference List, a list which is made up entirely of all the individual things that are important for you. This Preference List should be multi-faceted, including everything that you need in order to be happy at work, THINK what would be the epitome of your ideal job. Put pen to paper and begin your list, do not worry about ordering this list: This can be as long or short as you like.

<b>EXAMPLE: Money (High wage)</b>
<b>Training/Qualifications</b>
<b>A Verity of Duties</b>
<b>A Position Where I Can Be Creative</b>
<b>Seeing the end result from my work</b>
<b>Working on my own Initiative</b>

An individual Preference List typically will consist of between 5-15 'Desired Items', consisting normally of a mix of duties and working benefits. We now need to find out what you really need from your job, what is really important to you. Be honest as you don't want to waste time applying for a job you will not enjoy.

You now need to match each list item against the other, take the first two items from your Preference List. Ask yourself, if you could only have one of these items from the list which one would it be?

<b>Money (High Salary)</b>	<b>Training/qualifications</b>
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*"If you could have a job with a high wage and no personal development or training, or a job where you earn a lower wage but gain training and qualifications throughout the year which one would you prefer?"*

From your answer you will now have one item in 1<sup>st</sup> Place and another item in 2<sup>nd</sup> Place, take the next item from your original Preference List and match that against the item in 1st Place-**Which one would you prefer if you had to choose?** If it is your preferred item put it above the item you are comparing it against, if the item is not the preferred one, match against the next item on the list until it fits into the list or becomes the item at the end of the list. Continue to do this with all your original list items until you have a complete list in order of preference.

<b>EXAMPLE: To be able to be creative</b>	<b>1<sup>st</sup> Place of Importance</b>
<b>Seeing the end Result from my work</b>	<b>2<sup>nd</sup> Place of importance</b>
<b>Money (high wage)</b>	<b>3<sup>rd</sup> Place of Importance</b>
<b>Training/Qualifications</b>	<b>4<sup>th</sup> Place of Importance</b>

<b>Working on my own Initiative</b>	<b>5<sup>th</sup> Place of Importance</b>
<b>A Verity of Duties</b>	<b>6<sup>th</sup> Place of Importance</b>

By matching items against each other will help you decide more accurate what you really feel is important, this technique is always more accurate than writing a list and numbering them in importance.

Now you have a list of job roles that suit your personality type and list of what's important to you – from this you will now have a good idea of the type of job role you are looking for.

You need to have a career in mind, many people just look “**for any job**” you need to be specific; you need to have a job title(s) in mind. If you don't you will find it hard to find vacancies as you will often just scan over job adverts. If you know what you're looking for, you will see more of these jobs being advertised. This often happens in life, you may never notice a certain make of car while you were a pedestrian and once you have that make of car yourself you will find that you see the same make of car everywhere you go.

Now you know what job you are looking for, don't start job searching straight away. First spend some time researching and networking to gain as much inside information as you can about the industry you are applying for. If you are in a position to convey this insider knowledge at every stage of the application process then you shall quickly see this translate into offers of employment.

Join chat rooms, blogs, check websites and sign up to industry magazines and newsletters all of which shall give you an invaluable insight into your industry of choice. Many Employers use Jargon whilst discussing their industry; you need to know what jargon they use and understand what it means - some of which you can add to your CV and application form to impress employers and give you the upper hand when applying for work.

You need to know your LMI (Local Market Information) in the industry you are applying for. How well is this industry doing? Are the job opportunities on the increase or decrease in your area? If you apply for a job role in an industry that is on the decrease in your area, would you be willing to relocate?

Find out which companies are successful in this career, the length of their contracts (Many Public Service Companies, for example are awarded contracts on a 2-3 year basis), how long companies have been operating in their industry. Learn as much as you can for two reasons,

- First you need to ensure that you are happy with the career you are looking to enter and when you start applying for work you want to apply to the companies that are successful and have a future, as we all know too well companies can easily go bankrupt.

- Secondly during interviews and on your applications, you need to demonstrate knowledge of the industry. Do not underestimate the importance of this whether you are applying for a Trainee role or a Management position.

Why? Research has shown that employers spend **35% of their profits on recruitment**, so employers want to ensure that they employ a candidate who is likely to stay with their company for at least 3 years. Someone who knows about the company and understands industry is more likely to stay.

Now you have an ideal job in mind, imagine yourself in this job role, doing the job well and feeling good about it, the more you think about this new career, the more excited you become. As you start to read industry magazines and looking on the web, you will gain an insight to the industry and get a good feel for it. You now need to decide how important this particular career is to you.

Imagine you have been offered your ideal job role in an ideal company and then ask yourself these questions?

**Would you relocate for a job in your chosen career?**

**Are you willing to return to education to gain the job you want?**

**Can you afford to take a pay cut to start yourself off in this new career?**

If you have answered yes to all 3 questions, then carry on to the next section as you are willing to make sacrifices to gain the career you want.

If you have answered “**No**” to any of the questions, then this is good as you now know where your boundaries are. This may affect the amount of jobs you can apply for and in some cases you may have to rethink your career goal. The important thing here is you now know what drives you and how far you can go.

With the questions you have answered “**No**” to, you need to make it more specific – Break down your answer into realistic terms: Would you still say No to a pay cut if it was only a £50 pay cut a month? A £100 pay cut a month?.....Find out exactly where your cut off point is for each question.

Now you’re ready to start job searching, firstly you need to write down what Job you want and what you will personally get from this role. Subconsciously by writing down what you will gain from this job role; Example “**I like seeing people enjoy my food**” your mind will motivate you to carry on applying for your ideal job.

Example:

*By Jan 2011 I will*

- Be Working as a Careers Advisor

**By gaining this goal I will be able to**

- Help people move forward with their lives
- Meet a wide Variety of people
- To feel that I am making a contribution to the community

You then need to set yourself at least 3 SMART targets.

**SMART** stands for:

- **S** - Specific - the target must say exactly what needs to be learnt or done “I will apply for jobs” is not specific “I will apply for 3 administration jobs” is specific
- **M** - Measurable- It must say exactly how this can be measured – you must be able to tell when the goal has been achieved
- **A** - Achievable - The target must not be too hard or too large, remember: it better to have several small targets leading to a larger goal. Although they should not be too easy!
- **R** - Realistic - It must be possible to get access to any training, books or support needed to meet the target. It must take into account other areas of your life
- **T** - Timed - There should be a set time limit for achieving the target. You need to know when to look to see if your Goal has been met.

Fill out the table below and put this somewhere you will see it each day, most people will put this on their fridge. You need to review this action plan on a weekly basis adding any new actions to help you move forward

Example

What steps I need to take to gain my goal	By when
To gain an NVQ in Information Advice & Guidance as most employers need	June

you to have this qualification.	2010
Send 3 speculative letters and CVs gaining addresses from the yellow pages as there is a 40% success rate in doing this	1/12/09
To research on council website who has won the new "Next Step" contract as this will be the employer who will be recruiting	5/9/09
To apply for 5 advertised jobs each week as this will give me a greater chance to gain employment	Ongoing

You can even break this down further by splitting each action into 3 more achievable SMART actions. The more specific actions that you have, the more detailed your action plan becomes and the quicker you can start achieving your set goals. As you keep meeting your goals the more you move forward and this will help to keep you motivated.

By ____ 2010 ____ I will	
<ul style="list-style-type: none"> <li>○ Have completed my NVQ in IAG</li> </ul>	

<b>By gaining this goal I will be able to</b>	
<ul style="list-style-type: none"> <li>○ Have the skills and techniques to be a successful careers advisor</li> <li>○ Have the qualification employers are looking for</li> <li>○ Prove to myself that I am capable to work as a careers advisor</li> </ul>	

What steps I need to take to gain goal	By when
To look at 3 colleges/training providers and pick the one to apply for	25/8/09

To have my laptop repaired so I can complete the course assignments	1/9/2009
To buy 2 reference books for the IAG course	1/9/2009
To set myself 3 hrs a week to commit to completing assignments	15/9/09

Fill out the below Action Plan, even if you know what you need to do and are already self motivated. Writing down what you will gain from your goal will subconsciously help you achieve it.

Only write positive action points, never use "I will try to.." use "I will achieve..."

When you write your SMART actions give reasons why you are doing this, again this will help reinforce your subconscious mind and keep you more focused and motivated

<i>By _____ I will</i>
○
<b>By gaining this goal I will be able to</b>
○
○
○
○

What steps I need to take to gain my goal	By when

## Job searching

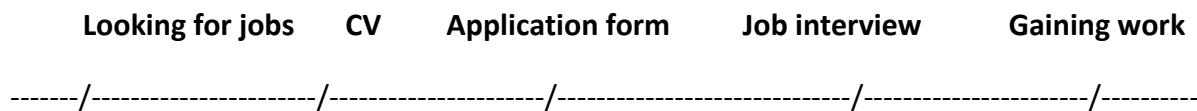
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**"It's a funny thing about life, if you refuse to accept anything but the best, you very often get it"**

You need to be proactive to gain employment, don't sit around your house waiting for a job offers to magically appear -they never do.

Map out a time line for your process of job searching, at one end is the start of your job searching process, looking through websites, job papers and other sources for jobs through to an offer letter and getting that job.

How far do you get along the Job time line?



**"I can't get a job"** – Now you need to know why you can't get a job? What is actually stopping you? Learn from what didn't work in the past and change this. Think about your past 5 unsuccessful job applications, consider whether there are any trends in where the Job Time Line stopped? Are you frequently getting job interviews but not progressing to the second round of interviews? Are you getting to the interview stage but falling short on a particular part of this such as Psychometric testing? If you can recognise at which point along the Job Timeline you are frequently stopping at then you have effectively identified your barrier to gaining employment and now you can move on improve on this area. I often find with the clients that I work with; it is only one or two small reasons why they can't gain employment. If what you're doing isn't working then you need to change it. Let's break the job searching down and ask yourself:

- **Can you find jobs to apply for? Do you know where to look for work?**
- **Is your CV gaining you Job Interviews?**
- **Do you gain interviews from your application form?**
- **How many job offers do you gain from interviews?**

You're finding jobs to apply for, you send off your CV, the employer then ask you to complete an application form, you are invited to an interview and are then unsuccessful. If this is a common theme – then you know you need to change what you say/how you act at

interviews, but you don't need to change your job searching techniques, your CV or your application form.

You need to understand what is stopping you gaining employment. If your CV is your barrier, you may not yet know how successful you are at interviews as you probably haven't had many in which to practice your interview skills. All this is going to change!

What you also need to do is request **FEEDBACK** this is one of the least used and most rewarding resource to job seekers of any variety. Employers are most often more than happy to give feedback and expect this as part of the process. Candidates often feel that if they have been unsuccessful then they shall receive feedback a tirade of negativity! This is NEVER the case, interviewers are excellent at pinpointing what is great about you and the areas that need improvement – they may even have a few insider tips such as where you can gain job experience or when similar companies shall be recruiting.

One of my recent clients had been working in a professional job role for a well-known private company and was ready to take the next step up the career ladder. With him being employed he only applied for jobs that matched all the elements of his ideal job role. He had applied for 3 jobs and hadn't received a job offer. He came to me wanting to know how he could improve his job searching technique.

Every time he had applied for a job he gained an interview, so his CV and application forms were good. (**He had a 100% success rate!**) However, of the 3 interviews he didn't have any job offers, so we practiced his Interview Techniques and I completed a Mock Interview with him. At the end I was really impressed he was very employable and knew how to answer all the questions I asked.

Why wasn't he employed? We telephoned all 3 companies that he had interviews with. All the employers were impressed with my client and each time he had got down to the two last candidates and each time he lost out only because he hadn't researched information on the company (**Employers often ask "What do you know about our company?"**) he admitted he had neglected to research the companies he had been employing for posts in and had always "Winged" this question, as he knew he was good at the jobs he was applying for and felt this was enough to gain offers of employment – This changed and on the next interview he was offered a position.

This case study also highlights the importance of a polished presentation – if an employer cannot decide between two candidates of the same level then they may base their final decision on something small- dirty shoes, bad breath, being late for an interview – these things may sound trivial to you but you must consider the situation from an employer's perspective. Don't miss out on a job opportunity over something that could easily be corrected.

## Internet Job Searching

Finding job adverts is now easier than ever with the use of the Internet, I am asked on a daily basis by clients, fellow career and employment advisors “**which website advertises various Industry job roles**”

I could easily write several pages of useful websites for you to use. This would not be useful as this book aims to target a broad range of job searchers spanning many sectors – I don’t want to waste your time as you have to trawl through inappropriate information for your industry when you can instead use this easy technique:

Use Google! All you need to do is type into your preferred search engine, for example ‘**Logistics** job in Manchester” from this you shall return a great list of roles to apply for from job websites that you will not have come across before. (**Often when you click on the job page you need to re-enter your job choice and area**)

Some of the most popular national websites for a large range of industries include:

[www.employmentking.co.uk](http://www.employmentking.co.uk)

[www.worktrain.co.uk](http://www.worktrain.co.uk)

[www.monster.com](http://www.monster.com)

[www.reed.co.uk](http://www.reed.co.uk)

[www.1job.co.uk](http://www.1job.co.uk)

[www.totaljobs.co.uk](http://www.totaljobs.co.uk)

Job websites can be word sensitive; you may find that you produce a completely different list of adverts if you type into a Job Searcher “**Receptionist**” or “**Administrator**”. If you search for all of the different job titles that you can think of you shall maximise the amount of relevant vacancies that you find and shall ensure that you find those vacancies that others may miss.

Start Networking (finding industry contacts and information) speak to people who work in your industry, both employees and employers, these people are a great resource of information, and how did they gain employment? – Which Job websites do they advertise on? Ask what skills and qualities are they looking for to gain as much information on their criteria for the perfect candidate – you should think about how you can sell yourself to meet this criteria.

Most companies advertise vacancies on their own company website.

- The vacancies are usually found at top or bottom of the Company Websites under the “**Jobs**” or “**Careers**” section.

- Sometimes Company Websites have the facility to search the site, try searching for 'Vacancy' – sometimes websites aren't as user friendly and accessible as we would like!
- Alternatively locate the "**Contact us**" link and use this information to enquire about any vacancies.
- If you can't find the company recruitment section – Google "**Company name Job**" this often brings up the company recruitment page on their webpage

From this you can normally download an application form, complete one online or find an address to which you can send your CV.

**Warning:** I have seen jobs advertised in papers and on job websites and when I have gone onto the company website they say they have no vacancies-Crazy I know! If in doubt send a speculative CV and Letter.

### **Speculative Application**

You don't have to wait for jobs to be advertised, speculative applications are often a quick and easy way to apply for work, again many people don't use this technique to apply for work.

Go on [www.yell.com](http://www.yell.com) to find specific companies to which you would like to apply. Once you have the company address send out your CV and a Speculative Covering Letter (see Covering Letter section) research has shown there is a **40-45% success rate** in doing this. My own personal experience has shown that there is a 30% success rate – even if this figure was 20% I would recommend Speculative applications as they require minimal effort, little time and I can personally vouch for their success as I have gained several jobs through this method.

If you are looking for a job in a retail establishment or in an organisation which has a shop front (such as hairdressing) you have the opportunity to go into the premises and hand in your CV. Less and less people do this but there are several benefits to this you can meet the Manager before a potential interview. If you choose to do this you should take it as a chance to make a good first impression on everyone from the receptionist through to the manager (this way when you gain an interview you have already broken the ice).

Preparation for this visit:

- Telephone the day before and ask for the Managers name.
- When you enter the premises you can ask for the manager by name and this will reduce the risk of you being turned away.
- Dress smart and plan your questions and answers (see interview section) as this may turn into a short interview.
- Remember timing is important – you need to pick a time when the office is not busy, if it is they shall be unlikely to talk to you and if they do it shall be a rushed meeting – not the first impression you hoped for!

You can also apply speculatively for jobs by the telephone, again you need to research the Manager's name and identify a time when you believe the office will be at its quietest. If you have difficulty getting through to the manager it may be worth asking the receptionist when is the best time to contact them. (Please see Telephone Interview section).

### **Jobs Newspapers**

Many Local and National newspapers have a Jobs section often on a Wednesday or Thursday. Newsagents also stock Job Newspapers, although these Newspapers also have websites that are mainly free to access – save yourself some money by accessing the same vacancies at no expense! Libraries and other council run organisations sometimes have copies of job magazines/ papers in their waiting areas and are free for you to use.

Job papers (as well as the Internet) will also advertise Job Fairs; this is a great opportunity to speak to people who already work for the company (depending on the company you may meet the HR officer, Managers and Employees) don't just ask for an application form, ask about the interview process, what type of person are they looking for and ask about the company.

Before you go jot down on a piece of paper the sort of information that you might need to support and enhance your application form. You can also use the opportunity to speak about the organisation to check whether this is the sort of company for you!

These are the many other ways to job search:

- Join Employment Agencies
- Ask friends
- Visit your local Job Centre ([www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk))
- Vacancies are often advertised on the radio
- Look on bus advertisements

The more you job search and the more innovative ways you find to do this, the more opportunities you will find. But to maximise your time, I recommend first using the Internet and applying with a speculative letter.

To maximise your job searching use the Action Plan as outlined above and set yourself a realistic target for the amount of jobs you can apply for in a week - on average people normally target themselves 10 jobs to apply for.

Once you have settled on a target, write it down. Once you have committed to paper a realistic target you will be much more likely to achieve your goal and apply for that number of jobs. This Action Plan won't take long to complete and I have seen it make a big difference, speeding up your process in gaining employment. As it shows job searchers that they can succeed when aiming for something they want to achieve; even when initially they have thought it was not possible.

Once you achieve your target you may find that you ‘raise the bar’ on your targets for achievement. Just as you would if you were at the gym – in your first week you may find that you can only do 5 sit-ups in a single session, this number slowly increases as you gain motivation and see the difference that your commitment makes.

## CV “the passage of life” and Covering Letters

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# “Life is a great big canvas, and you should throw all the paint you can on it”

Everyone who is job searching will need a CV, you may not be able to apply for a certain job role with your CV, but having a CV will help you complete application forms, it allows you to have all your job/qualification details in one place and will be a useful tool when preparing for an interview.

So, what do you put on a CV? How should you set out a CV? What makes a good CV?

There are no regulations stating how a CV should be set out or telling you what information you have to put on a CV. *Professional Employability* trainers and careers advisors will tell you a CV “**has to have this on it**” or “**you can’t put that on it**” but it is very rare they I have met a professional who has completed a CV writing training course, most learn how to write CV’s from experience. But how much feedback have they got back? A Careers Advisor over a period of time may write 100’s of CVs for their clients – but how many of their clients have gained interviews from these CVs?

**A good CV is a CV that gains you interviews – It’s that simple;** if you keep applying for jobs with your CV and you do not secure any interviews then you need to change it.

Below are a few guidelines for you to consider. You should look at a CV as an opportunity to tell your potential employer what you want them to know about you. Whereas, an application form offers less flexibility as an employer is asking you specific questions that they want answering.

As an example on an application form you have to account for all your career gaps, while on an application form you can just record your years of employment missing out gaps of unemployment.

### CV Guidelines:

- **Keep a CV to one or two pages** (employers can receive hundreds of CVs for any one job advert-so they don’t read the whole of the CV, the reality is that they spend an average of 30 seconds looking at your CV)
- **Keep the CV brief and to the point** (think about the skills and qualities needed for the job you are applying for – and ensure these are listed throughout your CV)
- **Put your employment history and education in chronological order** (staring with your most recent)
- **Use headings to break up the text** (you need your CV to be easy to read)

- **Be positive throughout your CV** (people find it easier to criticise themselves compared to giving themselves a compliment)
- **Be honest** (you may be asked at an interview questions relating to your CV)

There are many other guidelines I could have added here but you don't really need them as below I have you will be able to create your own CV in minutes. For this you now need to open the CV Templates, Personal Profiles, Job Descriptions, Hobbies and Interest attachments.

Before you start writing your CV I want you tell you about my Brother, he is a businessman, he works in the Financial centre of London, The City, people say he always looks smart and knows a good deal when he finds one.

As you read the small description you would have created a picture in your mind-you can't think of something without creating an image. Now if I tell you '**Don't think of a pink elephant**' – you have to first get a picture of a **pink elephant** in your mind in order to **not think** of the pink elephant!

Now back to my Brother, the businessman. What picture did you create in your mind? Was he wearing a suit? Was he young or old? Did he have a suitcase, bag, umbrella or newspaper? Everyone I have completed this exercise with has described a different person, as we all create images from our own life experiences.

As an employer reads your CV they will start to create an image of you in their mind – we need this image to be positive, if the employer gains a good feeling from what he writes and imagines then they will want to interview you.

To do this you first need to think of the skills and qualities an employer wants you to have. All these skills and qualities are listed on the Job advert, Job Specification and on the limitless resources that is the internet. Typing into a search engine such as Google "Mechanic (or any job title) job profile" will take you to a webpage such as [www.advisor-resources.co.uk](http://www.advisor-resources.co.uk) the job profile will tell you what skills, qualities and duties are needed for a particular job (you will also find out entry routes, pay and links to other relevant information)

As an example to work in Retail the skills and qualities an employer is looking for could include:

*Customer focused delivery of service, excellent communication, team work skills, approachable manner, Numeracy and Literacy skills and smart in appearance.* To secure an interview you need to ensure the employer knows you have all of these key skills and qualities. You can add these to your Personal Profile, Employment History or Hobbies and Interest.

### Example

"I manage a Children's Saturday football team as part of this role I have to communicate with the children, parents and professionals from the football governing body."

We all have transferable skills and qualities and most of us often under-sell ourselves. You need to shape the image the employer is creating from your CV so that it is as positive as possible.

Once you have written a description about yourself, past employment and hobbies – see if you can make it more positive.

"I'm a **good** team player"

"I'm an **excellent** team player"

"I **try** my best"

"I put **100%** into everything I do"

"I work **well** when...."

"I am at my **best** when..."

The sentences on the right sound a lot more positive than the sentence on the left. Re-write your details using more positive words.

**Example** "I have excellent communication skills this has come from managing a children's football team for the past 3 years, communicating on a regular basis with children, parents and professionals from the football governing body"

Giving examples sounds better than saying you have a certain skill as the example reinforces that you have used the skill before

Now you can create your CV first pick a template from the attached (or use one of the templates and play around with different fonts until you find one you are happy with) as you can see some templates are in colour – if you use colour on your CV, only use one colour, using three or four different colours will look unprofessional. If you want to create a template yourself keep the font size at 12 as this is an easy to read Font size.

For this section you will need to open the document attachment enclosed with this e-book entitled 'Personal Profile Attachment' – from this we shall create your CV.

## Name

Address, telephone number and e-mail address

Add in your Name and contact details-I like my name to stick out to help them employer remember me and I often have this set at a higher Font size.

Add in your contact details below the name – ensure you double check this (especially your phone number as many people often update their mobile number and forget to update their CV) and ensure your e-mail address is not a comical e-mail address as this will definitely work against you. [Sexylady84@hotmail.com](mailto:Sexylady84@hotmail.com) might be suitable for use with your friends but do you really want your new potential boss to see it?

### ***Personal Profile***

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This is one of the most important sections on a CV, the first section an employer reads. I have spoken to many employers whilst researching how to create the ‘perfect’ CV and they all agreed that you need to have a good positive personal profile which illustrates that you have the skills and qualities required for the job you are applying for.

From the Personal Profile attachment select your chosen Personal Profile Statement that best describes your skills and qualities. Copy and paste this (***To do this – highlight the text by left clicking your mouse at the beginning of the text and dragging the cursor along to the end of the paragraph. The paragraph should now all be highlighted. Right click on the highlighted section and chose ‘Copy’. Open up your CV template and right click under the Personal profile heading, click paste. You should now have a copy of the personal profile on your CV template***) a personal profile that best describes your skills and qualities.

Now this is just a guide to get you started, begin by taking out any key skills that you feel you don’t possess or are not relevant to the information you have on the job role and add in any additional skills from the personal profile attachment that you feel you possess. Keep your personal profile to 3-4 lines (don’t get carried away and add hundreds of key skills and qualities, quantity is not always quality.)

- Remember Think about the skills and qualities you have that your potential employer is looking for

## ***Employment History***

---

Company

Date

***Position:***



Beginning with your previous role – enter the Company name and the duration you worked at there for (for example Greenwood Accountants 2004 – 2009) just specify years rather than specific dates as this takes up too much space on your CV and effectively cut out any small periods of unemployment.

You don't need to include the companies' addresses at this point; if the employer needs a reference they shall request this from you at a later date.

You must include a brief description of your role under each company name heading. Look through the Job Description Attachment and if you can find your role then copy and paste this onto your CV. If your job position is not on the attachment, you can create one from a job profile or you may even have the job and person descriptions from when you applied for the role. This also highlights how useful it can be to hold onto these!

Keep the job duties to 3 bullet points (or 2-3 lines if you prefer to write a paragraph; I believe bullet points are easier for an employer to read)

## ***Education and Training***

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College

Date



Add in your education history; School/college/training provider name (again no address is needed) and years in attendance.

Record your qualifications in bullet points.

If you attended high school and did not pass your GCSEs record use:

- ***Educated to GCSE standards in all core subjects***

### ***Hobbies and Interests***

---

Looking at the Hobbies and Interests Attachment select any relevant sentences and copy and paste into this section. Of course there are hundreds of hobbies that you can potentially be interested in so if your hobby is not listed you should be able to find a similar hobby or you can use the examples as a guide to help you create your own.

When possible record hobbies that include the skills and qualities that are needed for the job you are applying for.

‘Socialising with friends’ is something that I often see on first drafts of CVs, this should needs expanding on, as it is often misinterpreted as ‘Drinking with friends’ if you do you socialise what is it you do? Bowling, cinema, pool, book club etc.

### ***References Available on Request***

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You don’t need to record your references on your CV, ‘References available on request’ shows an employer that you have references prepared

You may find it useful to have a detailed CV for yourself with a record of all of your past employers addresses and your referee details, this will help you complete application forms. But remember a CV is designed to gain interviews not employment so you should only include relevant information on a CV, which will encourage an employer to interview you. And don't fall into the trap of writing too much as employers do not always read the whole of the CV and may miss the important selling points.

You should now have a CV that looks similar to this:

# SAMPLE

1 Sample Street Manchester M11 1NN  
Tel: 0161 111 2222 Mobile: 0776 666 7777  
E-Mail: [sample1@hotmail.co.uk](mailto:sample1@hotmail.co.uk)

## ***Personal Profile***

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A hard working, reliable and trust worthy individual who has the initiative to work unsupervised. I possess excellent communication skills both face to face and over the telephone. Others tell me I am an excellent problem solver and good listener. I have a good working knowledge of a variety of computer packages and experience of handling large sums of money.

## ***Employment History***

---

Sample Shop 2005-2008

### ***Sales Assistant:***

- Serving and advising customers; Helping customers find the goods they want
- Handling payments by cash, card and cheque
- Giving information on products, prices and special promotions
- Arranging customers orders and deliveries

Sample Kitchen 2002-2005

### ***Kitchen Assistant:***

- Working in busy kitchen as part of a large team
- Unloading deliveries from suppliers
- Organising the storeroom, collecting goods for the chef, washing kitchen appliances, work surfaces and floors

## ***Education and Training***

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Sample School/College 1998-2002

- ***GCSEs (Grade B-C) in Maths and English***
- ***GCSE (Grade D) in Science and English***
- ***First Aid and Food Hygiene Certificate***

## ***Hobbies and Interest***

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In my spare time I enjoy keeping fit and healthy by regularly going for walks and swimming. I also enjoy reading books and watching films at the cinema

## ***References Available on Request***

During my research I have spoken to many employers and they all had common answers when questioning them on job applications and CVs.

They don't read every CV they receive, if it looks scruffy they will put in the bin, they only spend around **30 seconds** reading each CV.

- Employers are impressed with employees who send a covering letter with a CV
- CVs should be kept brief (1 or 2 pages) and should highlight the skills and qualities needed for the job.
- Voluntary work always impresses employers as it shows commitment and should always be included on your CV.
- An obvious point but one that cannot be stressed enough – Spell check and proof read! Ask a colleague or friend to read the completed product.

Be positive and sell yourself!

## Covering Letters

When applying for a job through CV or application form send an accompanying covering letter. A Covering letter speaks to the employer, telling them that you have put in extra effort with your application and it instantly presents your application in a professional light.

I have again included an example below for your reference that you can alter with your own skills and experiences.

You can also use the Covering Letter Template to write a Speculative Letter. A Covering Letter (Also known as a Cover Letter) is used when applying for an advertised job. A Speculative Letter is used when applying for an unadvertised job. A Speculative Letter is an easy and quick way to apply for a large amount of jobs in one day. Once you have a template you only need to changes a few lines to target the company you are applying to. To find company addresses quickly and easily use [www.yell.com](http://www.yell.com) , type in the industry and area you are looking for employment in and you will instantly pull up a list of company addresses including companies that you may not have heard of.

Keep the letter brief, we use a covering letter to make your application more professional and to highlight some of your key experience, skills and qualities that are relevant to your application. If done effectively this will encourage your potential employer to read your CV/Application form in more detail.

## The Secret of Employment

On the top Right of your Covering letter write your address and telephone number

Your Name

Your Address line one

Address line two

Address Line three

Post Code

Below this write the date, this small effortless detail shows an employer that you don't just have a standard covering letter you send with all applications.

Date (UPDATE THIS FOR EACH APPLICATION)

Below the Date and on the left side of the page include the company's address.

Company Name

Company Address Line one

Address line two

Address line three

Post Code

Tel

We then start by writing whom the letter is addressed to (ideally we want it to go to a named person). In most cases this will be a manager or Human Resources and they will often give you a name on the job advert. If not telephone the company and ask for a manager's name, especially do this for speculative applications.

This is recorded below the company address on the left hand side of the page.

Dear Mr/Mrs Example:

*Like your CV keep the letter brief, start straight away by telling the employer exactly what you are applying for. Remember large organisations may be recruiting for several different positions; you need to ensure your application is clearly marked with the correct job role.*

I am writing in application for the post of (**Insert Job Title and References Number**) that was advertised on/in (**Insert Website or Job Newspaper**)...

*Alternatively, if you are writing to a company speculatively, write:*

I am writing to enquire whether you have any vacancies as a (**Job title**) or any other related positions within your company at present...

*We then follow this with a short paragraph telling the employer that you have the relevant experience, qualification, skills and qualities for the job you are applying for. As we said in the CV section employers don't always read the whole of your CV. If an employer is impressed by your covering letter they will be more encouraged to read your CV in more detail.*

As you can see from my enclosed CV (**Or Application Form**) I have the following skills and qualities, which I believe will be of great use to your company...

- **Add experience, qualifications, skills and qualities.**
- **You can use some of these from your personal profile of your CV.**
- **Ensure the skills are relevant for the job you are applying for.**

*I prefer bullet points then a paragraph (that is just my preference, if you feel more comfortable writing a paragraph and it works then go for it!) If you do use bullet points ensure they are the same font type of bullet points that you have used on your CV – this continuity should be considered in font type also.*

*Next you want to show an employer that you are interested in their company, to do this Search on the internet, initially the company name, most companies will have a webpage.*

*On the home or history page you can normally find out information about the company for example: How long the company has been running for, if they have won any new contracts, are planning to open a new premises, if they have links with local Universities for work placement schemes or that they might fundraise for a National Charity every month.*

*You may then add some of this information to your covering letter. An employer will be impressed that you have researched their company and by praising the company on winning a new contract you will win extra points; your new employer will eat up that praise.*

**TAKE NOTE:** Record the information that you find about the company and store it with your application pack. Once you are invited to an interview it would be great to be able to pull out a few more facts that you discovered from your research that may not have been relevant to include within your Covering Letter.

*Finish your letter by showing your ability to be flexible and finally, a little pleasantness goes a long way!*

Thank you for taking the time to read my application, I am available for an interview at a time convenient to yourself and I look forward to hearing from you soon.

*And finally to sign off....*

Yours Sincerely

*Signature*

Your Name (Typed)

*If you have written the application to a Named person - end the letter 'Yours Sincerely,' If you have addressed your application 'Dear Sir or Madam' - end the letter 'Yours Faithfully,'*

You should now have a Covering Letter that looks similar to this:

Your Name  
Your Address line one  
Address line two  
Post Code  
Tel

Date (UPDATE THIS FOR EACH APPLICATION)

Company Name  
Company Address Line one  
Address line two  
Post Code  
Tel

Dear Mr/Mrs Example:

I am writing in application for the post of (**Insert Job Title and References Number**) that was advertised on/in (**Insert Website or Job Newspaper**).

As you can see from my enclosed CV (**Or Application Form**) I have the following skills and qualities, which will be of use to your company:

- **Over 5 Years experience working in Retail Management**
- **An NVQ 3 in Retail Management**
- **An experienced leader who can motivate a team to achieve targets**

I would like to take this opportunity to congratulate you for having your third most profitable year in row. I have followed your company with keen interest since you started operating 5 years ago in my hometown of Norwich. I am keen to start working for a company like yours, that is going from strength to strength and I believe with my experience and drive that I will be an asset to you and your team.

Thank you for taking the time to read my application, I am available for an interview at a time convenient to yourself and I look forward to hearing from you soon.

Yours Sincerely,

Your Name

## Application Forms

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**“The great thing in the world is not so much where we stand as in what direction we are moving”**

Employers need to know that you have the experience, skills and qualities, needed for the job you are applying for. The difference between a CV and Application Form is that on a CV you tell an employer what you want them to know about you, whereas an application form an employer is asking you questions. Also have to sign an application form making this an official document.

You never need to lie on an application form (or CV) as you should apply for job roles that you are suited to work in and your previous experience, qualification, skills and qualities will show you are the right person for the position. If you are employed in a job that is not suitable for you, how long would it be before you left or were asked to leave? This does not mean only apply for a job you know you can easily do, as we all want to move up the career ladder and be faced with new, exciting challenges.

Never be tempted to be dishonest, as an employer can legally dismiss you from position just as quickly as they hired you if you are found to have lied on the application form, no matter how long you have been with the company for.

As with a CV the employer to which it is addressed to has not met you as they read your form so this is the only information that they have from which to create a positive or negative picture. Employers have reported to me that they spend more time reading an application form than a CV. This allows you to take full advantage of the opportunity to sell yourself to your maximum potential.

When looking for employment, you like most will be applying for several *similar* job roles. This means that the companies to which you are applying will all be receiving and looking at *similar* candidates with *similar* skills and qualities. In order to beat the competition and save some time – dedicate effort to creating your first application form, writing, checking and re-writing your answers and personal statement until you are really happy with your application form. I recommend reading and re-writing your answer 3 times to ensure that they are perfect. This will initially take longer than normal, but you will soon see how this will save you time in the long run.

Do you become flustered whilst filling out application forms? Break the completing of application forms down into sections; complete the personal details section first then have a break, complete your employment history and qualifications and again have a break and

lastly complete the most important section your personal profile. Remember an application form is to gain you an interview and you need to ensure you complete it to the best of your ability, as perfectly as possible. Don't rush it or answer questions if you're feeling stressed as you will make mistakes, take a break and come back to it.

Once you receive your application form, check when it's due in, between now and then you need to decide when you are going to complete the different sections of your application form, make a day to day plan. Part of the plan may be to look for your qualification certificates to remind you when you passed certain courses. Another section of your plan maybe to check your referees contact details. Once completed stick it on your fridge, put a reminder on your phone, write it in your diary, whatever works for you- ***just make sure that you stick to it!***

**Day 1;        Make a photocopy of the CV**

**Day 2;        Complete Personal Details Section**

**Day 3;        Look for certificates/qualifications**

**Day 4;        Add qualifications to the Application Form**

**Etc**

A large amount of people leave completing application forms to the last minute and then rush to complete it, this will only lead to you making mistakes, **would you interview someone who had mistakes on their application form?**

**Time Saving:** As a large amount of companies allow you to complete online application forms, you can save your first application form in the documents section of your computer and then copy and paste your answers into your next application form, tweaking them to ensure that they target your audience, the company you are applying for. You will find using this easy method will help you create an amazing application form in 15 minutes flat.

Most employers request electronic or word processed applications, however if you are completing a paper application, ensure that you have drafted this out to avoid making simple mistakes. If you are completing a paper application form, you can still copy your sections from your original application form it will just take a little longer to write this out.

### **Glossary of Terms:**

If you are completing an application form are unsure of any terminology please use the guide below:

<b>Forename:</b>	First Name
<b>Surname:</b>	Last name
<b>Telephone Number:</b>	Include your area code
<b>Mobile Number:</b>	Make sure this is up to date!
<b>Address:</b>	Ensure this is current also!
<b>E-Mail address:</b>	Don't use any silly e-mail address <a href="mailto:Chrisbigguns@hotmail.com">Chrisbigguns@hotmail.com</a>
<b>Position Applied for:</b>	The job role you are applying for
<b>Job Reference Number:</b>	This is not needed on all application forms. If you need a reference number this will be on the job advert.
<b>Education:</b>	College, high school and any other qualifications/training completed
<b>Employment History:</b>	Start with your last job and work backwards  Record any volunteering work  Bullet point several duties that are relevant to the job you are applying for.  Account for all gaps in your work history
<b>Reason for leaving employment:</b>	State the reason – For example - Part time position, made redundant, in order to start College Course etc
<b>Personal Statement:</b>	This is the most important part of the application form, this tells the employer if you are suitable for the job you are applying for.

Give real life experiences highlighting that you have the skills needed for the job you are applying for.

**Criminal Convictions:**

Record if you have been convicted of any crime (not spent) Convictions can become spent (for more information telephone (UK) NACRO Resettlement Plus helpline on 0800 0181 259) and do not need recording on the application form unless an employer ask for a record of your Spent Convictions)

**References:**

They may specify whether they require a character, academic or your last employer as a reference – ensure that you stick to this. This is a supporting statement written about you.

**Disabilities:**

These can be a physical, mental or learning disabilities.

This will not affect your application.

You will be asked to include your contact details, qualifications, employment history (this is normally just a brief snap-shot) and references. Within the main section of the application form, the part on which you need to focus is the Personal statement (this can also be called ‘Personal Profile’ or ‘Skills & Experience’-this is usually positioned towards the end of the application and will often be a large blank section normally a full A4 page that you can’t miss!) This is where you need to sell yourself; this is the section the employers will read first.

Most employers will send you a Job Specification and Person Specification as part of the application pack. The job specification explains exactly what duties are expected within the role. The Person Specification tells you what attributes and traits an employer is looking for, it will also tell you what skills and qualities are Essential or Desirable and how these shall be assessed. For example ‘A high Level of Literacy & Numeracy’ may be a part of the essential requirements and these may be tested at the interview or through reading the application form.

If you do not receive a Job Specification to refer to when completing your application form then you can use a job profile as discussed in the above sections.

**To help highlight your skills and qualities through the Personal Statement you can use the procedure below:**

Write down the Essential Criteria needed to apply for your position you are applying for (You will have already covered the Essential qualifications needed in the Qualification and Training section) and write down 3 examples of when you have used this skill. This is to get you thinking about relevant past experiences.

Example:

<b>Essential Criteria</b>	<i>Examples of using the Skills and Qualities</i>
<b>Self-improvement</b>	<ul style="list-style-type: none"><li>• Giving a speech at my brother's wedding</li><li>• Playing football in my local team</li><li>• Answering/talking on the phone</li></ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Knowledge of Diversity</b>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Ability to research efficiently on the internet</b>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>

<b>Essential Criteria</b>	<i>Examples of using the Skills and Qualities</i>
	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>

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What you will often find is that one experience will highlight several skills. What you need to think is: Which of examples make a good story to highlight the Essential criteria you are looking at? Which examples will mention other essential skills and qualities relevant for the job you are applying for? Pick one example per essential criteria.

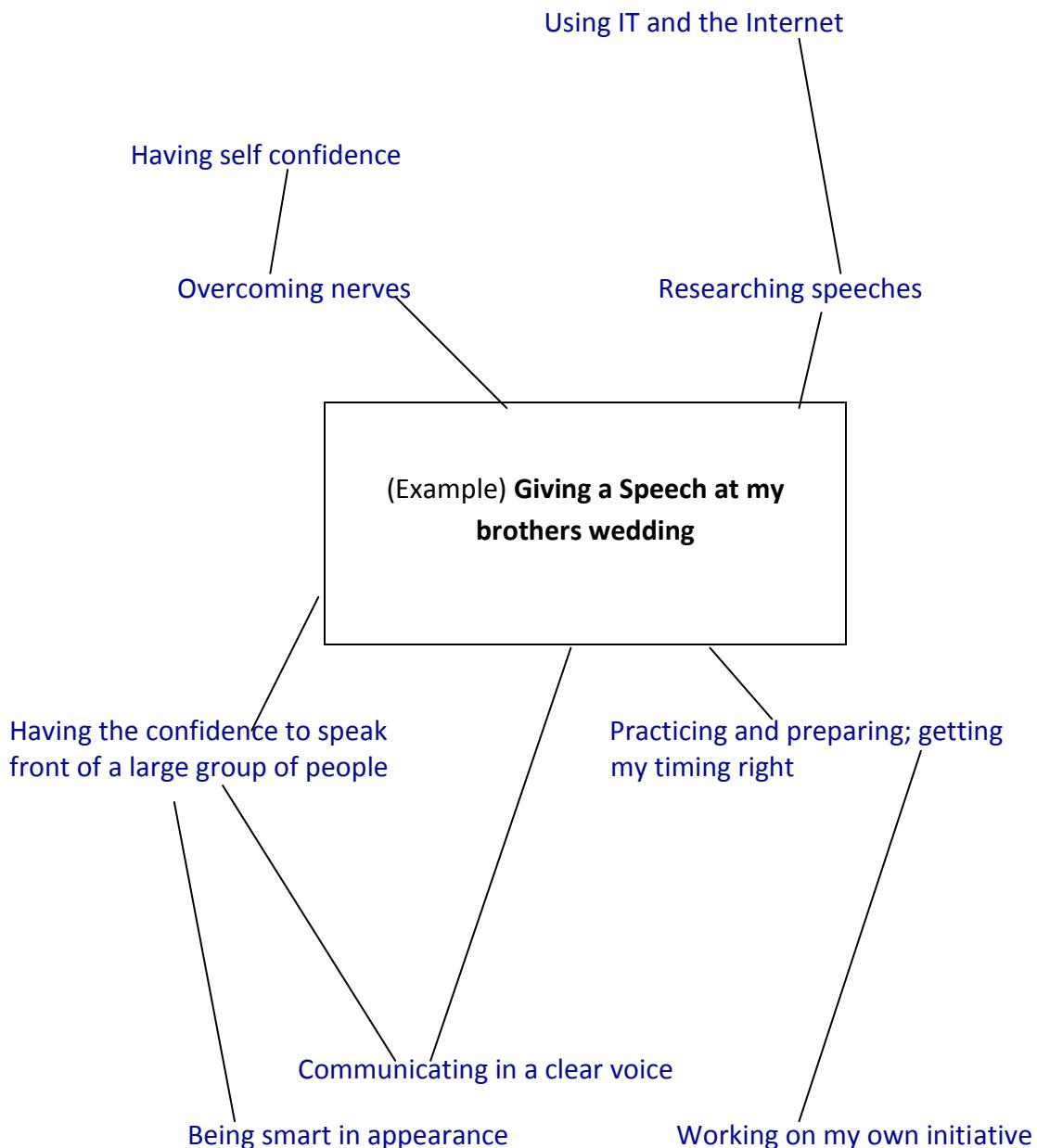
Write the example of using the essential criteria in the circle below, Do this on a piece of paper for each skill and quality;

**(Example) Giving a Speech at my  
brothers wedding**



Next you need to think about the Task/Event and ask yourself-  
What did you do to complete this task? What else did you do? Write down anything that comes to mind.

Write your answers as a **Mind Map** as this helps the creative side of you come up with different ideas.



As you can see your 'Mind Map' helps you come up with a wide range of ideas from which you can start to write different sections of your personal statement. You don't need to put all your ideas from your mind map into the statement, ensure you record only the relevant information to the job you are applying for.

Write your statement using your Mind Map and then re-write it two more times until you are happy with the final draft. Always spell and grammar-check your final statement.

***"One example from many of when I had to self-improve and adapt was when I was recently asked to be my Brother's 'Best man'. Part of the responsibility of which was to***

***write and present to a large audience a speech. I felt nervous at the idea of speaking in front of a large crowd but knew that it would be a positive challenge. As I am well organised I first spent some time researching speeches on the Internet, looking at the different formats people had used. I then used the best elements of each format as the basis for my speech. I built up my confidence by practicing the speech in front of small groups of friends and on the day this paid back in dividends as many of the guests came up to my afterwards and said how impressed they were with speech and the way I came across."***

As you know, one paragraph alone will not gain you the interview, you will need a collection of positive stories and real life examples explaining and showing the employer how you have the skills and qualities needed for the position you are applying for.

Ideally use volunteering and employment examples as these highlight that you have used these skills in a business context.

## Telephone Interviews

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**“In each of us are places where we have never gone. Only by pressing the limits do you ever find them”**

Many people find telephone interviews to be a greater challenge and a more daunting prospect than a face-to-face interview. Did you think it was just you? If you find something hard, more often than not other people will too!

Humans hate to fail and most people who think they are going fail will never try. If you have the attitude '**I can learn from this**' you will realise quickly that there is no such thing as failing, as there are only opportunities to improve. A large amount of successful business people have had a company that did not make a profit, rather than giving up they learnt from their mistakes and used this knowledge to be more successful in their subsequent endeavours.

Colonel Harland Sanders, the man behind the KFC recipe attempted to sell his 'Finger Lickin' Chicken' recipe in over a hundred restaurants and was refused over a hundred times. Did he give up? As you know he didn't; in 1952 a Mr Harman put the recipe on the menu and the success started from there. Never be scared of failing, be scared of not providing yourself with the opportunity to learn.

Telephone interviews can be easier than face-to-face interviews because you can prepare in advance and have notes in front of you in case you're asked any questions and your mind goes blank. Before a telephone interview you need to put yourself in a Confident State.

There is a useful technique to build up your confidence before having a telephone interview, called Resource Anchoring; Anchoring means having a trigger or cue (internally or externally) with a specific response, an example of this is when a car driver sees a red light they automatically put their foot on the brake pedal, and this is done in most cases unconsciously. With this technique you can learn to feel confident as soon as you pick up a phone.

I recommend reading through this exercise before trying it:

- 1) Identify a situation when you would like to feel more resourceful (In a Telephone Interview)**
- 2) Choose the resource you would like to use in this situation (Confidence)**
- 3) Remember a time when you have experienced confidence, imagine this clearly in your mind, associate yourself with this memory, look at through your own eyes as if you were there now. See what you saw at the time, hear what you could hear, and feel what you could feel. As you do this you feel as confident as you did in this memory.**
- 4) Physically shake your body in order to break your state of remembering the 'Experience' in Stage 3**
- 5) Pick an anchor (this could be the telephone or even a body part; elbow or knuckle)**
- 6) Repeat stage 3, as you see what you saw, hear what you heard again, the feelings you feel will become stronger. As the confident feeling returns notice it running through your body as it reaches its peak of intensity, touch the anchor hold down for 10-15 seconds, let go. Do this 2 more times-then break state.**
- 7) To test the anchor, touch your anchor if it has worked well you will notice a difference in yourself and start to feel confident straight away. If not repeat the process**
- 8) Future Pacing; Think of yourself in the future, minutes before having a telephone interview. Imagine firing the anchor, do you feel more confident than you would have felt in the past?**

Now you're ready to start telephoning employers. Remember the simple details of preparation, you will need a quiet room with good phone reception for the interview where you know that you will not be disturbed and feel comfortable.

Think about the job role and duties, skills and qualities you are required to have-This is what your questions will be based on. Write down memory aides and notes before the interview of points that you want to raise or examples of situations. See The Interview section for a list of the most commonly asked interview questions.

Re-read your application and highlight the main points (your selling points) ensure that you have all of your application details to hand for the interview so you can refer back. Also have a pen and paper ready in case you want to make notes or in case they want you to make a note of something. Whilst seemingly obvious you would be surprised at the amount of people who prepared faultlessly for interviews but forgot the small details. You don't want

to have to ask the interviewer to wait whilst you locate a pen that isn't out of ink, you don't want to come across as unprepared.

Like any other interview think about the questions you will be asked and prepare your answers. Lastly before your telephone interview put on your interview clothes. Why? How you look/ what you wear changes your 'State'. Do you have a special going-out black dress or a lucky pair of boxer shorts? Do these get you in a 'going-out mood' or make you feel 'energised'?

We "Anchor" feelings/states to the items of clothes that we wear, another example is when an American Footballer chooses to wear the same 'lucky' jock-strap for all the important games of the Season. In reality this will not make him a faster runner or a longer thrower but mentally if he believes that he is a better player for wearing the jock strap then he shall play at his peak performance.

And this is the same with interviews, if you dress in your smart interview clothes you will find that naturally you will act like an 'interviewee' and this makes a big difference to how you come across.

Practice makes perfect, you need to practice your telephone skills at least 3 times to ensure you are confident and less likely to miss anything. You can do this with friends and family. But why not practice with an employer. Telephone for a job that you don't want - this is a great way to learn.

If you're telephoning a company for a job speculatively or taking part in a telephone interview you will need to treat the telephone interview just as you would a face-to-face interview. You will now be in the position where you are prepared, you will be calm and relaxed, this will come across in your tone. You should also smile during the telephone interview this is proven to improve the way your voice is received. Also stand up, the more animated you are the more animated your voice shall seem, there is nothing worse, employers tell me, than listening to a monotone voice, experiment before hand in changing your tone to keep the interviewer interested. Whilst talking try looking into a mirror and focusing up towards the top corner – this will raise the level of your voice slightly and make you feel more positive – don't believe me? Give it a go!

Breathe deeply and relax - remember that the interviewer is just trying to find out about you - this is your most knowledgeable subject! You have already completed your research, so you know what questions you will be asked (also see Interview questions Section below) and have already written down your answers-Have a look they should be right in front of you.

If you think of a question that you want to ask during the interview, jot it down so you don't forget it and ask it at the appropriate time.

Let the interviewer finish the question before you start to answer, many people especially if you are extravert ("E" See the Personality Test Section) will want to ask the question as it pops in their head and will often say it without letting the interviewer finish their question –

whilst the interest is appreciated it will not be appreciated at this point and can come across as quite rude.

Before ending the call do ask any questions that you have, they may ask you whether you have any questions – consider what questions you might want to ask about the role or the organisation.

## The Secrets of Interviews

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### 'Those who cannot change their minds cannot change anything'

I really love going to interviews, strange I know, especially when so many people dread the prospect. For me though this is the only time I get to tell a group of strangers how wonderful and amazing I am, if I did this in a restaurant or pub people would think I was strange and I probably wouldn't be invited back.

On average 200-300 people apply for every advertised job and on average employers will interview 6 potential employees for every one vacancy. So you have a 1 in 50 chance of gaining an interview, not good odds? Not good odds for others, but now you have an excellent CV, you know how to complete applications and more importantly you know how to sell yourself.

From your job searching you will now have started receiving those interview invitations, to have reached this stage you can be confident in the knowledge that an employer likes you and has selected you from around 50 other people. All you need to do is prove you're a better employee than the other 5 or so candidates they have also selected for interview.

Today you are going to learn the secrets of Interviews; I will explain how to prepare for an interview and how to act in an interview. You will also learn how to mentally prepare; how to have instant confidence and how to gain rapport quickly by mirroring, pacing and leading. These techniques are used in Psychology, Body language techniques and NLP (Neuro-Linguistic Programming) you have already used NLP techniques in previous sections. By practising and using these techniques you will have the pick of job roles and companies you want to work for.

First, imagine yourself in a month's time, walking downstairs early one morning just as the postal worker has delivered the mail, as you walk towards the door you see the letter, you know it is from an employer, you feel butterflies in your stomach and your mouth becomes dry. As you pick it up you tell yourself "**it must be an interview**", you take a deep breath and open the letter. You have been offered an interview.

At this point a large amount of people instantly become nervous and find they lack in confidence. If you are one of these people you may then start to imagine yourself going to the interview, being nervous, not being able to answer any questions. Your imagination might even take this further, and you can see yourself being employed, making mistakes,

and other staff telling you how rubbish and under-qualified you are. You then start to feel even worse; you start to feel like a fake for even applying for this job.

Has this ever happened to you? To combat this many people will look for a way out in the application process, as they fear being rejected in a job. As people congratulate you for your interview offer, you may reply with "**I'm not sure I'm going to the interview**" "**I'm not sure this job is for me**" or "**I don't know if I can do this job**". Each time you tell someone this you reinforce the belief that you can't do the job and in the end you don't even attend the interview.

Does this sound familiar? Have you seen yourself or others doing this? Have you felt the same way? Many people follow this negative process end up refusing to attend the interview and then stop job searching all together. Six months later they try again and start again at the beginning of their own negative circle. I have met and supported people who have been unemployed for up to 25 years and it was often nerves that initially stopped them attending job interviews.

If this happens to you, you need to reprogram your mind to have positive confident thoughts instead of negative thoughts. Try this quick confidence technique.

Imagine now, that you were naturally a confident person, feeling really confident right now. That confidence was glowing inside you and that this was visible to all that looked at you. You always feel at ease with yourself and the world around you.

How would your posture be? Take notice of your stance. How would your voice sound? What would you be saying to yourself? What would you be imagining in your mind? Consider these things and use them before an interview to bring back this confidence, alter your stance, imagine these same things and you shall feel an elevated sense of confidence.

If you imagined these things you will already be feeling more positive than a few minutes ago. Imagine you can feel this way before any interview, how much more likely would you be to gain a job offer?

It is amazing the amount of people who gain an interview and don't attend because of fear, they won't admit it is fear and normally give an excuse that they didn't really want this job even though they have dedicated two days to completing the application form. Don't be one of these people or you will never achieve anything.

We are not born with most fears, we create them ourselves; if you relate to the above example and your mind takes you on a wild trip to a negative emotional place every time you think about interviews then each time you gain an interview your fear will increase, as it does with a phobia. However, just like with a phobia it can be cured and you can find your own path to becoming more confident.

I recommend you find a quite room where you will not be disturbed and read this exercise several times before practicing it:

- 1) Again imagine yourself in the future going to an interview, do you feel nervous?
- 2) When you see yourself in the future at an interview acting nervous and not answering the questions, do you see this in colour? Is it big and bright? Do you feel like you are there, rather than watching you on a film? Is the sound loud?

In most cases you will be answering yes to all these questions. By being in a bright and colour film you get attached to this image and your emotions work as if this is 'real life' (this is the same as when someone has a fear of spiders, they are just as scared talking about spiders as they are when one is put in front of them.)
- 3) Try stepping out of the image; watch the image as a film on a screen rather than being surrounded by the event. Now pause the film. You are already starting to feel detached from your emotions. Put a frame on the picture, turn off the colour. Your emotions are now disappearing; make the image small and push it away from you, make the image fuzzy and out of focus so that you can't really see what is happening. Now your negative emotions have stopped as you are now fully disassociated from your thoughts.
- 4) Repeat step 3, three times.

By making small changes to our thoughts, making colour pictures black and white, transforming large images to small and pushing close images far away, we can easily change our emotions.

If you can change your emotions to become more confident and have a positive outlook you can achieve whatever you want. Later you will learn how gain confidence before an interview.

### If you fail to prepare, you prepare to fail

On average candidates receive their invite to interview a week before the event – this gives you a week to prepare!

**Always ensure you know how to get to the interview venue** - (complete a mock run of your journey) you will create the wrong impression by being late. Complete your mock run at the same time of day that you would have to do it for real, the traffic may be heavier or lighter at different times. Traffic is usually at its heaviest between 8-10 and 4-3, also consider traffic works which could add a long time onto your perceived journey time.

**Prepare your Dress-** I once had a client who was enrolled on a redundancy course that I was leading. He was a very confident man who was keen to start work. He applied for many jobs and quickly rewarded with an interview. We practiced interview techniques and discussed interview clothes- he told he had an expensive suit that he would wear. On the day of the interview he telephoned me in a panic saying his suit did not fit-he hadn't wore the suit in over two years!

**Re-read your CV/ Application Form** - Employers will often ask you questions on what you have written-another reason as to why you should never lie on your application!

**Research the company** – ‘Can you tell me what you know about our organisation?’ This is a very commonly asked question, researching the company is easy with the use of the internet. Research at least the bare bones of the organisation -find out how long the company has been established for and if they have won any new contracts, do they have any links with the local community. (You also want to research the company to ensure this is the type of company you want to work for)

**Practice interview answers** (see common asked interview questions below)/Prepare for further testing on day such as Literacy Exam or presentation if required.

You need to set yourself some time during the week before your interview to practice the interview questions. What will they ask? In truth we don't know exactly what questions an interviewer will ask, but we can have an informed idea.

First think about the job you are applying for, what duties will you be performing, what skills and qualities do you need for this job. Most employers will ask questions around this.

What you need to remember, when you have been invited for an interview especially after a big recruitment campaign is that an employer likes you. You have been offered an interview; whatever you have written on your Application has impressed the interviewer. On average a company will interview 6 people for every one job.

Also many interviewers are nervous; this may be the first time they have interviewed and often even long term managers who have interviewed before will be nervous –it's not just us!

A good interviewer will invite you in and start by telling you a little about the company-This is there selling pitch, remember they want you. Out of all the people who have applied they have picked you along with five others to interview. They will know that it is highly likely that you have applied for several jobs and they are also aware that if they like you that so will other employers. That's why an interviewer will be keen to share with you the particular benefits of working for their company.

They will then ask you introduction questions to relax you and get you talking before asking you the interview questions. You can use these opening questions to help sell yourself.

Often you will be asked '**Did you find us ok?**', most people's response would be '**Yes, I found it easily thank you.**' Whilst this is a perfectly satisfactory response the opportunity to sell yourself has not been maximised which is the whole point of the interview! A *better* answer would be "**Yes I did thank you, I drove down yesterday so I knew I would be able to find it and to ensure that I was on time, sometimes I think I'm over organised but I never want to be late.**"

Whilst you won't be given a job based on one well answered question you need to think of every answer as a building block, each contributing to the interviewer's image of you – the finished product. If you were to give the above response you would have already presented yourself as a good time keeper "**ensure I was on time**" "**I never want to be late**" and your organised "**I'm over organised**" this is before the formal interview questions had even begun!

We only remember around a third of what we are told. An interviewer will normally be interviewed all day-how much do you think an interviewer would remember about your interview? How much would you remember if you were in their shoes? You need to stick out from the other interviewees; you need rapport with the interviewer, this way they will remember you (Instant Rapport is covered in later on in this section)

On average we remember *three* negatives to every *one* positive, you need to practice your interview questions and word your answers positively, never saying any negatives. When you see a chocolate bar being advertised on TV they tell you how much energy they give you, how tasty they are and they never tell you they damage the enamel on your teeth or make you put on extra weight.

By now you should know about the industry you are applying for, you will know about the terminology they use in that industry and about the skills, qualities and duties that you will need for this type of work. It is these skills, qualities and duties that you will be asked questions on.

Below are some of the most common asked questions at interviews situation, along with a rough guideline to help you tackle them effectively: You need to answer your interview questions thinking about the skills and qualities needed for the job you are applying for.

### **Tell me about yourself**

For this question give a brief introduction about yourself, think of a good opening line, be really positive talk about previous positions and any significant achievements – ensure what you talk about is relevant to the job you are applying for.

### **What are your strengths?**

This is one of the most common questions you will be asked. Give an answer relevant to the skills and qualities relevant to the position you are applying to. The interviewer is trying to

find if your strengths match the job. For example, if you are applying for a job where accuracy is an important issue, one of your strengths could be that you have an eye for detail. It may be useful to find different words to describe similar attributes and qualities in order to avoid repetition.

### **What are your weaknesses?**

Again, another commonly asked question. A frequent mistake to make when answering this question is to say something negative like "I can sometimes let things get on top of me". Be positive and sell yourself with every interview question, turn a negative into a positive. For example, "In the past I felt I needed to improve my typing skills, because I wanted to be the best I can so I have recently enrolled on a typing course". This will show that you can identify your weaknesses but at the same time, you are willing to improve. **Most importantly:** do not mention a weakness that is any way related to the job you are being interviewed for! This might sound obvious but it is a common mistake!

### **What do you enjoy doing outside of work?**

This is sometimes asked as an opening question to get you talking and to calm your nerves, a lot of people answer "Socialising with friends" "Playing on my computer" "Taking my family on day trips". Whilst these are valid and honest answers they do not really bring anything to the table that is special, that makes you stand out.

If you can say that you volunteer you will be guaranteed to impress! Although this should be truthful! You can apply to volunteer in any area you like, ideally in a position relevant to the job you are applying for. Volunteering is seen as a positive activity by all employers, you only need to volunteer once or twice a month and when you can answer this question with "Currently I'm volunteering for Oxfam, I really get a lot out of helping others..." you can see that there are few who wouldn't be impressed with that answer.

### **Why did you leave your last job?**

A dreaded question for many! When answering this question never give a negative answer. "I did not get on with my manager" or "The management did not run the business well" will show you in a negative light and reduce your chance of a job offer. Answer the question positively, emphasising that you have been looking for a career progression. Start by telling the interviewer what you gained from your last job "I enjoyed my last job, I quickly learned how to multi-task..."

If you were made redundant, let the interviewer know, this is not a negative.

### **Where do you see yourself in 4-5 years time?**

Tell the interviewer how you want to progress through their company, a manager does not want to be re-advertising and interviewing in a year's time, do not infer that you may want to leave after a certain amount of time. "I am really keen to learn how your company operates; I can see myself attending any available training and using this knowledge and my

own drive and ambition to work my way up the company.” It may be useful to see if there are any formal progression tracks or training programmes.

### **Why do you want to work here?**

An interviewer knows you are applying for other jobs, you may be offered a job with this employer, start employment and then leave for another job offer. An interviewer would never say this affects who they pick (and a large amount of companies using a scoring system to stop this from happening). But would you offer someone a job if you thought that they weren't fully committed to your company? Show the interviewer how enthusiastic you are about the job, industry and their company. “Your company has such a good reputation and I know you have the ‘Investors in People’ award and this impresses me. I have been following your company for the last couple of years and I have seen how you have grown and I feel I would like to be a part of this.”

### **Have you got any questions for me?**

Most interviewers ask this question and generally towards the end of the interview. Remember to prepare for this, as asking questions will be a great end to an excellent interview. Ask about company expansion, the team you will work with and anything to do with new contracts and personal development/training.

**TAKE NOTE-** If an interviewer asks you a question and you give a positive answer but not the answer the interviewer was looking for, they will often re-word the interview question for you-Listen to the 2<sup>nd</sup> interview question as they often give you a clue to what they answer they are looking for.

### **“How would you promote our services to the local community?”**

“TV and radio are excellent ways of promoting products depending on the time slots you use to advertise our products. A cheaper but also effect way to advertise would be billboards and magazine spaces”

If this wasn't the information the interviewer was looking for, the next question may be

### **“Have you ever made Telephone calls or completed face to face sales?”**

You may answer;

“Yes this was part of my last role, I’m very confident with face to face and telephone sales. I feel this gives a personal touch and increases returning customers”

An employer would only ask a question about face to face sales if their company used face to face sales. Always listen to what people are saying, they often give clues, think about questions from the employers point of view ask as the employer **“why would I ask this question? What is the interviewer trying to uncover?”**

Now you will learn many Interview Secrets to help you gain a job offer from an interview, these techniques have been taken from Psychology, NLP and Body Language research. On their own they can each make a difference, together they will increase your job offers instantly.

As many of you will already know, there are many different types and styles of job interviews. You need to understand why employers use different interviews to help you prepare for them. The explanation of each below is to give you an overview of the different 'types' of interviews, if you are invited to one of these different 'types' of interviews you will now know more about them and will feel more confident about attending them.

### **Screening Interview**

A screening interview is a brief interview used by employers to quickly and efficiently eliminate unsuitable or unqualified interviewees. This is usually carried out over the telephone and tends to focus on confirming and clarifying that you have the essential minimum requirements needed for the job you are applying for (Essential requirements will be found in the Job spec of the application pack). Employers use this to save time and money during the interview process.

### **Speculative On the spot Interview**

As we said above if you apply for a job speculatively by walking into a business, you have to be prepared to have an On the Spot Interview. This interview will be informal and unstructured as the interview/manager would have not prepared any questions and again wants to see if you have the minimum requirements for the job you are applying for before offering you a full interview.

### **Telephone/webcam interview**

You are likely to have a telephone interview for all jobs that require you to use the telephone as the main job duty. Telephone and webcam interviews can be used when the interviewee cannot attend an initial interview (Perhaps due to the job role being overseas) This type of interview again is used to save recruitment costs and in order to decide which candidates they want to interview face to face.

### **Face to Face Interview**

This is the most common interview; the interview can sometimes be informal as only one person is involved. The interviewer will often have a series of prepared questions designed to find out if you have the skills, qualities and knowledge for the position you are applying for. Often the manager or HR representative will carry out this interview.

### **Panel interviews**

In this type of interview you will be questioned by several people making up the panel. The actual number of interviewers can vary depending on the company (some companies use two person panel interviews because the manager has not interviewed before) On the panel

they may have an expert/manager who knows the job you are applying for and will coordinate the interview and questions. Or the panel (normally when this is a panel of 2 or 3) will co-ordinate the questions between them. Ensure you look at each member of the panel and involve them during the interview.

### **Follow Up Interview**

This often happens when you are applying with large companies who have a big recruitment drive on. Only a small number of interviewees will be asked to attend a follow up interview. If you are one of them then this is a great sign -it shows you that an employer is very interested in you!

### **Group Interview**

This is an informal interview with a large number of other interviewees often for customer service based roles. You will be asked discuss a topic or complete a problem solving exercise. A group interview can last anywhere from two hours to a whole day. Interviewers will be watching for your contribution and your role within the group. Consider what skills they would like to see from you. As a natural leader you may be great at organising and getting the task in hand done but you might need to be aware of using your listening skills and allowing others to talk.

### **The Sequential Interview**

Sequential interviews are where an applicant is interviewed in stages. You may have to complete certain tests including Literacy and Numeracy. You may be asked to attend interviews with several people, with each interviewer asking questions relating to a different aspect of the job role.

*As you can see there are several interviews that you may be asked to attend, as long as you are prepared and understand the job you are applying for you will do well. As all the questions/exercises/test you are asked to complete will be relevant to the job you are applying for.*

### **Interview Confidence**

I have met and worked with a wide range of individuals, and most people apply for jobs they can be successful in, sometimes this will be a challenging job role but deep down they know with hard work they will succeed. So why do so many people fail at interviews, in most cases it is due to confidence. As we said earlier you can change your state easily, even by thinking about being confident you can become more confident. This exercise will help you anchor a confident state before every interview.

**1. The Situation.** First think of a situation when you would like to feel your best and most resourceful self (Interview) Draw an imaginary circle on the ground in front of you. Make it a generous circle of about three feet in diameter.

**2. Relive Confidence.** Stand up and let yourself go back in your memory to a time when you were very confident, abundantly confident. Get back to it strongly; see what you saw and hear what you heard. Notice what you are feeling and how good it feels reliving that moment...

**3. In the Circle** - As you feel the confidence building step into the circle. What colour would you like the circle to be? Would you like it to have a sound like a soft hum that indicates how powerful it is? What is the sound like? How does it feel? Are you relaxed, excited, strong? How is your posture and breathing right now? Notice the position of your feet and hands, the tilt of your head. When the feeling of confidence is at its fullest, step out of the circle, leaving those positive confident feelings, colours and sounds inside the circle. Break state.

**4. Repeat the exercise** with a second experience if you want to add further resourceful states to the circle or if the circle doesn't feel strong enough. Repeat as many times as necessary. The circle is limitless and you can keep adding more confidence and power resources to the circle over time.

**5. Selecting Cues.** Now think of a specific time in the future when you want to have that same feeling of super confidence (Interview). See and hear what will be happening just before you want to feel confident. How will the scene unfold? What is the cue to knowing that it is nearly time to step into the circle? It could be the opening of an office door or shaking hands with an interviewer.

**6. Step into the Circle of Excellence!** Feel the confidence there for you again, the colour the sounds, the confident breathing and posture. Imagine the scene unfolding exactly the way to want it too with all your confident feelings and resources fully available for you.

**7. Check Results.** Now step out of the circle again, leaving those confident feelings there in the circle. Outside the circle, take a moment and think again of that upcoming event or situation. You'll find you'll automatically recall those confident feelings. This means that you've already reprogrammed yourself for that upcoming situation and you are already feeling better resourced for it. When the time comes you will naturally feel more confident and if you want to add more power to those positive feeling, your circle of excellence is only ever one footstep away.

The more you practice these techniques the stronger your confidence will become.

## Arrival

The interview starts when you go through the door. Arrive 10-15 minutes early this way you get a chance to sit down in reception and take in the surroundings. This will help you relax.

In most cases you will be sat in reception, waiting for your interview. If there is a receptionist, ask her a couple of questions "**Have you worked here long?**" – Any work

related conversation, this helps in several ways one you will get a better idea if this is the company for you?

An interviewer will often ask the receptionist for their opinions on the applicants -if you have made small talk with the receptionist they should be happy to give you a glowing reference.

Also when an interviewer comes out to ask you in for the interview, and they see you both having a professional conversation it instantly creates a good impression. Always say, "**It was nice to meet you**" to the Receptionist before walking away with the interviewer, they will often wish you good luck.

You have now made a great first impression with the employer and receptionist and have already started to talk and answer questions. This will work wonders in eliminating those first few question nerves and shall prepare you for the interview start.

Research has shown that interviewers make an opinion about you in the first 2-3 minutes of meeting you, in most cases this is on a subconscious level. This is due to your body language, dress and how you communicate. You can change an employer's opinion throughout the interview, but why bother to do that when you can learn how to create instant rapport in the first instance.

If an employer has a negative opinion about you, every time you answer a question they will look at your answer with a negative attitude, thinking more about the negative than the positives. An employer who likes you will always look for the positives from your questions – this is what we want!

This happens in everyday life, when you like someone you look for the funny side of their jokes and the interesting facts in their conversation. When you don't like someone you instantly want to find untruths in their conversation and search for offensive undertones in their jokes.

### **How do you create instant Rapport?**

These techniques will not only help you gain more job offers but will also help you in everyday life, having healthier family relationships and in personal relationships.

Have you ever walked in to a Room, Party, Pub or anywhere else for that matter, looked around the room and thought "**That group of people seem nice, but there is something strange about that other group.**" or whilst walking down the street, you will see someone walking towards you and you feel the need to cross the road as there is something untrustworthy about the person walking towards you. While there are others you wouldn't mind standing very close to you at a busy bar?

Our unconscious mind likes people who are the "**same**" as us, this can be how that person dresses and often it is in the others person body language. If someone has the same style of body language as us we will instantly be pulled towards him or her.

We can use this psychology in interviews, we call it "**Mirroring**" all you have to do is "**mirror**" the interviewer's body language and gestures. If they tilt their head to the side, you tilt your head to the side. If the interviewer slightly leans forward, you slightly lean forward. This has an effect of putting the interviewer in a receptive and relaxed frame of mind. This is because Mirroring gives the impression that you see things from the interviewer's point of view.

Does mirroring work? The most noticeable form of mirroring is yawning, if one person in a room yawns, everyone starts to yawn.

This really works, don't take my word for it, try it for yourself, first with family members while you're watching the television, then with friends on social activities and then with strangers at parties. It takes a little practice, as you carry out this exercise you notice a different response and attitude in people and how they act around you.

Back to the beginning, the interviewer will collect you from reception or ask a receptionist to bring you through. With a big smile, hold out your hand and introduce yourself.

### **Shaking Hands:**

You want to give an employer an equal handshake, you don't want to dominate the interviewer and you don't want to be seen as submissive, again these thoughts are always subconscious. If you ask an interviewer they will often say they make their mind up about someone after the interview. Research has proven this to be wrong.

If you shake hands with your palm facing upwards you will come across as submissive – From this we can see the origins of the phrase - "**Giving someone the upper hand**".

If you shake hands with your palm facing downwards you come across as domineering or aggressive.

You need to shake hands with your palm facing sideways, as this will give an equal handshake.

If an employer walks towards you with their palm facing downwards (they want to dominate you) all you need to do is take their hand and clasp your other hand on the back of their hand and use this to gently turn their hand so that it faces sideways.

### **During the interview:**

Now you will be asked to sit down, this is the time to start mirroring the interviewer, if the interviewer slightly leaning back or forward you lean back or forward. If their hands are locked together you should lock your hands together also. (If you become increasingly nervous, lock your fingers together as this will stop you from fidgeting-a sure sign that you are nervous and this is on a conscious level not an unconscious level)

By now you would have practiced and mastered the act of Mirroring and you will have built up your evidence that illustrates the big difference it makes.

By mirroring your interviewer you will start creating Rapport, the interviewer will like you and not necessarily know why, not that many people ask why they like someone, though they often want to find out what they don't like about.

### **Eye and Language Accessing cues:**

Eye movements indicate how a person is thinking - whether they are imagining a future or past event, internally re-hearing a sound or making up a sound, talking to themselves, or attending to their feelings.

Derren Brown uses this technique during his hit TV shows (Look for 'American Car Dealers' on his webpage and click on the video)

Our eye and language accessing cues can often give us a preference to our "learning style" your preference will either be Visual, Auditory and Kinaesthetic (Feeling). Warning – We all regularly use all 3 of these senses but each of us has a preference.

Why is this important? We all see, hear and feel the world around us in a different way, if you are talking to a Visual person with kinaesthetic language they often won't often be able to appreciate what you are trying to get across to them.

Visual people will often use words like; **Birds-Eye View, Focus, Glance, Take a dim view, Mind's eye, Vision, Imagine, Examine, Expose, Graphic, Outlook, Vague.**

Visual people will often look up as they talk (Visualising pictures in their mind)

Auditory people will often use words like; **Clear as a Bell, Outspoken, Word for Word, Mention, Manner of Speaking, Loud and Clear, Report, Say, Shout, Sing, Silence.**

Auditory people will often look to the side when talking (towards their ears)

Kinaesthetic people will often use words like; **Affected, Feel, Heat, Cold, Emotional, Touch Tickle, Tap, Heated, Handle, Hot-headed, Tied, Irritate, Get a Load of This.**

Kinaesthetic people will often look down when talking (towards their feelings; stomach)

How can this help? By knowing someone's primary representational system you can use this when communicating with them. This enhances communication as you are "speaking their language" and increases rapport. Like we said before if someone feels you're like them, they will like you. If you use the interviewer's representational system preferences when answering questions the interviewer will understand exactly what you are trying to get across to them.

Have you ever tried to get a point over to someone and they just don't understand to matter how much you repeat yourself? In most cases this happens when people with different representational preferences are having a conversation. If you used different "wording" to match their representational preference it would have made a big difference.

How would you respond to this statement?

"I see, but I'm not **visualising** these new **ideas** of yours"-Visual Person

How would you answer?

- "I can give you a **clear picture** by **showing** you this **illustration**"
- "You will **feel** different once you're given the **hard** evidence and you will be able to **get to grips with it**"
- "Once you **hear** the results **word for word**, it will be **clear as a bell**"

Practice this on friends and family before you go to an interview; the more you practice the more natural it will become and watch how people reaction to your conversation changes. This really works and is so easy to learn.

Eye Cues in more detail:

#### **Looking Up and to the right-Visual Remembered**

What is the colour of the shirt you wore yesterday?

Which of your friends has the shortest hair?

#### **Looking up and to the left-Visual Constructed**

What would your room look like if it were painted yellow with big purple circles?

Can you imagine the top half of a tiger on the bottom half of an elephant?

#### **Looking to the Right (towards ears) -Auditory Remembered**

What does your best friend's voice sound like?

Which is louder, your door bell or your telephone?

#### **Looking to the Left (towards ears) - Auditory Constructed**

What will your voice sound like in 10 years?

What would it sound like if you played your two favourite pieces of music at the same time?

#### **Looking down to the Right - Auditory Digital**

What is something you continually tell yourself?

What are your thoughts about this article?

#### **Looking Down to the Left-Kinaesthetic**

What does it feel like to walk barefoot on a cool sandy beach?

What does it feel like when you rub your fingers on sandpaper?

During the interview you will realise you have all the answers to the interviewer's questions, as you have researched the industry, job role, duties and skills and qualities. From this you have practiced the interview questions and answers. As you answer the questions giving detailed and relevant questions using your own life and work experience you feel more and more confident.

During the interview you will be mirroring the interviewer and using the interviewer's language to answer the questions creating instant rapport. Towards the end of the interview you will be asked if you have any questions, as above you will have several questions to ask the interviewer.

The interview has now come to an end, the interviewer will thank you for your time and will give you a date when they will be in touch. As you stand up shake hands with the interviewer(s) and thank them for their time.

Once you leave the interview and breathe a sigh of relief, find somewhere quite to sit, maybe a park or even when you're at home. Have a pad of paper and a pen and think about your interview, what questions were you asked? What did you answer well? What do you need to do to improve your interviews? Always self reflect as this is the only way to improve your interviews. By now you will probably have several interviews lined up, each interview should be better than the last?

Think about all aspects of the interview and scale each section between 1-9, with 1 being you low and 9 being high.

Write in each box what you would need to do to move up the scale.

Interview /questions	1	2	3	4	5	6	7	8	9
<b>Example:</b> <i>Introduction</i>					could do with giving more detail				
<i>Shaking Hands</i>								Good firm hand shake	
<i>Asking questions</i>	Need to prepare questions								

**Use a copy of this table after every interview:**

The Secret of Employment

Interview /questions	1	2	3	4	5	6	7	8	9

## Summary

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**“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did do”**

Now you have all the tools to help you attain the career that you deserve. After reading the e-book in its entirety you should go back and re-read the sections that you feel you really need to improve on. This is your life and the only person stopping you get what you want is you.

Future Vision Exercise:

*Imagine you have attended the interview, presented yourself well, answered all the questions with a positive attitude and are offered the job.*

*Look into the future now you have your dream job, imagine you are doing really well, what can you see, what are you doing, how happy do you feel. Put detail into the image, make it big and bright. If you see the image as a film, then step into that film so you are there enjoying this new you. What can you hear, turn the volume up, How do you feel, what positive emotion is running through your body, where does it start, is it warm or cold, fast or slow, enlarge this emotion so it is running though your whole body. What else can you see, what sounds can you hear, what are you telling yourself. Repeat this exercise 3 times each time make the image bigger and really feel like you are there.*

*How do you feel now, how good would it be to be this new, excited and positive you. If you were this new you and you went back in time and met the you now, what advice would you give yourself? Most people say “**Go for it!**”*

I sincerely hope this book helps motivate you to gain the career you want, lastly I would like to wish you all good luck with your future

Employment King

Please find below a copy of the attached documents to help you build your new CV:

## Name

## Address and Telephone

## ***Personal Profile***

## ***Employment History***

Company \_\_\_\_\_ Date \_\_\_\_\_

### ***Position:***



## ***Education and Training***

College \_\_\_\_\_ Date \_\_\_\_\_



## ***Hobbies and Interest***

### ***References Available on Request***

**Name**

**Address**  
**Post Code**  
**Phone number**

## Personal Profile

<b>Employment History</b>	
Company	Date
Position	
➤	
Company	Date
Position	
➤	

<b><i>Education and Training</i></b>	
School	Date
School	Date

## Hobbies and Interest

## References

Name

## Address

Tel

## Personal Profile

## Employment History

Company Name

Date

## **Position:**

1

## Education and Training

## School

Date

1

## Hobbies and Interest

## References Available on Request

# Name

Address  
Tel

## Personal Profile

## Employment History

Company Name	Date
--------------	------

## Education and Training

School	Date
--------	------

## Hobbies and Interest

## References Available on Request

## Example Personal Profiles

As an experienced Sales Executive my networking abilities could help your company achieve its goals. Active and potential clients will be impressed with innovative product presentations, increasing your sales to meet set targets. My approachable personality and rapport building skills will allow long-lasting relationships to be formed.

An energetic worker who is reliable, well mannered, neat in appearance and can easily adapt to the routine of a new job role quickly. I work efficiently both within a team and on my own initiative. I am very confident and can communicate well both verbally and written. Others tell me I am friendly and approachable.

With over 5 years experience in customer service based roles, I am an approachable individual with a great understanding of equal opportunities and diversity issues. I can easily gain rapport with others and possess the ability to communicate with people on all levels. With a mind for figures and the keenness to attend all necessary training, I feel I would be a benefit to all employers.

In all my roles as a manager, working with several of the UK's leading retailers I have always exceeded my sales targets increasing the company's profits. In all my previous roles, my innovative sales techniques and my ability to increase team morale and productively have helped reduce overheads and increase profitability.

A hard working, reliable and trustworthy individual who has the initiative to work unsupervised. I possess excellent communication skills both face to face and over the telephone. Others tell me I am an excellent problem solver and good listener. I have a good working knowledge of a variety of computer packages.

With an excellent understanding of a wide range of computer packages I have often reduced companies' overheads, saving money and time, by designing and implementing online systems. My ability to communicate with a wide range of individuals from various backgrounds helps me present my ideas in a way that all employees can understand. In addition I can speak 3 languages and am available to travel throughout the UK and Europe.

Hard working, enthusiastic graduate with a degree in Geophysics: specialist subject electromagnetic (EM) prospecting. I am eager to learn new skills and meet new

challenges in a dynamic work environment. Highly self-motivated and a good team worker enthusiastic to commence a career in the oil and gas industry.

Others tell me I am a friendly, approachable person with excellent listening and communication skills. I can work both within a team or using my own initiative. I am a very practicable person who enjoys meeting new people and learning new skills. I am very dedicated and hard working and I would enjoy working Nights or Weekends.

A very dedicated and hard working individual who enjoys seeing the end result from my work. I enjoy taking on new responsibility and always put one hundred percent into everything that I undertake. I gain a lot of job satisfaction from working with my hands.

An excellent communicator who enjoys working with the public. Others tell me that I am approachable and a good listener. I can work both within a team environment or using my own initiative. A very versatile young person who is looking for a challenging job role.

A keen, reliable and enthusiastic young person looking to learn new skills. An excellent timekeeper who never took a sick day in College. I am friendly, approachable and hard working. I have experience of working well within teams and I am self-motivated when working alone.

### **Key words; Skills and Qualities**

Reliable	Practical
Hard working	Dedicated
Team player	Communicator
Enthusiastic	Problem Solver
Good time keeper	Excellent Literacy skills
Work alone	Ability to follow orders

## The Secret of Employment

Work on my own initiative	Written communication skills
Educated	Bi-lingo
Friendly	Make friends easily
Approachable	Experienced in...
Good listener	Keen
Patient	Excellent IT skills
Sympathetic	Motivated
Fit and healthy	Keen to learn new skills
Self-motivated	Flexible
Understanding	Self-taught
Examples include...	Others tell me...

## Job Descriptions

### **Administrator**

- Filing and retrieving information and documents
- Data entry, typing letters and recording/up dating information on the company computer
- Managing diaries, photocopying documents and dealing with incoming and outgoing post

### **Accountant**

- Processing sales invoices, receipts and payments
- Balancing accounts and completing VAT returns
- Using computerized accounting systems and checking that accounts are accurate

### **Air Cabin Crew**

- Checking that there are enough supplies and that emergency equipment is working properly
- Greeting passengers and direct them to their seats, selling drinks and duty free gifts
- Demonstrating emergency equipment and procedures

### **Auditor**

- Checking organization's financial accounts and its policies and procedures
- Collecting and interpreting figures, identifying any problems or risks to the business
- Establishing good working relationships with clients and making recommendations for improvements

### **Barrister**

- Advising clients on the law and the strength of their case
- Holding 'conferences' with clients to discuss their case and offer legal advice
- Representing clients in court – presenting the case to the judge and jury, cross-examining witnesses and summing up

### **Baby Sitter**

- Looking after single children for family and friends
- Playing games, talking to the children, reading bedtime stories, changing nappies and cooking and feeding
- Working various hours and days

### **Building Surveyor**

- Surveying properties, identifying structural faults and making recommendations for repairs
- Assessing damage for insurance purposes, for example as a result of fire or flooding
- Advising clients on issues such as property boundary disputes

### **Beauty Therapist**

- Carrying out facial and body treatments to enhance their clients' appearance
- Giving manicures, pedicures and other nail treatments, as well as eyebrow shaping and eyelash colouring
- Booking appointments, checking and ordering supplies

### **Chemist**

- Developing medicines in the pharmaceutical industry
- Writing reports and presenting your findings
- Designing and conducting laboratory experiments
- Making observations and noting results

### **Computer Games Developer**

- Creating the game's visual characters, objects and scenery, and producing concept art and storyboards at the planning stage
- Creating the code to make the game work
- Bringing the characters, objects and scenery to life with computer modelling and animation software during the production stage

### **Cleaner**

- Working on my own initiative cleaning offices, walkways and stairwells
- Using cleaning chemical to use for each task, and follow safety procedures
- For this role I had to be physical fitness, as the work is very active, trustworthiness and reliability
- I needed an awareness of the importance of following health and safety procedures

### **Class Room Assistant**

- Assisting the teacher with the running of the class room and sessions
- Supporting children with Reading, Writing and Maths
- Organising class activities and leading small groups of children with educational games

### **Customer Service**

- Dealing with customer queries over the telephone; taking customers personal details and information
- Inputting data onto the computer system using computer packages such as; Spreadsheets, Excel, Internet and Word
- Being self-motivated, working on my own initiative.

### **Dentist**

- Teeth whitening, fillings, extractions, fitting dentures and bridges
- Taking X-rays and administering local anaesthetic
- Referring patients to a dental hygienist or dental therapist for certain treatments

### **Dietician**

- Carrying out a range of activities to raise awareness of the importance of healthy eating
- One-to-one client consultations
- Giving dietary advice to people whose problems may be linked to lack of confidence, depression or low-income

### **Driving Instructor**

- Teaching people how to drive safely, and helping them to develop the skills they need to pass their driving test
- Assessing the learner's driving knowledge and skills
- Having a knowledge of road safety and enthusiasm for driving with the ability to give clear instructions

### **Data Entry Clerk**

- Inputting personal details of customers opening new bank accounts
- Maintaining and retrieving information held on computer systems
- Using a mixture of computer packages such as spreadsheets or databases

### **Electrician**

- Working from plans to fit wiring, sockets and points
- Carrying out an initial installation, fitting wiring along wall cavities and through ceilings and floors
- Fixing faults highlighted by inspections

### **Estate Agent**

- Viewing properties and taking photos and measurements
- Advising clients about the buying and selling process
- Negotiating a price that is acceptable to the buyer and the seller

### **Engineer Maintenance Fitter**

- Working within a small team, servicing and repairing machinery and equipment
- Making scheduled checks on machinery and parts
- Responding immediately to machinery breakdowns

### **Exhibition Designer**

- Designing displays and stands for large public exhibitions
- Discussing requirements with clients, presenting ideas
- Handling orders for supplies, liaising with technical specialists

### **Fire Fighter**

- Working in a team controlling and putting out fires
- Rescuing victims from burning buildings, accident sites and other dangerous situations
- Inspecting buildings to make sure they meet fire safety regulations

### **Forest Officer**

- Planning programme's for planting and harvesting trees
- Developing working relationships with neighbouring landowners, contractors and local authorities
- Managing facilities such as visitor centres, nature trails, footpaths, campsites and car parks

### **Farm Worker**

- Looking after animals – feeding, mucking out, caring for sick animals, using a milking machine to milk cows
- Ploughing fields, sowing, looking after and harvesting crops, spreading fertilizer and spraying crops
- Driving and maintaining tractors, combine harvesters and other vehicles

### **Fashion Designer**

- Analyzing or predicting trends in fabrics, colours and shapes
- Working to a design brief
- Making in-house presentations, for example to finance departments and merchandisers

### **Florist**

- Helping customers to choose suitable flowers and plants
- Making up bouquets and arrangements
- Advising customers on how to look after the flowers or plants they buy

### **Gardener**

- Raising plants from seeds or cuttings

- Digging, planting and weeding flower beds and borders
- Checking the health of plants and applying fertilizer and pesticides

### **Gas Technician**

- Installing and connecting appliances to gas, water and electrical supplies
- Carrying out scheduled maintenance checks on systems and equipment
- Testing controls and safety devices to make sure they are working properly

### **Graphic Designer**

- Discussing the project requirements (the ‘brief’) with clients, senior designers or account executives
- Producing rough sketches or computer visuals to show to the client, working to budgets and deadlines
- Producing a final layout with detailed specifications for typefaces, letter size and colours

### **Glazier**

- Installing glass panes in homes and businesses
- Using a wide range of tools like suction pads, chisels and pliers
- Fitting new glass using watertight sealants

### **Human Resource Officer**

- Recruiting staff – advertising and interviewing
- Dealing with grievances and disciplinary procedures
- Developing HR policies and procedures, and writing staff handbooks

### **Hairdresser**

- Discussing with the client how they want their hair done, giving advice and suggesting ideas for suitable styles
- Shampooing and conditioning, cutting and styling
- Making sure that hair products containing chemicals are used and stored correctly

### **Hotel Manager**

- Involved in the day-to-day running of the hotel, overseeing all aspects of running a hotel, from housekeeping and general maintenance to budget management and marketing
- Analyzing financial information and statistics, setting annual budgets
- Ensuring the hotel follows regulations such as licensing laws

### **Hospital Porter**

- Moving patients from wards to the x-ray department
- Transferring clean linen towards from the laundry
- Disposing of hazardous waste

### **Insurance Broker**

- Gathering information from clients to assess their insurance needs
- Researching policies from a number of insurance companies
- Arranging insurance cover for clients

### **Interior Designer**

- Meeting with clients to discuss their requirements and ideas
- Developing a design that suits the needs of the client, the available budget and the type of building
- Sourcing fittings, furniture, fabrics and wall and floor coverings

### **Illustrator**

- Discussing requirements (the 'brief') with authors, editors or designers
- Produce drawings, paintings or diagrams that help make products more attractive or easier to understand
- Ensuring the work is completed within set budgets and deadlines

### **Interpreter**

- Working at national and international conferences interpreting speeches
- Interpreting Italian, French, German and Swedish languages
- Having a flexible approach to my working hours

### **Junior Hairdresser**

- Assisting the hair dressers; washing clients hair, protecting clients by providing Personal Protective Equipment, getting clients ready for service and keeping the salon tidy
- Greeting customers, arranging appointments and ensuring the client received high customer service standards.
- This role involved me managing a large amount of duties and being customer focussed.

### **Jewellery Designer-Maker**

- Produce designs to meet the requirements of a client
- Designing and planning the style and pattern of jewellery
- Use a variety of crafts to make jewellery, including, mounting, setting and polishing

### **Jockey Trainer**

- Planning racing strategies with the owner and jockey
- Giving advice to the trainer on tactics to suit the horse and the track
- Training and exercising the jockey and horse in preparation for the race

### **Kitchen Assistant**

- Working in busy kitchen as part of a large team
- Unloading deliveries from suppliers
- Organising the storeroom, collecting goods for the chef
- Washing kitchen appliances, work surfaces, floors and walls

### **Kitchen Porter**

- Working alongside chef in a busy restaurant
- Washing used cutlery, pots, pans and dishes
- Unloading deliveries of food and other equipment to the kitchen

### **Kennel Worker**

- Preparing food and feeding the animals
- Keeping animals clean and grooming them
- Exercising dogs in a yard or taking them for walks

### **Kitchen and Bathroom Fitter**

- Measuring out work areas in line with layout and design plans
- Ripping out and disposing of old units and suites
- Fitting units and appliances, fitting units and appliances
- Clearing away debris at the end of the job

### **Librarian**

- Using IT systems to catalogue, classify and index stock
- Keeping up to date with new publications and selecting stock
- Promoting library services through displays, talks and community events

### **Lifeguard**

- Patrol the edge of the pool or sit on a raised observation deck or elevated chair at the poolside to keep a close watch on the pool and pool users
- Check water temperature, pH and chlorine levels

### **Landscape Architect**

- Meeting with clients to discuss their requirements
- Surveying sites to identify existing plant and animal life and natural resources
- Writing reports and making environmental impact assessments, giving evidence to public enquiries if necessary
- Using computer-aided design (CAD) packages to draw up options for clients to choose from

### **Legal Secretary**

- Providing administrative support for lawyers
- Answering telephone calls, letters, faxes and e-mails
- Organizing diaries and making appointments
- Preparing court forms and statements attending court or police cells with solicitors

### **Midwife**

- Delivering the baby, which may include carrying out an episiotomy (surgical cut) and inserting stitches after the birth
- Monitoring the baby during labour and birth
- Running antenatal and parenting classes

### **Make-up Artist**

- Researching and designing make-up and hairstyles to suit the production
- Applying prosthetic make-up to completely change a performer's appearance
- Standing by on set to re-do make-up and hair

### **Market Research Analyst**

- Advising researchers about survey methodology and design
- Analyzing the data using statistical software programmes and techniques
- Helping research executives present the findings in a way that the client can understand and use

### **Martial Arts Instructor**

- Demonstrating techniques, explaining the principles behind them
- Breaking techniques down into simple moves, develop training programmes
- Responsible for the health and safety of students

### **Nurse**

- Helping doctors with physical examinations
- Checking temperatures and giving drugs and injections
- Administering blood transfusions and drips and using hi-tech medical equipment

### **Nail Technician**

- Preparing the natural nails by cleaning and filing them
- Decorating the nails with coloured varnish, transfers, gems or glitter
- Manicures and pedicures

### **NVQ Assessor**

- Supporting and assess people working towards NVQs, making sure that they meet the occupational standards needed to achieve the NVQ
- Plan and deliver NVQ training programmes and workshops
- Provide feedback and offer advice if the standards are not met, sign off the NVQ when all the requirements have been met

### **Nursery Nurse**

- Planning and supervising activities such as arts and crafts, music and cooking
- Reading stories taking children on outings
- Observing children and writing reports on their progress

### **Outdoors Activity Instructor**

- Planning and preparing activities to suit the needs, abilities and experience of each group
- Instructing in one or more specialist area, such as sailing or climbing
- Checking weather conditions before starting sessions, assessing hazards and managing risks

### **Orthoptist**

- Client consultation, referring to another specialist if needed
- Carrying out primary vision tests
- Working within a team alongside other healthcare professionals,

### **Occupational Health Nurse**

- Carrying out pre-employment medicals, assessing and treating employees who are injured or become ill at work
- Advising management on health and safety issues and providing counselling, support, health education and advice
- Developing and managing emergency procedures and training employees in first aid

### **Online Tutor**

- Having a caseload of online students offering support and advice
- Building students' confidence and understanding of the course
- Assessing students' work and giving feedback

### **Plumber**

- Installing and repairing water supplies, heating systems and drainage
- Servicing gas- and oil-fired central heating systems, boilers and radiators
- Fitting weather-proof materials, joints and flashings to roofs, chimneys and walls

### **Personal Trainer**

- Set realistic short- and long-term goals and devise appropriate programmes to meet them
- Educate, motivate and coach clients to help them follow their programmes safely and effectively
- Monitor and record progress, using various methods such as measuring heart rate and body fat levels

### **Pharmacy Technician**

- Preparing and supplying items of medicine that make up a prescription
- Selecting the correct items to make up a prescription, weighing out ingredients, measuring liquids and counting tablets
- Creating labels which describe the medicine inside and instructions on its use

### **Paint Sprayer**

- Setting up the spray equipment, spraying FLT's
- Preparing the surfaces to be covered, applying primer coats
- Checking finished jobs as part of quality control

### **Quality Control Technician**

- Finding and removing faults at fixed stages of the production process
- Making sure labelling is accurate
- Dealing with customer feedback and complaints, and passing on issues to managers where necessary

### **Quantity Surveyor**

- Carrying out feasibility studies to estimate materials, time and labour costs
- Monitoring each stage of construction to make sure that costs are in line with forecasts
- Advising clients on legal and contractual matters

### **Quarry Operative**

- Excavating rock and minerals, before processing them to make industry products
- Working with heavy plant machinery such as excavators, draglines and cranes
- Setting and detonating explosives, having a good working knowledge of health and safety regulations

### **Refuse Collector**

- Moving bags, wheelie bins and recycling bins and boxes
- Using a lifting mechanism to tip the rubbish from bins into the lorry
- Recording the amount of waste collected

### **Roofer**

- Removing or repairing broken tiles or slates
- Check that the roof timbers are solid
- Fitting roof materials - laying rows of tiles and slates or layers of felt

### **Receptionist**

- Greeting visitors and directing them to the correct person or department
- Managing the visitors book and issuing security passes

- Answering switchboard enquiries, responding to emails and completing a wide range of administrative tasks

### **Refuse Collector**

- Working within a team removing waste from homes and businesses
- Using a lifting mechanism to tip the rubbish from bins into the lorry
- Unloading the rubbish at tips and dumps

### **Security Guard**

- Patrolling, securing and monitoring premises, sometimes with the aid of closed circuit television (CCTV)
- Supervising on the door for a large organisation (check the Door Supervisor profile for details)
- Guarding cash or other valuables in transit in a security vehicle
- Airport security, which involves searching aircraft, passengers and luggage, and guarding the airport boundaries

### **Sales Assistant**

- Serving and advising customers; Helping customers find the goods they want
- Handling payments by cash, card and cheque
- Giving information on products, prices and special promotions
- Arranging customers orders and deliveries

### **Secondary School Teacher**

- Preparing lessons and teaching materials, marking and assessing work
- Using a wide range of learning styles to suit the needs of my pupils
- Teaching groups children aged from 11 to 16 and completing 1 to 1 sessions
- Discussing pupils' progress with parents and carers

### **Sports Coach**

- Teaching sports skills and techniques to individuals and teams of all abilities
- Planning and delivering structured training programmes
- Monitoring the physical condition and mental attitude of participants

### **Telesales**

- Working on my own initiative, making outgoing calls
- Arranging clients credit arrears and supporting clients to apply for loans
- Meeting all set targets and being able to communicate with customers on all levels

### **Tyre Fitter**

- Working within a team fitting tyres on customers cars and transit vans
- Taking delivery of tyres, checking goods against delivery notes. Loading "scrap" tyres on vans for disposal
- Having excellent customer service skills, answering customer queries.

### **Train Conductor**

- Ensuring that rail passengers have paid their fare, and are safe and comfortable during their journey
- Checking the carriages are clean and safe before the start of a journey
- Walking through carriages during the journey, checking tickets and travel documents

### **Traffic Warden**

- Following motoring and parking laws and regulations
- Checking for infringements of waiting restrictions and on the loading and unloading of goods
- Issuing fixed penalty notices to offenders

### **Upholsterer**

- Advising on fabrics and estimating costs
- Covering frames with padding and fabric using stitching, staples, tacks or glue
- Adding trimmings such as piping, fringing and buttons

### **Veterinary Nurse**

- Holding animals and keeping them calm during treatment
- Giving injections and drugs (under direction of the vet)
- Assisting during operations by handing instruments and maintaining levels of anaesthetic

### **Video Editor**

- Transferring film or video footage to computer
- Cutting and joining shots using editing software
- Using computer software to add titles, graphics, sound and any visual effects

### **Warehouse Operative**

- Working as part of a team loading and unloading deliveries from vans
- Checking goods against delivery notes, checking security of the load and damage to stock
- Having a good working knowledge of health and safety regulations

### **Waitress**

- Taking orders, serving customers, working the tills and taking payment by cash and card
- Assisting in the kitchens when needed, stocktaking and working to health and safety regulations.
- For this role I needed excellent customer service and communication skills and the ability to work within a large team.

### **Window Fitter**

- Removing old windows and doors with hand and power tools

- Measuring up the space for the new windows or doors
- Installing new or replacement windows, conservatories and glazed curtain walls in homes and businesses

**Welder**

- Selecting materials to be cut and welded
- Inspecting and test cuts and joins, using precision measuring instruments
- Following engineering instructions and drawings

**Zoo keeper**

- Preparing food and feeding animals
- Checking for signs of distress, disease or injury in animals
- Checking enclosures, cages and barriers for signs of wear or damage

**Zoologist**

- Conducting field and laboratory research; studying animals in their natural environment or in captivity
- Identifying, recording and monitoring animal species, identifying, recording and monitoring animal species
- Using complex procedures such as computerized molecular and cellular analysis and in-vitro fertilization and producing detailed technical reports

## Hobbies and Interest

I have been involved in scouts for the last 3 years; during these 3 years I have been promoted from an Assistant scout Leader to a Group Leader. I am now responsible for organising camps, planning menus, cooking food for large groups and planning the activities. From this I have improved my communication and listening skills; I can overcome problems by thinking of different solutions and I can work effectively in a team on using my own initiative.

I am the captain of my local cricket team, I've been playing cricket since I was a teenager and have a great understanding about the game. My role as captain was to everyone positive and motivated. I have to pick the team for each match and organise the equipment and transport to and from games.

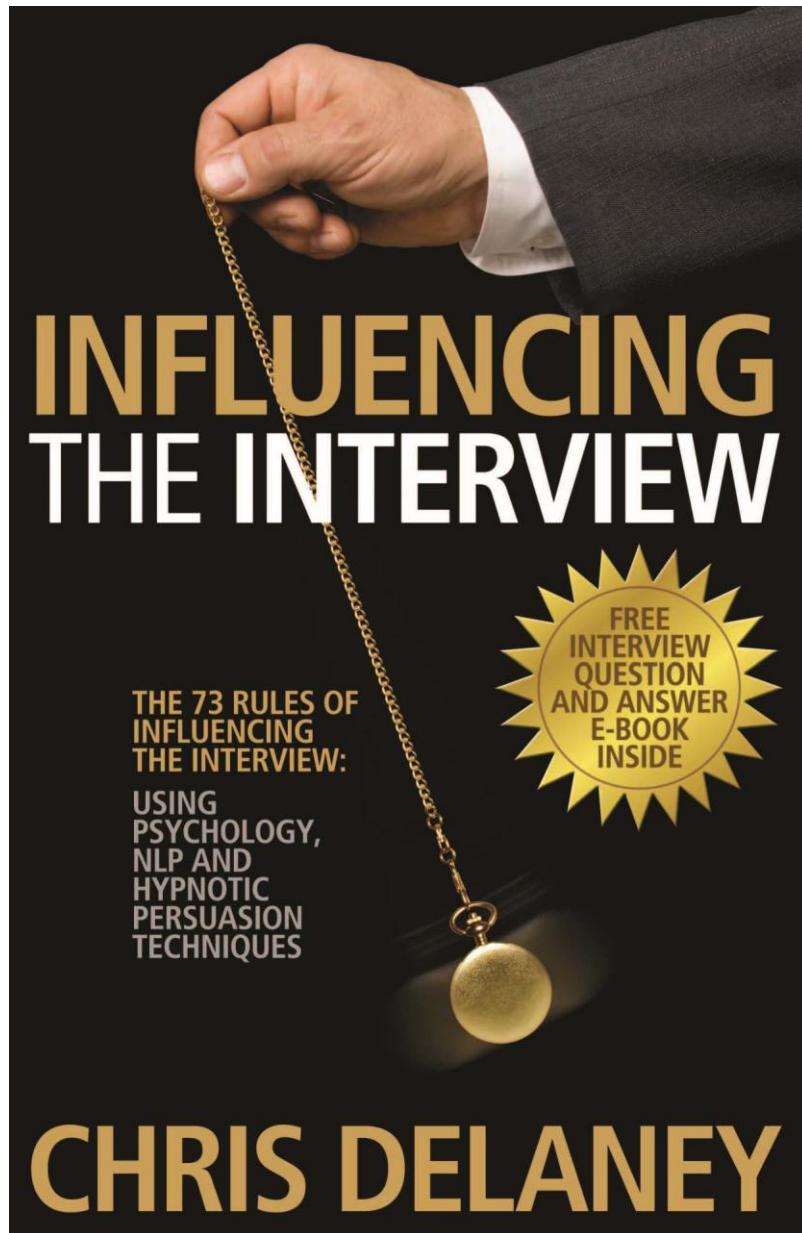
I have a great enjoyment of sport and I enjoy keeping fit and healthy by regularly going to the gym to work out, playing football and tennis. I also enjoy giving advice to others and help them plan fitness programmes to follow.

At present, I enjoy keeping fit and healthy by regularly going on long runs, as I am currently practicing for a marathon. I also volunteer in a "soup Kitchen" once a week travelling in around the city centre giving food and advice to the homeless.

As a creative person, I enjoy spending my spare time creating new dishes in the kitchen. I have been cooking for over 5 years and quickly learnt how to follow recipes and then add my own take on the dish. I enjoy hosting dinner parties and having the responsibility of being both the host and the chef. I specialise in making Italian dishes

With a great interest in history I am often reading historical books and researching information on the internet. I am part of my local Historian Group and I am currently researching and putting together a presentation on The History of The Red Coats in The British Army.

## Also Available from **Employment King**



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