Sonia Khera
One 2 One Professionals
Career Coach

Steer your Career Success!

What you need to be successful

1. Career Clarity - Know exactly what job you want?
2. Effective Marketing Strategy- CV, personal statement, cover letter etc
3. Access to good job opportunities – networking, social media, uploading CV's on job sites, company careers pages etc
4. Successful Interview techniques and personal confidence

Recruiter's can easily place you

Headhunters will actively search and select you

Employers will value your skills & experience

The Truth about Recruitment…

- Recruiters are risk averse – back safe bets
- Gaps in CV are warning signals
- It is easier to reject high risk candidates
- Long periods of unemployment attract stigma = high risk candidate
- Recruiters are motivated by placing candidates quickly: targets/turnover

High Risk Tactics…part 1

- Leave the gap blank & ignore it
- Claim to be self-employed (Freelance)
- Consultant
- Do voluntary work
- Further Education

X High-risk towards rejection
X P45 will indicate if this is true
X Is the evidence robust
X Indicates a change in your values
X Over qualified for what you did with no experience or qualifications

High Risk Tactics…part 2

- It's the current market or industry downturn

- My race

- My gender

- My age

- I was made redundant

? So there are NO jobs at all?

? All your race is unemployable?
? Is that true? No male midwives
? No one over 45 is in work?
? The job was made redundant

High Risk tactics =
Easy to reject

X Negative Emotions & Pessimistic

X Poor Documents

REJECTION

X Trial & Error
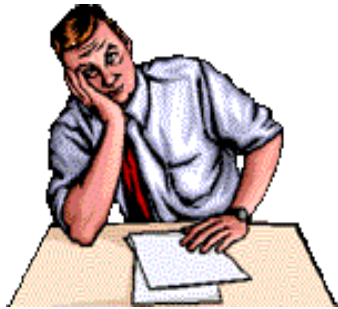
X Same mistakes as everyone else!

How Recruiters reject...

The easy way to reject High Risk Candidates is through a polite excuse

- You have no experience
- Better candidates
- You're on our database
- We'll get back to you
- Can we ring you back....?
- As soon as something comes in, we'll...
- It's the industry.... No one is recruiting right now !!
- It's the economy... very slow

The Key Career Hurdles…

1. Career choice

- Select career on best subject at school or
- Get job to repay debt & loans
- Drift into it
- Job hope with no career aims
- It was the first opportunity

2. Crisis

- Redundancy
- Bored
- Unrewarded
- Change of boss
- Relocation
- Stress
- Over-qualified
- Under-utilised
- Harassment

3. CV gap

- 3 - 6 months risky
- 6-9 months v. risky
- >9 long-term unemployed
- Hide gaps
- Lie
- "Self-employed"

4. Finding good jobs

- Unclear career direction
- Drop status
- Accept anything
- Freelance
- Further training
- Voluntary work

5. Getting Interviews

- Poor Confidence
- Poor Preparation
- Desperate & angry
- "Better than nothing"
- Apathy
- Distrust
- Resigned

6. Getting job offers

- No option to Negotiate
- Tolerate poor offers
- No Knowledge
- Afraid to lose offer

The Truth about Work…
The Psychological Contract

Employers want
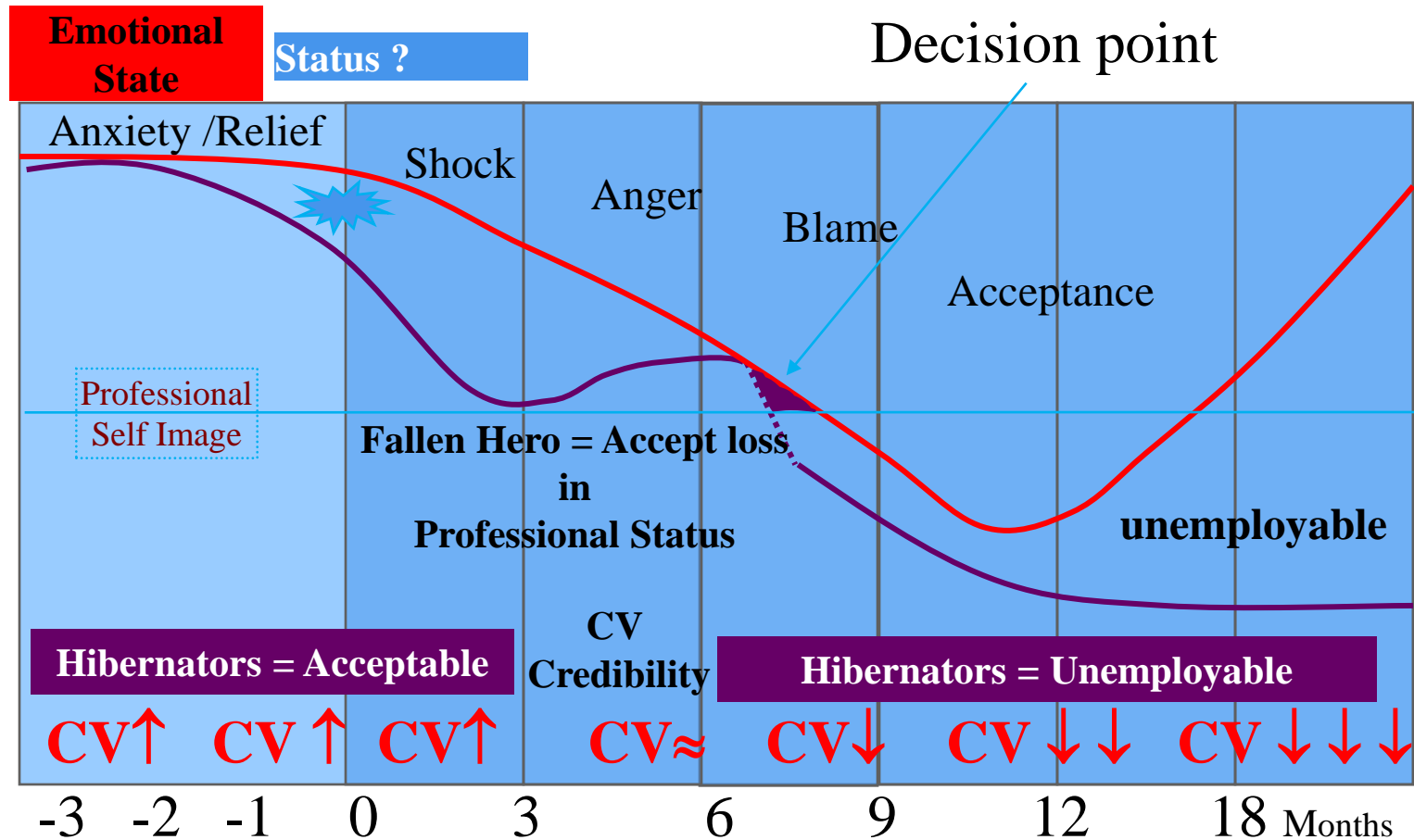
1. Loyalty
2. Reliability
3. Compliance
4. Motivation

Employees want

✓ Reward

✓ Respect

✓ Recognition

✓ Re-Investment

The relationship is based upon **Trust**

The CV Gap... Fallen Hero's

Emotional State

Status ?

Decision point

Anxiety /Relief

Shock

Anger

Blame

Acceptance

Professional Self Image

Fallen Hero = Accept loss in Professional Status

unemployable

CV Credibility

Hibernators = Acceptable

Hibernators = Unemployable

CV↑ CV↑ CV↑ CV≈ CV↓ CV↓↓ CV↓↓↓

-3 -2 -1 0 3 6 9 12 18 Months

Ineffective Tactics...

★Stay as they are

★Do nothing

★Muddle on

➔ Stay a fallen hero, admit defeat

➔ Accept loss of their professional status and reputation

➔ Let the CV gap get bigger

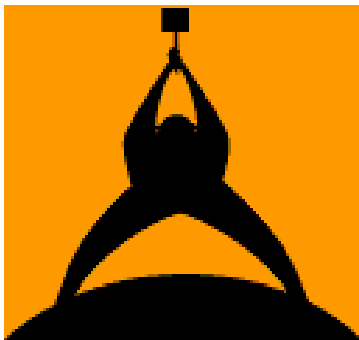➔ Become long term unemployable

Wait for the situation to change?

➔ Hope **things** will work out?

➔ Hope **someone** will rescue them?

➔ Wait for **the market** to pick up?

Can you really afford to wait for "it" to improve?

The only way to succeed…

Make it <u>incredibly difficult</u> to reject you !

Your way isn't working!

So, why would you carry on doing things that are <u>not</u> working ?

How people stay stuck?...

I can't afford it
Is it
Impossible or difficult ?

I need to think about it
How big does the CV gap have to get before you take action!

Secondary Gain
How are you indirectly benefiting from your current situation?

What's the payoff?

"Where there is a will there is a way"

Stop & Think...

Would you buy a Discounted parachute?

You need to be in safe, <u>in professional hands!</u>

The Way Forward ?

Stay a Fallen Hero

- Low confidence
- Low self image
- Stuck & confused..
- Loss in professional status & reputation
- Increasing CV gap
- Unemployable

Get professional help to feel and be

- Confident
- Energised
- Recognised
- Respected
- Career savvy
- Secure
- Self directed
- Back in control

Work Smart... Not Hard !

"It is in the moments of your decisions, that your destiny is made. The decision to act, or carry on in the same vain will determine what your tomorrow's will bring.... the same old path or new horizons.... its up to you!" T. James 1997

WORK HARD
80% Effort
= 20% Results

WORK SMART
20% Effort
= 80% Results