



Making Opportunities

GETTING AHEAD

Schools' Conferences

Name: _____



A community initiative supported by
LEHMAN BROTHERS

Welcome!

This programme is designed to help you prepare for working life.

The focus of the conference is to introduce you to the world of work and to develop your talents into marketable job skills.



By:

- Encouraging you to look at your own skills and achievements.
- Building your self-confidence by developing your job hunting skills.
- Giving you the chance to find out about the variety of careers in the working world.

And:

- Creating closer links between your school and local companies.

During the conference you will....

- Work in a small group with an adviser from the world of work.
- Find out how you can prepare yourself for the world of work and why it matters so much.
- Start thinking about the future and plan for it.
- Find out how people found work and what work involves.
- Hear from group advisers about what they would be looking for from someone wanting to work with them.

Who Am I? Self Analysis Questionnaire

Please work in pairs to answer the following questions about yourself.
You may consult with your partner on the responses you give.

Your Name: _____

Your Partners Name: _____

What sparks and holds your attention? (including interests)

1

What do you do well? & What have you achieved?

2

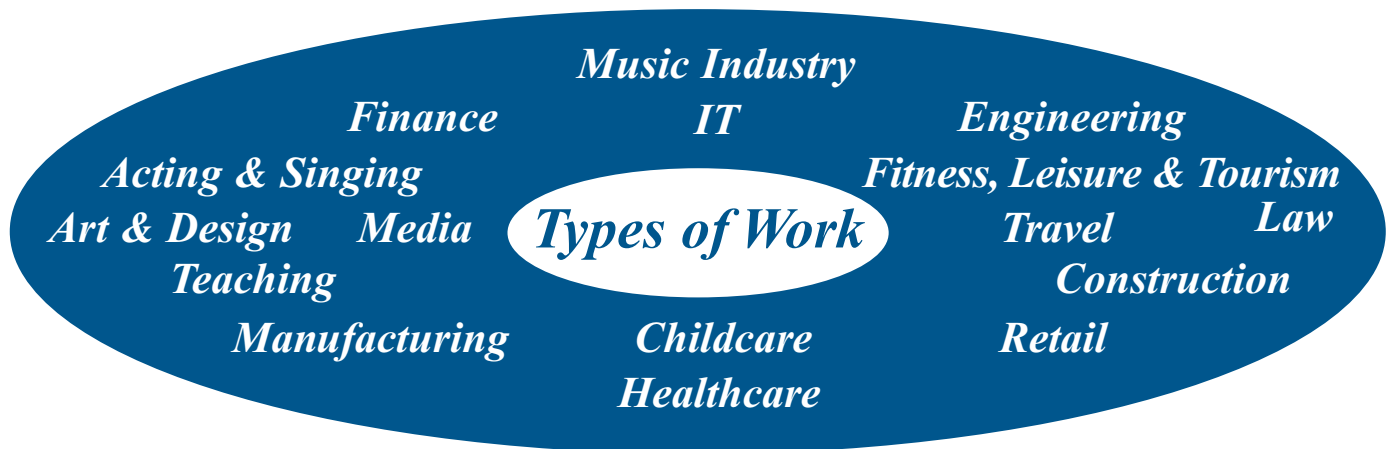
What kind of personality do you have?

3

Whats really important to you?

4

My Ideal Job



Based on the information you have given on the first page, please list 5 jobs that you feel would suit you most and 5 jobs that you feel would NOT suit you.

You could also think about the following to help you narrow down your list of possible jobs:

- Do you want to work for a small independent company, a large national or international company or do you want to be self-employed?
- Do you like administrative work?
- Do you like writing or do you like working with numbers?
- Would you like to work in this country or abroad?
- Do you like working on your own or do you like working with other people, in a team?

Jobs that I would do:	Jobs that I would NOT do:
1	1
2	2
3	3
4	4
5	5

Now that you have a better understanding of the types of job that you are interested in. Out of the five jobs listed above, please pick your, favourite and identify the skills and qualities required for that role. This exercise will give you a better understanding of the type of work you are interested in and some idea of the skills that you need to develop to pursue the career you have chosen.

Sample Skills Match – Job Analysis

You need to have a detailed understanding of the job you are interested in before you can actually apply for it.

Below is a sample job advert which has been analysed on the next page. The Skills Match exercise helps you to assess your suitability for a job. It requires you to identify the work involved and the skills required for a particular role. If you can prove that you have at least 60% of the skills required for a job, you can apply for it as you stand a chance of being invited for the interview.

Look at the key points on this advertisement and refer to the next page to see how these points have been addressed.



ASSISTANT CLASS TEACHER WENDELL BROOK SCHOOL

c£16,500 pa

We require a dynamic young person to assist the PE Teacher with the general day to day organisation of the school PE sessions. You will also be assisting other teachers when required and therefore you will need a certain level of flexibility.

This is an ideal opportunity to learn the profession and develop your skills as a teacher. You need to be organised, assertive but not aggressive, punctual and reliable.

Commitment to the job is also essential as well as the ability to work as part of a team. For further information and an informal chat please contact:

Mrs Williams
Headteacher
Wendell Brook School
Wendell Road
London NW10 3TP
Tel: 020 7329 8754

Sample Skills Match

I would like to be a **TEACHER**

WORK INVOLVED	SKILLS REQUIRED	MY SKILLS & PROOF
Teaching a specific subject	Qualification	College/University course (PGCE or BA in Education).
Control of students in class/school	Assertiveness and good leadership skills	Experience of baby sitting & supervising young children. I am also the captain of my local football team.
Setting & marking homework	Organisation & planning	I have experience of organising events e.g. birthday parties, holidays, planning to complete homework on time etc.
Planning Curriculum	Time management & punctuality	I always complete my homework on time and have good understanding of what I need to do at school as part of the curriculum. I have 100% attendance certificate from school.
Offsite supervision e.g. External courses/visits	Responsibility and good awareness, flexibility & good understanding	I look after my younger brothers and sisters and I am part of a local football team.
Weekend or evening work i.e. Parent evenings, sports days	Commitment, fitness and teamwork.	I have assisted my school with organising our sports days and have achieved prizes in sports activities.
Maintaining pupil assessments & other records	I.T, time management & prioritising	I am able to complete course work on time and manage my own file/record of work completed.

I have the skills required for this job and so I would make an application to become a Teacher.

Sample Skills Match – Job Analysis

This is the second example of Skills Match. This time the vacancy is for Auto Engineer or Car Mechanic. Once again look at the way this job has been analysed to identify the work involved and the skills required. Once you have identified the skills required, you then need to prove that you have these skills by giving examples of where and when you used/learnt or developed those skills.

AUTO ENGINEER

OWEN MOTORS

Duties would include:

- Assisting with reception duties and
- Preparing documentation
- Dealing with customers
- Vehicle fault diagnosis
- Dismantling vehicles
- Repair or replace faulty components
- Reassemble and test parts
- Ordering parts
- Maintain service bays in good condition

The ideal candidate will have an interest in cars and mechanics. Reliability, honesty and an awareness of Health & Safety are also essential as well as the ability to deal professionally and sympathetically with customers.

Please apply to

Nick Reynolds
Service Manager
Owen Motors
141 Kings Avenue
London E1 7JJ
Tel: 020 7369 9874



Sample Skills Match

I would like to be a MECHANIC/AUTO ENGINEER

WORK INVOLVED	SKILLS REQUIRED	MY SKILLS & PROOF
Repairing cars including MOT	Qualification	College/University course (Auto Engineering)
Meeting & dealing with customers	Good manner, cheerful & friendly attitude. Good communication skills and good appearance	I have experience of dealing with customers when I was on work experience in a shop. I am confident and I have good communication skills developed through my involvement in drama at school.
Costing: Time Parts Invoices	Punctuality, planning & prioritising. Maths skills, research and good telephone manner	I have certificates for good attendance & punctuality at school. I always complete my homework on time by planning and prioritising my work. I have a grade C in Maths.
Maintaining customer records	Organising and maintaining confidentiality	I have experience of organising events at school and at home e.g. sports days and birthday parties. I also baby-sit regularly, which demonstrates that I am reliable and trustworthy.
Moving/using heavy tools and machinery	Good awareness, teamwork and fitness	I am an active person and I take part in sports including football and athletics regularly. I am also responsible for looking after my younger brother when my parents are out.
Attending courses to update skills	Commitment & dedication	I am determined and want to be successful and I would be willing give my best.

I have the skills required for this job and so I would make an application to become a Mechanic.

Sample Job Advertisement

Take the time to understand how the Skill Match analysis is done as you need to do this yourself. You need to choose a job to analyse for your Skills Match exercise. You can choose a job from the adverts on the following pages or if you have a job in mind – a job you are interested in doing when you leave school/college, you may use that.

Translation Assistant c£13,000pa

RWX Translation Ltd is one of the largest translation companies in Europe. We require a Translation Assistant to work in our busy Finishing Department. The work entails final proofreading of corrected translations, insertion of diagrams, tables etc., preparation of certificates and despatch. You must be fluent in at least one European language (preferably French or German), have basic keyboard skills, an interest in word processing and the ability to work part of a team under pressure of tight deadlines.

In addition to outstanding career prospects, we offer excellent rates of pay, 4 weeks' holiday and an attractive range of benefits.

Please apply with CV and covering letter to:
Amanda Ramsay,
at: RWS Translations Ltd.
Marsham Way, London E1 6DJ

Junior Administrator c£10-12,000pa

IT & Technical Department

To provide administrative support to the Finance and Facilities Manager. Very varied and exciting role covering admin. reception, database maintenance, purchasing, credit control, and reports. Excellent PC, communication and organisation skills a must! Other skills required: Admin., Word, Excel, and Accounts would be an advantage.

For further information and an Application Pack, please contact: Alison Rits
Tel: 020 7655 0000
Email: alison@it.com

SHOWROOM AGENT

Salary negotiable

Mason Tiles require Showroom Assistant. Responsible, people-friendly person required to assist in our Epping ceramic tile showroom. Must be accurate, with basic WP skills. Some heavy lifting is involved. Previous retail experience would be required. 5 day week including Saturdays. Please contact Christine Vally on 01912 508 656.

Assistant Site Manager

Salary £10 per hour

We require a school leaver who is interested in the Construction Industry to assist a Site Manager. Duties would include photocopying, filing and general clerical work. A large part of the work would involve site visits and assisting with report writing.

This is an excellent opportunity for a young person to develop a good knowledge base on the Construction industry. The job is initially offered as a part-time contract with the possibility of being made full-time.

The skills required are: flexibility, attention to detail, teamwork and basic IT.

Please send your CV to:
James Yarbury, Newham Construction Ltd
Plattrow, London E11 9LY

Dental Receptionist

c£14,000pa

Decklands Dental Centre require a young person to work on the Reception Desk. Duties would include welcoming clients, making bookings, dealing with incoming and outgoing mail and general administrative work.

Previous experience is not essential as training will be provided to the right candidate. Ideally you would have the following characteristics:
Friendly and outgoing, punctual, good communication skills, able to deal with customers in a polite and professional manner and most of all be willing to learn and work as part of a team.

For an application pack please visit our website at
www.decklandsdental.co.uk

Sample Advertisements

Design Assistant

Blue Sky design and manufacture high quality clothes and shoes. The successful applicant will work in all departments including design, cutting and technical despatch and materials. You will work closely with experienced members of staff in an active business environment and will gain a good insight into most aspects of the fashion industry.

You must be enthusiastic and interested in design and show an ability in this area. You must be mature and be able to work under pressure and as part of team. We offer excellent rates of pay, 4 weeks' holiday and staff discounts.

Please apply to:
David James
at Blue Sky Fashions Ltd.
Marsham Way, London E1 6DJ

Bank Clerk c£12,000 + Benefits

Duties will vary according to work load but will include cashier shadowing, telephone work, photocopying, faxing, filing and dealing with incoming and outgoing mail. You will use IT and work on preparing reports and spreadsheets.

You will be expected to work as part of a team and show flexibility. You must have a good standard of English, Maths, be smartly dressed and have an interest in computing.

For an Application Pack, please contact:
John Taylor
Tel: 020 7655 0000
Email: john.taylor@tsb.com

VETERINARY NURSE Booth & Turner Vet Surgeons

Duties will include assisting nurses in running a busy veterinary practice, maintaining all working areas, kennels and cages, keeping operating theatres and recovery rooms in a hygienic condition. Attending operations and assisting the anaesthetist and nurses with post-operative care and cleaning of animals. We need a caring, hard working and trustworthy person. Please call Jackie Dean on 020 8568 9823 for an Application Pack.

Assistant Stockbroker

c£18,000pa

We require a school leaver who is interested in the Finance Industry to assist a team of Stockbrokers in running the back office functions. Duties would include photocopying, filing and general clerical work. A large part of the work would involve research into companies listed on the London Stock Exchange and writing high quality and detailed reports for our analysts.

This is an excellent opportunity for a young person to develop a good knowledge base on the industry. The job is initially offered as a short term contract with the possibility of being made permanent. You need to show flexibility, attention to detail, teamwork and advanced IT skills.

Please send your CV to:
Abdul Rahman, Barclays Stockbrokers
London Wall, London EC1M 4BS

Trainee Legal Secretary

c£12,500pa

Working in a small busy legal practice your duties will include dealing with mail, faxing, photocopying, word processing and filing. External duties may involve collecting and delivering documentation to and from other solicitors, there will also be opportunities to visit the courts.

You must have an interest in law and have achieved grade A or B on English and Mathematics. You will be smart and well presented with an ability to deal with people at all levels.

For further information please contact Mr Turner, Legal Secretary, Stanley & Co.
18 Kenton Avenue, Harrow, Middx
London TW1 4DJ
Tel: 020 8991 1199

Sample Advertisements

Beauty Therapist

BOOTS
Kensington High Street and Oxford Street

You will provide an extensive range of beauty services from facials and massages to body wraps. Ideally, you will have an NVQ Level 3 qualification (or equivalent) and some salon experience. However, if you are working towards these qualifications we will also be interested in talking to you.

It almost goes without saying that you have a warm, friendly personality, enjoy working in a team and have an absolute commitment to ensuring that our customers have a first class beauty experience within boots.

Please apply with CV and covering letter to:
Recruitment Department
Boots
Marsham Way, London EC3 6DJ

Catering Assistant £5.20-£9.00 per hour

Quadrant Catering Ltd.

Quadrant Catering delivers a wide range of quality food retail solutions to both the public and commercial sectors. We're an independent company boasting over 30 years' experience and expertise. Quadrant invests heavily in its people, with much emphasis placed on training, development and ongoing support - enabling you to get the most out of your role.

For further information and an Application Pack, please call our Recruitment Hotline on 020 7232 2482 or 020 7740 7790 between 8am and 6pm.

TELESALES PERSON

Basic salary £15k

Required by busy Central London advertising company. Duties include handling incoming orders and repeat business in the Classified section of two well-known and highly respected publications. If you want to work in a young, dynamic environment, get into sales and have an eye for detail, please call Paul Lander at: McMillan-Scott plc, 10 Savoy Street, London WC2E 7HR. Tel: 020 7878 2326 or email: paullander@mcmslondon.co.uk

Accounts Junior

£16,00pa

We are a medium sized Publisher based in the West End and we require an accounts junior who wants to undertake a steep learning curve and work closely with the manager in this small department. Excellent at maths with grade A at GCSE, a good team player and a desire to succeed is all that you need.

Call Heat First Recruitment Services on
020 7851 0550.

Purchase Ledger Clerk

Television Company £16-18,000pa

This growing, national Television company is seeking a motivated Purchase Ledger Clerk to work within a young and lively department. Duties include high volume processing, reconciling statements, dealing with extensive queries and assisting with month end accounts. You must have a friendly personality, be a strong team player and wish to have a long-term career within a bought ledger function.

For further information contact
Andersen Leigh Associates, 32-36 Great Portland Street
London W1W 8QX
Tel: 020 7307 6545
email: jobs@andersenleigh.com

Skills Match

I would like to be a

WORK INVOLVED	SKILLS REQUIRED	MY SKILLS & PROOF

Using the Telephone

If your Skills Match analysis shows that you meet the minimum requirements of the job, you need to request an application form to apply for this vacancy. Often you will be asked to telephone the employer to request an application form.

***This will be the first time you speak with your prospective employer
– make it sound good, first impression is very important.***

DON'T

- ✗ Don't make a call from a noisy, busy place. Use a quiet location.
- ✗ Don't run out of money if you ring from a Pay phone.
- ✗ Don't forget what you want to say – write it down first.
- ✗ Don't forget to tell them which job you are ringing about.
If it is just information you want, tell them.
- ✗ Don't accept an interview without writing down details, date, time and place.
- ✗ Don't use slang words e.g. cheers mate.
- ✗ Don't interrupt the other person, let them finish before answering.

DO

- ✓ Be prepared, know who you want to talk to and the name of the company.
- ✓ Be organised, have a copy of the advert with you and a pen and paper.
- ✓ Be confident, know what you are going to say.
- ✓ Sound good. Speak clearly, politely and be interested. Give your name clearly and tell them why you are calling at the beginning of the call.
- ✓ Ask for an application form and give your details clearly.
- ✓ Be professional.
- ✓ Give full and precise answers.

If you follow these simple but important steps you will be successful at obtaining an application form and possibly an interview.

Putting It On Paper

***This is your chance to prove you are the right person for the job.
It's an advertisement about you – so make it sell yourself.***

Here are some helpful hints and tips

- ✓ Read all the instructions carefully see if you need to type, print or use a special colour pen. If you are not told what colour pen to use, stick to using black as the form is often photocopied.
- ✓ Take a photocopy of the original and practice on the photocopied version first.
- ✓ Check what information is wanted and where it is meant to go before you start.
- ✓ Before you send the form do get someone to check your spelling and grammar. If you are not sure of addresses and dates check these too.
- ✓ Know the position you are applying for and what the job title is?
- ✓ If a question does not apply to you, put N/A – this means NOT APPLICABLE. Don't leave a section blank or cross things out.
- ✓ Do you understand all the words on the form? If not, ask someone.
- ✓ Write neatly. If you make a mistake don't scribble it out and make it look worse. A thin line through it will do.
- ✓ Remember you have to make a good impression. Make it neat, clear and take time – don't make the mistake of rushing it.
- ✓ Use the original form only when you know that you have got it right.
- ✓ Ask people if you can use them as a referee, don't just put down their name.
- ✓ Keep a copy of any form you send to read before the interview.
- ✓ Finally, make sure that you get the form to the employer by the deadline. If it's late, you don't stand a chance.

GETTING AHEAD – Work Related Conferences

Application Form

CONFIDENTIAL

This form is part of a selection procedure and it should be completed as carefully as possible after reading the job description/personal skills requirements. We are an equal opportunities employer. This means that we treat all applicants and employees fairly, irrespective of ethnic origin, gender, marital status, age, religion or disability.

Please complete this FORM in DARK INK

Personal Details (Please complete this section in BLOCK CAPITAL letters).

Forenames: _____ (Mr/Ms/Mrs/Miss)	Surname: _____
Present Address: _____ _____ _____	Date of Birth: _____ Place of Birth: _____ Marital Status: _____
Post Code: _____	Date of Birth of Spouse (if applicable): _____
Daytime Telephone Number: _____	Number of Children (if applicable): _____
Name & Address of Applicants Next of Kin _____ _____ _____	Name & Address of your Personal Referee (not current Employer or school) _____ _____ _____
Have you applied to join this company previously? Y / N	If so, when? _____

Education – (Schools attended from age 11).

School: _____ Address: _____ _____ _____ _____	School: _____ Address: _____ _____ _____ _____
Dates From: _____ To: _____	Dates From: _____ To: _____

Dates on which you would not be available for interview? _____

If appointed, when would you be able to start work? _____

Applications from suitably qualified people with disabilities are welcomed. A disability or health problem does not preclude full consideration for the job and this company guarantees an interview for all such applications that meet the minimum requirements. All information provided by applicants will be treated as confidential.

Are you registered under the Disabled Persons (Employment) Act? Yes/No

If Yes, please describe your disability and why you feel it is relevant to your application.

EQUAL OPPORTUNITIES

This company is committed to equal opportunities and recruitment and selection is based on merit. The following information will not be used in an interview.

ETHNIC ORIGIN

In order that the effectiveness of our policy can be monitored, all applicants are asked to complete this section. Information on ethnic origin plays no part in the selection process. This information will be used only for the purpose of statistical monitoring as recommended by the Commission for Racial Equality.

Please indicated your ethnic origin below. If you are descended from more than one ethnic or racial group, please tick the group to which you consider you belong, or alternatively, tick "any other ethnic group".

White	<input type="checkbox"/>	Black-Other	<input type="checkbox"/>	Bangladeshi	<input type="checkbox"/>
Black-African	<input type="checkbox"/>	Indian	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Black-Caribbean	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>	Any other ethnic origin (Please specify)	<input type="checkbox"/>

To the best of my knowledge and belief, all information given is true.

Signature _____ Date _____

Some of the information supplied in this form will be held on computer and, if appointed it will form part of your computerised personnel record.

Writing a Letter

***You are applying for the job because you think you can do it
– so tell them in the letter.***

DON'T

- X Don't rush.
- X Don't write on scrappy bits of paper.
- X Don't cross out words and make it look messy.
- X Don't just sign the letter. Print your name as well under your signature.
- X Don't be afraid to sell yourself.
- X Don't use lined paper.

DO

- ✓ Do write out a rough copy.
- ✓ Do use good quality paper.
- ✓ Do write clearly and neatly.
- ✓ Do check your spelling and punctuation.
- ✓ Do make sure you include your address and telephone number.
- ✓ Do check that you have spelt the name of the person you are writing to correctly.

MS P HAMILTON
PERSONNEL OFFICE
NEWBERRY AND
MANN LTD
1 - 16 THE STREET
LONDON
SE5 5GT

Flat 4
12 The Avenue
London
SE1 5UJ
Tel: 020 7639 0101
25th July 2002

Dear Ms Hamilton,

Re: Position of Trainee Clerical Assistant

I would like to apply for the position of Trainee Clerical Assistant which was advertised in The Standard yesterday.

I am sixteen years old and have six GCSE passes, including English and RSA Typing Stage II.

I have had two weeks work experience at SC Engineering in the accounts department. My work there included typing, filing and photocopying. I also have a Saturday job at a local newsagents which involves sorting out newspapers, serving customers and using the till. I frequently baby sit for my sister at weekends.

I have just left school and am looking for full time work. I am very interested in the vacancy and believe I have suitable experience to apply for the position.

I enclose a copy of my CV and would like more information about the job and your company. Could you also send me an application form.

Yours sincerely,

JACKIE MARSDEN

What is a CV?

A CV stands for Curriculum Vitae which means "course of life". It is the recognised way of putting down on paper everything that has happened in your life/career so far! It's another advertisement about you!

A CV is another way of applying for a job, often employers prefer this method as they are brief and to the point e.g. only two pages where as an application form can be anything up to 10 pages. Your CV should contain only the relevant information for the job that you are applying for, not a general CV that you send out for all jobs.

Employers are sent hundreds of CV's for every vacancy, so it's up to you to make sure yours catches their eye.

It's a mistake to believe that a CV is just your life history (although this is what the Latin translation actually means). It is a marketing document, designed to get you an interview with an employer. For that reason, it's best to change it for every application. If that's not possible, you should try to have at least two or three versions which are more specific to the different types of job you are applying for.

Here are some important points to remember when putting together your CV:

- Keep your CV simple and precise. It should be no longer than two sides of A4 paper as too much detail can be off putting.
- Your CV is your opportunity to sell yourself to an employer, so check that your CV is as relevant as possible to whatever you are applying for. You can do this by emphasising particular qualifications and experiences. This will help to ensure that your CV catches their eye.
- You should type or word-process your CV. Do not use coloured or patterned paper.
- Use capitals, italics or bold type for headings.
- Do not photocopy your CV – print a new one each time.
- Make sure you emphasise the skills you may have acquired through your hobbies or through any work experience. For example, voluntary work shows consideration and babysitting shows trust and responsibility.
- Check your spelling, punctuation and grammar and get someone else to check it for you also.
- Be honest – you might be asked to explain what you have written at the interview.
- The most recent details should come first.
- Your personal details should include your name, address, telephone number and date of birth.
- Remember to always ask your referees for permission before giving their details to an employer.

CURRICULUM VITAE

Name: Shamsul Khan

Address: 14 Forest House
New Road
London E1 4DJ

Telephone: 020 7247 9856

Email: shamsul.khan@yahoo.co.uk

Date of birth: 11/12/85

Profile:

I am hard working, well organised and have recently achieved an Intermediate GNVQ in Business. I communicate well, am an enthusiastic team member and work well in pressurised situations.

Education and Qualifications:

2000/01	Tower Hamlets College Poplar High Street London E14 0AX	BTEC Intermediate GNVQ in Business
1996/00	St. Paul's Way Community School Shelmerdine Close London E3 2AT	GCSEs: English language B English literature C French C Computer Studies B Mathematics D Science C

Employment History:

2001 Saturday sales assistant at Sainsbury's, Whitechapel.
Responsibilities include serving customers, dealing with queries, arranging stock and using a computerised till. Skills used/learned: customer liaison, problem solving, working as part of a team, taking the initiative, numeracy, communication.

2000 Two weeks work experience at the London Borough of Tower Hamlets, Canary Wharf.
Responsibilities include stocktaking, ordering stationery, helping visitors, filing and photocopying.
Skills used/learned: attention to detail, working as part of a team, customer liaison, time management.

Positions of responsibility

In charge of charity fundraising for Year 10, where I raised £500 for Children in Need.
Captain of the football team in Year 11. I organise after school practice sessions.

Skills and attributes

Moderate conversational and written French. Computer skills – including knowledge of word processing and spreadsheet packages.

Interests

Athletics, football, playing guitar and going to the cinema.

References

Mr J Morris
Sainbury's
Brady Street
London E1 5DS

The Interview

Preparation

Attendance

- Check date, time, and location.
- Plan to arrive 15-20 minutes early. Enter the building 10 minutes early.
- Know name/position of person you are seeing.

Research

- Find out as much as possible about the company.
- Libraries/databases for information on company.
- Newspapers/magazines for articles on company and people.
- Talk to people working in the organisation, or who know it well.
- Determine its good or bad points.
- Read any printed information supplied (advertisement, job description, organisation structure).
- Visit reception area in advance to collect brochures.
- Competitor analysis: find out about the company's market position.

Questions

- Review the information you have.
- Decide what you need/want to know.
- List questions to increase your knowledge.
- Decide sequence and priority.

Rehearsal

- Re-read the information you supplied about yourself.
- Plan how you will answer likely questions.
- Decide what you want to achieve during the meeting.
- Think through your agenda in order to achieve your objective.

Appearance

- Think about your image/how you want to come across.
- Decide what you will wear – criteria: appropriate.
- If possible, ask someone else's opinion.

On The Day

On Arrival

- Get into the role before entering premises.
- Look and listen – get the feel of the place.
- Be polite and pleasant to everyone!
- Take any relevant documents that support your application.

At Meeting

- Do not move the position of the chair or lean on desk.
- Expect to do most of the talking.
- Don't ramble. Make points clearly. Be positive, forthcoming and relevant.
- Smile. It helps if you are relaxed, but don't lapse into a false sense of security.
- Listen effectively and try to demonstrate positive body language, especially eye contact.
- Make sure you satisfy your needs (questions).
- Make sure you have sufficient information (company, department, job prospects, people, approach, style, way they treat staff).
- Don't answer questions with just a yes or no.

Afterwards

- Review what occurred. What went well/badly?
- Make brief notes on:
 - Discussions that took place
 - Impressions gained
 - What action/next steps were agreed
 - Points still needing to be clarified (consider writing a follow-up/thank you letter).
- What lessons can be learned for other interviews?

Interview Survey

Research suggests that any **one** of the following 34 ways can make the difference between you getting a position or losing out to someone else. Any two and you may have wasted your time going on the interview:

1. Lateness for the interview.
2. Poor personal appearance.
3. Condemnation of past employers.
4. Sloppy application form.
5. Lack of interest and enthusiasm.
6. Showing little or no interest in the company or industry.
7. Showing intolerance and/or strong prejudices.
8. A lack of career planning without purpose or goals.
9. Being cagey about unfavourable factors in your past record.
10. Expecting advancement at an unreasonable rate.
11. An over emphasis on money, interested only in the best offer.
12. Failure to look at interviewer while conversing. No eye contact.
13. Not asking questions about the position.
14. Giving vague/unsubstantiated responses to questions.
15. Being overbearing, aggressive and having a conceited attitude.
16. Wanting a job for only a short period of time.
17. Indicating that you are shopping around.
18. Inability to take criticism.
19. Limp, fishy, wet handshake.
20. Poor voice, diction, bad grammar, and being unable to express oneself clearly.
21. Lack of confidence and poise; appearing very ill-at-ease.
22. Being indecisive.
23. Laziness.
24. Lack of manners and courtesy.
25. Lack of tact.
26. Lack of maturity.
27. Lack of vitality.
28. Being cynical.
29. Unwillingness to arrange future interviews.
30. Failure to express appreciation for interviewer's time.
31. Failure to participate in activities.
32. Having different moral standards from the interviewer.
33. Having very narrow interests.
34. Demonstrating a high level of stress and inability to cope with pressure.

Sample Interview Questions

1. Why do you think you would like this kind of work?
2. What, specifically, do you have to offer?
3. Will you please give me a brief summary of your work experience?
4. Tell me about yourself?
5. How long have you been looking for work?
6. Do you like routine work? Regular hours?
7. Describe what you feel to be the ideal job for you?
8. Are you willing to relocate? Would this cause you any undue difficulty?
9. Would you accept a job requiring travel?
10. What qualifications do you have that make you feel you will be successful in this position?
11. In which areas do you have the most ability?
12. What kind of people do you like to work with?
13. What are your greatest strengths/weaknesses?
14. Looking back, is there anything you would have done differently in the last 3 years?
15. Do you consider yourself to be a flexible person? Explain.
16. How do you feel about persons with backgrounds and interests different from your own?
17. What are your own special abilities?
18. How do you react when people disagree with you?
19. Do you prefer working with others or by yourself?
20. What kind of income do you think you should be making in 2/5 years' time?
21. How do you spend your time outside work?
22. Have you ever started something up from scratch?
23. Have you ever run or managed an event?
24. What do you think is your biggest asset, i.e. diplomacy, keeping calm, taking pressure?

Questions To Ask The Interviewer

1. What training is provided for your employees?
2. What would a typical working day involve? Hours etc...?
3. What sort of person are you looking for?
4. Is this a new position? If so, why was it created? If not, why was it vacated?
5. Have any internal candidates been considered? If they have been rejected, why?

Are You Cut Out For Teamwork?

Try this short test to see how suited you are to being an effective team member.

	TRUE	FALSE
1. I prefer to work on my own.		
2. I like to have my work goals/deadlines set by someone else.		
3. I think other people work as hard as I do.		
4. I listen to other people's opinions.		
5. At the end of the day, everyone is out for him or herself.		
6. I like to work with people who aren't like me.		
7. I am more competitive than co-operative.		
8. I like to take control of my life.		
9. I am always right.		
10. I am able to trust other people.		

You can score a maximum of 13 points (some questions have a higher value due to their significance). The higher the score the better you are at Teamwork. If your score is low, you need to develop your skills that are more team orientated.

Customer Care

The PERFECT Image

You are the representative of your organisation when you are dealing with a member of the public. Think about:

- What Image you are going to project?
- What impression do you want them to have of your organisation.

Most customers you face will be dealt with quickly and easily with minimum disruption to your business. Dealing with the awkward customer is one of the most demanding tasks required of employees in any organisation and these are the very same people we need to please to maintain good customer care. Customers who do not complain are obviously happy with the service they are getting but its the ones that find some fault with the way the service is being delivered are in some way more valuable. They will give you the feedback you need to improve the service. However, you need to put in place a customer complaints procedure so that people feel that they can complain, otherwise you will not get the desired feedback through customer complaints/comments.

10 BASIC RULES OF CUSTOMER RELATIONS

1. The **customer** is the most important person in any business - treat them as such.
2. The **customer** is not dependent on us - we are dependent on them.
3. The **customer** is not interruption to our work - but the reason for it.
4. The **customer** does us a favour when they call - we are not doing them a favour.
5. The **customer** is not there to argue with or to match wits with - we are there to accommodate them.
6. The **customer** is the person who brings us their needs - it is our job to fulfil those needs.
7. The **customer** is deserving of the most attentive treatment we can give - so give it.
8. The **customer** is part of our business - not an outsider.
9. The **customer** is the person who pays our salary - so value their custom.
10. The **customer** is the life blood of any organisation - without them we have no business.

3 A's of Customer Care



The 3 A's of customer care are inter-related and influence/react on each other. Attitude affects our appearance and influences our approach towards customers.

3 A's Checklist

ATTITUDE

POSITIVE	If we believe we can do well, we will be successful (self belief).
COURTEOUS	Always be polite, whatever the circumstances.
ATTENTIVE	Listen, show interest, be alert and observe the customer, give them your undivided attention.
HELPFUL	You are there to provide a service, demonstrate that to your customer.
CARING	Make the customer feel they matter, that they are individuals and not just one of a crowd.
ENTHUSIASTIC	Enjoy providing services and show the customer you are happy to help, put energy into it.

APPEARANCE

DRESS	Wear appropriate dress, be tidy and clean for we reflect the image of our organisation.
VOICE	Our tone of voice will convey as much information to the customer as the words we use, sound interested and sincere.
BODY LANGUAGE	Our gestures, posture, the way in which we walk and sit all send information to the customer.
SMILE	People respond to a smile, it is contagious and puts customers in a more receptive mood.
EYE CONTACT	It is a way of acknowledging people, of building a relationship, establishing rapport and making customers feel welcome.

APPROACH

CONFIDENT	Develop trust by approaching the customer with confidence.
KNOWLEDGEABLE	The customer must feel that we know how to do our job and that we are confident and efficient.
ACKNOWLEDGEMENT	Always signal, by eye contact and greeting the customer's presence.
OPENING STATEMENT	Know the appropriate opening statement to suit the situation.

YOUR BEHAVIOUR AFFECTS THE CUSTOMER



GETTING AHEAD