

Secrets of Employment –

FREE Extract



“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 choose. 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 become 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.

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

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?

Money (High Salary)	Training/qualifications
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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 1st Place and another item in 2nd 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.

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

Working on my own Initiative

5th Place of Importance

A Verity of Duties

6th Place of Importance

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 then 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.

<p><i>By ___ 2010 ___ I will</i></p> <ul style="list-style-type: none"> ○ Have completed my NVQ in IAG
<p>By gaining this goal I will be able to</p> <ul style="list-style-type: none"> ○ Have the skills and techniques to be a successful careers advisor ○ Have the qualification employers are looking for ○ Prove to myself that I am capable to work as a careers advisor

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

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

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

To read the full Secrets of Employment E-Book click this link

<http://www.employmentking.co.uk/secrets.html>
