

Next Steps Consulting Webinar Series 'Writing your CV and Job Applications'

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Next Steps Consulting Support

Next Steps Consulting will be offering outplacement support until 31st October to help you prepare for your next role.

The package of support will include:

- An Online portal with downloadable documents and templates that cover all areas relating to your job search - <https://www.outplacementnextsteps.co.uk/> Password - nextsteps
- A webinar series:
 - **Thinking about your Next Role** - 4th August at 10am
 - **Preparing your CV and Job Applications** - 14th August at 10am
 - **Preparing for your Interview** - 25th August at 10am
- Unlimited email support - please get in touch on support@nextstepsconsulting.co.uk

Online Portal

Building Your Brand And CV

Resources and links:

- [Writing Your CV >](#)
- [Your 30 Second Elevator Pitch >](#)
- [Building Your LinkedIn Profile >](#)
- [Return to Main Menu >](#)

As you start to get more clarity about the sort of roles in which you wish to apply for, it is now time to think about your brand and how you market yourself.

There are a number of different ways in which you can showcase and build your brand which include your CV, your 30 second elevator pitch and your social media presence.

Your CV is critical in outlining your skills, knowledge and competencies and outlining how you meet the needs of the roles you will be applying for. Often it will be the first document a potential employer will read and it will need to engage the reader and leave them wanting to meet you. We have many hints and tips for building your CV as well as templates that you can use as a starting point.

Your 30 second elevator pitch is your opportunity to sell yourself during first meetings outlining your key strengths, achievements, current position and what you want from the future.

LinkedIn is the world's largest professional network and is another platform to showcase yourself and is a fantastic opportunity to get yourself in front of hundreds of professionals and recruiters and as such you need to spend time on your profile that promotes your brand, skills, knowledge and personality.

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I was fortunate enough to have the opportunity to work with Next Steps consulting from April 2019 as part of my executive outplacement.

The authenticity of Next Steps is refreshing - the support I received throughout my search for my next role was superb and far exceeded my expectations.

~ Helen Blaikie ~

Online Portal

Job Application and Covering Letters

Resources and links:

- [Job Applications >](#)
- [Cover Letters >](#)
- [Return to Main Menu >](#)

In many cases the start of the recruitment process will be to complete an application form which will ask specific questions to test your suitability for the role and to understand your experience, knowledge, skills and competencies.

In order to get through to an interview stage it is important that time is spent on any application to ensure you answer everything that is being asked in a succinct way.

Cover letters are also an important part of the recruitment process and give you an additional opportunity to draw further attention to your unique selling points and why you are suitable for the role.

We have outlined a number of areas to think about both when completing job application forms and when drafting cover letters and we have also included some template cover letters for you to use.

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It has been a pleasure to work with Gemma at Nextsteps over the last few months. She has helped me during what has been an incredibly difficult time and her support has been invaluable.

Gemma helped me to build confidence, find some direction, and discover the things that drive me, looking at what I want to achieve in life. She then assisted me in putting plans in place to make them happen.

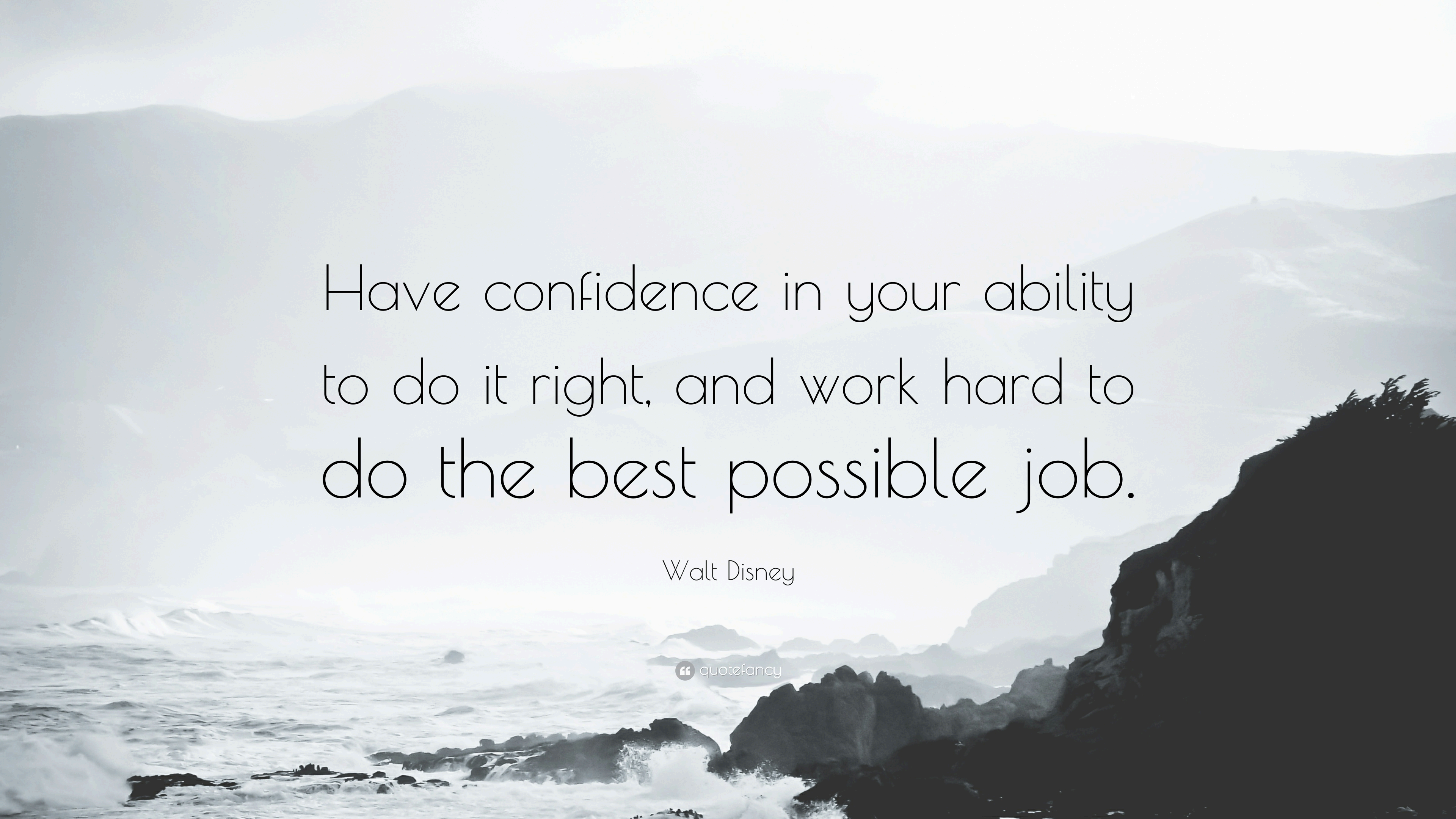
~ Jackie Sherlock ~

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What we will cover today

- Review homework from Webinar 1
- Building your Brand
- Writing your CV
- Application Forms
- Cover Letters
- Your Social Media Presence
- Supporting your Mental Health
- Learnings, Homework and Next Steps



Have confidence in your ability
to do it right, and work hard to
do the best possible job.

Walt Disney

quote fancy

Reviewing Homework from Webinar 1

- Complete Alignment Model - My Wants and Needs and I Offer
- When were you at your best?
- Research possible sectors or roles you are interested in.

1. I Want and Need	3. They Want and Need
<ul style="list-style-type: none"> • Promotion? Something new / different? • Type of role • Type of organisation • Sector • Culture • Empowerment • Autonomy • Level of responsibility • Level of challenge • Level of interaction with people • Salary / package • Location • Family needs 	<ul style="list-style-type: none"> • What is the purpose of the role? • What is the job content? • What experience, skills & knowledge does it require? • Why is the role vacant? • What are the strategic goals? • What are the key business challenges? • What are the deal breakers? <p>What mitigation do you have for the elements you don't meet?</p>
2. I Offer	4. The Offer
<p>What is your offering? Your USP?</p> <p>Think about your:</p> <ul style="list-style-type: none"> • Skills • Knowledge • Experience • Achievements • Competencies • What are you good at? • What don't you want? 	<p>What due diligence do you need to do on the organisation before you accept any job offer?</p> <ul style="list-style-type: none"> • How closely does the opportunity match what I want and need (no 1)? • What am I prepared to compromise on? • Do I understand the organisation and role wants and needs (no 3)? • Is the organisation going to offer: <ul style="list-style-type: none"> ○ Support ○ Development ○ Cultural fit ○ Progression

Building your Brand

- What is your USP?
- How do you want to define yourself?
- What do people need to know about you?
- How do you build your brand:
 - CV
 - Elevator Pitch
 - Social Media Presence
 - LinkedIn
 - Network

What Makes an Effective CV?

Your CV is your marketing tool, showcasing your skills, knowledge, competencies and your achievements.

A CV should be:

- Written in the past tense
- No more than 3 pages
- Easy to read
- Interesting
- Relevant

Different Types of CV

- General
- Functional

Sub-Headings for your General CV

Name/Contact Details

Personal Profile

Organisation

Role Title and Dates

Role Responsibility

Key Achievements

Continual Professional Development

Qualifications

Example CV

Name

Address

Mobile: 0000 Email: xxx@

Profile: Proven track record in delivering performance transformation and change within complex, diverse and multi layered environments in a creative and pragmatic manner. A highly experienced HR Business Partner partnering at Board and Senior Management Team level for a global Higher Education corporations. Member of Board Executive Team with overarching responsibility for leading on the people strategy against the backdrop of maximising the market position of the organisation.

Career Summary

Company name **Date from to date**
A unique consultancy providing specialist services including; individual leadership coaching, organisational alignment, brand delivery through people engagement, HR partnering and transformation change, outplacement and career planning.

Consultant (Specialism, XX)

Working with HE clients partnering at Board and SMT level and work across the full HR spectrum including development and implementation of strategic HR plan, operational and legislative HR, organisational development, performance and transformation, succession and pipeline planning, leadership coaching and outplacement provision.

The University of X

xx 20 – xx 20

World class, dynamic and enterprising educational business ranked THES Top xx most international Universities and xx in the UK. With income of over £xxx million; xxxx employees and xxxxx students and external partnerships across the globe and is recognised as one of the world’s leading international and enterprising universities. HR is central to its core objectives to attract, develop, reward and retain the best people.

Job title

(Dept of xxx)

Acting as the lead HR contact for a diverse number of Academic business units, providing HR expertise to a wide range of HR issues including organisation design, restructuring and complex employee relations matters. Actively coach and develop managers to ensure a pro-active, best practice approach to HR.

Played a proactive role in developing the HR Business Partner service, creating a cohesive, forward thinking, flexible offering. Supporting the HR senior management team with strategic HR projects and leading on key initiatives including GDPR; SAP SuccessFactors. Assisted in the development of future staffing frameworks and support the job evaluation, senior recruitment and selection processes.

The University of Y

XX 20 – XX 20

With an annual budget of £xx million; more than xxx employees and xx students, Y is the first and largest in the UK, renowned for being one of the most diverse campuses in the UK and advocates a global outlook. Ranked top xx of UK Universities and xx in the world, Y is recognised for its bold, ambitious strategy and innovative approaches to HR issues within the Higher Education sector.

Job Title

(Department)

January 20 to May 20

Promoted to XX Department Job Title by the HR Director and member of the Senior HR Leadership Team and HR Business Partnering Team.

The Business comprised of xx academic business units, a complex and multi-layered organisation consisting of xxx+ staff and xxxx UK and international students with turnover of circa £xx million. A strong and influential presence nationally and internationally, recognised for world leading research and teaching excellence. Working collaboratively with business, charities and funders including Facebook, Astra Zeneca, NHS, Alzheimer’s Research UK, CRUK, Royal Society and Wellcome Trust.

During a period of sustained and unprecedented change within the public sector, fully accountable for the College’s ‘People Strategy and Priorities’ including performance transformation, change and engagement, austerity and efficiency reviews, attracting and retaining talent at all levels.

Effectively managed the HR relationship between the College and its business units and centralised HR services monitoring service levels and co-ordinating remedial action.

Key Achievements

- Influenced and supported the Executive Board during major business and cultural change to deliver operational excellence during a period of significant change resulting in a seamless people transition and harmonisation with no litigation.
- Partnered Executive Board on development and implementation of 5 year People Strategy prioritising restructure activity, growth and investment. Step change achieved in the business creating greater efficiency, enhanced individual and team performance whilst maintaining stability in end to end HR service delivery.
- Personally led austerity initiatives resulting in exit strategies for 100+ staff. Reduction in operating costs was achieved circa £1 million enabling business to reinvest in areas of key strategic significance.
- Delivered numerous major change management programmes with excellent consultative processes, quality communication and innovative mitigation solutions. Business developed into one of the highest performing within the organisation, highlights included:

- Merger with another business unit, led on complex staff and Trade Union consultation. Achieved alignment of business objectives for income generation and operational output.
- Led complex TUPE transfer in mitigation of redundancy. Achieved nil redundancies, personally commended by Trade Unions on consultative process, quality of communication and execution of formal process. Mitigation model developed was adopted in future alignment initiatives.
- Delivered a high profile redundancy programme to close a business unit which attracted adverse publicity from external stakeholders (government, professional bodies). Developed a communication and engagement programme and delivered alternative strategy of redundancy.
- Partnered Executive Board and SMT in implementation of restructures from concept to business case to execution to a range of staff groups resulting in greater efficiency, performance and reduced operating costs of circa £700k.

- Delivered bespoke executive induction programme and coached 3 Executive Board members. ‘Business as usual’ strategic and operational objectives were delivered successfully without interruption. Relationships with senior colleagues and partner businesses maintained.
- Delivered transitional, induction and personal coaching support to Executive Board members (Heads and Directors of business units). Sustainability achieved during times of unprecedented change, supported the workforce requirements associated with transition, change, talent management and succession plans.
- Advised the Executive Board on legal developments and best HR practice in relation to performance, transformation and change exercises.
- Developed and delivered a range of methodologies and practical measures to support performance. Reprioritised performance agenda (KPI’s, leadership and accountability) achieved alongside shift in cultural understanding of underperformance and rise in formal disciplinary cases, with no Union interventions.
- Advised Executive Board on key performance drivers including succession planning, performance related pay, remuneration, retention and individual performance development objectives and project managed the delivery of KPI’s and annual presentation of recommendations to CEO/COO. Resulted in Business deemed exemplar of best practice across the organisation.
- Advised Executive Board on global recruitment to align with expansion priorities and business strategy and delivered global recruitment campaigns in partnership with specialist recruitment

and relocation consultants. Attrition of internationally renowned individuals and teams against a backdrop of strong market competition increasing market share for the Business.

- Partnered the Director of Operations in delivering an effective operating model by raising performance of professional services staff (technical, administrative, clerical and operatives) through the employee life cycle. Step change in culture and understanding relating to performance excellence achieved.
- Responded to external environment proactively designed and delivered development programmes to staff – including Recruitment and Selection, Enhancing Performance and achieving ‘Personal Best’, Personal Development Review and Team Development.
- Provided day to day leadership, coaching, development and engagement of direct reports (HR advisers and administrators) and maintaining high level of service delivery.
- HR services centralised (2015) aligning to Ulrich model, provided leadership in supporting the transition of service provision, monitoring service levels and co-ordinating remedial action.

Job Title

XX (month) 20 – XX (month) 20

- Promoted to xx in newly formed HR Department, leading a team of HR Advisers and Administrators. Managed end to end HR Operational service delivery and generalist advisory support to a multi-site business units.
- Advised staff on HR governance and operational frameworks. Delivered HR services including recruitment, immigration, probation, reward, disciplinary/grievance case management, fixed term contract management, redundancy and dismissals.
- Seconded for 12 months (insert date) to deliver HR Operational and Advisory service to a complex and diverse clinical business unit.

Job title

xx 20 –xx 20

Joined the Personnel Unit to support end to end service delivery to staff in specialist business academic units.

Early Career Summary

Job title	Org name	Dates (years)
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Simple list under the headings above

Education, Qualifications and Training

Qualification	Org name	date
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Include external and internal – only college/University (not school level)

CPD

List with dates

Other Information

Interests: insert info

Outlining your Achievements

Each Achievement should outline:

- What were you doing?
- Why were you doing it?
- What was the outcome?
- Ask yourself so what? What did you leave behind in the organisation? Quantified using numbers, values and volumes.

Linking Alignment Model to CV

- Wants and Needs and What I Offer:
 - Matching the advertisement requirements
 - Aligned to requirements of the organisation

**Any Questions on
Writing your CV?**

30 Second Elevator Pitch

- “You only have one chance to make a first impression”
- Use your CV Profile and the headings below to help:
 - Your name
 - Your key strengths
 - Your most recent position or role and why you are on the job market
 - A recent achievement of which are proud
 - Your key responsibilities and accountabilities
 - What you want to do next?

Answers you Need to be Confident with

- Describe your key strengths and areas of expertise
- Articulate your effectiveness through your achievements
- To positively and confidently outline your current situation
- To clearly state what you want from the future



Social Media Presence



Consider your online brand:

- Employers are likely to look at your profile
- Think about how you want to be represented
- Be authentic



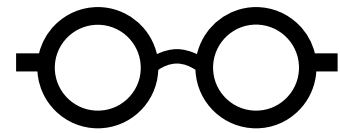
LinkedIn:

- An opportunity to promote your skills, knowledge and personality
- Distinguish yourself from the crowd
- Build your connections
- Be active

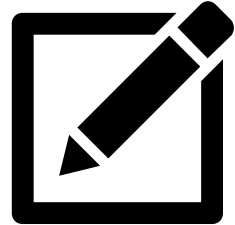
Application Forms and Cover Letters

- What are they?
- How are they used?

Supporting your Mental Health whilst Job Searching



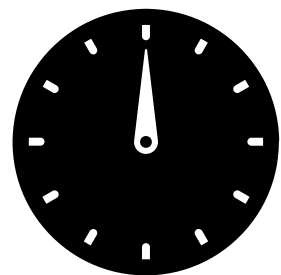
FOCUS



BE PLANNED



MANAGE EXPECTATIONS



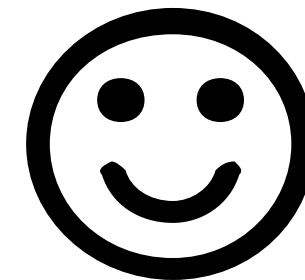
GET INTO A ROUTINE



ASK FOR HELP



GET FEEDBACK



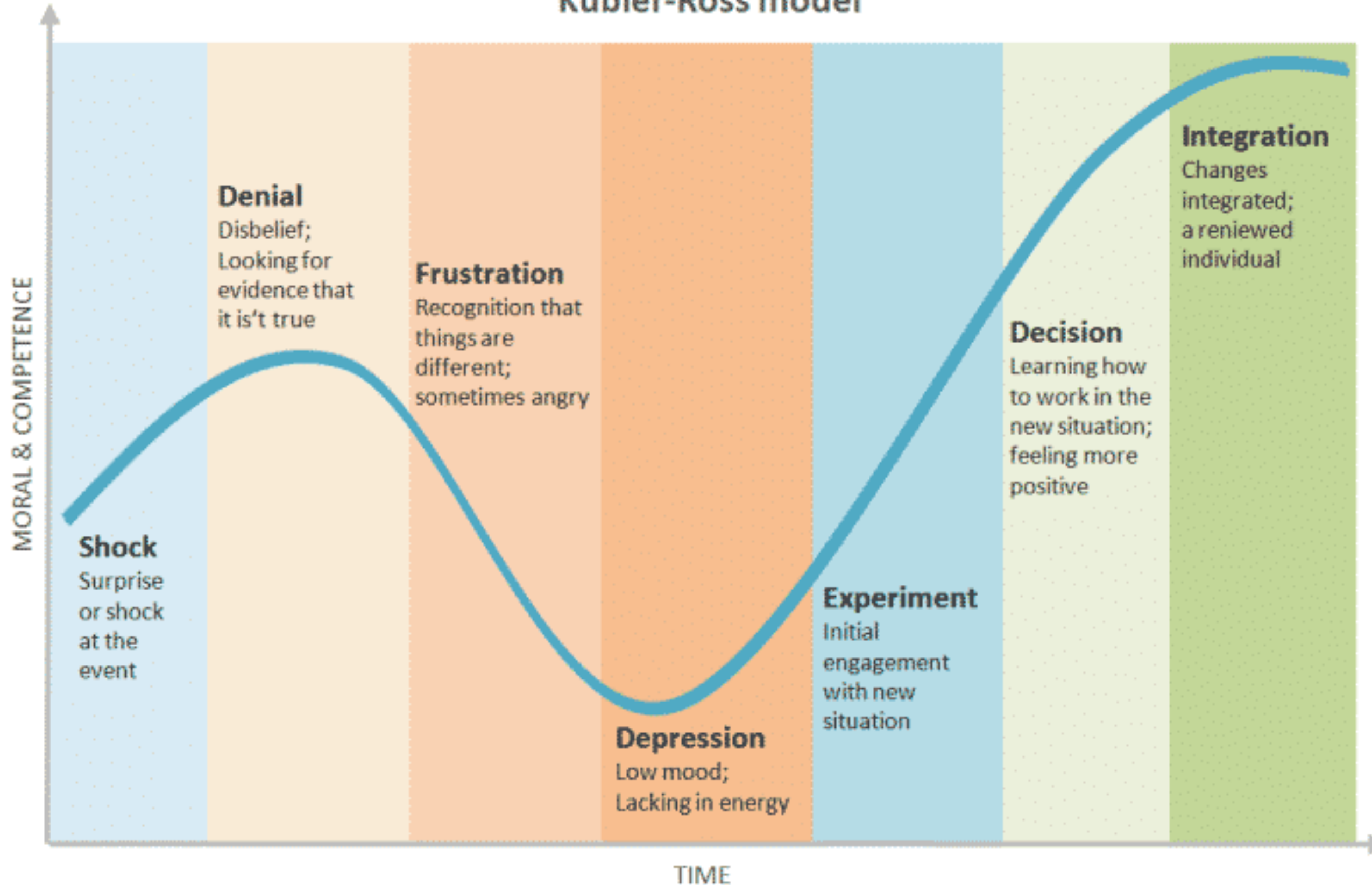
IT'S NOT PERSONAL



FOCUS ON WHAT YOU CAN
CONTROL

Managing Ourselves Through Change

Kübler-Ross model



Take Away Learnings

- Importance Of Your Alignment Model
- Building Your Brand
- CV Construction
- 30 Second Elevator Pitch
- Use Of Social Media
- Supporting Your Mental Health

Homework and Next Steps

- Draft / review your CV
- Review resource on website regarding your 30 second elevator pitch and put thoughts down on paper
- Update your LinkedIn profile

If you have any further questions or you would like us to look through anything please do get in touch

support@nextstepsconsulting.co.uk

"It's important to have something you can focus on or have a plan to work towards.

If you put the hard work in, you have a chance of fulfilling your dream."

Dame Tanni Grey Thompson



**Thank You
Any Questions?**