Ready to take your job search to the next level?

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| AGENDA

- The 4 M Model – skills, job market, marketing tools, goals

- Job applications

- Don't underestimate the importance of network

- How to nail a job interview

- Tests

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The Job Market….

| Key to Success

Being able to convince employers you are the right person for the job

How?

- By knowing yourself

- By widening your perspective

- By Insight into the skills that lead to a new job

- By being able to describe who you are and what you want.

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| 4 Steps = 4M

My skills

↓

My job market

↓

My marketing tools

↓

My goals

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| Make a self-inventory

Inventory of current and previous roles

Main tasks

What did you learn?

What knowledge was required?

What makes it fun?

What do you want to carry on with?

What do you want to work less with?

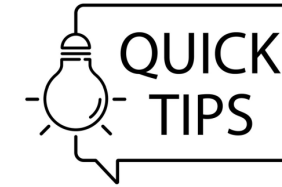What methods did I use?

What skills were required?

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What I know and what I can do

What I can do (often verb)

- Research
- Trouble shoot
- Organise
- Negotiate
- Lead
- Project Management
- Environmental Analysis
- Presentations
- Scientific writing

What I know (often noun)

- Physics
- Molecular Biology
- Python
- Mathematics
- Data analysis
- Teaching
- Editing

QUICK TIPS

Transfer Skills

Designing, preparing and delivery lectures,

Facilitating small group seminars

Addressing peers at conferences

Interpersonal Skills

Creating and presenting ideas (internal/external)

Teamworking – research

Mentoring and Coaching (PhDs/Post docs)

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How do others perceive me?

- Describe 5 of the top skills you associate with me. If possible give examples of when I have used them.

- What could I be even better at? Please elaborate.

- In which situations do you think I am at my best?

- What professional roles do you see me in in the next few years?

- If you were to give me two pieces of advice for my future career, what would that be?

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| What I want

Motivation, driving forces, dream, flow

Our values

What jobs tasks do I want

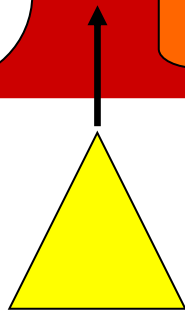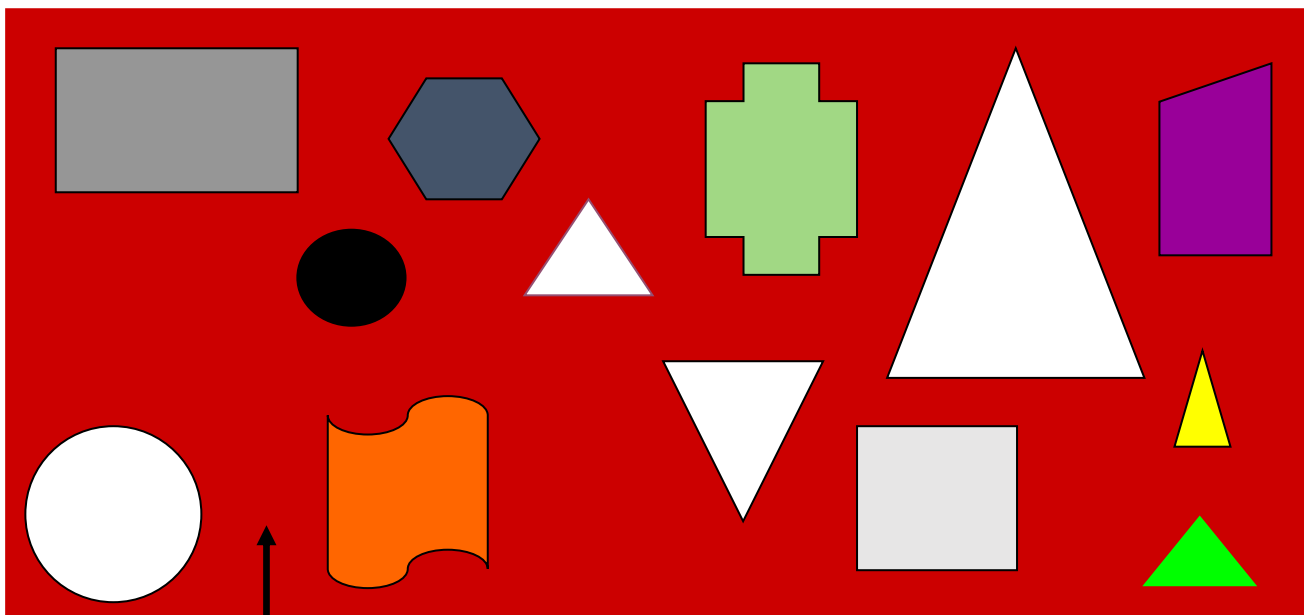Where do I want to be in the organisation

Size and location?

Branch?

Salary?

Specialist/generalist/boss?

| 4 Steps = 4M

My skills

My job market

My marketing tools

My goals

Where do I fit in?

| Information Channels

YOUR NETWORK

Social media – LinkedIn, FB

Arbetsförmedling

Company websites

Framtid.se (2000 different professions)

Advertisements – newspapers - branch journals

Search motors on internet – Monster, jobbsafari, indeed

Recruiting and staffing companies

Cold Calls

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The invisible job market

	Permanent Position	Temporary employment	All
	1000'	1000'	1000'
Swedish Public Employment Service	17.8	33.2	50.9
Adverts newspapers, internet, etc	27.6	40.0	67.6
Relatives, friends, contacts	**29.7**	**64.9**	**94.6**
Employer contacts the job seeker	21.9	40.1	62.0
Job seeker contacts the employer	14.9	42.9	57.8
Other Channels	6.4	11.0	17.5
Information missing	16.4	23.0	39.4
All	134.7	255.1	389.8

| **Recruiters**

Branch based

Brokers

QUICK
TIPS
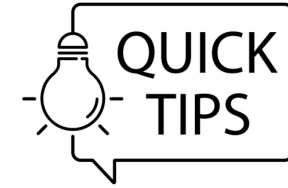
5 time rule

If they call you and you
are unprepared ask if
they can call back

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| My job market

What does the job market look like for the tasks or role I am interested in?

How will this role look in the future.

Where are the jobs – geographically

In which branch is the occupation or tasks common

What kind of employers are looking for this kind of skills

How are the salaries, terms and conditions, working hours

What can I contribute with?

Do I need further education - skills?

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Information interview

* What does a typical working week look like?

* What are your main tasks

* Can you describe your company culture for me?

* What traits are important in your role?

* What driving forces are important in your role?

* What is the most fun in your work?

* What would you like to do less of?

* What are the chances for development?

* What is a good background to have for this job?

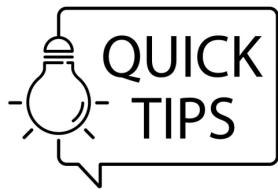* How are the salaries and other perks?

| 4 Steps = 4M

My skills

↓

My job market

↓

My marketing tools

↓

My goals

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| Re-brand yourself....

"We judge ourselves by what we feel capable of doing, while others judge us by what we have already done."

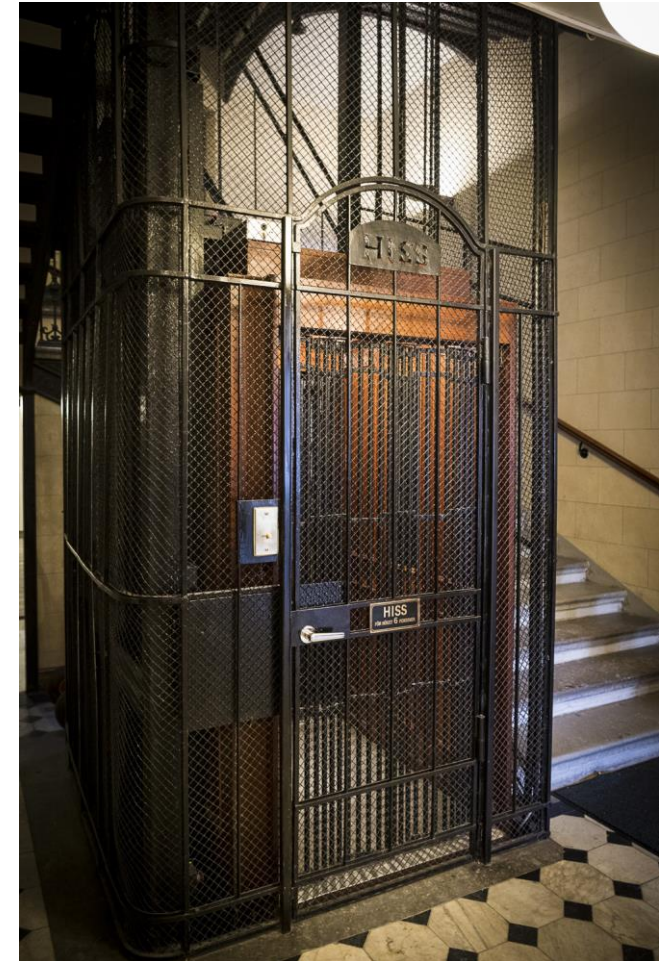# | Your message – Your Pitch

- What you want in your new role
- Your background and what you can do
- Who you are

QUICK TIPS

* List your network - contacts – goal with conversation
    – date you will/have contacted them
* 10, 30 60 seconds

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| 4 Steps = 4M

My skills

↓

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↓

My marketing tools

↓

My goals

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| Career Goal and Plan
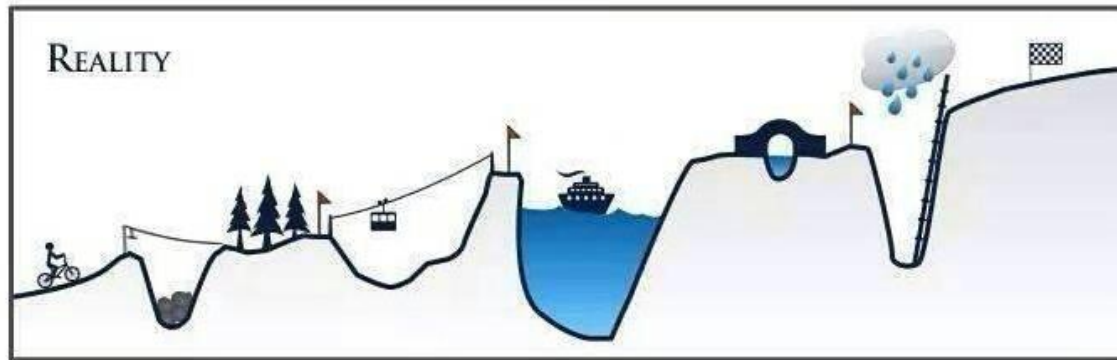
SMART
= Specific, measurable, achievable, realistic, timely

LONG TERM GOAL:
Job by end September 2024

SHORT TERM GOALS:
Finalise CV by…, updating LinkedIn by…, contact 40 people in my Network by…

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Plans versus reality

Structure your week

	Mon	Tues	Wed	Thur	Fri
08:00	Training	Check for vacancies	Work on Linked In	Do something fun	Update network /databases
09:00					
10:00	Work on CV & Letter			Work on my pitch	Contact 5 people in my network.
11:00		Walk	Do an inventory of network		
12:00					
13:00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
14:00	Tailormake letter and CV	Tailormake letter and CV	Training	Apply	Network
15:00					
16:00			Research companies		Training
17:00	Summarising and planning				

| Remember….
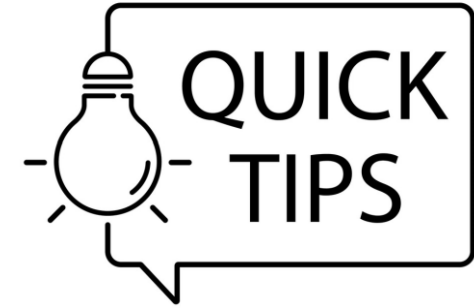
Stay up to date about the job market

Embrace technology (social media etc)

Maintain structured networking

Make a project plan

Focus on competence

Focus forward – don't look back

Don't under estimate how long this takes

See this as a "beginning" and an "opportunity" – open doors

| Short Break

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Employer expectations and biases
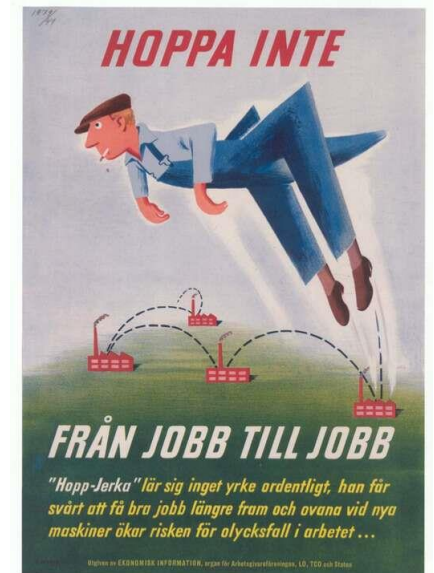
Overqualified

Machine bias

Jumping Jerker

People remember how you make them feel

First impressions – attractive

Risk

Results

Deviations from "the normal"

HOPPA INTE

FRÅN JOBB TILL JOBB

"Hopp-Jerka" lär sig inget yrke ordentligt, han får svårt att få bra jobb längre fram och ovana vid nya maskiner ökar risken för olycksfall i arbetet...
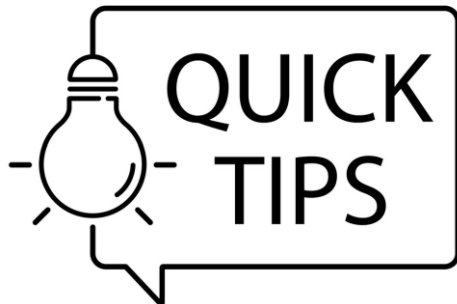
| Use your phone….!!

Prepare your questions related to the job

Keep it short

Have your pitch ready

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| Application …

*List how you can contribute to the role – give examples

*Research the company – linkedin, website

*What information am I missing?

*How do they want the application?

*Check network for contacts who work/have worked there

QUICK TIPS

Ask AI

| Online Applications and ATS

Personal Information

* Prefix : [- ▾]
* First Name : [   ]
* Last Name : [   ]
* Email Address : [   ]
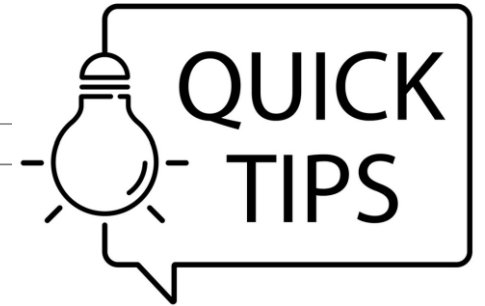* Country of Residence : [--]
* Daytime Phone : [   ]
Evening Phone : [   ]
* Date of Birth :
(format-**mm/dd/yyyy !**) [   ]
* Nationality at Birth : [-- ▾]
* Current Nationality : [-- ▾]
* Gender : [- ▾]

Education
* Highest Degree Received: [-- Select from below ▾]
* Name of degree: [   ]

Resume and Motivation
* Please state briefly the reasons why you think you are an outstanding candidate for this job (Maximum 1000 Characters)
[   ]

QUICK TIPS

KEEP A COPY before you press SEND or APPLY

Keywords

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| Application letter

Should include:

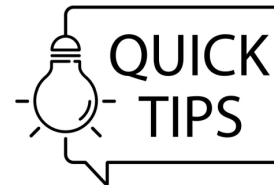Why you are applying for the role – a sales letter/your offer

How can you contribute

Your 2 ultimate strengths and driving forces?

Last sentence reminding the reader why they should employ you.

Change to explain gaps in CV

Totally tailormade to the job.

QUICK TIPS

Convince – don't inform
It's not what you say, it's how you say it
Don't repeat your CV
Give examples of your traits.
Write small stories from your life
Motivate a change or role or location.

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| CV..

INCLUDE:

Contact Details

Key Competences and goals

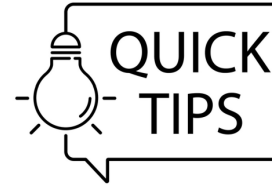Work experience including IMPACTS

Education

Relevant Courses

Computer Skills

Language

References (available upon request)

MOST IMPORTANT AT THE TOP!

QUICK TIPS

1. Make it easy for recruiters and ATS – use the right keywords

2. Open application? Make it clear what you are looking for under "key competences and goals"

3. Include your journey in the company – *"from startup with 4 colleagues in Sweden to the Nordics leading company in…"*

4. Clean – no "weird" characters.

5. Ask a colleague or friend to give you feedback before sending.

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| What is LinkedIn

Started 2003 and is now the largest global networking system geared towards professionals.

NOT social media

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| **Why LinkedIn**

A research tool – branch, company and employee

Develop by joining LinkedIn Groups

Follow companies and industry news

LinkedIn has a great job board

You can gain social proof for your skills and talents – build your brand

Demonstrate your knowledge, credibility and leadership expertise

Network

AND 87% of recruiters use LinkedIn Recruiter

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| LinkedIn - Main focus

Network – 2nd or 3rd connection

Your branding – your offer

Your (hard and soft) skills – quantify them and think "keywords"

Make your "About" eye catching – "what", "why" and "how"

Be active – post, articles and publications

Get recommendations

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| Build and Develop your network

Join linkedIn and go through your contacts

Join a physical network – business or interest

Contact strong links – ambassadors

Maintain the weaker links on X, LI, FB

Go through your current contacts:

write a list, who are weaker – both current and close contacts

who are formal or informal – weaker or stronger?

look at new contact possibilities

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What are interviews?

A receipt

Who you are – your traits

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Preparation and research

COMPANY

Know your audience - research the company, the position and the people interviewing you

Length, type and location of interview

Company culture

ME

Research me - my selling points. Devil's advocate - what talks against me?

Which questions should I focus on?

Elevator pitch

Body language – what should I think about?

Appearance – how should I dress?

Google "interview" for tips and ideas

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| What the process can look like..

Application (3 "have to have" questions)

Screening (tests)

1st interview – recruiter HR manager colleague union

2nd interview - grandfather

3rd interview

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Types of interviews

Classic

Competence based interviews - STAR

Screening

Speed

Case

Panel

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| Recruiters

- lack of enthusiasm for the position.

- seem distracted and unprepared for the interview.

- late for the interview without a valid reason.

- mainly focused on salary expectations.

- cannot properly answer any of your questions.

- does not ask many questions about the position and seems only mildly interested

- has only negative things to say about previous employers

- has not researched the company and knows little about the position they applied for.

- does not want to give references or makes excuses as to why they can't be provided to access previous job performance

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| Competence based Interviews

How you handle tasks, challenges and other aspects in previous or current role.

Employers looking for key competences such as decision-making skills, problem-solving skills, leadership

Preparation = confidence and knowledge

QUICK TIPS
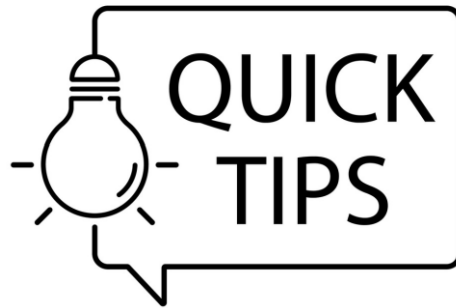
Ask AI

Add job application, your cv and your application letter and ask "what 20 competence based interview questions could I expect on this interview?"

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| **STAR** ☆

Situation – Task – Action - Result

Tell me about a time…

Describe a situation where…

Have you ever… what was the result?

What do you do when…?

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STAR

Stress

Conflict

Challenges

Accomplishments

Adaptability

Problem-solving

Attention to Detail

Communication

Integrity

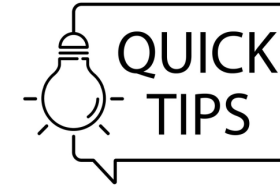Interpersonal skills

Leadership

Time Management

Teamwork

Initiative

Setting goals

Creativity

Customer Service

QUICK TIPS

keep stories short

Use Numbers "up by 25%"

Make your impact felt

Include everyone

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Psychometric tests

Measure - Knowledge, abilities, interests, attributes, "mental processes" rather than "objective facts"

Are used to:-

Make data-driven comparisons among candidates

Make Leadership decisions

Reduce hiring bias

Identify candidate strengths and weaknesses

Help complete candidate personsas

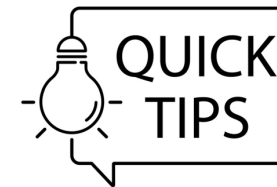NATURVETARNA

| Type of tests

Personality tests

"type focused" personality tests (MBTI)

"trait focused" tests

Cognitive ability and aptitude tests

Job knowledge and achievement tests

QUICK TIPS

Answer directly –
don't think too much
about your answers

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| References

No further back than 8-10 years

Have 2 as minimum

At least one a former manager

If you don't want to use your last boss you may be asked why – be prepared

Depending on what you are looking for your references may be a colleague you worked closely with, customer, supplier or partner.

Often digital references

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| Afterwards

On a scale of 1-10 – how well did it go?

How did it feel? What was good/not so good?

Feedback to yourself

Questions?

Linkedin – connect

References

Thank you mail

Call - - What could I have done better?

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| Questions…