





# Hello and Welcome

We have developed this guide to assist you and help you find your next role. Whatever level you are at in your career and whatever role you are seeking, this guide will equip you with all of the essential tools to succeed.

When commissioning this guide, we were very clear in our approach. We have listened to our customers and found the answers to the most common questions asked.

We know that you want practical, easy to read, positive guidance. We have designed our materials to give you the basic tools from this booklet and a much deeper insight on our website:

[www.support.cardifpinnacle.com](http://www.support.cardifpinnacle.com)

We wish you every success.

***Happy Hunting***  
Support Team - Cardiff Pinnacle



# Getting Started

When starting out on a new campaign, you want to know:

- What's changed since I last looked for a new job?
- Why do I need to write a CV?
- What makes a CV competitive?
- Am I telling Employers and Recruiters what they really want to know?
- Where do I look? Where can I find plenty of jobs to apply for?
- What can I expect in an interview? What do I need to prepare for?

The following short guide, answers these questions. You may also wish to visit our support website, which will help you register on job sites and keep you in constant touch with your claim:

[www.support.cardifpinnacle.com](http://www.support.cardifpinnacle.com)

The screenshot shows the Cardiff Pinnacle Support Site homepage. At the top, there is a navigation bar with links: Home, Unemployment, Accident & Sickness, Claims, and Track a Claim. The main heading is "Welcome to Cardif Pinnacle Support Site". Below this, a paragraph states: "Cardif Pinnacle has over the past few years developed a Support Service to help all of its Customers. We have listened to your comments and have developed this site to meet your needs." The page is divided into several sections: "Online Customer Service" with a link to "Download Your Claim Form and Track Your Claim"; "Unemployment Resources" with a link to "Contact Support Team"; "Health Resources" with a link to "Unemployment Resources link"; and a sidebar on the right titled "WHAT OUR WEBSITE PROVIDES" and "HOW TO MAKE A CLAIM". The sidebar lists four key services: downloading a claim form, registering with a claim number, finding hints and tips, and emailing the claims team for advice. The "HOW TO MAKE A CLAIM" section includes a link to "click here" to download necessary documents. The "TRACK A CLAIM" section includes a link to "click here" to track a claim using a username and password. The footer of the page includes a link to "Health Resources link".

**CARDIF PINNACLE**  
A BNP PARIBAS company

Support

Home Unemployment Accident & Sickness Claims Track a Claim

## Welcome to Cardif Pinnacle Support Site

Cardif Pinnacle has over the past few years developed a Support Service to help all of its Customers. We have listened to your comments and have developed this site to meet your needs.

### Online Customer Service

From here you can [Download Your Claim Form and Track Your Claim](#). As this section provides personal data you will need to register with us to gain access to this service. Once we have completed our Data Protection Checks you will be able to obtain up to date information with regards to your claim.

If you need to ask the Claims Support Team a question, please follow the link [Contact Support Team](#).

### Unemployment Resources

Over the years Cardif Pinnacle have discovered that many people are not fortunate enough to be offered help and support from their employer when being made unemployed.

As the employment market is continually changing your search for employment can feel like entering a mine field.

To help navigate this mine field we have researched the internet and pulled together a huge range of related web sites that could help you with all aspects of returning to work.

To access this information, please follow the [Unemployment Resources link](#).

### Health Resources

Many of us suffer ailments within our lives and some of us are diagnosed with medical conditions that make us change our work/life balance.

Entering into this section you will find links to sites that can support and help you in a return to well being.

For further information, please follow the [Health Resources link](#).

#### WHAT OUR WEBSITE PROVIDES

- You can [download a claim form](#)
- Once you have a claim number you can register with us to track every step of your claim.
- You can find a wealth of hints and tips to help you gain a speedy return to work.
- You may email the claims team for advice on your claim.

#### HOW TO MAKE A CLAIM

- Please [click here](#) to download the necessary documents you will require to make a claim.

#### TRACK A CLAIM

- To track your claim, please [click here](#). You will need your username and password to track your claim.

# What has changed since I last looked for a new job?

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There are many different types of employers, using different recruitment processes. Your responsibility is to adapt to every approach.

How you approach your campaign will determine how quickly success will come. You will see job ads in a familiar and traditional form asking for CVs and cover letters. You will also see internet ads that just ask for CVs. There are application forms, both traditional and new online forms.

There are various methods and tools being used by employers to assess candidates other than the traditional interview. There are jobs available in the traditional “permanent” way and work which is short term, temporary, temp to perm, interim, project based or contract based.

## Why do I need to write a CV?

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The CV is still the best and preferred way of getting your message across. It needs to contain the right kind of content that will provoke a reaction from a recruiter or potential employer to pick up the phone or send you an email and start a dialogue.

Everyone has a different perspective of CVs. You don't know who is going to read your CV or what they are looking for.

It is your responsibility to:

- give your CV as broad an appeal as possible;
- make it as user friendly as possible;
- make it open, honest and friendly;
- make sure the content is appropriate and relevant to its intended reader;
- deliver the impression that ringing you up will be time enjoyed and well spent by a recruiter or potential employer.

This is a time to reflect on your skills, your achievements and your successes and to celebrate them in a CV.

### **NB: Application forms**

You'll still need a CV if you are looking for jobs that require Application Forms. Your CV will contain the most powerful information about you, which you can transfer to an application form, however, you will need to add more detail.

# Planning your campaign

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It is important that you start your campaign with the end in mind. That end may be one or all of the following options.

- You may want to find a similar job to the one you have just had.
- You may want to find a similar job in a different sector.
- You may want to set up your own business.
- You may want to change the way you work.
- You may want a completely new career.
- You may want to move to a different place and type of work.

Everything is possible if you keep your options open. Your first thought may be to move towards the familiar, however, if that isn't an option, it's time to look at the alternatives and keep an open mind.

## Making a CV competitive

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### CVs - Skills and Behaviours

What have you got to offer the job market? A lot more than you think!

Typically we find that people dismiss their skills and behaviours because they use them every day. A potential Employer or Recruiter does not know you and therefore would want to know your skills.

### STAR stories

Lets look at information about you that is crucial to your success and allows Recruiters and Agencies to promote you.

STAR stories is a tool designed to help you access your memory files that contain your successes and achievements.

Pages 4 and 5 will help you prepare.

# Preparing your STAR stories

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Let us show you how a STAR story can help you recall those moments that can help in your CV preparation and in your interviews.

To complete the table, you need to think about a **situation** that has happened against the competency. Then break this down further by remembering the **task**, what **action** was taken and the final **result**.

You have all saved money or changed a process that saves overheads and efficiencies. These are the stories you need to remember.

## Competency

A competency is a behaviour or skill you use e.g. Teamwork, flexibility, cost saving etc.

You'll see these in all job adverts. Look at an advert and spot the behaviours. Write them in the first column.

## Situation

Setting up the story with a setting, time and place. Think of a time and place where you have used this particular competency and write in the Situation box any word that will trigger the memory.

## Task

What task or problem were you confronted with? Write a word or two in the Task box that keeps you telling the story.

## Action

What action did you take? Write a word or two in the action box, this will help you recall the action you took.

## Result

What were the results of those actions? This is the real value. Ask yourself what commercial benefit was brought about by this story?

Did you:

- make a company money, save a company money, save a company time;
- receive rewards or recognition, improve teamwork and relationships;
- cut costs, make something look better, get something done more quickly;
- improve Sales/Profit/Turnover, provide more information, open more territories;
- diversify the risks, get Government support, turn round a bad situation;
- preserved competitive advantage, improve the packaging, avoid potential problems;
- organise something, use old things in a new way, provide a tax advantage;
- meet deadlines consistently, reduce inventories, develop staff performance;
- introduce new systems.

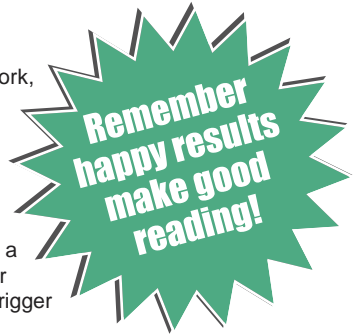




Table - STAR stories

| Competency              | Situation | Task | Action | Result |
|-------------------------|-----------|------|--------|--------|
| Teamwork                |           |      |        |        |
| Leadership              |           |      |        |        |
| Problem Solve           |           |      |        |        |
| Flexibility             |           |      |        |        |
| Customer Satisfaction   |           |      |        |        |
| Savings                 |           |      |        |        |
| Motivation              |           |      |        |        |
| Exceeding Targets       |           |      |        |        |
| Secondment/<br>Projects |           |      |        |        |
| Disaster                |           |      |        |        |
| Crises                  |           |      |        |        |
| Improvement             |           |      |        |        |
| Initiatives             |           |      |        |        |
| Innovations             |           |      |        |        |
| New Ideas               |           |      |        |        |
| Communication           |           |      |        |        |
| Learning by Mistakes    |           |      |        |        |

Your STAR stories will become the basis of your CV profile and will help you promote your achievements and key selling points in interviews as well.

**Now you have your STAR stories, you are ready to start your CV, so lets....**



# Tell Employers and Recruiters what they really want to know!

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## Your CV starts with a Profile

After the usual contact details (see sample CVs), Employers and Recruiters are accustomed to

reading a Profile. We suggest the following structure:

**Headline:** A clear and positive sentence that will get the reader's attention

- A time served [job title] with a very good record of quality production and process improvement
- A [sector/industry] Sales Manager with a career of successful sales teambuilding and record breaking revenue generation
- An accomplished Change Manager who has driven significant performance improvements in [sectors]
- A General Operative with a good work record looking for a new job in [sector]
- Formerly a [old job title] from the [sector] with a wealth of practical skills relevant to any production environment
- An experienced [sector] Manager with a strong portfolio of project roll-out, staff development and retention and systems improvement

**Key behaviours:** Your competences/skills/key selling points relevant to the role

- Can take instruction and follow procedures
- Has the confidence to ask for help and advice
- Always worked and played in teams
- Can work on own initiative and take responsibility
- Keen to learn new things
- Sees a task through to a result
- Act responsibly in the workplace
- Keen to get ahead and make a mark

- Happy to take on any task to meet the needs of a business
- Understands the importance of customers
- Very articulate and comfortable in different situations
- Lots of energy and enthusiasm
- Can be relied upon to do a good job
- Excellent attendance record
- Results-driven, logical and methodical approach to achieving tasks and objectives
- Determined and decisive; uses initiative to develop effective solutions to problems
- Reliable and dependable - high personal standards and attention to detail
- Identifies and develops opportunities; innovates and makes things happen
- Good strategic appreciation and vision
- Strives for quality and applies process and discipline towards optimising performance

**Aspiration -** A clear statement of what you are looking for

- Now looking for a similar role to continue my career in [sector / industry]
- Now looking for a new challenge, employing my skills and experience but in a new sector/industry
- Now looking to apply my skills and track record into a Consultancy role
- Having gained relevant experience and track record, now looking for career development as [new role and/or sector]

One Headline sentence, some Key behaviours/Key Selling Points and an aspirational statement and you have a clear, positive, informative profile.

## CV Headings

Now you have your STAR stories and a Profile the rest of the CV will start to fall into place.  
Some guidance for each heading:

- **Employment/Career History**

It has become customary to start with your most recent role and work backwards.

Start with the job title, dates and employer's name. Add a few words to describe your employer and your role. (See example CVs)

Put in your results from the STAR stories exercise. It is difficult to describe how much or how little to write.

Keep up with the STAR stories until you reach the bottom of the first page.

As you go further back in time, the jobs become less relevant to the reader. Reduce them to one line (see example CVs).

- **Training and Development**

Recruiters and Employers are interested in the training you have had. It adds further evidence of the standards you operate.

Include training courses, seminars and conferences whether you gained an accredited certificate or not (see example CVs).

- **Professional/Vocational Qualifications/Further Education**

In date order, working backwards. Usually the qualification is more important than the institution where it was obtained. Some qualifications are also a Key Selling Point and need to be part of your Profile.

- **Education**

The further you are into a career, the less important your academic education becomes. The subjects you took and the grades you achieved at GCSE and A level lose their relevance as little as 5 years into a career.

- **Personal Details**

What does the reader need to know at this stage?

Driving licence may be important to some jobs.

- **Interests**

There are three ways of approaching Interests:

1. write nothing option. Some readers may not be interested at all and will ignore what you write;
2. traditional three words option e.g. Walking, Reading, Cinema;
3. work life balance option. Some may be looking for a few more words to animate you and show a balance between your work and life which keeps you fit and productive (see sample CVs).

We recommend the third option. It will meet the needs of any reader.

# Bill Beaumont

Corby, Northants NN6 7NA

07711 422678

bill.beaumont@hotmail.co.uk

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A **Financial Planning, Sales Manager** with a career of teambuilding and record breaking revenue generation for **Provincial Insurance plc**.

- Won internal awards for sales growth in structured financial products
- Sales team, **number one revenue generator** 9 years running
- All members of the sales team in the top quartile (Out of 1400)
- Achieved industry awards for “**Excellence in Compliance**”
- Contributed articles to “Financial Adviser” on best sales practice
- Fully qualified to **Assessor status**
- Empowering leader resulting in high performance and retention

Now looking for the opportunity to build and lead a new sales team beyond performance targets.

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## Senior Sales Manager

2000 - Nov 2010

**Provincial Insurance plc, Euston Road, London**

Promoted with the remit to further develop and grow “**International High Net Worth**” service, delivering **financial planning** solutions, globally.

- Member of the Provincial innovation think tank
- Grew sales from £5million to £10million plus in 18 months
- Sales team, number 1 revenue generator from 2005 to 2013
- All team members awarded holidays to Bahrain and New York in recognition of their success
- Achieved “Excellence in Compliance” award from the FSA 2005

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## Sales Manager

1995 - 2000

**Provincial Insurance plc, Euston Road, London**

Headhunted from Mainwaring's Bank to set up High Net Worth sales team as a premium service to Provincial customers.

- **Brought in to pioneer sales innovations for all customers**
- Recruited a sales team that entered the top quartile in year one
- Grew sales from zero to £5million plus in 18 months
- Won internal award for sales growth 2006
- Published articles in “Financial Adviser” that set a benchmark for best practise
- Sat on the FSA compliance think tank panel

## Manager

1989 - 1995

### Mainwaring's Bank, Main Branch, Bedford

Assistant to the General Manager with specific remit to develop Financial Services sales and best practise.

- Achieved best provincial sales record in the UK
- Pioneered sales team recruitment, development and training
- Built team that out-performed Sales targets by average of 37% 1989-1994

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Assistant Manager Mainwaring's Bank, Main Branch, Bedford

1985 - 1989

Administrator, Mainwaring's Bank

1977 - 1985

Administration Assistant Franklyn's Coal

1973 - 1977

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## Training and Development

- Full FSA, Train the Trainer qualified
- Team Leadership - Myers Briggs, Maslow, Belbin
- Fully qualified NLP practitioner
- Total Quality Management Champion
- PRINCE II Project Management qualification

## Professional Qualifications

Financial Planning Certificate 1, 2 +3

## Education

City and Guilds Business Administration

6 O'levels

## Interests

- Walking - I enjoy fell walking in Cumbria and the Peak District
- Cycling: Part of a touring club - we ride up to 100 miles in a weekend
- Reading: Keen student of personal development and business as well as enjoying a good thriller to relax

# John Barnes

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07811 725452 • 01332 721366 • jonnyb27@tiscali.co.uk

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## **A time served and fully qualified with 31 years experience Electrical/Mechanical Maintenance Engineer**

- Very hardworking and can be relied upon to get a job done
- Sociable and friendly, enjoys a positive atmosphere
- Enjoys the challenge of solving practical problems
- Good track record of process improvement
- Approaches work with enthusiasm and a "can do attitude"
- Flexible and adaptable, will turn a hand to any task for the business
- Gains great satisfaction from a job completed

### **Key Skills**

- Machining - Lathes, Milling, Drilling, Grinding
- Welding skills
- Power tools, Hand tools
- Inspection
- Lifting and Handling
- FLT licence, Mobile Elevator Platforms
- Health and Safety awareness, risk assessments
- First Aider

Now looking to continue a career in Engineering.

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## **EMPLOYMENT HISTORY**

### **Mechanical Engineer/Maintenance Fitter**

2003 - Jul 2014

#### **DPP Packaging, Chesterfield, Derbyshire**

Suppliers of packaging to the Ford/FMCG industry. Part of a four man team (two on days, two on afternoons) working together to keep production to optimum output.

- Happy to multi-task and carry out any works to keep production running
- Implemented machine modifications that improved output on several occasions
- Implemented TPM schedules resulting in reduction of machine breakdowns to near zero
- Delegated greasing procedures to production staff resulting in time savings and improved efficiency
- Worked over a Christmas period to ensure production was ready for the new year

## Machine Fitter

1983 - 2003

### Sedmore's Plc

Pipe maker for heavy industry, worldwide. Served apprenticeship in Mechanical Engineering and went on to be a Maintenance Fitter.

- Working on the maintenance team keeping production running
  - Implemented machinery improvements that improved production by 30%
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### Training and Development

- Health and Safety
- Lifting and Handling techniques
- First Aid
- Fork Lift Truck - Mobile Elevator Platforms

### Further Education and Professional Qualifications

- 16<sup>th</sup> Edition Wiring Regulations
- City and Guilds Mechanical Engineering 1, 2, 3
- City and Guilds Electrical Installation - Theory 1 and 2

### Interests

- Golf, enjoy a round with friends. Play off 12
- DIY - turn my hand to anything
- Gardening - keep a clean and tidy garden
- Walking - enjoy the Peak District

# Start looking

We find jobs via Job Centres, Newspapers, Direct Approaches, Networking and the Internet. You don't know where the next role is going to come from, so it's a time to look at all avenues available to you and embrace new ways of recruiting.

## Job Centre Plus

Part of the Department for Work and Pensions, Job Centre Plus is a free service to employers and job seekers. You can use the service in three ways:

1. Visit a centre and use their touch screen system or have a job search carried out for you by an adviser
2. Use their web site [www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)
3. Use their phone service Jobseeker Direct on: 0845 6060 234

Jobs change hands everyday. If the Job Centre is likely to handle the right job for you, search with them every day.

## Newspapers and Specialist Publications

The papers still publish job advertisements and lots of jobs change hands this way, however, it is expensive to advertise in a newspaper and a lot of recruiters and employers have moved to the internet. Specialist publications also carry job advertisements. It's highly likely that those ads will also be available on the internet.

## Direct Approaches

Direct approaches have never been so easy because Employers publish their current vacancies on their websites. Select the companies you wish to approach and find their websites. Most websites will have a "contact us" page. This gives you an ideal approach.

Do your research. Contact companies direct. Speak to HR departments and ask for their Recruitment Manager or the person in charge of recruitment. Ask:

- Do you have any vacancies for .....(your speciality)?
- Are you expecting any in the near future? .....
- Do you ever need someone to .....(your speciality)?
- Do you use contractors or consultants for .....(your speciality)?
- Do you know of any other companies who might need .....(your speciality)?
- Which Recruiters do you use .....(your speciality)?

**NB: Mail-shooting has it's successes but can also be counter productive if not properly managed. Random mail-shots to employers without targeting or research can build expectations only to be followed by disappointment.**

## Networking

People need to know that you are looking. Developing a network is more straightforward than you may think.

Write down all the people you know who may be able to help you; family, friends, neighbours, former colleagues, former managers, former employers, other social contacts etc.

Contact them and ask:

- Do you know of any jobs going?
- Can you recommend any recruiters I could contact?
- Do you know of any new employers coming to my area?
- Can you give me the name of anyone you know, who could help me?

Ask for advice from your network. Try and meet with as many people as you can face to face.



# Where can you find jobs to apply for?

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## The Internet

Internet advertising is a lot cheaper than newspapers and ads will be available longer.

### Job Sites

There are many different types of Job Sites: general vacancy sites, specialist industry sites, local sites, sites for newspapers, sites for executives and sites for graduates. The variety and choice is amazing.

If you haven't looked at the web for a while it can be overwhelming. To help you make sense of the internet we recommend [www.alljobsuk.com](http://www.alljobsuk.com)

Alljobsuk have done all the hard work for you. They have grouped sites together in categories. This gives you the opportunity to access sites in a structured and targeted way.

Remember, Recruiters and Employers only advertise on a limited number of sites. It is your responsibility to search as many as you can.

### Web Crawlers

These are sites where you can put in your search criteria and the site will go out to many other sites on your behalf. This can considerably improve your coverage. Our research has found two web crawlers for job searching

[www.alljobsuk.com](http://www.alljobsuk.com) - on the home page, there is a revolving icon that reads - "instant job search" - "powered by" - "1job". Click on the icon and follow the instructions.

[www.ukjobsnet.co.uk](http://www.ukjobsnet.co.uk) - searches websites by key word, location or sector.

### CV Uploads

Many sites offer a CV upload service. This gives Recruiters and potential Employers the opportunity to view your CV. This is an excellent form of free advertising for you.

Websites allow you to upload more than one CV and you can do it as often as you like.

We advise you to re-upload your CV every 7 days. A Recruiter is likely to search CV databases for the most recently uploaded CVs, so they can be assured that candidates are still looking.

Upload your CV on as many sites as you can, every 7 days, and the phone will start ringing!

## Recruiters

Find local Recruiters in the Yellow pages - [www.yell.com](http://www.yell.com)

Find their contact details and phone or email them. Keep up contact with them regularly checking the vacancies they are handling.

Find Recruiters specialising in your industry sector on the Recruitment and Employment Confederation membership database [www.rec.uk.com](http://www.rec.uk.com)

Find "retails of REC members" in the left hand menu. Click on "information for job seekers". Click on "find a consultancy" and you have access to their corporate membership list which you can search by sector and location.

Remember, the internet is such a flexible tool that a Recruiter in Cambridge could be handling jobs in London, Birmingham or anywhere else in the UK.

# What to expect from the interview process

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## Interviews/Assessment

Employers use many different types of ways to assess you for a role. The good news is that whilst you might be asked to do something different and new, you have absolutely nothing to fear. If anything, the new ways of assessing candidates are making the recruitment process easier for everyone.

### Telephone Interviews

An employer may interview you informally or formally by telephone as a first step. Typically you will be warned in advance and a call time booked.

Take our advice:

- keep a copy of your CV to hand at all times;
- keep pen and paper handy to take notes;
- have your STAR stories with you to answer competency questions;
- take your time and think your answers through. It's okay to ask the caller to clarify if you are unsure.

### Informal Interviews

Dropping in for a chat is the common and preferred style of many employers. Hopefully they can put you at your ease and get the best out of you. However, just because it's informal, doesn't mean you don't have to try. An interviewer will take notes and try to remember what was said in the interview. When delivering a verdict however, other factors come into play:

- did they like you?
- had you made an effort?
- had you showed desire for the role?
- were you open and honest?

Take our advice:

- have a copy of your CV to hand;
- dress appropriately, and make sure it's obvious you've made an effort;
- know your STAR stories;
- make sure your stories have happy endings!
- if they ask something you can't answer, be honest.

### Panel Interviews

Some organisations like to recruit by committee. Panel interviews are a chance to impress a number of people at one time.

Take our advice:

- have your CV at hand;
- dress appropriately, and make sure it's obvious you've made an effort;
- know your STAR stories;
- address your answers to the whole panel;
- if they ask something you can't answer, be honest.

# What to expect from the interview process

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## **Psychometric Tests**

Some candidates struggle to say positive things about themselves. Psychometrics is a useful tool to get an understanding of people.

The early tests were quite crude by today's standards. Today's tests vary in format but have a common type of output. Typically they will show a general profile based around your type of character, style of communication, style of working, preferred environments etc.

There are no wrong answers!

People take a test for the first time expecting output that shows them in a bad light, only to be pleasantly surprised how accurate the results are and how complimentary the report is. Thinking logically, if the output from a Psychometric showed you in a bad light, the makers of the product would struggle to sell it!

Take our advice:

- follow the instructions;
- be totally honest in your answers;
- take your time. Use the time allowed;
- look forward to the results. They will be uplifting to read!

## **In-tray Exercises**

In-tray exercises are hypothetical work situations that give you the chance to show how you understand the role. These are very popular with employers as they test many things at the same time:

- to understand the exercise the candidate will need a good level of literacy;
- to complete the exercise the candidate will need to work to a deadline;
- to deliver the exercise the candidate will need presentation skills;
- to answer questions on the exercise the candidate will need a depth of knowledge and understanding of the role.

## **Practical Tests**

Interviews test your communication skills. This may not be the core skill to the role. It may be more appropriate to ask you to take practical tests. This is a chance to tackle a problem and solve it using your dexterity and logic.

Take our advice:

- follow the instructions carefully;
- take your time and make sure you understand what you are being asked to do;
- never give up. Keep going to the end of the time allowed;
- concentrate. Don't be distracted. Imagine this is real work.

# What to expect from the interview process

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## **Literacy and Numeracy Tests**

Typically these are used to check for a basic level. They are not as hard as you may think.

Take our advice:

- take your time and follow instructions carefully;
- concentrate on getting each question in turn, right. You may not have time to finish completely.

## **Presentations**

Similar to In-tray exercises, presentations assess a candidate at multiple levels. Planning, organising, communication, depth of understanding, even IT skills if you're asked to deliver a PowerPoint presentation.

Take our advice:

- if you are asked to deliver a presentation in PowerPoint do so;
- keep the slides brief and clear;
- rehearse it in advance for timing. Avoid overrunning;
- stick to a tried and tested format and keep it simple;
- introduction - explain what you are going to show them;
- presentation - explain with reasoning;
- conclusion - explain what you have told them with conclusions;
- consider giving handouts, if relevant to the presentation style.

## **Group Activities**

A chance for potential employers to assess how you will interact with peers. You may be asked to take part in a problem solving exercise or a group discussion.

Take our advice:

- make sure you participate and give the assessor something to assess!
- don't dominate in the hope of getting noticed, this is likely to count against you;
- be inclusive in your approach and think teamwork;
- whatever the task, approach it with a smile on your face and enjoy it!
- quite often, the way you have participated in the task is more important than the result!

# Keep yourself busy.... whilst between jobs

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Whilst looking for work you should make the most of your time. Employers want to know how the candidate spends their time when out of work, and being busy also improves your own self esteem.

## Build Social Networks

Look for any free conferences/seminar places. A great opportunity to develop and enhance skills, but also a great networking opportunity to promote you as an individual and show you are active whilst out of work.

Research the web for professional social networking sites. It may be an opportunity to catch up with old colleagues and let them know that you are looking for work.

Try [www.linkedin.com](http://www.linkedin.com) - this is a networking tool that helps you discover inside connections to recommended job candidates.

## Develop your skills

Contact your local college, Businesslink and Jobcentre Plus to see if there is any funding available to support you in order to develop your skills or retrain.

A willingness to learn shows a proactive mind. Employers like to see this, and it also promotes you as a person willing to move on and tackle change.

## Start a business

Have you ever wanted to run your own business? Well, why not explore this as an option. The web has a vast range of advice and the majority of it is free.

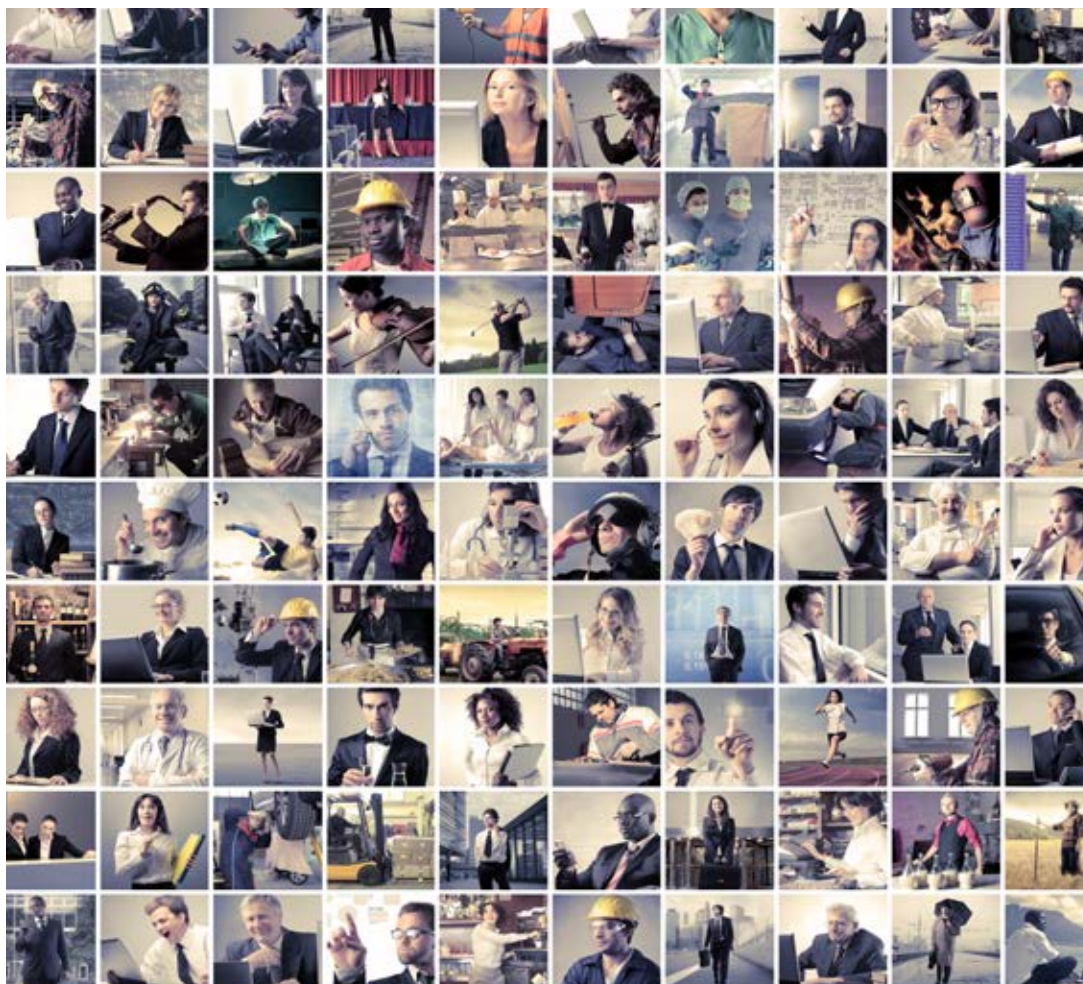
Ask at your local Jobcentre Plus about starting a business as they will be able to help. Your local Businesslink can also help.

***.....Nothing ventured, nothing gained!***

## Have fun

Go for a long country walk, play golf or take up a sport. A healthy body equates a healthy mind. How you feel impacts on how you present yourself and your esteem as a whole.

Remember, people in leisure centres and gyms all know other people. They could be the link into a new role for you.



## and finally....

We hope this guide has helped you whilst you are between jobs.

We wish you every success in your job search campaign.

## Happy Hunting!

## Action Plan/Campaign Diary

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# Action Plan/Campaign Diary

| Direct Approaches Made |
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| Recruiters Registered With |
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