



Employability Pack



Your Guide to Career Success in the UK





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Introduction to employability

Employability skills like communication, teamwork, and adaptability are essential in today's job market, not only for career success but also for employers seeking candidates who can effectively contribute and innovate. These skills bridge the gap between individual career goals and organizational needs.

Key skills employers commonly seek in graduates

<p>Communication skills</p> <p>Written and verbal communication Active listening Presentation skills</p>	<p>Digital literacy</p> <p>Proficiency in relevant software and tools Technology awareness Ability to adapt to digital platforms</p>
<p>Teamwork and collaboration</p> <p>Ability to work in a team Collaboration and interpersonal skills Conflict resolution</p>	<p>Global and cultural awareness</p> <p>Appreciation for diversity Cross-cultural communication Awareness of global issues</p>
<p>Critical thinking and problem solving</p> <p>Analytical thinking Problem-solving skills Decision-making abilities</p>	<p>Time management and organization</p> <p>Efficient use of time Prioritization of tasks Organization and planning skills</p>
<p>Adaptability and flexibility</p> <p>Openness to change Adaptability in dynamic environments Willingness to learn new skills</p>	<p>Entrepreneurial mindset</p> <p>Creativity and innovation Risk-taking and problem identification Business acumen</p>
<p>Leadership skills</p> <p>Initiative and self-motivation Ability to take responsibility Delegation and management skills</p>	<p>Emotional intelligence</p> <p>Self-awareness and self-regulation Empathy and understanding of others Relationship management</p>

Goal setting framework

Goal setting complements self-assessment by providing direction and purpose. By delineating short-term and long-term career objectives, individuals can chart a strategic course toward their desired destinations. Whether aiming for a promotion, career change, or entrepreneurial endeavor, setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals fosters clarity and accountability.

S	Specific What do I want to accomplish?	
M	Measurable How will I know when it is accomplished?	
A	Achievable How can the goal be accomplished?	
R	Relevant Does this seem worthwhile?	
T	Time bound When can I accomplish this goal?	

Identifying personal strengths, weaknesses, and interests

Understanding oneself is fundamental to career success. This page of our Employability Pack focuses on helping individuals identify their personal strengths, weaknesses, and interests. By doing so, individuals can align their career goals with their unique attributes and aspirations.

1. Identifying personal strengths

Recognizing one's strengths involves introspection and reflection. Individuals should consider the skills, talents, and qualities that come naturally to them. These strengths may include excellent communication skills, strong analytical abilities, creativity, leadership qualities, or proficiency in specific technical areas. Self-awareness is key in acknowledging these strengths and leveraging them to pursue fulfilling career paths.

List your personal strengths here:

2. Acknowledging weaknesses

Confronting weaknesses can be challenging but is essential for growth. Individuals should identify areas where they may lack proficiency or experience. This could include technical skills, interpersonal skills, time management, or public speaking. Acknowledging weaknesses provides an opportunity for improvement through training, mentorship, or practice.

List your weaknesses here:

3. Exploring interests

Understanding personal interests is crucial for finding career paths that align with individual passions and values. Individuals should reflect on activities, subjects, or industries that genuinely excite them. Whether it's a fascination with technology, a passion for helping others, or a love for creative expression, identifying interests can guide individuals toward fulfilling career opportunities.

List your interests here:

Setting short-term and long-term career goals

Once individuals have gained clarity on their strengths, weaknesses, and interests, they can begin setting career goals. This page of our Employability Pack facilitates this process by providing guidance on establishing both short-term and long-term objectives.

1. Short-term career goals

Short-term goals typically span one to three years and focus on immediate actions individuals can take to progress in their careers. These goals may include acquiring specific skills, gaining relevant experience through internships or part-time roles, or earning certifications relevant to their field. Short-term goals serve as stepping stones toward larger career aspirations.

List some short-term career goals here:

2. Long-term career goals

Long-term goals encompass the broader vision individuals have for their professional lives. These goals often extend beyond five years and involve achieving significant milestones such as advancing to a leadership position, starting a business, or making a meaningful impact in a particular industry. Long-term goals provide direction and motivation, guiding individuals through their career journey.

List some long-term career goals here:

Crafting an effective resume/CV

Your CV serves as your initial introduction, so ensure it appears professional and is easily comprehensible. Utilize clear headings, well-aligned tabs, and a font size between 10-12 for the main text.

Tailoring your CV to align with job requirements significantly enhances your chances of securing an interview. Prioritize your strongest selling points and relevant skills rather than including every minor detail.

Tailoring your CV to the job

Thoroughly analyze the job description to discern crucial elements to incorporate. Break down broad requirements like 'excellent communication skills' by providing real examples from your experiences.

Choosing the best CV format

Consider whether a skill-based or chronological CV suits the job requirements. A chronological CV focuses on work experience history, while a skills-based CV highlights relevant skills, making it ideal for individuals lacking direct work experience.

What to include?

- **Contact Details:** Full name, mobile number, and email. Avoid including a photo unless requested.
- **Organizational Headings:** Utilize standard headings like education, work experience, and skills. Alternatively, customize headings to spotlight your strengths or additional achievements.
- **Work Experience:** List in reverse chronological order, emphasizing relevance to the job.
- **Education:** List most recent first and include specific modules only if relevant.
- **Skills:** Highlight skills pertinent to the role and substantiate with evidence.

For more ideas on how to structure your CV and what to include, have a look at our sample CVs.

[Students.brunel.ac.uk/career/cv-samples](https://students.brunel.ac.uk/career/cv-samples)



Final Checklist

- Ensure key job requirements are readily evident on your CV
- Have a friend or family member proofread your CV for errors
- Limit your CV to one to two pages, with exceptions for academic posts
- Refrain from including referee details unless requested
- Seek expert feedback from a careers consultant for improvement



Exploring different job search methods

Effective job search strategies

Conducting a successful job search necessitates a strategic approach, blending traditional and modern methods for optimal results. Key strategies include:

1. Online job boards

Explore platforms like Indeed, Glassdoor, and Monster in the UK to access extensive job listings. Utilize filters to refine searches and directly apply to relevant positions.

2. Company websites

Regularly monitor company career pages for exclusive job postings. Subscribe to job alerts to stay informed about new opportunities.

3. Recruitment agencies

Collaborate with reputable agencies for access to exclusive openings and market insights. Cultivate relationships with recruiters for personalized job recommendations.

Leveraging professional networking platforms

Professional networking platforms, notably LinkedIn, are pivotal in modern job searches. Leverage these platforms effectively by:

1. Creating a compelling profile

Optimize your LinkedIn profile with a professional photo, detailed work history, and relevant skills to enhance visibility and attract potential employers.

2. Building connections

Expand your professional network by connecting with peers, alumni, and industry professionals. Engage with recruiters to gain insights and access hidden opportunities.

3. Engaging in networking activities

Participate in industry groups and discussions to establish credibility and expand your network. Share valuable insights and interact with professionals to foster meaningful connections.

Strategies for finding hidden job opportunities

Not all job openings are publicly advertised; therefore, employ strategies such as:

1. Networking

Inform your network about your job search intentions to uncover unadvertised opportunities. Maintain professional relationships and express interest in relevant roles.

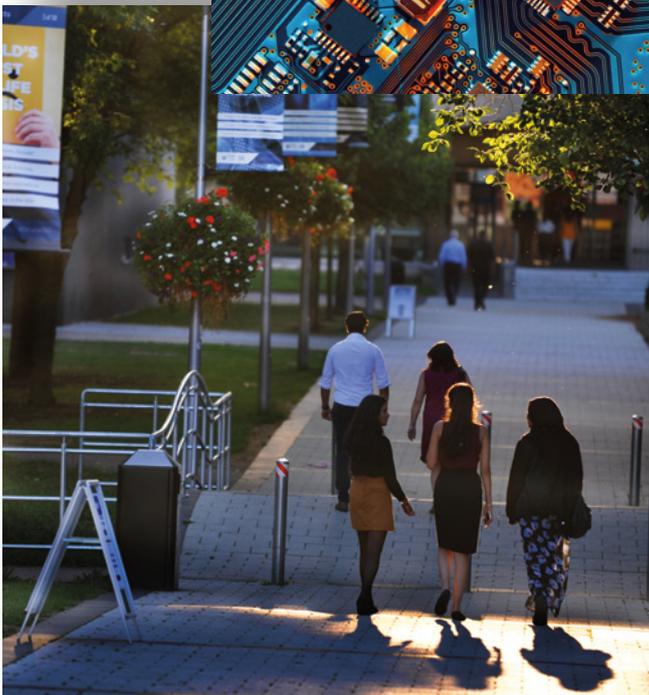
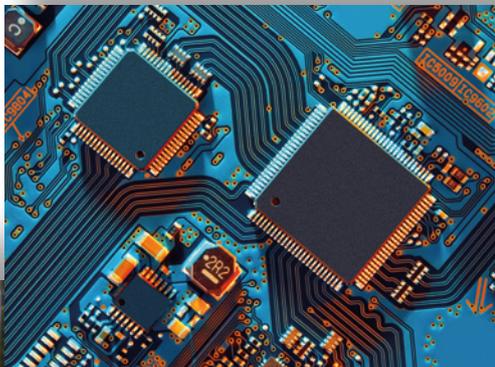
2. Informational interviews

Conduct interviews with industry professionals to gain insights into potential job openings and organizational cultures. Approach these conversations with professionalism and seek advice rather than directly requesting a job.

3. Direct outreach

Reach out to hiring managers or decision-makers at desired companies to express interest and highlight your qualifications. Personalize outreach messages to demonstrate genuine interest in contributing to the organization.

By adopting diverse job search methods, leveraging professional networking platforms, and implementing strategies for uncovering hidden opportunities, individuals can enhance their job search effectiveness and secure rewarding employment opportunities.



Digital resources to support students



Going Global

the ultimate international job seekers guide

goingglobal.com



EcareersGrad

platform to support with interview preparation

ecareersgrad.co.uk



LinkedIn Learning

over 16,000 online courses

linkedin.com/learning



Student Circus

platform to aid international students job search

studentcircus.com



Occumi

platform to help students identify their transferable skills

occumi.co.uk



Graduates First

aptitude and digital assessment platform

graduatesfirst.com



Interview strategies overview

Understanding different types of interviews

Interviews vary in format, each with distinct focuses:

- **Behavioral interviews**
Assess past experiences to gauge skills.
- **Case interviews**
Evaluate problem-solving and analytical abilities.
- **Technical interviews**
Test proficiency in specific skills or technologies.
- **Panel interviews**
Involve multiple interviewers from diverse departments.

Practicing common interview questions

Preparation involves rehearsing responses to common questions:

- “Tell me about yourself.”
- “What are your strengths and weaknesses?”
- “Describe a challenging situation and how you handled it.”
- Tailor responses to experiences and job requirements.

Developing effective interview techniques

Success extends beyond verbal responses:

- **Body language**
Maintain good posture, eye contact, and a firm handshake.
- **Communication skills**
Speak clearly, listen attentively, and express ideas concisely.
- **Active listening**
Pay close attention to questions and respond thoughtfully.
- **Confidence and enthusiasm**
Display confidence and genuine interest in the role.



Preparation for a successful interview

Effective interview preparation involves thorough research, practice, and self-reflection to present oneself confidently and positively to prospective employers.

Before the interview:

- Research the company and role thoroughly.
- Prepare responses to common questions and practice aloud.
- Review your CV and prepare questions for the interviewer.
- Consider special requirements and communicate them in advance.

On the day

- Get sufficient rest and manage nerves positively.
- Speak clearly and remain positive and enthusiastic.
- Thank the interviewer and note important details.

After the interview

- Reflect on your performance and areas for improvement.
- Consider challenging questions and how to approach them better.
- Follow up with a thank-you email and request feedback if appropriate.



Unlock your global career in London!

London stands as a beacon of opportunities for international students, offering a rich tapestry of career paths. Here's a glimpse into the exciting possibilities awaiting you:

International business hub

Dive into the vibrant world of international business with London as your stage. The city's diverse industries, from finance to tech, provide a global platform for networking and growth.

Cultural and creative capital

Immerse yourself in London's thriving arts and culture scene. Whether it's fashion, media, or the arts, the city fosters an environment where creativity meets commerce, creating a spectrum of opportunities for international talents.

Tech innovation hub

London's tech landscape is a melting pot of innovation. International students can harness their skills in the city's tech hubs, where startups and established companies alike are driving advancements in artificial intelligence, cybersecurity, and more.

Finance and economics powerhouse

With its renowned financial district, Canary Wharf, and the historic City of London, the city is a global finance centre. International students pursuing finance and economics degrees can explore diverse roles in banking, investment, and financial consulting.

Multicultural networking

London's multicultural community ensures a vast network of connections. International students can build relationships with professionals from around the world, creating a unique and expansive network that transcends borders.

Language and communication opportunities

For students proficient in multiple languages, London offers a plethora of opportunities in international communications, translation services, and global marketing.

The city that never stops growing

London's dynamic landscape guarantees that your career will evolve alongside one of the world's most influential cities.

Connect, thrive, succeed

As an international student in London, your journey is not just academic; it's a gateway to a global career. Embrace the city's diversity, innovation, and boundless opportunities.



Postgraduate careers: spotlight on London industries!

Games Design in the Heart of London

Dive into the dynamic world of Games Design in London, a global hub for creativity and innovation. Immerse yourself in cutting-edge technology and unleash your imagination in a city known for shaping the future of gaming.

AI Excellence in the Capital

London beckons AI enthusiasts with unrivalled opportunities. Join the forefront of artificial intelligence research and development, where the city's vibrant tech scene fosters groundbreaking discoveries and advancements.

Thriving in Fintech's Epicentre

Embark on a Fintech journey in London, the financial capital of the world. Navigate through the intricate world of finance and technology, where innovation meets tradition, and open doors to a myriad of career possibilities.

Financial Wizardry in Canary Wharf

Explore the heart of London's financial district, Canary Wharf. With a postgraduate degree in finance, unlock doors to prestigious institutions and build a thriving career in the epicentre of global finance.



Personal branding: strategies for professional growth

This page of our Employability Pack focuses on the importance of personal branding in shaping individuals' professional identities and advancing their careers. This section provides guidance on developing a personal brand statement, exploring different career paths and industries, and identifying opportunities for continuing education and professional development.

By actively engaging in personal branding, continuing education, and career exploration, individuals can position themselves for success in dynamic professional environments.

1. Crafting a Personal Brand Statement:

A personal brand statement succinctly communicates an individual's unique value proposition, skills, and career aspirations. It should be authentic, memorable, and aligned with professional objectives, serving as a guiding beacon for employers and industry peers.

- Reflection on strengths, passions, and goals aids in crafting a compelling statement.
- Watch "Who Do You Want To Be" for insights on personal branding.

2. Continuing Education and Professional Development:

Staying competitive in evolving industries necessitates proactive pursuit of opportunities to enhance skills and knowledge. This includes enrolling in relevant courses, attending industry events, and participating in online learning platforms.

- Investing in ongoing growth demonstrates commitment to excellence and enhances employability.
- Brunel University offers work placements, free access to LinkedIn Learning, and programs like READY and Brunel Plus for skills development.

3. Exploring Different Career Paths and Industries

With access to diverse career paths and industries, individuals can broaden their horizons and align their career choices with personal interests and values. Research, informational interviews, and networking facilitate informed decision-making.

- Work placements offer real-world experience and insight into various industries.
- Exploring volunteering roles, language learning, and tailored guidance from career consultants further enriches skill development and career exploration.

Please take a look at some of the companies that our students have completed their work placements at in previous years.





Professional networking

1. Building and Maintaining Professional Networks

Building and nurturing professional relationships is instrumental in expanding one's professional network and accessing career opportunities. Individuals can cultivate meaningful connections through various avenues, including:

- **Networking Events:** Attending industry conferences, seminars, and networking events provides opportunities to meet professionals in one's field, exchange ideas, and establish rapport.
- **Alumni Networks:** Leveraging alumni networks from educational institutions or former workplaces enables individuals to connect with fellow alumni who share common backgrounds and interests.
- **Professional Associations:** Joining industry-specific professional associations or organizations facilitates networking with like-minded professionals and staying updated on industry trends and developments.

Maintaining professional networks involves regular communication, offering support, and providing value to connections. By nurturing relationships over time, individuals can access valuable resources, insights, and opportunities within their networks.

2. Leveraging Informational Interviews

Informational interviews are valuable tools for gaining insights into specific industries, roles, or companies and expanding one's professional network. During informational interviews, individuals can:

- Reach out to professionals in their desired field or industry to request an informational interview.
- Prepare thoughtful questions to inquire about the interviewee's career path, experiences, and advice.
- Actively listen and learn from the interviewee's insights and perspectives.
- Express gratitude and follow up with a thank-you note to maintain the connection.

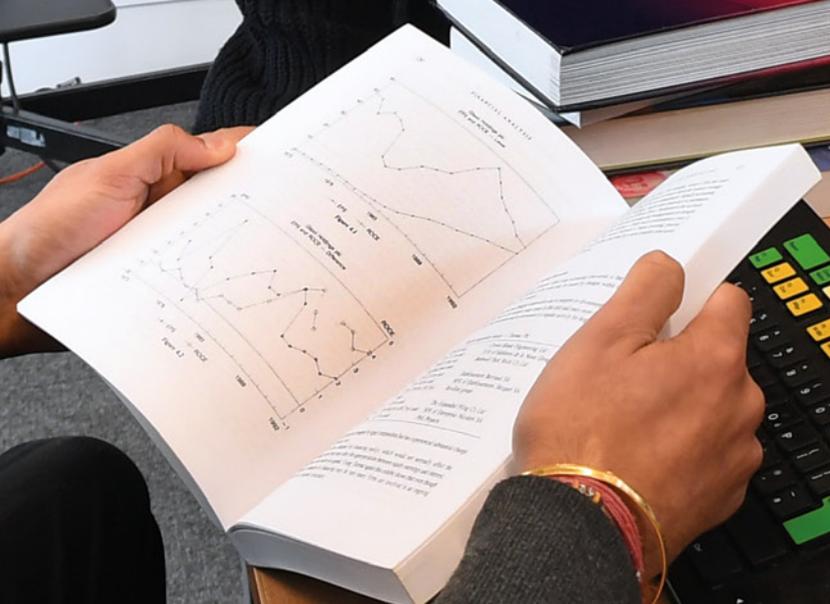
Informational interviews not only provide valuable information but also offer opportunities to build relationships with professionals who may serve as mentors or advocates in the future.

3. Utilizing Social Media for Professional Networking

Social media platforms, particularly LinkedIn, offer powerful tools for professional networking and personal branding. Individuals can leverage social media for networking by:

- Optimizing their LinkedIn profiles with professional photos, comprehensive summaries, and detailed work experiences.
- Connecting with industry peers, colleagues, recruiters, and thought leaders.
- Participating in LinkedIn groups, discussions, and forums related to their field or interests.
- Sharing relevant content, insights, and achievements to showcase expertise and engage with their network.





Soft skills and technical skills development

1. Developing Communication Skills (Verbal and Written)

Effective communication is a cornerstone of success in any professional setting. Individuals should strive to improve both their verbal and written communication skills by:

- Actively listening to others and expressing ideas clearly and concisely.
- Practicing effective email communication, including proper formatting, tone, and clarity.
- Seeking opportunities to present ideas and information confidently in meetings, presentations, and public speaking engagements.

Enhanced communication skills enable individuals to convey their thoughts effectively, build rapport with colleagues and clients, and navigate complex work environments more successfully.

2. Enhancing Teamwork and Collaboration Skills

In today's interconnected workplaces, the ability to collaborate effectively with others is essential. Individuals can enhance their teamwork and collaboration skills by:

- Demonstrating flexibility and adaptability when working with diverse teams and personalities.
- Communicating openly and respectfully, actively participating in team discussions, and valuing others' perspectives.
- Contributing positively to team dynamics, fostering a collaborative work environment, and resolving conflicts constructively.

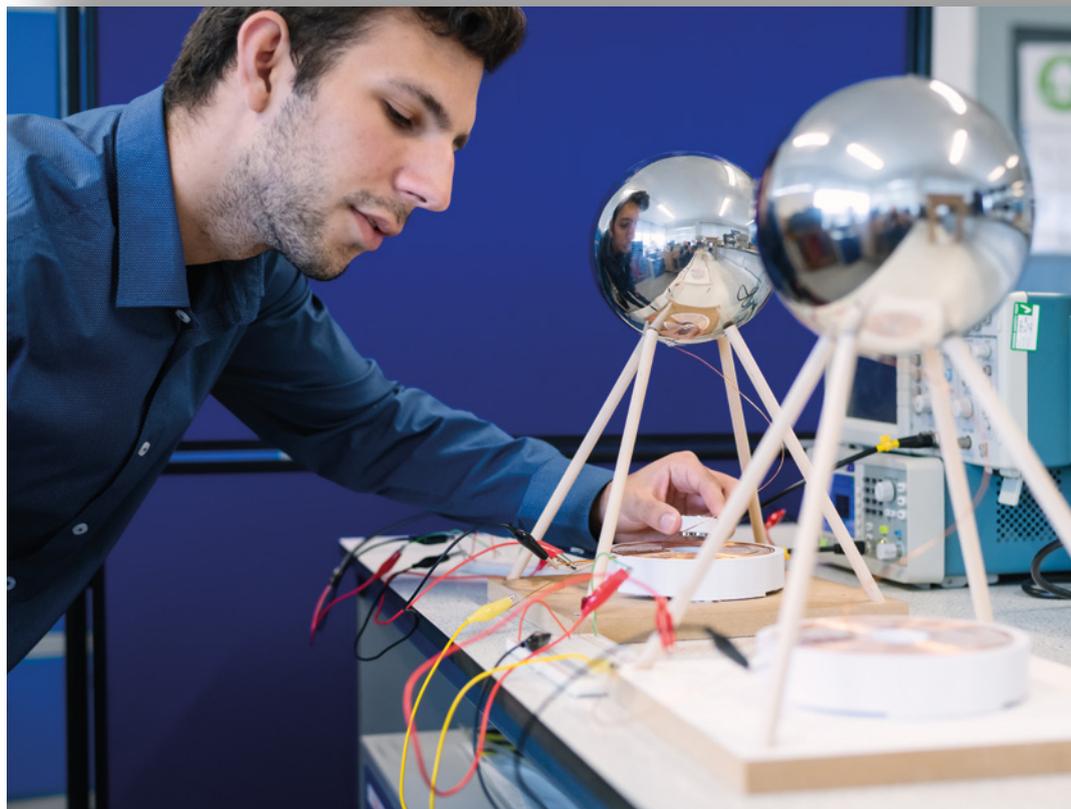
Strong teamwork and collaboration skills enable individuals to work cohesively with colleagues, achieve common goals, and drive organizational success.

3. Improving Time Management and Organizational Skills

Effective time management and organizational skills are crucial for maximizing productivity and meeting deadlines. Individuals can improve these skills by:

- Prioritizing tasks based on urgency and importance, and setting realistic deadlines.
- Using tools such as calendars, to-do lists, and project management software to organize tasks and track progress.
- Adopting strategies such as breaking tasks into smaller, manageable steps and minimizing distractions to optimize productivity.

Improved time management and organizational skills enable individuals to manage their workload efficiently, minimize stress, and deliver high-quality results consistently.



4. Identifying Industry-Specific Technical Skills

In addition to soft skills, possessing industry-specific technical skills is essential for success in many fields. Individuals should research and identify the technical skills most in demand within their industry, such as programming languages, software proficiency, or specialized equipment operation.

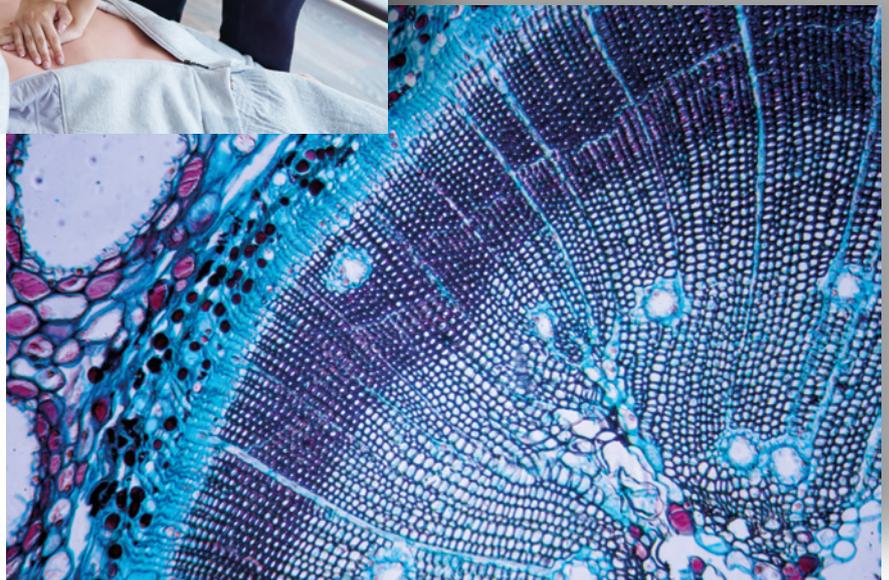
5. Pursuing Relevant Certifications and Training Programs

Once industry-specific technical skills are identified, individuals should consider pursuing relevant certifications and training programs to enhance their qualifications and marketability. These certifications and training programs may be offered by professional organizations, educational institutions, or industry associations.

6. Building a Portfolio Showcasing Technical Skills and Projects

Finally, individuals should build a portfolio showcasing their technical skills and projects. A portfolio provides tangible evidence of an individual's capabilities and achievements, making it an invaluable tool for job seekers in technical fields. Portfolios may include examples of completed projects, case studies, code samples, or design work, demonstrating proficiency and expertise in action.

In conclusion, this page of our Employability Pack emphasizes the importance of both soft skills and technical skills in today's job market. By developing essential soft skills, identifying industry-specific technical skills, and pursuing relevant certifications and training programs, individuals can enhance their employability and position themselves for success in their chosen fields.



Goal setting framework

1. Strategies for Maintaining a Healthy Work-Life Balance

Achieving a healthy work-life balance is essential for overall well-being and job satisfaction. Individuals can maintain balance by implementing the following strategies:

- **Setting Boundaries:** Establish clear boundaries between work and personal life by defining specific work hours and unplugging from work-related tasks during personal time.
- **Prioritizing Tasks:** Identify and prioritize tasks based on urgency and importance, focusing on completing high-priority tasks during designated work hours and leaving non-urgent tasks for later.
- **Time Management:** Use time management techniques such as the Pomodoro Technique or time-blocking to allocate time for work, leisure, and personal activities effectively.
- **Flexibility:** Negotiate flexible work arrangements with employers, such as telecommuting or flexible hours, to accommodate personal responsibilities and interests.

2. Prioritizing Self-Care and Well-Being

Prioritizing self-care and well-being is crucial for maintaining physical and mental health amidst work-related pressures. Individuals can prioritize self-care by:

- **Making Time for Activities:** Schedule regular breaks and allocate time for hobbies, exercise, relaxation, and spending quality time with loved ones.
- **Practicing Mindfulness:** Incorporate mindfulness practices such as meditation, deep breathing exercises, or yoga into daily routines to reduce stress and promote relaxation.
- **Taking Care of Physical Health:** Prioritize adequate sleep, nutrition, and hydration, and schedule regular medical check-ups to maintain physical health.

3. Managing Stress and Burnout in the Workplace

Stress and burnout are common challenges in today's fast-paced work environments. Individuals can manage stress and prevent burnout by:

- **Recognizing Signs:** Be aware of common signs of stress and burnout, such as fatigue, irritability, decreased motivation, and physical symptoms like headaches or insomnia.
- **Seeking Support:** Reach out to trusted colleagues, friends, or professionals for support and guidance when experiencing stress or burnout.
- **Practicing Self-Compassion:** Be kind to oneself and avoid self-criticism when facing challenges or setbacks. Practice self-compassion and acknowledge that it's okay to ask for help and take breaks when needed.
- **Setting Realistic Expectations:** Avoid overcommitting and set realistic expectations for workload and productivity. Delegate tasks when possible and communicate boundaries with supervisors and colleagues.

In conclusion, this page of our Employability Pack emphasizes the importance of maintaining a healthy work-life balance and provides practical strategies for achieving this balance. By prioritizing self-care, managing stress, and preventing burnout, individuals can enhance their well-being, productivity, and overall quality of life.





How to get in touch

 Pathway.Brunel

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Visit our website
brunel.ac.uk/pathwaycollege



Note: This Employability Pack is designed to equip you with the necessary skills and knowledge to thrive in your career journey. Remember, your success is in your hands, and with dedication and perseverance, you can achieve your professional goals.

Brunel University of London is now the UK's joint first most international university, according to the Times Higher Education World University Rankings 2024.

The rankings also place Brunel the equal 4th most international university in the world, based on its 'International Outlook'.

93% of undergraduate students are in employment or further study six months after leaving.