INTRODUCTION

WELCOME TO THIS GUIDE

THE WORLD OF WORK is fast-paced and ever-changing. Getting the job you want takes time and effort, but it is possible to stand out from the crowd and secure your dream role.

The key is to show you have both the relevant skills and ability to do the job, and to show your potential employer how you will make a positive contribution to the work environment.

Whatever the job or profession, employers look for applicants who have certain personal qualities. These are qualities which **you** possess. You probably already display them in your everyday life. The trick is to display them in your application, at interview and when you get the job.

A well-prepared candidate who can demonstrate these qualities will stand out to a potential employer.

So what are employers looking for?

- ***Wider character and behaviour are considered the most important considerations when recruiting school and college leavers.***
- ***74% of employers are satisfied with the academic knowledge of young people who have applied for jobs during the past 12 months.***
- ***Firms value all forms of qualification. Almost a third (29%) are looking for a mix of academic and technical qualifications.***

Source: Education and Learning For The Modern World: CBI/Pearson Education & Skills Survey Report 2019

Which qualities are most valued by employers?

A detailed study conducted by the Confederation of British Industry (CBI) in 2019 uncovered the qualities employers look for in potential employees.

They divided these into 3 areas, or pillars. The 3 areas are **Character, Knowledge and Skills.** They are interconnected and all are essential in order to be 'work ready'. In order to get into the career or employment of your choice, no matter what it is, you will need to demonstrate all three.

That's where this booklet will come in useful.

You will find in these pages all you need to know about what employers **really** want. We will explain how to prepare your CV and apply for a job. We will give advice on how to conduct yourself at interview. There are detailed sections covering the three areas of Character, Skills and Knowledge. We will also tell you what to expect when you get the job, with practical advice and tips for success. You'll be fully prepared for the world of work.

Throughout the book there are self-test exercises about the content covered. These feature specific scenarios with related questions.

The answers to all these questions are located at the back of the book, but don't look until you've completed each exercise – give yourself a chance to see what you've taken in.

For the most up-to-date source of information, advice and guidance in your job search, please visit our website [redacted] or call us on 123456789 with any queries. Finally, remember that while many jobs will attract numerous applicants there is only one you! Your unique set of skills, talents and knowledge may make you exactly what an employer is looking for.

Wishing you every success in your search for employment.

Project Manager

Client details here



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