

TOGETHER

WE CAN



Together We Can

Training Programme

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Erasmus+ KA2 Youth

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My Town Your Town

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MTYT

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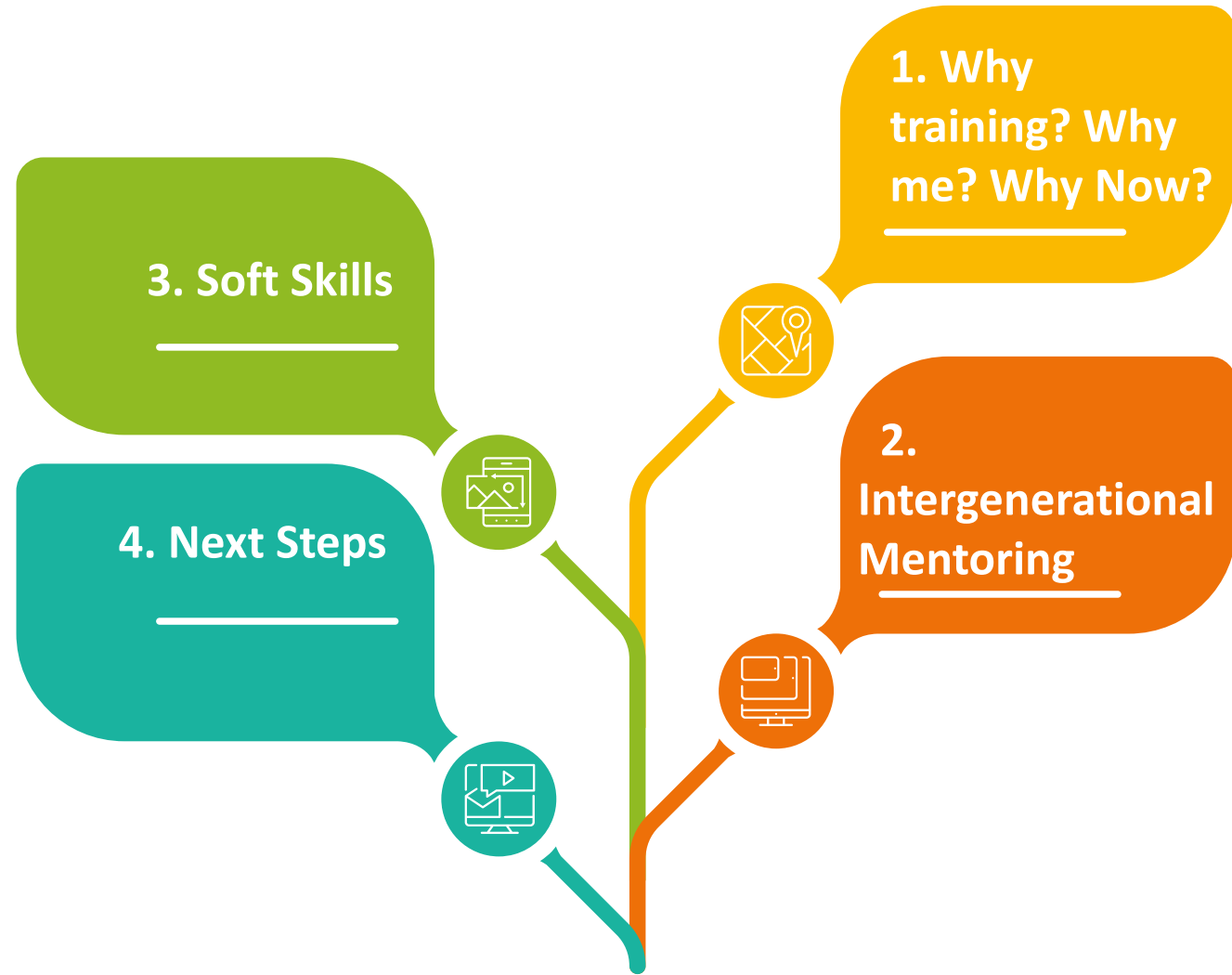
Project Duration:
22 months (1.2.19-
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Training Contents – Session 2:



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Training Contents



1. Why training? Why me? Why Now?



Why training? Why me? Why now?:



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Why Training? Why me? Why now?

Are you an empathetic problem-solver with strong time management skills and resilience under pressure? Yes? you should consider careers in tourism. Your attributes could be highly desirable in the sector, as more hospitality and tourism businesses recognise the importance of 'soft skills'.

Often, hospitality and tourism recruiters will invest in training a less-experienced candidate if they perceive her/him to possess the right personality and soft skills for the job.

1. **Empathy and emotional intelligence** - digital transformation carries the future of the hospitality and tourism industry, but this does not mean the industry will become depersonalized. Investing in human capital is key to finding innovative solutions. People determine the success of tourism.
2. **Teamwork** - the ability to integrate into the existing team is often considered essential when choosing a candidate.
3. **Stress and time management** - Hospitality managers will often work on several things at once, managing a heavy work load at a fast pace. It's easy to let your emotions run wild when you are asked to do several things at once over a short time span and forced to deal with unexpected problems... For careers in hospitality and tourism, you need to be prepared to multi-task and remain cool and collected if you are to achieve greater efficiency and customer satisfaction!
4. **Problem-solving** - The ability to think on your feet and suggest feasible solutions to problems is one of the most valued soft skills for careers in tourism. You'll need to learn how to manage a crisis, from identifying the problem to evaluating how well you did and what could be improved.
5. **Strategy and innovation** - Hospitality and tourism HR managers tend to favour candidates who are allergic to the "if it ain't broke don't fix it" mantra and will go the extra mile to innovate.



Enterprise and Social Innovation

Enterprise – Interesting (to me – maybe not to you) ten skills you need to have as an entrepreneur include: Curiosity; Time management; Strategic thinking; Efficiency; Resilience; Communication; Networking; Finance; Branding; Sales

Social Innovation - All over the world, social innovation is tackling some of the most pressing problems facing society today - from fair trade, distance learning, hospices, urban farming and waste reduction to restorative justice and zero-carbon housing. But most of these are growing despite and not because of governmental support.

Social innovation thrives on collaboration; on doing things with others, rather than just to them or for them: hence the great interest in new ways of using the web to ‘crowdsource’ ideas, or the many experiments involving users in designing services.

So is civil society prepared for the future? Probably not. Most organizations have to live hand to mouth, juggling short-term funding and perpetual minor crises. Even the bigger ones rarely get much time to stand back and look at the bigger picture. Many are on a treadmill chasing after contracts and new funding.

There is a yearning for people to return to elementary moral virtues, such as integrity and commitment. We distrust people who have no centring of values. We greatly respect businessmen, for example, if they display those virtues, even if we don’t necessarily agree with the people.

The most important innovators often don’t need any technologies - just imagination and acute sensitivity to people’s needs.



2.
Intergenerational
Mentoring



Intergenerational Mentoring:



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Inter- generational Mentoring

- ✓ Growing recognition of the need for and importance of projects, activities and programmes that bring people from across the age spectrum together to participate with each other for their mutual benefit.
- ✓ Such work can be given the label 'intergenerational' but it can also be seen as a way of creating liveable communities.
- ✓ Intergenerational programmes and activity are found in a diverse range of settings, including workplaces, schools, families, parks, arts centres, allotments, community centres, clubs, health care settings and retirement communities.
- ✓ They provide an important venue for mobilising the talents, skills, energy and resources of older adults in support of younger people, and vice versa.
- ✓ Programmes have been evolving in which younger and older people together serve their communities.
- ✓ All of these initiatives provide opportunities for younger and older people to participate in meaningful activities, share involvement with others, and increase their responsibility in their communities.

An underlying rationale for developing intergenerational programmes can be summed up in one sentence:

“When there are open lines of communication, caring, and support between the generations, we are better off as individuals, and better off in our families, communities, and as an overall society.”



What Impact Does Inter-generational Mentoring have?

One thing that all mentoring programmes have in common is that the outcome for the vast majority of participants is ‘incremental’ change. For a small percentage of people, involvement with a mentor is truly life changing. For the vast majority, life improves and the seeds of future growth and development have been planted, but it is difficult to attribute this change solely to the introduction of a mentor. Good quality mentoring complements other learning and support that is going on in a person’s life.

The length of time mentoring relationships last is entirely dependent on the nature and purpose of the mentoring programme. It is not uncommon for relationships to progress on the basis of weekly meetings over a period of 9-12 months.

Quality mentoring programmes are not free of costs, in spite of the fact that most mentoring activity is undertaken by volunteers. Effective outcomes for participants depend on programmes being adequately resourced. The biggest resource required is programme co-ordination. Ensuring that any programme is safe and effective is time intensive. Budgets also need to be built in for recruiting and inducting participants and for meeting the costs incurred by mentors and those being mentored in participating in the programme.

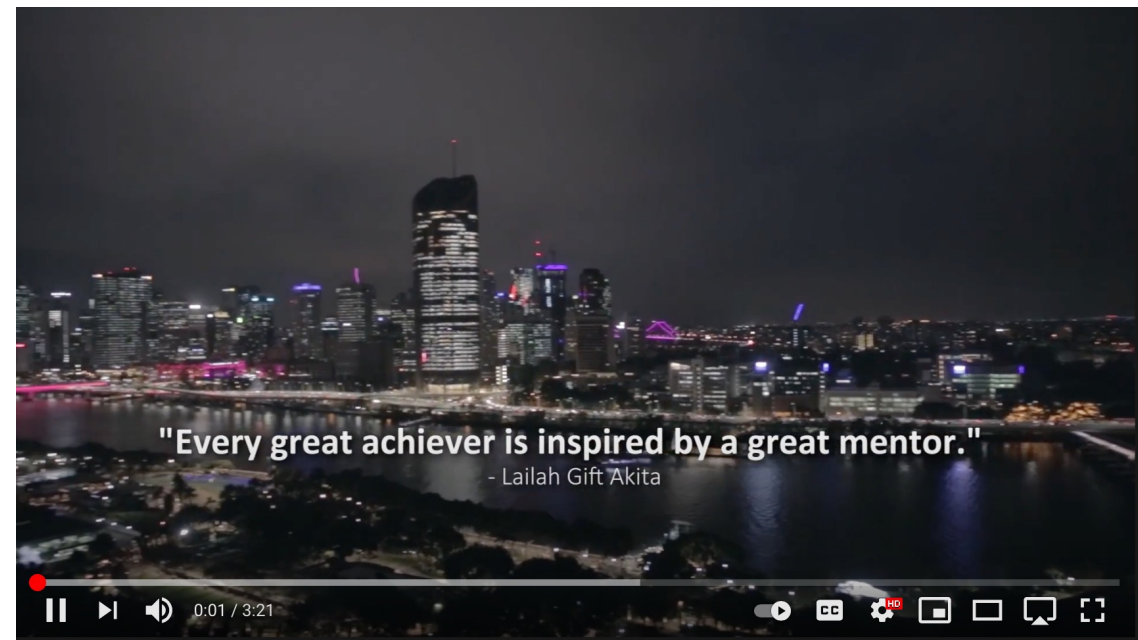
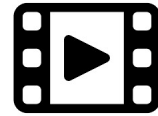
An Extra Layer of Support in People’s Lives

“No one can remain untouched. It is an experience of human and community involvement that reinvests all of us in the power of the person to make a difference in another’s life.”

BILL Wertheim, Intergenerational Specialist



Mentoring



Mentoring

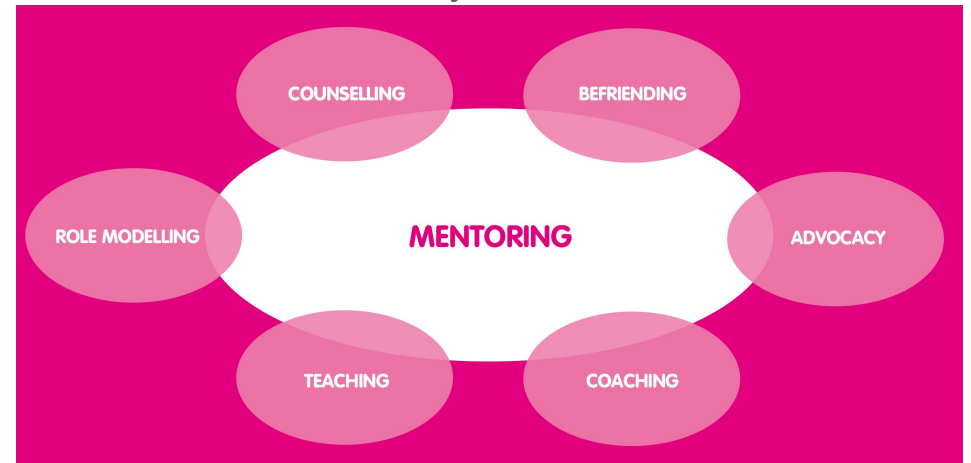
How Some organisations Define Mentoring:

“ Mentoring concerns activities that give... people the tools and confidence to take control of their own pathway. It is about empowering people to plan their own future and capitalise on their own potential.”

European Community (199)

“ Mentoring is the support of one person by another within a relationship developed through regular contact over a period of time, in order to achieve a stated objective.”

New Philanthropy Capital (200)



“Mentoring is a goal oriented process that seeks to complement and add value to other sources of learning, development and support. Mentoring is a form of learning; a process in which a (usually) more experienced person (the mentor) passes on know how to someone less experienced. Mentoring sets out to capture the informal learning, knowledge, experience, networks and skills that exist... making it an exceptionally effective developmental tool for companies, communities, groups/teams and individuals.”

Glasgow Mentoring Network



Mentoring (2)

“Mentoring” is: the practice of helping and advising a less experienced person over a period of time, especially as part of a formal program in a company, university, etc.

Mentoring is used in various sectors in humans’ lives such as personal development, career success, in education and in the business sector for achieving high performances by the employees. The mentoring model in MTYT programme, is a powerful tool on the community development projects, for maintaining sustainability and for creating, healthy and socially supportive communities.

Different types of Mentoring for the needs of the programme:

Mentoring comes in different forms, the classic idea of mentoring is the one- to – one, where the mentor has the knowledge to help the mentee to achieve his/her career goals. But there are also other forms of mentors as presented in the following lines to serve the needs of the programme

Useful tips for Mentors:

1. Establish clear and real expectations and set your rules with the mentee if they want to take your guidance.
2. Ask the participants what their expectations are from you as a mentor.
3. Set realistic goals and agree with the participants about their commitment to the program.
4. Set contact schedules for your next meetings.
5. Listen carefully.
6. Let them go through a decision-making process and come up with their own decisions.
7. Be accountable to each other.
8. Provide Opportunities to the participants.
9. Keep a healthy communication between you and the participants.



Mentoring (3)

Ways of Applying the Mentoring Model:

1. To generate ideas

Group based mentoring - Meetings between mentors & youngsters:

Group mentoring can be applied to a target group to save time by exchanging opinions and inspire them to generate even more creative ideas. This mentoring model is recommended to be used in the stages where young entrepreneurs will have to work as a group, to develop their critical thinking and creativity.

Our Croatian partner Murtila, studied and developed an intergenerational mentoring model through meetings between mentors and youngsters with very interesting findings. Through the model youngsters were encouraged to think, develop and share ideas about innovative ways in touristic offer.

Problem solving approach:

During the research phase young entrepreneurs will be asked to think of possible problems and suggest their ideas on how to solve the problems.



Mentoring (4)

2. To Provide Guidance & Inspire:

Alternative and creative ways of learning can be used so young entrepreneurs can get inspired and find their direction on how to proceed with their ideas. Attraction visits, storytelling and other methods can be used to collect information and discover their stories.

Use peer mentoring:

When people work together they use peer mentoring as they inspire each other, they share ideas and they motivate each other. Create powerful bonds between the participants and let them become the mentors of each other. This way can save valuable time from the leaders who will have to work on organizing other more important aspects of the project.

Use Distance E-Mentoring:

E-mentoring had been used between participants but also between the leaders of the program to exchange ideas and get guidance from each other in order to run smoothly the program. E-mentoring between leaders and young entrepreneurs can save time and make possible oversea meetings which would be difficult to be conducted. It also can provide variety of tools such as exchange of documents, video recording, and group meetings. (td.org)

Participation in a scenario case workshop, experience-based learning by Market Expert Mentor:

Another mentoring style is to get guidance from a market expert. This style of mentorship can be effective for young entrepreneurs to get professional guidance in a specific area of exploration. During the program it can be used for getting information according to different fields of the service offering. For example, participants can take part to a workshop included in the guided tour, to experience themselves a part of the offering.



Mentoring (5)

3. Training based mentoring - Provide Education In the form of training module

This method combines mentoring with a training program, participants are gaining all the necessary skills and tools to be able to face the challenges of the programme. Training will help individuals to gain knowledge in important aspects to be able to highly perform during the program.

4. One to one mentoring to evaluate progress and provide support to individuals:

One to one mentoring is particularly important during the program, as individual may phase some personal problems or other difficulties during the process which does not allow them to stay focused and progress through their role. It is highly recommended for program leaders to keep their eyes opened to spot individuals who may need some extra support. Each single participant has an important role to the chain of successful implementation of the project.

Use Combination of methods:

During the programme, the above mentoring methods had been used to make sure that guidance is coming from different directions. The combination of methods gives the option to participants to utilize the support given to them in different learning styles and feel that they have plenty of support during this new challenge.



3. Soft Skills



Soft Skills:



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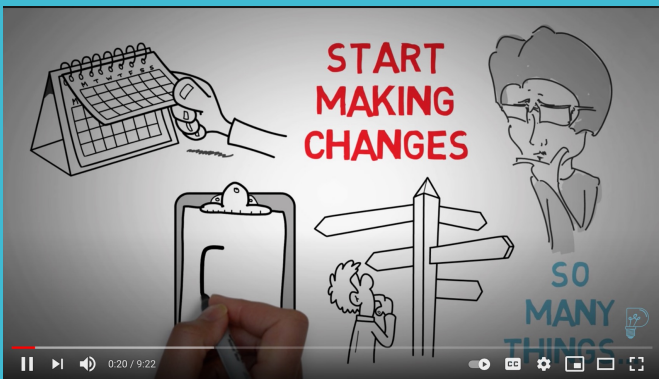
Soft Skills:

In this section we will look at:

- ✓ Self Development
- ✓ Skills to help you reach your potential
- ✓ Being professional in the workplace
- ✓ Presentation Skills
- ✓ Team Working
- ✓ Enterprise Skills
- ✓ Interview Skills
- ✓ Problem Solving
- ✓ Job Hunting
- ✓ CVs and Applications



Self Development:



Once you've developed your full potential, it is time to work toward achieving it. It will take planning, time, and effort, but you can do it! Achieving your full potential is about committing yourself to the process of self-improvement, not a single task. Sail your own ocean, and you never know what you might find.

Setting Yourself up for Success

1. Define the best version of yourself.

- ✓ Achieving your full potential is about being the best person that you can be.
- ✓ You will need to define the terms of success for yourself.
- ✓ Write down your values, strengths, and weaknesses.
- ✓ Is there something you have ever wanted to do/achieve/accomplish, such as dancing, singing, writing, or playing a sport?
- ✓ Things you could improve in any way, such as being kinder, or politer, more assertive?
- ✓ Are there any physical aspects of myself you could work on, such as losing weight, gaining weight, or building muscle?

2. Set goals for yourself.

- ✓ Setting goals is an important part of achieving success - both short and long term goals.
- ✓ Write down a list of everything you want to achieve.
- ✓ Check over your list and seriously consider whether or not it is realistic.
- ✓ State your goals positively. Instead of “I want to be less worried about my appearance,” write “I want to be confident about my appearance.”
- ✓ Be specific. The more specific you are, the easier it will be to define success.



Self Development 2:

3. Work toward your goal every day.

- ✓ Once you have confirmed that your goal is achievable and realistic, get to work.
- ✓ Commit to the process. When you focus on the process, rather than the end point, you will find it much easier to stay on track.
- ✓ Note that your long-term goal does not have to be set in stone. Times will change, people will change, and therefore, your goals will change. Allow yourself some room to grow.
- ✓ Create a checklist of things you should do every day to work towards your goal.
- ✓ Do those things every day without fail.

Beginning your journey

1. Find your inspiration. It can be a person, a landmark, or your lucky charm. Whatever it is, it will make you smile when you wake up in the morning, and it is the last thing you want to see before you fall asleep at night. Discover what or who it is and treasure it.

To find inspiration, try disconnecting from your usual routine. Listen to music. Spend time in nature

Carry around a small notepad with you. Write down inspirational moments so you can remember them later.

2. Create short-term goals. Breaking your goals into small steps also makes you more likely to achieve them. Achieving short-term goals will help you stay motivated along the way to achieving your long-term goals.

Write your short-term goals down on a calendar.

In order to get yourself in a mindset for success, make your first few short-term goals easy to attain. Whenever you feel like something is getting too easy to do, take it up a notch. Once you get in the habit of pushing yourself, it will be easier to continue making progress on your goals.



Self Development 3:

3. Be confident. Being confident will help you achieve your goals. Although believing is not enough on its own, negative thoughts will slow you down. Take care of yourself. Dress well, brush your hair, sit with good posture, and groom regularly. Think positively. When you have a negative thought, rephrase it positively. Do not compare yourself to others. Instead of dwelling on how you stack up to other people, focus on yourself and your goals.
4. Accept changes as they happen. On the way to developing your full potential, things in your life will change. If you become stuck in your ways, your personal development will stagnate. Focus on the things that you can influence and then do them. Remember you are engaging in a process. Adapt to new circumstances by setting new goals. Be open to learning new things.

Achieving Your Potential in the Long Term

1. Accept your failures. Setbacks and failures will happen; they're a natural part of life. Failures are simply a way of showing you what works and what does not. They will help you figure out what you are capable of, and what needs work as you move toward achieving your goal(s). Do not take failure personally. Failure to achieve a goal does not mean you are a failure. Move on. After you have learned from your failed attempt, let the failure go. One way to keep your morale high is to look at any setbacks as learning opportunities. Failing once does not mean you will fail in the future. In fact, having failed, you are now more prepared to succeed the next time. Visualize your past successes. This can give you the mental boost you need to get past the stress of your failure



Self Development 4:

2. Get support. Whether you are dealing with addiction, obsession, or any crisis, it helps to have external support. This could mean friends, family, co-workers. You do not have to do it alone. Tell someone you see frequently about your goals.
When the people in your life know about your goals, they can help you achieve them and hold you accountable. Sometimes our willpower fails us, but the people around us can help
3. Trust your intuition. Intuition comes from experience and instinct. Although you must be open to change, you should also be willing to trust your own experience and knowledge.
Trust your experience, but be open to new experiences too.
Your intuition can help you make better decisions.
Remember that intuition and contemplation are not mutually exclusive. You can use your intuition to help inform your decision-making process, even when not relying on it fully. Intuition is a helpful tool for making quick decisions. This can free you up to work on other important goals. You do not need to dwell on every decision, but acting on intuition does not mean making the decision lightly either.
In your journal, keep a list of the times your intuition helped you. Reference your journal when you are working through a problem
4. Never stop. Achieving your full potential is a lifelong process. You will achieve many goals along the way, but always stay committed to the process of self-improvement.
Even after you achieve your goals, continue to abide by the checklist you created earlier. This will help you continue to progress even further than you thought you could.
Failure is not absolute. Samuel Beckett wrote: “Try again. Fail again. Fail better.” Follow this simple premise and you will be able to continue to work toward achieving your full potential.



5 Steps to reaching your full potential:

5 Steps To Reaching Your Full Potential

Get your career strategy back to basics: don't be shy about pursuing big goals and asking for unabashed feedback.

1. SET YOUR OWN BAR HIGH

You can't shift your paradigm and push yourself outside of your comfort zone until you allow yourself to push the envelope of what you imagined possible. Be unapologetic about your intention to excel, and determined and focused in your approach.

2. UNDERSTAND THE DATA POINTS

Having clear metrics is a requirement for business success. You should know the data points in advance so that you can independently analyse if you are on target, can course correct, or devise a plan to improve.

3. REWARD YOURSELF WITH RESPONSIBILITY

Opportunity exists between what you are currently responsible for, and what needs to be done. Oftentimes, roles and responsibilities aren't assigned to people without the requisite experience.

4. LEARN TO BE A BETTER COMMUNICATOR

Often we must demonstrate that we are thoughtful communicators before others reciprocate.

5. BE PROACTIVE ABOUT ASKING FOR FEEDBACK

Done doesn't always equal perfection, especially if you don't know what would make a project perfect. Fault often lies in not asking for feedback or waiting until it's too late for feedback to be effective.



10 Ways To Be Professional at Work:

It is important to behave “professionally” in the workplace. If you want to get ahead, be taken seriously, and have your boss think of you as an asset to the team, doing things in a professional way is vital.

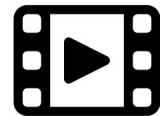
Avoid Being Unprofessional

By finishing tasks or projects late, for instance, being unprepared when attending meetings — spending time gossiping at work.

Treat people with disrespect. Keep them waiting unnecessarily. Steal their thunder by using their ideas without giving them credit. Say one thing, then do the complete opposite. Break promises regularly.

The Professional Advantage

The more you put into practice the 10 points listed on the next slide, the better your chances will be to create a positive reputation for yourself.



10 Ways To Be Professional at Work 2:

10 Ways To Be Professional

Acting like a professional means doing what it takes to make others think of you as reliable, respectful, and competent. Depending on where you work and the type of job you have, this can take on many different forms.

There are, however, quite a few common traits when it comes to being professional. This includes the following:

1. **Competence.** You're good at what you do – and you have the skills and knowledge that enable you to do your job well.
2. **Reliability.** People can depend on you to show up on time, submit your work when it's supposed to be ready, etc.
3. **Honesty.** You tell the truth and are upfront about where things stand.
4. **Integrity.** You are known for your consistent principles.
5. **Respect For Others.** Treating all people like they matter is part of your approach.
6. **Self-Upgrading.** Rather than letting your skills or knowledge become outdated, you seek out ways of staying current.
7. **Being Positive.** No one likes a constant pessimist. Having an upbeat attitude and trying to be a problem-solver makes a big difference.
8. **Supporting Others.** You share the spotlight with colleagues, take time to show others how to do things properly, and lend an ear when necessary.
9. **Staying Work-Focused.** Not letting your private life needlessly have an impact on your job, and not spending time at work attending to personal matters.
10. **Listening Carefully.** People want to be heard, so you give people a chance to explain their ideas adequately.



Oral Presentation Skills:

While it is true that some individuals are born with this gift, many effective presenters have trained themselves to be so. Either they have received formal media training or they have delivered so many presentations that over time they've learned what works for them.

Here are seven principles of oral presentation skills.

Perception: Stop trying to be a great “public” speaker.

People want to listen to someone who is interesting, relaxed, and comfortable. Think of it as a conversation between you and the audience.

Perfection: When you make a mistake, no one cares but you.

Even the most accomplished public speaker will make a mistake at some point. Just keep in mind that you'll notice more than anyone in your audience.



Oral Presentation Skills 2:

Visualisation: If you can see it, you can speak it.

Winners in all aspects of life have this in common: they practice visualisation to achieve their goals.

Discipline: Practice makes perfectly good.

Your goal is not to be a perfect public speaker. There is no such thing. Your goal is to be an effective presenter.

Description: Make it personal.

Whatever the topic, audiences respond best when the presenter can personalize their message. It's a terrific way to get intimate with large audiences.

Inspiration: Speak to serve.

For a twist that is sure to take much of the fear out of presenting, take the focus off yourself and shift it to your audience.

Anticipation: Always leave 'em wanting more.

One of the most valuable lessons learned from years of communication skills training is that when it comes to presentations, less is usually more. Surprise your audience. Always make your presentation just a bit shorter than anticipated.



What Are Teamwork Skills?

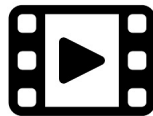
Working well in a team means:

- ✓ Working with a group of people to achieve a shared goal or outcome in an effective way
- ✓ Listening to other members of the team
- ✓ Taking everyone's ideas on board, not just your own
- ✓ Working for the good of the group as a whole
- ✓ Having a say and sharing responsibility

A successful team is one where everyone's unique skills and strengths help the team achieve a shared goal in the most effective way.

If you have good people skills you'll make a good team player, and skills like communication and having a positive attitude make a team great.

Working as a Team:



Working as a Team - What To Do When You Don't Agree With A Manager's Decision:

Some good ways to handle it when your manager makes a decision you don't like?

- ✓ Try To Take Emotions Out Of It - If you need to then step away from your desk for a few minutes, and get your feelings and immediate reaction under control
- ✓ Are You Excessively Invested? It's important to be invested in your job – to genuinely care about doing a good job and the success of your organisation. But there is absolutely such a thing as being too invested,
- ✓ Ask Questions - If you don't understand why something is done a certain way, it's OK to ask.
- ✓ Defer To Their Expertise, Even If It's Hard. Swallow your pride and annoyance when you don't like a decision
- ✓ Keep An Open Mind & A Positive Attitude - If you assume a project is going to fail based on your boss's decision, you won't give your best work and it's more likely it will fail.
- ✓ Resist The Temptation To Badmouth Anyone - A quiet moan to your work friend is one thing. But repeatedly complaining about the situation – or your boss – to anyone who will listen isn't going to do your standing at your workplace, your team's morale, or your career any good.
- ✓ Speak Up If Something Negatively Impacts You - Managers are human and they make mistakes and miss things! Speak up! But name the specific issue and ask your manager for help and support – that's their job.



Working as a Team - Great Way To Show Creativity In Group Work:

People have different skills and excel in different roles when it comes to group work. Some people are natural leaders, some are great at interpersonal skills and negotiating group dynamics skilfully, some are exceptionally organised and help keep everyone else on track.

Why Is Creativity Important To Teamwork And Working In Groups?

Creative people tend to look beyond immediately obvious ideas and solutions, and look at things in a different way. They also tend to respond well to change and problems, coming up with innovative ways to solve problems and think outside of the box.

A Great Way To Show Creativity In Group Work Is To Offer A Fresh Idea.:

- ✓ Offer up a fresh perspective
- ✓ Come up with a new idea
- ✓ Explore a different possible way of doing things.

This kind of creative thinking can be learned!

And then speak up! It can be really daunting to share your ideas in a group, but speaking up and showing your creativity is a brilliant way to contribute meaningfully to the project and be a highly valued member of the group.



Working as a Team - How To Be Part Of The Team When You Are Remote Working:

Teamwork Is Important To Remote Working:

1. Stick to regular communication. When you communicate with your team, it's a happier vibe and good for all. Communication helps your employer trust you're taking your job seriously even though you're not in an office. It also helps you feel connected & part of the team.
2. Ask if your boss wants a weekly (or daily) email of what you've been up to.
3. CC-in or BCC-in your boss (this means include them on the email in a way that is either visible or invisible to the person you're actually emailing)
4. Ask if your boss wants to explore work chat apps like Workplace or Slack. There are lots of apps like these. They are like Facebook for companies and the whole team can use them.
5. Sometimes your boss will suggest team meetings in the office, or fun team events. Always take the boss up on these offers. It's great to get out and catch up with the rest of the team. Those team meetings are also great for bouncing ideas off each other.
6. Wherever you are on your working day – you might be working, grabbing lunch or taking the dog for a quick walk – make sure you have access work emails, texts and calls on your phone.
7. Respond to emails and texts straight away. Don't leave it for an hour and forget about them. Let your boss see that wherever you are, whatever you're doing, you're always on the case.
8. Use teamworking in remote working to repay the trust your employer has placed in you.



Working as a Team - Teamwork Exercise – Encourage Someone Today!:

Encouraging someone is part of teamwork - **Encourage Someone Today!**

Some Ways To Give Encouragement:

- ✓ Encouragement can be a compliment you give someone, but it's so much more than that. When you encourage someone you reward them with positive attention and support.
- ✓ Listen without judgement if someone tells you they're feeling blue. Don't get bored or angry. Don't tell them they're wrong or silly. Just let them share their feelings, and let them know they can be honest with you. Trust is a big part of encouragement.
- ✓ Encourage even the smallest effort. If your friend finally gives back something they 'borrowed' from you last year, don't have a go at them. Thank them, so they feel good about giving you your stuff back. They'll be more likely to return things quickly in the future.
- ✓ Tell someone something positive about themselves. Everyone needs to be reminded of their good qualities and personal strengths now and then.
- ✓ Stop looking to find fault with others. If we only see the negative in others and downplay the positive, we are more likely to only get negative behaviour from them. Seeing something positive helps you work with them better, and can even bring out their best side.
- ✓ Find physical ways to encourage someone. High fives! Sharing group photos of happy memories! Offering to make drinks or get snacks! These are all ways to show your support.
- ✓ Honesty is the best form of compliment. People can tell when you're fibbing to make them feel good. The best way to encourage someone is to tell them something positive you really mean. Pick truthful positive things to say to someone and they will really notice it and appreciate it.



Soft Skills – Developing Enterprise Skills:

Entrepreneurship requires many skills, from financial planning to human resource management, and it's at times both intimidating and frustrating. Fortunately, if you've got a good idea and the commitment to making it work, most of these skills can be picked up along the way. Throughout the course of your business ownership, you'll make mistakes, learn valuable lessons, and gain experience that teaches you these skills over time.

If you're planning on becoming an entrepreneur, or if you've just entered the world of business ownership, learn these five skills as early as possible:

1. Research.

Research is an important skill in the planning, launch and ongoing running a business. You'll have to research the market, your competitors and problems as they come up. Even research your employees and clients to ensure they're a good fit for your business. Researching is both an art and a science, as there are practical rules to follow but also an instinctual element to success. Proper research can solve -- or prevent -- almost any common problem in the earliest courses of your business development.

2. Focus.

Focus is as much a personality trait as it is a skill, but I list it as a skill because it can be initiated, developed and honed over time. Focus does come naturally to some people. If you're one of those people, more power to you but for most of us, focus is difficult to achieve. Without focus you can't prioritize or maximize your productivity, making it next-to-impossible to get any real work done in your new business. Learn which environments and habits maximize your focus, and work on refining that ability as quickly as possible.



Soft Skills – Developing Enterprise Skills 2:

3. Cash management.

Cash management is vital for the first few years of any startup. Profitability is important. Earning more than you're spending in ongoing operations sets the groundwork for a successful company.

As the entrepreneur, you're responsible for ensuring that you have enough free cash to cover all your operating expenses, including payroll, utilities, rent, and other operational costs. To do that, you'll have to cut unnecessary costs, watch carefully for due dates, and follow up on invoices diligently to ensure timely payment

4. Communication.

Communication is a foundational skill that applies to every area of entrepreneurship. You'll need to communicate with investors and partners to ensure the business is on the right track, with clients and customers to sell your idea and build relationships and with your employees to establish direction and delegate responsibilities. You'll even need to establish cross-communication channels within your organization to ensure there aren't any hiccups.

Without a stable framework of communication, any business is destined to fail. Unfortunately, it's difficult to "teach" communication skills. The only way to get better is to practice, and the only way to practice is with other people. Attend networking events and hone on your interpersonal communication skills by working closely in a team setting.

5. Learning.

Learning itself is a skill, and it's almost impossible to learn directly. Learning effectively takes practice to master the techniques that work best for you and to discern which resources are the most valuable in the acquisition of new information and skills.



Soft Skills - Interview Skills overview:

These 10 interview tips will teach you how to answer interview questions and convince the hiring manager that you are the one for the job.

1. Practice good nonverbal communication. ...
2. Dress for the job or company. ...
3. Listen. ...
4. Don't talk too much. ...
5. Don't be too familiar. ...
6. Use appropriate language. ...
7. Don't be cocky.
8. Take care to answer the questions
9. Ask questions
10. Don't appear desperate



Soft Skills - Interview Skills You Need to Get Hired (and How to Improve at Them):

Even though most jobs don't require smooth talking skills, getting through the interview often does. You don't have to answer every interview question perfectly, but you can improve your interview skills.

Interview skills that will help you land the job.

1. **Do your background research.** - This may not seem like an actual interview skill, but it is.
2. **Be polite to everyone.** - You may have heard stories of people who were rude to the receptionist, cut someone off in the parking lot, or yelled at the barista at the coffee shop around the corner and then didn't get the job.
3. **Watch your body language.** This one is a bit harder. There are some 21 body language mistakes that people make. Some of them are especially important in an interview.
4. **Watch your real language.** - If you have a potty mouth, save it for your friends, and not for the interviewer. If the interviewer is letting the f-bombs fly, you can feel more comfortable doing the same, but otherwise, use words that express your actual feelings and ideas.
5. **Review your own CV.** You know what you did, right? Are you sure? Refresh your memory, especially old jobs.



Soft Skills - Interview Skills You Need to Get Hired (and How to Improve at Them) 2:

6. **Prepare for standard questions.** - Lots of interviewers are going to ask you to "tell me about a time when ..." followed by something appropriate for your field and this particular job. You should have great answers prepared for this. Brainstorm a list of possible questions and work on your answers. Look at the 27 Most Common Job Interview Questions and Answers - <https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html> . Definitely, review these questions before arriving at a job interview.
7. **Prepare your wardrobe.** - People judge you by what you're wearing. Most interviewers aren't going to care the brand of your jacket, or if the heel of your shoe is scuffed, but you should be dressed appropriately.
8. **Prepare your questions.** - Don't ask questions that could be answered by looking at the company website. Do ask questions about the challenges of the position, what success looks like, and how this position fits in with the organization's goals.
9. **Don't badmouth your former employer.** - You're most likely going to be asked why you're looking to leave your current job (or why you left your last job if you're unemployed). Don't lie, but don't be super negative either.
10. **Don't forget the thank you card.** - It doesn't have to be a card anymore; an email will do just fine. You can get hired without one, but it's a nice gesture to send a quick follow up email to the hiring manager and recruiter. It keeps you in their minds and shows your politeness

Don't panic at the thought of your next interview. Prepare in advance, and you'll do a great job.



Soft Skills - Interview Skills You Need to Get Hired (and How to Improve at Them) 3:

1

Listen

Listen carefully to the questions. Make sure your answer tells them what they need to know.

2

Give detail

Be specific when you're talking through examples. Explain what the task was, what you did, problems you faced and how you succeeded.

3

Know your strengths

If you're confident of your strengths and how they apply to the job you want, it's easier to sell yourself. Find out more in [What are my strengths?](#)

4

Be honest

Never lie in a job interview. It's too easy to get caught out.

5

Ask questions

This lets you find out about anything you're unsure of. It also shows that you're interested in the job.

6

Be positive

Use positive language, and talk yourself up. Show you're enthusiastic about the position and your own career.

7

Don't dwell on it

Try not to fixate on things you wish you had or hadn't said.

8

Look over your CV

Interviews put you under pressure and can make you forget important things. Be ready to talk about your experience, achievements and qualifications.

9

Relax

Have a quiet evening the night before. Have a bath or watch your favourite film – anything that makes you happy.

10

Be punctual

Write down the address and work out how you'll get there. If you can, do a practice run. Aim to arrive 15 minutes before the interview.



Soft Skills - Interview Skills You Need to Get Hired (and How to Improve at Them) 4:

Competency based interviews

In this type of interview, the questions are about things you've done in the past. For example, 'Tell me about a time when you faced a difficult situation.'

Your answers should provide examples. This gives the employer an idea of how you'd behave in a similar situation in the future.

For competency based interviews (and other interviews!) you need to know what you're going to say. Using the STAR technique (Situation – Task – Action – Result) to prepare some examples really helps.

Group Interviews

You might be invited to a group interview, which might seem daunting but don't be put off by it. You'll be introduced to the other candidates, take part in some team-based activities and will probably be followed by an individual interview.

Treat it like any other interview. Research the company you're applying for beforehand, dress smartly and be polite. You'll probably be asked an 'ice-breaker' question to introduce yourself, so think about what you might want to say to make a first impression to your employer and the other candidates. What makes you interesting?

Everyone has different skills, so make sure you showcase yours. Natural leader? Be inclusive but not bossy. If you're more of an introvert, don't be intimidated or overwhelmed.

Make sure you get noticed by using your excellent problem-solving skills or keen eye for detail. Employers will pick up on these things.



Soft Skills - Interview Skills You Need to Get Hired (and How to Improve at Them) 5:

Telephone and online interviews

Selling yourself over the phone or an internet connection can be difficult. You could feel more awkward and nervous than you would in person. But you can still make a good first impression, even if you're not in the same room as your interviewer.

Five tips to get you through:

- ✓ First, prepare like you would for any other interview. Start with our top 10 tips
- ✓ Double-check the details. Will they call you? Do you have to dial in or sign in to a system?
- ✓ Arrange somewhere quiet. Let your family or flatmates know, so that they don't disturb you and turn off noisy distractions
- ✓ Keep your CV or application form, a list of points you'd like to mention and questions to ask close by
- ✓ Speak clearly and at a steady pace

If it's over the phone:

- ✓ Keep your phone line free and warn anyone else who might answer that you're expecting an interview call
- ✓ If you're on a mobile, make sure you've got a good signal and it's charged up

If it's online:

- ✓ Look at the monitor and talk directly to the person or people on the screen
- ✓ Dress smartly. Avoid wearing clothes with patterns or stripes which could strobe on the screen
- ✓ Take a look around the room. An unmade bed, inappropriate poster or dirty dishes won't give a good impression
- ✓ Check that your internet connection and software are reliable. Do a practice run and, if you have doubts, ask the employer if they can provide somewhere for you to log on to do your interview
- ✓ Pay attention to body language. Just as you would in person, you want to appear confident so sit up straight



Soft Skills - Effective Problem Solving in the Workplace:

Problem-solving and decision-making. Ask anyone in the workplace if these activities are part of their day and they answer 'Yes!' But how many of us have had training in problem-solving? We know it's a critical element of our work, but do we know how to do it effectively?

People tend to do three things when faced with a problem:

- ✓ they get afraid or uncomfortable and wish it would go away;
- ✓ they feel that they have to come up with an answer and it has to be the right answer;
- ✓ and they look for someone to blame.

Being faced with a problem becomes a problem. And that's a problem because, in fact, there are always going to be problems!



Soft Skills - Effective Problem Solving in the Workplace 2:

1. Identify the issues.

Be clear about what the problem is.

Remember that different people might have different views of what the issues are. Separate the listing of issues from the identification of interests (that's the next step!).

2. Understand everyone's interests.

This is a critical step that is usually missing.

Interests are the needs that you want satisfied by any given solution. We often ignore our true interests as we become attached to one particular solution.

The best solution is the one that satisfies everyone's interests.

This is the time for active listening. Put down your differences for awhile and listen to each other with the intention to understand.

Separate the naming of interests from the listing of solutions.

3. List the possible solutions (options)

This is the time to do some brainstorming. There may be lots of room for creativity.

Separate the listing of options from the evaluation of the options.

4. Evaluate the options.

What are the pluses and minuses? Honestly!

Separate the evaluation of options from the selection of options.

5. Select an option or options.

What's the best option, in the balance?

Is there a way to "bundle" a number of options together for a more satisfactory solution?



Soft Skills - Effective Problem Solving in the Workplace 3:

6. Document the agreement(s).

Don't rely on memory.

Writing it down will help you think through all the details and implications.

7. Agree on contingencies, monitoring, and evaluation.

Conditions may change. Make contingency agreements about foreseeable future circumstances.

How will you monitor compliance and follow-through?

Create opportunities to evaluate the agreements and their implementation. ("Let's try it this way for three months and then look at it.")

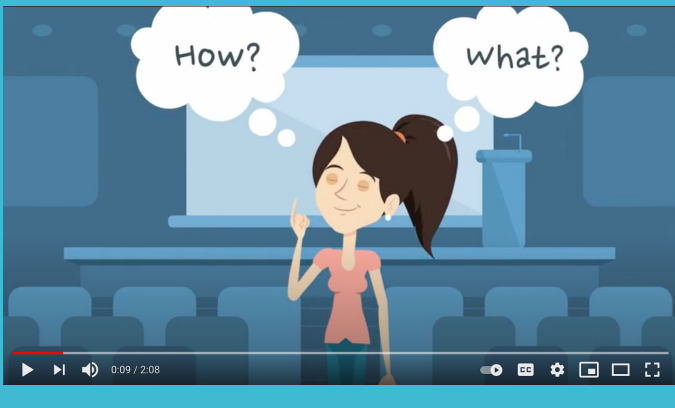
Effective problem solving does take some time and attention more of the latter than the former. But less time and attention than is required by a problem not well solved. What it really takes is a willingness to slow down. A problem is like a curve in the road. Take it right and you'll find yourself in good shape for the straightaway that follows. Take it too fast and you may not be in as good shape.

Working through this process is not always a strictly linear exercise. You may have to cycle back to an earlier step. For example, if you're having trouble selecting an option, you may have to go back to thinking about the interests.

This process can be used in a large group, between two people, or by one person who is faced with a difficult decision. The more difficult and important the problem, the more helpful and necessary it is to use a disciplined process. If you're just trying to decide where to go out for lunch, you probably don't need to go through these seven steps!



Soft Skills – Researching Employment Opportunities: Job Hunting:



First, set aside some time each week to find vacancies or fill in applications.

Give yourself some tasks to complete each week.

These could be:

- ✓ Contacting an employer
- ✓ Updating your CV
- ✓ Looking on a job vacancy website

Make sure you note down closing dates for vacancies, and keep track of what you've applied for and when.

Where to look

Online

The are many job search sites available – hundreds of new jobs appear online every day.

Look for job sites about your specific industries or types of work. Check the sites of employers you're interested in working for, and take a look at their social media accounts.

Plenty of sites offer an email alert function too, which lets you know when new jobs are added under the category you're interested in.

Newspapers and magazines

Check the vacancies section in your local paper. The business and news sections can also be useful for spotting stories about growing companies and industries.

Magazines and trade journals related to the kind of job you want are also useful sources of information.

Jobs fairs

An opportunity to meet employers face-to-face, a job fair is the perfect location to find out about upcoming vacancies.



Soft Skills – Researching Employment Opportunities: Job Hunting with social media:

Using social media in your job hunt

Find jobs, network and showcase your skills with your social media accounts.

1

LinkedIn

Essentially, your LinkedIn account is an online CV that'll show employers what you can offer. We've got tips for [using LinkedIn for your job hunt](#).

2

Twitter

Use your account to follow companies you'd like to work for, job sites, and recruiters. Read our guide to [getting noticed on Twitter](#).

3

Find 'your' network

Got a flair for Pinterest? Interested in Instagram? Whatever your talent, think about a social media space you can use to showcase your skills.

4

Think about your bio

Whatever channel you're using, your bio will be one of the first things people see. Highlight your skills and link to your website, portfolio or CV.

5

Searching on social

Keep an eye open for job vacancies. Search on topics you're interested in or career-related hashtags, like #ITjobs.

6

Use your contacts

Join your school, college or university alumni groups on LinkedIn and Facebook - you never know which connection could help you land a job.

7

Be social

Join online groups connected to the industries you want to enter, @ people on Twitter or Instagram and participate in conversations.

8

Share interesting things

Write and share posts, articles and videos that'll catch the attention of people you want to impress.

9

Stay professional

Create personal and professional accounts, or set yourself some strict guidelines.

10

Job-proof your personal accounts

Even if your Facebook is personal, an employer could find it. Think about what to do to make your accounts less open.



Soft Skills – Researching Employment Opportunities – 1: Job Hunting - Networking:

Networking

Ever heard the phrase ‘It’s not what you know, it’s who you know’? That’s why networking works. Here’s how you can find your way around the hidden jobs market with a little help from your friends.

Why you need to network

It’s simple. If you’re not networking, you could be missing out on a load of job opportunities. Why? Well, imagine an employer with a vacancy. Say there’s someone they know, or know of, who could do the job well. They’re likely to approach them first – it’s convenient and they already trust them.

If that doesn't work, they might ask their contacts for suggestions. A recommendation means they find someone. So long before you’d ever see a vacancy on a jobs board, the job’s already taken. Build up your network, and it could be your name that's suggested.

1

Ask for a referral

Even if they can't help you with your job hunt, they might know someone who can. Ask if they can suggest contacts, and could put you in touch

2

Try people you know

Family, friends, former employers, former teachers; tell them you're looking for a job. They could help, or know someone you can get in touch with.

3

Find some events

Look for networking events, [job fairs](#), talks and workshops based round your ideal job. Introduce yourself to as many people as you can, and ask if you can keep in touch

4

Strike up a conversation

Even outwith events, you're meeting new people every day. You never know where a chat will lead

5

Be positive

Tell them about your goals and ambitions. Talk about your strengths. Inspire them to help you



Soft Skills – Researching Employment Opportunities – 1: Job Hunting – Networking – Elevator Pitch:

Create the perfect elevator pitch

An elevator pitch is a short speech you could deliver in the time it takes to travel up a floor in a lift. The aim is to hook someone in and make them want to hear more.

Entrepreneurs use these to get people interested in new products or ventures, but you can use the same technique to introduce yourself.

You need to answer some key questions in your pitch.

1. Who are you? note down some of your skills and strengths. This helps you think about what makes you special – and what you'd like people to know about. You don't have time to mention everything, so highlight a few things that you think are most important.
2. What are you bringing to the table? Make a note of some of the things you've done – experience and education. Read over your CV. Try to think of things you've achieved, or stress the amount of experience you have.
3. What are you looking for? You can tailor this part depending on where you are.
4. Put it together - Look over your notes and try putting together a couple of sentences about yourself. Don't use jargon – the people you're talking might not know about your job, so technical terms could go over their heads. Keep it simple and short. Write it out in a few different ways and see which one feels most comfortable.
5. Practise! You should know your elevator pitch by heart – so that it rolls off your tongue. Practise so that you remember it. Try to relax and make it sound natural.



Soft Skills – Researching Employment Opportunities – 1: Job Hunting – Networking - Other:

Informational interviews

An informational interview isn't like a job interview. It's more of just a chat with someone working in the type of job you want to get in to. You could ask about the industry, and how people get in to it. You'll also make a new contact who might be able to help you in the future.

- ✓ Start by researching employers you'd like to work for. Be as specific as possible. Use tools like LinkedIn to find names of people in jobs you're interested in.
- ✓ Contact them and ask if they'd be willing to meet you to discuss their role.
- ✓ When you're going to your meeting, dress smart and make sure you're punctual. Bring a list of things you know you want to ask about.
- ✓ After your chat, send a thank-you note or email. Keep in touch and let them know how you're getting on. Ask them to keep you in mind if anything comes up.

Telephone tips

Phoning someone you've never met before can be a bit nerve-wracking. Try these tips and feel confident as you call.

- ✓ Make sure you know who you want to talk to. Have their name or department written down in front of you
- ✓ Keep a note of your contact details, in case they ask for them
- ✓ Write down some key questions or talking points to refer to. This will help you stay focussed on what you want to ask
- ✓ Have a calendar or diary handy so that you're ready to suggest dates if they can meet to talk to you, and a notepad in case you want to jot anything down
- ✓ Stand up. It sounds strange, but will help you feel more confident



Soft Skills – Researching Employment Opportunities – 1: Job Hunting – How to research an employer:

How to research an employer

Before you go to an interview, it's important to know what you're in for. Researching an employer can give you an idea of what you'll be asked about. That gives you a little more confidence going in. It's also a way to show that you're interested in the company. Drop in a little information about them in your answers, and you'll seem keen. It shows that you understand what the company is and who they're looking for.

1. Check the employer's website. This should be your first stop. Pay particular attention to information about products and services, the 'About Us' section and anything related to the job you're applying for. Check the recruitment section – companies often provide a brief description of the type of people they're looking for. Take some notes so that you can review them before you go in to your interview.
2. Find them on social media - A Twitter or Facebook feed can give you a good idea of what a company's culture is like. You can also look up your interviewer on LinkedIn to get an idea of their work history and see if you share anything in common.
3. Look up other websites - Sites like Glassdoor, Milkround, The Job Crowd, and Inside Buzz feature company profiles. These often have reviews or 'day in the life' accounts from employees that can tell you a bit more about what a company is like.
4. Look for news - Google their name and check the news results. Look for news about the industry they work in, too. Pay attention to the news on TV and the papers in the run-up to your interview. Show that you're aware of what's going on. Be wary of mentioning negative news stories – these might not go down so well.
5. Carry out an informational interview - If you know someone who works in the same industry, ask them about their job. Ask if there are any points they think are important or skills that you can mention. Ask what questions they think might come up.



Soft Skills – Researching Employment Opportunities – 2: CVs and applications:

CVs and applications

There's plenty to think about when you're applying for a job - from CVs to application forms, cover letters and how to present yourself for an interview. It can be easy to get overwhelmed and confused by what to say about yourself.

First off, what's a CV?

- A CV is your opportunity to tell potential employers the story of what you've done and could do.
- It's a written description of your qualifications, strengths and work experience that you use to apply for jobs.
- It tells the story of who you are, and what you can do - and it's your chance to sell yourself as someone worth employing.
- Paired with a cover letter packed full of personality, it could help you secure the job that you want.

Preparing to write your CV

A few simple steps will help you get ready to create your CV.

1. Read the job description. It'll tell you what the employer is looking for.
 - ✓ Look for the key skills and think about how your own past experience relates to the job. This will help you tailor your CV to the position.
 - ✓ Try to spot key words and notice the language the employer is using. Use similar phrases when you create a CV, so it's easier for the person reading it to see how you match up.
2. Think about how you'll order your CV
 - ✓ When you write a CV, you can lay it out in different ways, depending on what you want to show.
 - ✓ Put the most important information for this particular job at the top. Have they asked for a qualification?
 - ✓ Do they want work experience in something? Or are specific skills important to them? The job description will help you decide what to prioritise.



Soft Skills – Researching Employment Opportunities – 1: CVs and applications – do's and don'ts:

Do

- ✓ Keep your CV to two sides of A4 paper - An average employer spends less than 30 seconds reading a CV, so it's important to be concise.
- ✓ Read your CV out loud to yourself or a friend before sending it to an employer - It'll help you identify any spelling or grammatical errors, and give you an idea of the kind of first impression you might give.
- ✓ Make sure your social media accounts are set to private - Employers can try to find your social media accounts using the information you provide in your CV. Make sure your profile pictures are appropriate. Try Googling yourself and see what comes up.
- ✓ Showcase your skills and strengths, education and qualifications - Remember that all of your experiences have helped you develop skills that are transferable into lots of different jobs. It's useful to use the SCQF level of your achievements and qualifications. Don't forget to keep your CV up-to-date.
- ✓ Be honest - It's too easy to be caught out in a lie, especially if you make it to interview.

Don't

- ✓ Use the same CV for every job application. Technology's a big part of the recruitment process. Some companies scan for buzzwords, which are the skills detailed in the job description. Try to adapt your CV to prove that you have the skills they're looking for, and increase your chances of getting an interview.
- ✓ Use bad humour, 'fancy' language or jargon. Keep your writing style clear, to the point and professional, to give the employer the best first impression of you.
- ✓ Use silly email addresses or fancy fonts, borders, tables or graphics. There's only one exception to this rule, and that's if you're a graphic designer looking to show off your skills.
- ✓ Leave unexplained gaps in your employment . If you were job seeking or volunteering when you were out of work, make sure you record it.
- ✓ Be negative about your experiences. Focus on the positives of each and try to avoid clichés - you want to show a little originality, and stand out amongst other applicants.



Soft Skills – Researching Employment Opportunities – 1: CVs and applications :

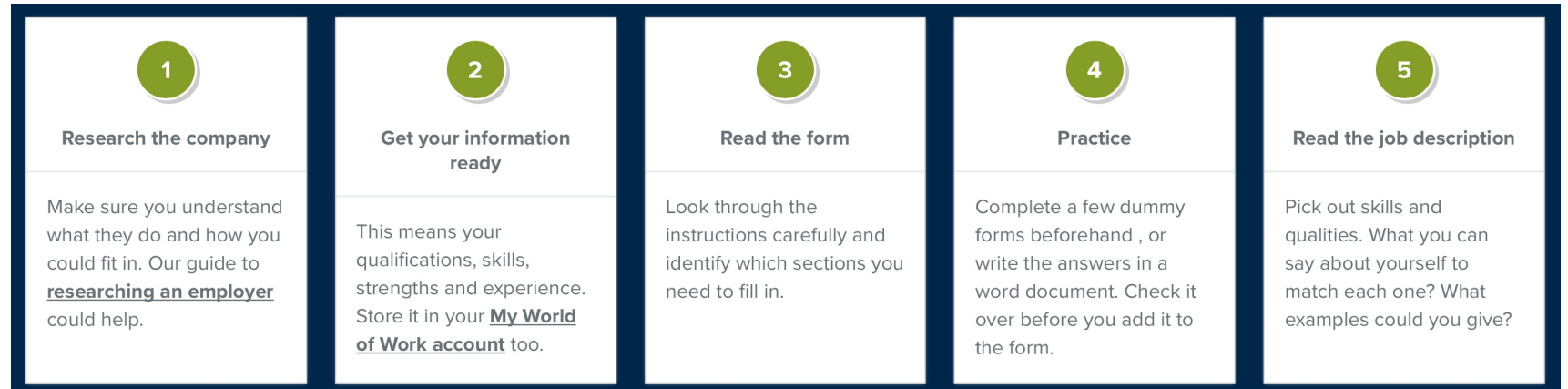
Application forms

Some employers prefer application forms to CVs, especially if they're recruiting for lots of staff at one time. They'll tell you exactly what the employer is looking for, but there's an art to filling them out.

The good thing about that? Forms tell you exactly what the employers wants. Unlike a CV, you'll have specific questions to answer - which can make it easier to match your skills to the job.

The downside? You're trying to describe your life in the small space of an answer-box, and it might be difficult to make some bits fit.

If you're filling in lots of job applications, this can start to get repetitive and time-consuming. But don't be put off.



Soft Skills – Researching Employment Opportunities – 1: CVs and applications 2:

How do I answer competency-based questions?

Competency-based questions require detail and thought, so it's best to give yourself plenty of time to answer them.

If they ask something like: 'Describe a time when you worked in a team' It's a competency-based question. The employer wants to find out whether you have the right skills for the job, so you'll need to use an example. Work, study, volunteering, work experience or hobbies are all experiences you could use.

To answer, use the STAR technique. Describe a Situation, the Tasks you needed to do, the Actions you took and the Results you achieved. They want to know that you can get along with others in a team. Show that you make an effort to pull your weight, and you communicate well.

How do I answer tricky questions?

Lots of sections on the application form will be simple enough, like filling out your name or address. More in-depth questions can be a bit harder. However, they're your chance to show the employer why you'd be great at the job. For example:

- ✓ What key skills and qualities do you have that would be relevant this job? This is where your preparation comes in. Compare the skills you have to the ones mentioned on the job description. The skills section in your account can help you identify some of your skills. Try not to simply list them. Instead, give examples of times you've used those skills. Depending on how much space you have, provide a bit of detail.
- ✓ Why do you want to work for this company? Again, your research is important here. It's a chance to talk about the employer, the role, and what it is that excites you about it. Is this a chance for you to gain new experience or work in an area you're fascinated by? Let them know.
- ✓ Provide a statement in support of your application - This section is often the longest section of an application form. It's where you can pick out some of the most relevant parts from the information you've already entered. Provide more examples of how you fit into the job description. Don't just repeat what you've said above. Instead, go into more detail about things which link to the job description.



Soft Skills – Researching Employment Opportunities – 1: CVs and online applications :

Completing online applications

Digital applications are becoming increasingly popular.

But they come with their own set of issues. Tackle them with these tips.

- ✓ Check if there's a time-out

Often, online applications will log you out automatically if you don't do something for a while. This means you'll lose the work you've been doing. Make sure you save regularly.

- ✓ Copy the questions into a Word document

Write out your answers offline, then copy and paste them in. You can edit them as much as you like. Plus, you'll have a saved version to refer to if you get asked to an interview.

Understand the buttons

It sounds simple, but you don't want to accidentally submit a half-finished application.

- ✓ Double-check

Go back through the form once you've finished, and make sure you've answered everything you need to.

- ✓ And a cheat to make it easier next time...

Save a copy of your application form – or the text from it, if it's online. This means the next time you have to fill one in, you have some answers ready to tweak for the next job.



Soft Skills – Researching Employment Opportunities – 1: CVs and applications – cover letters:

What is a cover letter?

Sent along with your CV or application when you apply for a job, a cover letter is a chance to introduce yourself and showcase your personality.

It's where you can describe in more detail:

- ✓ Who you are
- ✓ What you're like
- ✓ What you can bring to the role
- ✓ It's chance to sell yourself as the person who's right for the job.

Getting prepared

There's no one-size-fits-all job cover letter.

Every employer and industry is different - and that's why personalising yours to fit each application is important.

The first thing to do is examine the job advert, and think about how you can insert what they're asking you into your cover letter.

- ✓ Essential skills - Are they looking for communication skills? Do they need you to be great at maths? Do they want a good people manager?
- ✓ Experience - Which qualifications and work experience have they asked for?
- ✓ Personal qualities - Have they mentioned things like being good with people or ambitious? Be sure to highlight these qualities
- ✓ Information on the company - You could also check their website and social media accounts.

These details help you tailor your cover letter, so that you stand out.

When you start writing, highlight some of the skills and experience that they've mentioned to show how you fit the bill.

Think about what you can tell them about yourself – which parts of your career so far will they be most interested in?



Soft Skills – Researching Employment Opportunities – 1: CVs and applications – cover letters - layout:

How to lay out your cover letter

The trick to a good cover letter is saying everything you want to say, in a way that's engaging and easy to read. A strong structure can help with that.

1. Introduction - Include a line or heading at the top of your letter, which states the role you want to apply for and any reference number from the job description.
2. Why you're interested - First, outline why you are interested in the role and the organisation – research the employer and explain how the role fits into your career plans.
3. What you have to offer - Then highlight the skills and experience you have that relate to this role using the requirements outlined in the job description.
4. Address the gaps - If you have gaps in your CV, or you're making a career change, you might want to use an extra paragraph here to explain.
5. Your conclusion - End positively. Say that you look forward to hearing from them and hope to discuss the role further.
6. Contact details Sending your cover letter as an email? Save your contact details for your signature at the bottom of the page. Style a signature for yourself including your name, address, phone number and email

Five things to think about before you send:

1

Length

It shouldn't be longer than a page. Keep it short, snappy and straight to the point.

2

Who it's for

Address your cover letter to the person handling the job vacancy. If you don't know their name, try to use the correct job title.

3

Spelling and grammar

Don't send something with mistakes. Spell-check before you send and get a friend to read it over, too.

4

What's appropriate?

Don't include your age, religion, sexuality or political affiliation. And there's no need to add a photo or your National Insurance number.

5

Honesty

If you've lied, you'll be found out at the interview. Don't risk it.



How you will use &
share this & other
MTYT tools:



Erasmus+

How to use this & other MTYT tools:

Please revisit this presentation and look at some of the videos again

Look at the handouts provided

Read the manual provided

Form small groups to encourage each other

Apply for a mentor

Practice the tips and techniques for getting yourself ready for employment

Plan Plan Plan



Get Ready for Work



4. Next Steps



Next Steps:



Erasmus+

Next steps:

Remember to fill out the course evaluation sheets – they help us assess our delivery and content

Talk to our trainers

Find out how else we can help

Keep looking for opportunities

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Thank you

Contact Details:

Trainer:

Email:

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