



ellwood atfield

The communications and advocacy headhunter

Standing Out from the Professional Crowd

Your skills, experience, and knowledge are valuable.

Learn how to apply them in different ways and how to best convey - both in the written and spoken word - the benefits of working with you.

“Luck is what happens when
preparation meets
opportunity”


Lucius Annaeus Seneca
(4 BC – A.D. 65)



1. Preparation
2. Finding opportunities
3. Interview performance

1. Preparation


- Strategic planning
- Your pitch
- CV writing
- Interview prep

A young girl with blonde hair in a ponytail, wearing a red cape and purple clothing, stands with her back to the camera, looking out over a city at sunset. The sky is a mix of orange, pink, and blue. The city buildings are visible in the distance, slightly blurred.

What do you want be
when you grow up?



Strategic Planning



Create your own
personal list of wants
and needs from your next job

1. Preparation

- Strategic planning
- **Your pitch**
- CV writing
- Interview prep

A man and a woman are running on a wooden pier. The man is on the left, wearing a white tank top and blue shorts, with red sneakers. The woman is on the right, wearing a pink tank top and black shorts, with grey sneakers. They are running towards the right. The background shows the ocean and a clear sky.

Match

Fit

Getting 'match fit' is a vital component to any successful professional.

This may happen naturally after several interviews but why waste those opportunities?

Would you enter an important race without any training or exercise?

Prepare your pitch and interview performance in advance to increase your chances of success.

Elevator Pitch



An elevator pitch is a quick synopsis of your background, skills, experience, and your knowledge. The reason it's called an elevator pitch is that it should be short enough to say during a brief elevator (or lift!) ride.

It is all about you: who you are, what you do, and what you want to do (if you're job hunting). Your elevator pitch is a way to share your expertise and credentials quickly and effectively with people who don't yet know you.

Skills
Experience
Knowledge



When appointing someone to do a job they are looking for certain skills, experience, and knowledge.

Do you know what yours are? Can you list them now?

If not, then how can an interviewer be expected to know them. Be specific about what you can offer.

1. Preparation

- Strategic planning
- Your pitch
- **CV writing**
- Interview prep

Curriculum Vitae

Leonardo da Vinci in 1482





Your Name

Your Contact Details

This opening paragraph can be just four sentences long. For example: A *which industry* expert with *number of years* experience, gained from *describe organisations*. Skilled in *examples*. Experience of *examples*. Excellent knowledge of *examples*.'

Current Job title

Date - Present

The organisation that you work for

Just a sentence or two about the organisation that you work/ed for. This is to let the reader know some context if they are not aware of the organisation, what the organisation is, how big it is, etc.

A few sentences explaining the purpose of your job, the top line of what your role is, the difference it makes. These sentences should help the reader to understand what you do on a week to week and month to month basis.

Responsibilities:

- List some of the responsibilities that you have
- It doesn't have to include absolutely everything
- Pick the top, main, most important ones that you think will be most relevant for what you want to do next.

Achievements:

- List some of your achievements in the role
- It doesn't have to include absolutely everything
- Pick the top, main, most important ones that you think will be most relevant for what you want to do next.

Job title

Date - Date

The organisation that you worked for

Just a sentence or two about the organisation that you work/ed for. This is to let the reader know some context if they are not aware of the organisation, what the organisation is, how big it is, etc.

A simple four sentenced paragraph:

Sentence 1. A [which industry] expert with [number of years] experience, gained from [describe organisations].

Sentence 2. Skilled in [examples].

Sentence 3. Experience of [examples].

Sentence 4. “Excellent knowledge of [examples].



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Responsibilities include:

- List some of the responsibilities that you have
- It doesn't have to include absolutely everything
- Pick the top, main, most important ones that you think will be most relevant for what you want to do next.

Achievements:

- List some of your achievements in the role
- It doesn't have to include absolutely everything
- Pick the top, main, most important ones that you think will be most relevant for what you want to do next.

Education & Professional Qualifications

Qualification, followed by the school/college/university/awarding body	Date – <u>Date</u>
Qualification, followed by the school/college/university/awarding body	Date – <u>Date</u>
Qualification, followed by the school/college/university/awarding body	Date – <u>Date</u>

Additional Information

Use this as a section for achievements, memberships, awards etc that you believe the reader should know about.

References available on request.



In our digitally enhanced world, platforms such as LinkedIn are increasingly prominent in the recruitment process.

A LinkedIn profile is your digital CV. It helps you to be discovered by headhunters and employers.

[Articles such as this](#) will show you how to make the most of your LinkedIn profile.



PERSONAL BRANDING

1. Preparation

- Strategic planning
- Your pitch
- CV writing
- Interview prep

Narrative & Vernacular



Commission européenne
European Commission



European Commission
Commission européenne

The words we use, the order in which we put them, and how we choose to deliver them makes a huge difference between success and failure at interview.

Developing a narrative, a vernacular to talk about our professional value and expertise is something to learn and practice. It is not something most people do in their day-to-day work.

Having a narrative that will appeal to your audience using a vernacular they understand will make a difference when interviewing.



F.A.B. Technique

Every skill, experience and piece of knowledge that you have can be sold but will be valued differently by different people. The FAB technique is a structure to help you do this.

Features are finite and absolute (skills, experience, knowledge)

Advantages can be numerous and explain what a feature does.

Benefits are multiple and personal to the buyer.

2. Finding opportunities

- The imperfect market
- Plans and tactics
- Getting started



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Imperfect market



The job market is what an economist might call imperfect.

Every buyer (interviewer) does not know of every seller (candidate). Increase your chances of success by compensating for the imperfect market.

Appointment opportunities are mediated to the market through a variety of means. Are you effectively searching through all these?

2. Finding opportunities

- The imperfect market
- Plans and tactics
- Getting started



Organisations recruit through three traditional methods: personal contacts; advertising; and headhunters/recruiters.

Develop a plan to ensure you have sight of the relevant opportunities that enter the market.

Also, be digitally discoverable for those organisations looking for your skills, experience and knowledge.



Be in an
informed position

2. Finding opportunities

- The imperfect market
- Plans and tactics
- Getting started



Activity
Creates
Opportunity

Being active creates opportunity.

The activity of turning soil encourages things to grow, regardless of planting or seed sowing.

A direct consequence being active in your field of expertise will increase your exposure to relevant opportunities.

3. Interview performance

- Low risk decision makers
- Using your preparation
- Enthusiasm and interest



Low Risk
Decision Makers

Selection processes can be tough.

Most interviewers default to being a low-risk decision maker when hiring, making it even more important to present yourself as a match to the brief.

3. Interview performance

- Low risk decision makers
- Using your preparation
- Enthusiasm and interest



**Same
or
Different?**



Focus on your expertise, knowledge and personal attributes.

Redefine your existing skills, achievements, and experiences to be applicable to different audiences. What will you do for them? Why are you worth their time and investment?

Forcing yourself to think as bluntly as possible about the value and benefit of your appointment will help you to explain it to others. How can the interviewer be expected to work it out if you haven't?

3. Interview performance

- Low risk decision makers
- Using your preparation
- **Enthusiasm and interest**



Performance matters



Combine
your talent
with enthusiasm

Enthusiasm takes talentless people a long way in a selection process, combine enthusiasm with your talent and it becomes a powerful and attractive combination.

If you do not express your enthusiasm for the role and the organisation, then you won't be viewed as positively as someone that does.

Questions?



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