

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















1. Preparation

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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.







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.







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?

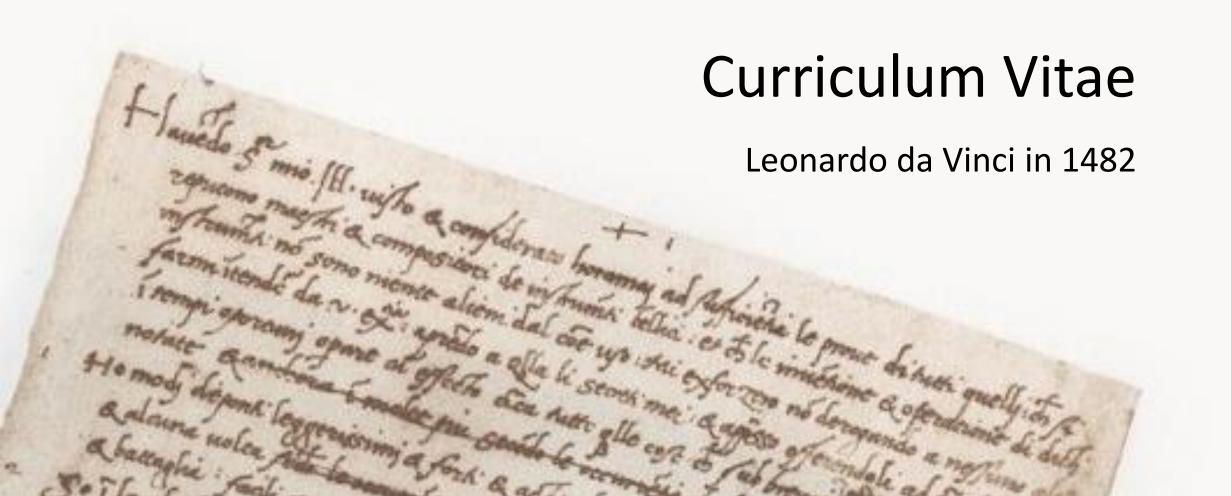
If not, then how can an interviewer be expected to know them. Be specific about what you can offer.



1. Preparation

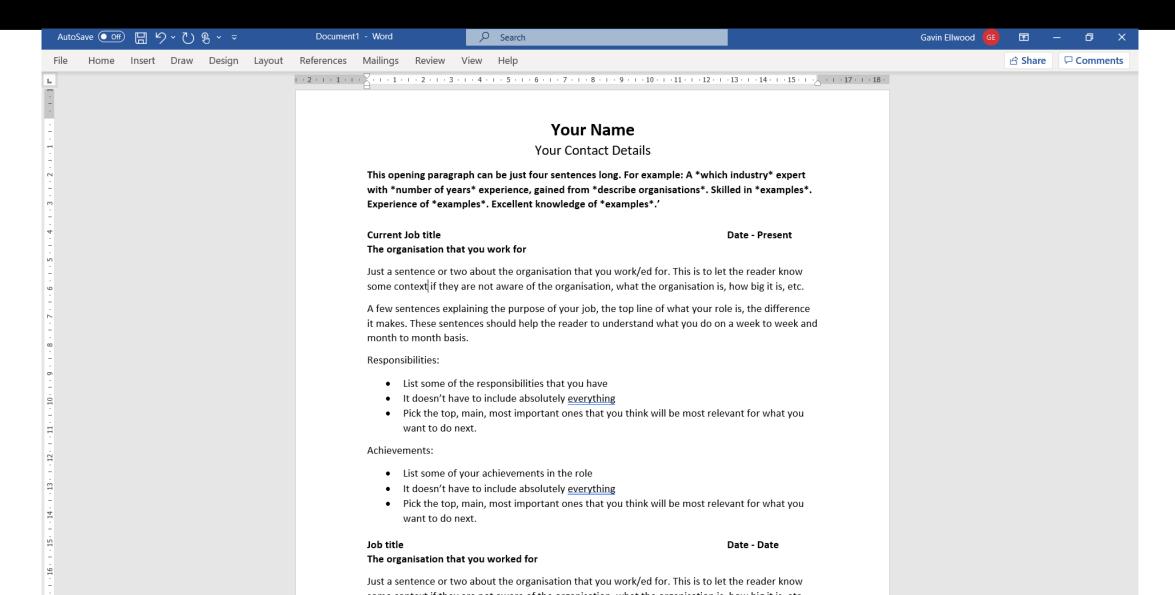
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The communications and advocacy headhunter





A simple four sentenced paragraph:

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

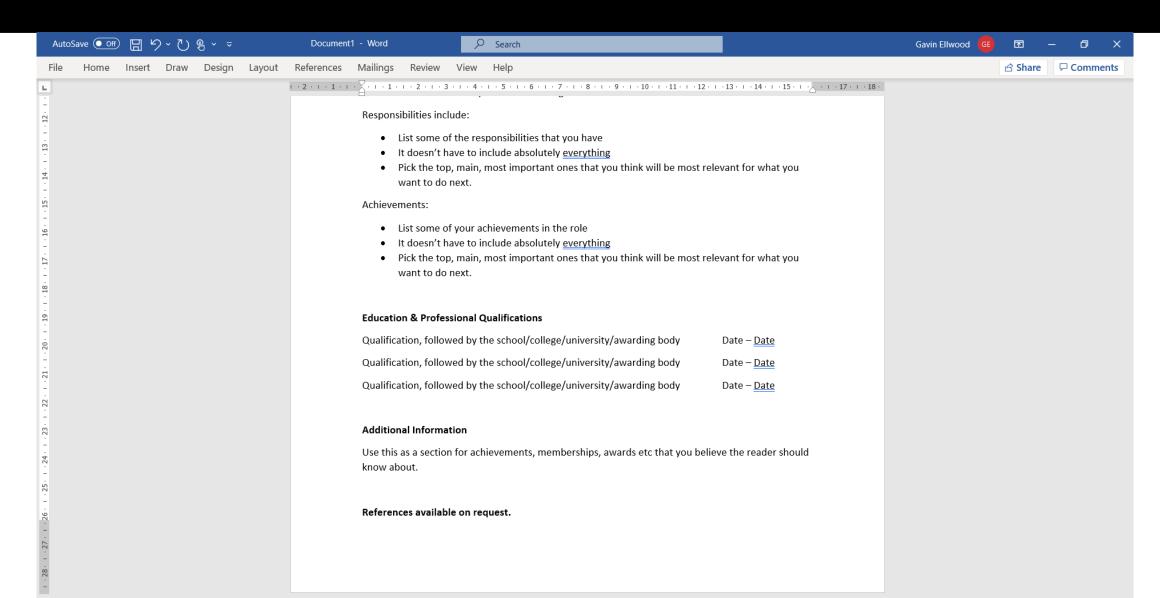
Sentence 2. Skilled in [examples].

Sentence 3. Experience of [examples].

Sentence 4. "Excellent knowledge of [examples].



The communications and advocacy headhunter









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.







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Narrative & Vernacular



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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







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.

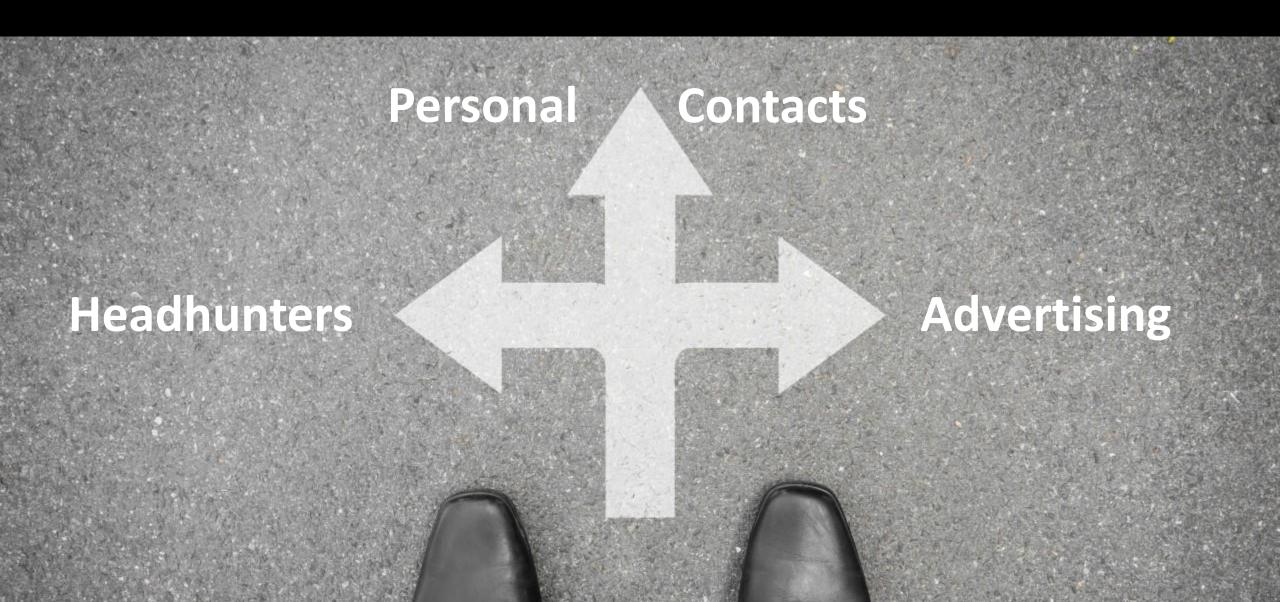
Appointment opportunities are mediated to the market through a variety of means. Are you effectively searching through all these?



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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.







2. Finding opportunities

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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







Selection processes can be tough.

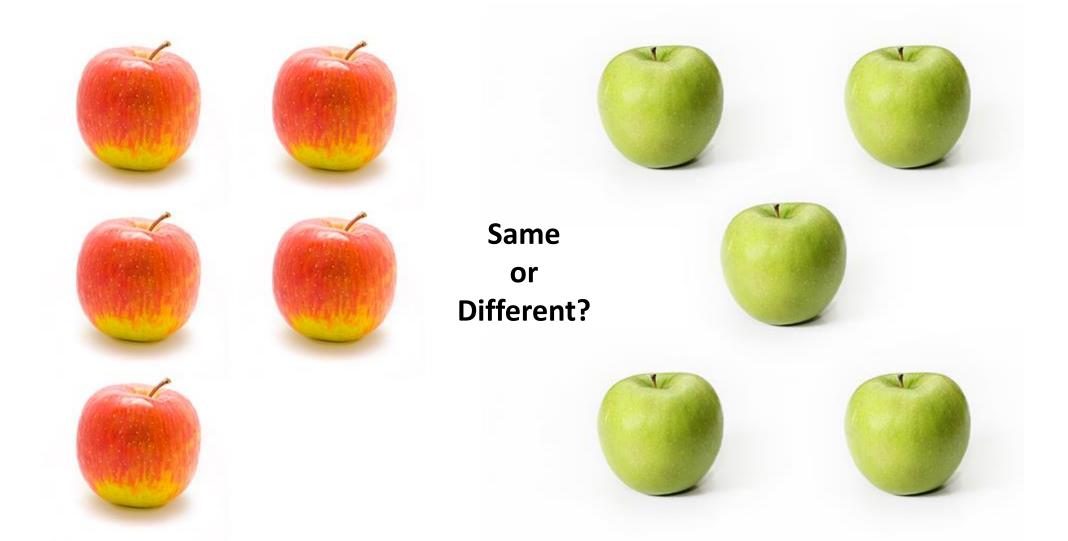
Most interviewers default to being a low-risk decision maker when hiring, making it even more important to present yourself as a match to the brief.



3. Interview performance

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







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
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- Enthusiasm and interest











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?



Gavin Ellwood, Founder

gavin@ellwoodatfield.com

www.ellwoodatfield.com