



Marketing yourself successfully to enhance your career

The workshop will provide you with a framework for identifying your transferable skills and achievements and describing them convincingly, both orally and in writing. You will enhance your ability to stand back and take stock of your experience and then present positively what you have gained. By packaging your skills and accomplishments as competencies, you will be able to establish the match with an organisation's needs. You will learn how to 'sell' yourself in the right place and in the right way.

Course duration

Typically 1 day

Who should attend?

Anyone needing to market themselves at a time of career development or change

Course content

Setting the Scene

- change and its impact on work
- competencies - what are they and how are they used?
- implications of 'competency-based' recruitment

Objective setting

- deciding where you want to be and how you can get there
- where to look / apply

Preparing to sell yourself

- identifying your transferable skills and achievements
- establishing key competencies
- providing evidence and describing behaviour
- completing a personal development / performance assessment / application form or CV to sell yourself

Interviews

- making the most of questions / competencies to sell yourself
- the 3 Vs of communication
- what are the obstacles to an effective interview?
- how can we overcome them?

Other assessment techniques

- presentations, psychometric tests, assessment centres, ability tests, etc
- how to make the most of them

Pre-requisites

None

Course style

Highly participative using exercises and practice sessions

Objectives

As a result of attending this workshop, you will be able to:

- establish your career goals
- describe your transferable skills and achievements as competences
- identify ways of presenting yourself positively in writing and during an interview

To book your place please contact the Business Development team

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This workshop can be tailored to meet your organisation's requirements.