



HOW WE SUPPORT YOU FROM
JOB SEARCH TO OFFER
LETTER IN HAND

www.norwoodemployability.com

PREAMBLE

Most university training tools are too academic or discipline-focused and thus fail to train candidates to face the fierce competition involved in job-finding after their graduation. The rate of under- and unemployment clearly demonstrates this!

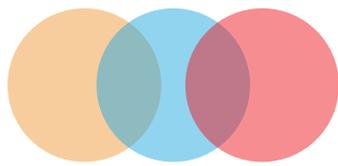
Our company, Norwood Employability Limited, was born out of the increasing need to teach students some outside the academic curriculum and extracurricular modules. What could be timelier than learning how to transition smoothly between careers or even freshly into the world of jobs. Norwood Employability is basically a specialised career planning and retraining programme for bachelor's, master's and PhD holders. We conduct this programme also to help universities fill the gaps in their academic disciplines to prepare folks to land jobs commensurate to their qualifications, skills and knowledge upon graduation.

The following are a few of the themes we train on; and for those still in school, it is 14 pillars or themes stretched over 2-3 months training depending on the needs of the individuals as we would assess.



You'll Get Results Faster! Here's a Typical Case Study of How Our Process was Applied to Land a Graduate a Job

<http://bit.ly/2YRb4WI>



THE PLAN



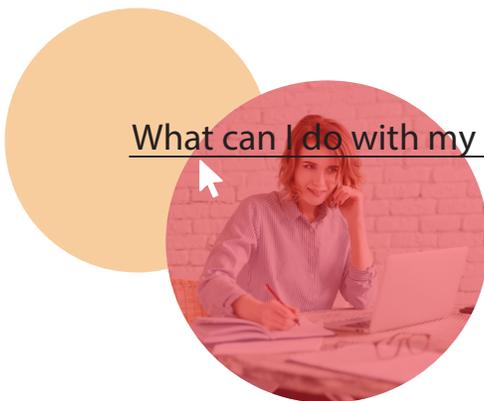
What Job Role?

Determine with you the job role you are aspiring to...the exact career path to go for. We usually begin with the question of "What Can I Do with My Degree?"

For example, do you want to be a BUSINESS ANALYST; or a Health & Safety Adviser, or a Process Engineer, or a Digital Marketer, or a Medical Sales Rep? What exactly?



What can I do with my degree



Your LinkedIn Profile

Recreate your LinkedIn profile to a top professional level: we correct any noted abnormalities on your current profile based on our experience of guiding people on this.

We work together to:

- Optimise the LinkedIn profile to a professional level – add to the headline their prospective job title(s);
- re-write profile summary to take advantage of LinkedIn optimisation tools;
- add many beautiful pictures to the listed activities;
- add professional or affiliate groups;
- re-write the activities carried out in former jobs so that they reflect transferable skills, technical knowledge and quantifiable results achieved and not merely high lighting RESPONSIBILITIES.



Networking is Gold!

Guide you on strategies for connecting with hundreds of professionals faster on LinkedIn who are working in the role you want to go into (these professionals will help you get a job referral quicker than if you never did this).

Our main goal here is to connect you with your university alumni which is the biggest pool of potential referrals when you connect rightly the way we teach you, especially with those in decision-making positions and in your desired industry.

The next port of call is to connect you with our network of over 400 recruiters in the UK who are also interconnected worldwide and with those in the sector you're going into.



The Hidden Job Market

It's 'Hidden' because there are always jobs there, though 90% of job seekers don't know this market and ways to access it.

Understanding and positioning yourself in this market, which now represents around 80% of all available jobs, alongside the conventional job boards give you better access and more opportunities for succeeding in your job search.

So, we identify and then profile all the companies you should target and for which you can then use our "hidden job market" techniques to ask for a job.

This is where the game-changing opportunities lie! We link you up (show the secrets too) with "market makers" in your chosen area who can give you job offers or immediate links to their networks.



Recreate your CV to bring out the "wow factor": use the almost infallible principle of showing in every bullet point the "transferable skills" + "technical knowledge" + "quantified results" and front-loading your core competencies and achievements.

A winning CV must have elements of the "WOW FACTOR".

That is, it must have demonstrable evidence of having:

- ♠ Increased sales, reduced costs, or saved money.
- ♠ Taken initiative, resolved an issue, or pursued new opportunities?
- ♠ Built relationships, motivated others, or increased performance?
- ♠ Saved time, processed information or implemented procedures effectively in previous roles that are similar or related to the current vacancy a person will be applying for.



We show you how to take the following personality tests, and you will be amazed where you fit professionally and for what roles: Deloitte Business Chemistry; Crystal Knows; and Myers Briggs.

Work with you on your cover letters. We show you the secrets and best samples to learn from based on our review of over 2000 of these in the last 24 months at my organisation, Star Jobs Recruitment, recruiting for the Dot Net developer IT sector in the UK.

We use different styles and contents depending on your level or route. Here's one of our reliable structures

- ♠ Put your correct contact information, that of the employer, and date the letter. Address it to a person (not "To Whom It May Concern" or "Dear Director")
- ♠ It should be straight to the point & relatively short (1 page)
- ♠ It shouldn't be a generic letter (i.e., the same letter to all organisations you're applying to) Research each organisation before you apply and show keen interest that you want to develop a professional career in that role as well as your passion for the organisation.
- ♠ Show how your background, knowledge, work experiences, and skills (especially hard skills, e.g., programming, accounting, mathematical, data mining, digital marketing, etc.) can benefit the organisation
- ♠ If you are sending as an email, use a succinct SUBJECT HEADLINE; don't leave it blank. E.g., say in the headline: Experienced Analyst Seeking VBA Developer Role in Financial Services



Teach you how to ace interviews using the technique "30-60-90-day plan" which you use during the interview you attend.

Train you to follow the B-A-C-A-R Framework to use in answering behavioural-type interview questions (e.g., tell me about a time you...):

BACKGROUND

ASKED TO DO

CHALLENGE

ACTION

RESULT

- ♠ Background: What was the background & specific situation that gave rise to the issue that needed solving?
Setting out the background is vital to properly describe your role within the result.
- ♠ Asked to Do: What were you asked to do? Were you even asked at all, or did you personally decide to take charge of the situation to rectify it? You must set out the WHAT, WHY & WHO (what were you asked, WHY were you asked, WHO asked you?)





- ♠ Challenge: What was the biggest challenge or obstacle you had to overcome to get from "the ask" to the result?
Even 'positive' questions should include a challenge that needed to be overcome.
- ♠ Action: What specific actions did YOU take to move from the "ask" to overcome the challenge and get the result? (This is not a team effort; it's about YOU...do not say "we did this").
What was your thought process?
- ♠ Result: State the result & repeat the question.
"So, this was how I solved the issue, and that's the best example of how I dealt with a difficult situation where I wasn't sure of the outcome"

There are 7 broad categories of questions you'll most likely face during job interviews. The better you're aware and thus prepare adequately to answer these questions skilfully, the more likely you'll pass your interview. We train on:

- ♠ Personality
(will you fit in with the company culture & people?)
- ♠ Aspirations (why do you want the job?)
- ♠ Behaviours (can you cope with stress?)
- ♠ Competency (can you do the job?)
- ♠ Legality (would you bend the rules?)
- ♠ Management
(what is your management style?)
- ♠ Self-motivation
(are you energised and focused?).



Negotiate for More

Other coaching includes learning how to handle your first salary negotiation.

I teach you the 8 salary negotiation skills, a vital practical strategy to increase your first salary by 5 to 15%.

8 SALARY NEGOTIATION MUSTS

1. Research salaries before applying
2. Set aside everything but salary
3. Anchor VERY high
4. Encourage them bid first
5. Act surprised by their offer
6. Ask open-ended questions
7. Appeal to a higher authority
8. Bracket and meet in the middle

You're expected to negotiate!

Finally, I show other post-employment tips, such as negotiation skills to help you gain promotions faster than others. These would keep you at the top of the game!

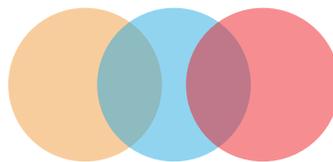
These and more are the solutions we train you on to get a job quicker (it's much easier to land a job if you know what more to do than do otherwise!).



Here's Our Bond!

Applying our guidelines gets you a job between 1-2 months max.

You need some hand holding if it has taken you more than 3 months to get a graduate job. You have a knowledge gap! Let's support you to overcome unemployment together!



Enrol today at

www.norwoodemployability.com



1 SO, WHAT JOB ROLE ARE YOU LOOKING FOR?

Linked **in**



2 WE RECREATE YOUR LINKEDIN PROFILE PROFESSIONALLY - OPTIMISE THE HEADLINE/SUB-HEADLINES; PROFILE PHOTO, SUMMARY, ATTACH IMAGES, REWRITE YOUR ACHIEVEMENTS, TECHNICAL & TRANSFERABLE SKILLS, ETC.

3A YOUR CV RE-WRITTEN TO BRING OUT THE 'WOW FACTOR'



3B YOUR COVER LETTER WRITTEN TO WIN INTERVIEW INVITES



4 CONNECT YOU WITH ALUMNI, SO YOU IDENTIFY INDUSTRY NEEDS/TRENDS & DEVELOP NETWORKS



5 YOU LOCATE/PROFILE 10+ COMPANIES OF INTEREST BASED ON CHATS/INFO ALUMNI SHARED

6 WE GUIDE YOU TO WRITE AN EMAIL MESSAGE FOR REACHING OUT TO COMPANIES' DECISION MAKERS (YOU INSTALL EMAIL TRACKER, HUBSPOT)



7 WE CONNECT YOU WITH INTERNAL RECRUITERS/HIRING MANAGERS DIRECTLY

8 WE GUIDE YOU TO RESEARCH SOLUTIONS & WRITE THEM UP IN A BRIEF COMMERCIAL PAPER & SEND TO THOSE DECISION MAKERS

9 WE TRAIN YOU ON INTERVIEW SKILLS + PHONE SCREEN'S



10 HURRAY! WE CELEBRATE YOUR SUCCESSFUL EMPLOYMENT



RESOURCES



[My CV Writing Article](#)



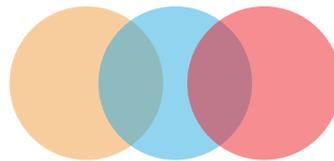
[What You Must Do to Get A Well-Paid Job Upon Graduation Part 1 of 3](#)



[A Collection of my 50 Articles & Posts \(2018\)](#)



[A Collection of some of my Articles & Posts \(2019\)](#)



ANEXXURE:

OUR PLAN TOWARD GETTING OFFER LETTER IN YOUR HAND

The Target is 8 Weeks or Less

	Tasks	No. Of Days (Subject To Your Agreement)	Tasks Must Be Performed Before
1	Determine with you the EXACT job role you are aspiring to...the exact career path to go for. Private companies? Public Organisations? Charity? *Skill assessment & profiling	2 Days	Chosen Date
2	CV Rewritten	1 Week	Chosen Date

3	<p>Recreate your LinkedIn profile to a top professional level: correct any noted abnormalities on your current profile based on experience of guiding people on this. Then optimise your LinkedIn profile to make employers see you more and contact you faster</p>	3 Days	Chosen Date
4	<p>Connecting with professionals faster on LinkedIn who are working in the role you want to go into (these professionals will help you get more job referral quicker than if you never did this).</p>	4 Weeks & Then On-going	Chosen Date
5	<p>Identify and then profile all the organisation you should target and for which you can then use the "hidden job market" technique to ask for a job. This is where the game-changing opportunities lie! Link you up with "market makers" in your chosen career area who can give you job offers or immediate links to their networks.</p>	Done Alongside No.4 Above	Chosen Date
6	<p>Before Number 5, we work together to develop your Value Validation Project to use in showcasing your ultimate value proposition to the targeted potential employer</p>	2 Weeks	Chosen Date

7	<p>Work on your cover letter. I'll show you the secrets of the best cover letters and best samples to learn from based on my review of over 2000 of these in the last 24 months at my organisation, Star Jobs Recruitment, which is recruiting for the Dot Net developer IT sector here in the UK.</p> <p>AGGRESSIVE ON-GOING QUALITY JOB APPLICATIONS SENT OUT CONSISTENTLY AS WOULD BE AGREED</p>	2 Days	Chosen Date
8	<p>Interviews Coaching including Telephone and using the technique "30-60-90-day-plan" which you're to use during the interviews you attend. And the B-A-C-A-R framework</p>	2 Weeks	Chosen Date
9	<p>Learning how to handle your first salary negotiation.</p>	2 Weeks	Chosen Date

NOTE:

Online One-on-One Meet up would be once or twice weekly (as would be agreed).
Please, install Zoom or Skype on your computer!