



Outplacement Support
Job searching guide



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Outplacement guide

We understand that any change can be difficult to deal with, and without the right information at the right time any stress it causes can be made worse. To help you to transition to the next stage of your working life we've created this guide that covers the world of job searching.

This guide has been designed to support you through the process and give you a 'route map' to help you find your next job. However, it's also important to take time out to reflect on what you might want to do. Often redundancy allows us the opportunity to look at other options; we might decide to follow a long-held dream or passion, whether that be starting your own business, retiring, studying or travelling. You may want to do something different, consider what your transferrable skills are or take the opportunity to learn something new.

Searching for jobs

Establishing your career goals

A key question to consider as you start a new job search is, "What do I truly enjoy doing?" This is your chance to reflect on the jobs you've had so far and figure out what you've really enjoyed and what you've not.

Doing this exercise means you get to create a wider net for your search and there's an opportunity to make a change in your career path.

Building your personal brand

Personal branding is about sharing what makes you **unique, relevant and differentiated** for your target audience. If you understand your strengths, skills, passions, and values, you can use this information to separate yourself from your competitors and really stand out.

Today, emphasis is placed on personal branding, especially in the online world. Employers are now increasingly using social media tools to look at applicants before offering them interviews.

More and more companies will check you out on social media channels. Be aware of this, and make sure you have appropriate privacy settings on your accounts that you don't want in the public domain. If you have a LinkedIn profile, make sure your CV matches it so, you appear consistent.

You need to highlight your 'Unique' Selling Points (USPs)

USPs are qualities and experiences that you possess which others applying for the same role don't have. For example; a Warehouse Operative who is applying for a role can say they've worked for a global distribution company which involved them interacting with a number of diverse people in terms of cultures, levels within the organisation, and also has a secondary language skill. This will help them stand out from the crowd.

Ask yourself, what qualities/skills do I have that are likely to be in demand with a prospective employer? Then, put an asterisk next to those that most other candidates won't have.

How can I best market myself?

One of the most important things about looking for a job is that it **involves a lot of time, effort and commitment**. If you don't put in the effort then it's highly unlikely that a job will present itself to you.

Transferrable skills to a different job

You may be considering doing a different job from the one you've been doing. The starting point is to identify your transferrable skills and attributes together with the qualities, interests and past activities which relate to the job you're considering. Think about the strengths you have in terms of knowledge, skills and experience as well as

your personal strengths. **Appendix 1: Personal Career Appraisal** worksheet can help you identify your transferrable skills.

Where are the best places to search for jobs?

- Company websites
- Job boards
- Job centre (see page 23 for more details)
- Social media channels
- Recruitment agencies
- Newspapers, professional magazines and journals
- Personal contacts and friends
- Shop windows
- Local radio stations

LinkedIn - what is it?

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

Once you create a LinkedIn profile, it will allow you to share your professional background online, such as your work experience, education, skills, and recommendations. You can also use LinkedIn to join groups, write articles, post photos and videos, and more.

What are the benefits?

It allows people to share online blogs of who they are, what they do, who they do it for and most importantly allows them to state what kind of business or opportunities they're looking for. It can help you find and be found by businesses and recruiters. LinkedIn has its own job board where employers post their vacancies. Once you've created a profile, LinkedIn suggests jobs that are relevant to you based on your profile.

You can also 'follow' companies on LinkedIn so you'll see new vacancies when they're posted. When you follow a company you become an 'engaged candidate' meaning they're more likely to contact you directly about a job.

You have to be proactive on LinkedIn, using it to approach and follow target companies you'd like to work for, join groups that interest you, search for current and former colleagues and request to 'link in' with them. Invite as many people as you can to connect with you. The bigger your network, the easier it is to find people and be found. Personalising your request to 'link in' with someone will make them more likely to accept your request.

To create your profile, go to <http://www.linkedin.com/home>.

How to create a LinkedIn profile

1 Profile picture

2 Location: San Francisco Bay Area

3 Bio: Passion and purpose are key in life. In my professional career, this manifests as an ethical external communications professional building culture at LinkedIn as the Corporate Communications Manager tell the stories of how LinkedIn's world class culture has fueled its success by sharing the experience...

4 Experience: Corporate Communications Manager at LinkedIn (Jul 2017 - Present - 1 yr 5 mos). I tell the external culture stories at LinkedIn; the things that make people want to work here, and the reasons why our employees love their jobs. Leveraging corporate communications campaigns, an extensive awards & rankings program, and the @LinkedInLife social channels (Instagram, Twitter, etc.), I work with media and nonprofits to positively position LinkedIn's brand, externally.

5 Show 3 more experiences

6 Education: University of Miami, Bachelor of Science, Media Management and Sport Administration (2006 - 2010). Activities and Societies: Dean's Student Circle, University of Miami Television. University of Miami's Nanga Award Recipient.

7 Skills & Endorsements: Social Media - 77 (Endorsed by Michael T. and 5 others who are highly skilled at this); Public Relations - 44 (Endorsed by Bill Whitman Jr. and 4 others who are highly skilled at this).

1. Photo

For starters, add a photo. It helps you build credibility with others and be authentic. It doesn't need to be perfect or professionally shot. Just choose something recent that shows the real you. And when you upload it, you can enhance it with our filters.

2. Location

Details are good. The more you add to your profile, the more LinkedIn can help you find your next opportunity. When you add your location, you're more likely to be contacted by recruiters and employers about jobs in your area.

3. Summary

This is your career snapshot. Think of it as your personal "elevator pitch." Describe what you do and highlight your strengths. Pro tips: Stick to a few short paragraphs. Lose the jargon. And be your authentic self.

4. Experience

Starting with your current position, write about projects, accomplishments, and the value you bring to your team and organization. Keep it clear and concise. Bullet points work great here.

5. Pictures and videos

Adding media is a great way to engage other people. Posting photos, videos, and more helps you tell your professional story in eye-catching ways.

6. Education

Be sure to include where you went to school and what you studied. People who list these details get up to 11x more profile views.

7. Endorsements

Add skills you want to be known for—and that your connections can endorse you for. Every new endorsement adds credibility to your profile.

Job boards

Job boards are more than sites to search for jobs. You can also set up alerts for when new jobs are advertised and add your CV to the site CV database so you're visible to potential employers. If you do add your CV to any public database, remember to remove your postal and email address to limit the amount of personal data you publicly post. You can add your nearest town rather than your full address and recruiters will still be able to phone or email you through the site.

CV Library <https://www.cv-library.co.uk/>
Indeed - www.indeed.com

Totaljobs - www.totaljobs.com

Findajob: <https://www.gov.uk/find-a-job> the government job board that replaced Universal Jobmatch

Recruitment Agencies

There are many recruitment agencies that can help you find work and give you guidance on your career goals.

Some agencies are a great support but it's important to check that they are a legitimate business. One way of checking this is to see if they are part of a recruitment regulatory body such as The Recruitment & Employment Federation (REF). Look at their website to see what code of conduct they follow and look to see if they have a statement on the Modern Slavery Act. This is particularly important if you're considering temporary work as you may be reliant on them paying you for work.

There is an increasing market for 'fake jobs' so beware if agencies are vague about jobs or ask you for money to help you find work.

Recruitment agencies have to follow government standards which are outlined here: <https://www.gov.uk/government/organisations/employment-agency-standards-inspectorate>

Tips on working with a recruitment agency:

- They should give you advice on:
 - your CV and how you present your experience
 - preparing for interview
 - realistic salary expectations
 - details of jobs you're looking at (especially when you're selected for an interview)
- They should be experts on the employers in your area or field of experience
- Develop a good relationship with them and keep in regular touch (phone them weekly)
- They should treat you with respect: if you feel they aren't representing your interests, find another recruitment agency to work with.
- Register with a number of agencies to broaden your chances of finding a job
- Keep a record of which agencies you've spoken about various jobs. This is handy for following up with agencies and avoids confusion if different agencies are working on the same job or employer
- They should ask your permission before sharing your details with a potential employer
- They should never ask you for money to help you find a job or to carry out any type of background check. If they do, please report them to https://www.safer-jobs.com/contact/report_incident
- Consider temporary or 'temp to perm' opportunities as this can be a good way to secure longer term work and allow to 'try before you buy'. If undertaking temporary work please check out your rights with Safer Jobs <https://www.safer-jobs.com/rights>

Government support

Direct Gov is a great website to check out if you want further advice on what government support is available:

[How to contact Jobcentre Plus](#)

Jobcentre Plus provides a wide range of information and services, like benefits, loans and grants and help with finding a job. They also provide practical support helping with CV writing and preparing for an interview.

[Benefits adviser](#)

Get benefit advice, for you/your family or for someone else. Simply answer questions anonymously online about your savings, income and outgoings.

[Apply for Jobseeker's Allowance online](#)

If you need to apply for Jobseeker's Allowance, you can now do it online at a time that suits you.

Support in Scotland

There is some additional support for people living in Scotland through the Skills Development Scotland PACE.

Skills Development Scotland offers a full range of career management, employability and information services to enable you to make well-informed and realistic decisions about your next steps. All services are free, impartial and tailored to suit the needs of individuals. More details are below:

Website:

myworldofwork.co.uk – The help you need for the career you want plus **a handy CV building tool**

sds.co.uk – Making skills work for Scotland

https://www.skillsdevelopmentscotland.co.uk/media/45651/positive-steps_interactive.pdf -

A useful guide to get you started

Video:

<https://www.youtube.com/watch?edufilter=NULL&feature=youtu.be&v=1y3iU-54L7E>

The local contacts for services in **Falkirk** are:

Helen Whitham

07826537709

OR

Carolyn Baird

Carolyn.baird@sds.co.uk

07881512160

If you live elsewhere in Scotland you can use the link below to contact the services local to you or phone the **Helpline: 0800 917 8000**

[https://www.skillsdevelopmentscotland.co.uk/publications-statistics/publications/?page=1&keyword\[\]=PACE&order=date-desc](https://www.skillsdevelopmentscotland.co.uk/publications-statistics/publications/?page=1&keyword[]=PACE&order=date-desc)

Appendix 1

Personal Career Appraisal

Technical and business strengths

List what you regard as being your most important **technical** and **business strengths** – the particular **knowledge, experience** and **skills** you've acquired that you feel will be an asset to the job you want to do:

Technical and business strengths	Are these transferable to other jobs?
1.	Yes / No
2.	Yes / No
3.	Yes / No
4.	Yes / No
5.	Yes / No
6.	Yes / No
7.	Yes / No
8.	Yes / No
9.	Yes / No
10.	Yes / No

Personal Strengths

Tick or highlight 10 statements which you feel reflect your personal strengths and attributes at work:

I am able to accept a challenge I am a good communicator I am able to make decisions easily I am good at managing other people I am well organised I am good at meeting deadlines I am good at seeing the root of a problem and resolving it I am able to use my initiative I am good at delegating responsibility to others I am able to understand the needs of others I am not easily put off obstacles I get on well with people I like to be part of a team I enjoy working under pressure I am good at persuading other I can handle several different tasks	I am tolerant I enjoy teaching others I like making presentations I set myself high standards I have a keen eye for detail I like finding new ways to do things I establish relationships easily I am able to work hard and consistently I have a good sense of humour I am determined to be successful I am ambitious I have lots of common sense I am a good judge of people I am adaptable to change I am able to implement new ideas easily I am good at presenting complex information simply I enjoy participating in the social side of
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simultaneously I am good at prioritising my work I enjoy providing a good service to others	working life I find it easy to praise others
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Think of some examples of how you've demonstrated your strengths. They will be useful for your CV and interviews.

What would you regard as being your weaknesses/things you aren't so good at?

What have you done to address your weaknesses or what could you do?

Can you reproduce below any comments made about you in your most recent performance appraisals at work?

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Finally, in this section, identify 5 important personal achievements or high points in your life:

1	
2	
3	
4	
5	

The work you have done so far will form an important basis from which you should be able to do the following:

- Begin to plan your next steps
- Clarify your background, experience and objectives
- Start to understand better the sort of person you are
- Maintain your confidence in your ability
- Construct a good CV
- Help you describe yourself well to someone else

Why not share your Personal Career Appraisal with someone who knows you well at work to see if they agree with you and have any feedback.

Appendix 2

Useful words you may want to use in your CV

To make sure your CV gives you the best return, why not review it and see if you can use another word? You need to make sure every word counts and adds value to the picture you are trying to paint about yourself. Here's some alternative word suggestions:

PLANNED

Administered
Arranged
Assembled
Centralised
Compiled
Composed
Co-ordinated
Designed
Developed
Organised
Prepared
Proposed
Scheduled

STARTED

Built
Conceived
Created
Devised
Established
Founded
Generated
Initiated
Installed
Instigated
Introduced
Launched
Originated
Piloted
Renewed
Setup

CHANGED

Altered
Combined
Converted
Modified
Re-designed
Re-organised
Replaced
Re-structured
Shaped
Transformed

IMPLEMENTED

Conducted
Demonstrated
Effected
Enacted
Executed
Formulated
Negotiated
Processed
Produced
Undertook
Utilised

ACHIEVED

Accomplished
Attained
Completed
Ensured
Negotiated
Overcame
Saved
Succeeded
Traded
Won

ADVISED

Approved
Counselled
Forecasted
Guided
Judged
Liaised
Prescribed
Promoted
Proposed
Recommended
Selected
Specified
Suggested

URGED

Encouraged
Inspired
Led
Motivated
Spurred
Stimulated
Taught
Trained

WROTE

Documented
Drafted
Edited
Interpreted
Outlined
Publicised
Published
Revised
Translated

INCREASED

Accelerated
Broadened
Doubled
Enlarged
Exceeded

MAINTAINED

Consolidated
Continued
Preserved
Supported
Updated

IMPROVED

Corrected
Enhanced
Rectified
Refined
Remedied

LESSEned

Decreased
Halved
Lightened
Lowered
Minimised

Expanded
Extended
Heightened
Strengthened
Surpassed
Widened

Conserved
Sustained

Repaired
Rescued
Resolved
Restored
Revised
Saved
Transformed

Reduced
Shortened
Streamlined

MANAGED

Directed
Headed
Instructed
Led
Ordered
Piloted
Regulated
Steered
Supervised
Taught
Trained

OBTAINED

Acquired
Bought
Captured
Collected
Employed
Hired
Purchased
Recruited
Retained
Secured
Halted
Liquidated

PREVENTED

Anticipated
Averted
Avoided
Completed
Diverted
Eliminated
Ended
Eradicated
Evaded
Finished
Forestalled

RESEARCHED

Analysed
Appraised
Appraised
Audited
Calculated
Collated
Defined
Estimated
Evaluated
Examined
Highlighted
Identified
Investigated
Monitored
Surveyed
Tested
Uncovered
Verified