



gateway 
CAREER MANAGEMENT

Gateway Guide Graduates

Gateway Career Management is a team of career coaches and development specialists based in the South East.



GATEWAY - GRADUATES GUIDE

In this Guide we cover:

Graduate Careers Market update.

Using Social Media in Careers.

Making an impact at interview - Getting your Body Language right

Writing a compelling CV

How Gateway can help

GRADUATE CAREERS MARKET UPDATE

“WHAT NOW FOR GRADUATES?”

This month's summer newsletter is directed at Graduates. Please pass it to any you know who have just graduated or who are looking for a change of direction.

A recent survey makes scary reading. The number of job-seeking graduates has grown but available jobs continue to shrink. Employers are now inundated with job applications as graduates, aware of how the past two years have thinned out available jobs, strive to find work. Latest figures show the average number of applicants-per-job at 69, over double that of 2008.

In a 'hirer's market', employers expect a minimum of a 2.1 degree and the starting salary for a graduate has not risen since 2008. (£25,000 in London - this much?) We hear of a graduate who had a year in industry and the requisite 2.1, but still spent his days sending out CVs.

Fears increase of the UK creating a 'lost generation' as the next wave of graduates joins last year's (still unemployed) crop of jobseekers. But this year, the number of public sector jobs is limited so the pressure is on the private sector to pick up the slack.

What can you do? Some quick tips from the Gateway team:

Look to take any job rather than holding out for the perfect position. Better than some people who just drop off the bottom of the scale as their confidence goes down rapidly.

See these less-than-perfect positions as a stop-gap and a chance to pick up valuable skills and work experience.

Consider going down the entrepreneur route – a harder choice with start-up lending still constrained and not everyone right for the entrepreneur's life, this could be a tough ask.

How Gateway can help? To get ahead of the pack:

- Download a copy of our [Gateway guide for graduates](#).
- Join our [graduates Group on Facebook](#).

- Go to **Gateway Career Management – [Careers support for Graduates](#)**
- Contact us for a [graduate career review](#) – either for yourself or a graduate you know by email at info@gatewaycareers.co.uk.
- Follow the link and [complete the enquiry form](#).

USING SOCIAL MEDIA IN CAREERS

(Written by Gail Sampson, Knockbuckle Associates)

Facebook:

Think before you type!

You may not know it but many recruiters run a full search on social media sites – if you wouldn't say a comment in front of a prospective employer, don't post it on a wall!

Fan Pages

Have a look at your fan pages – what picture do they create of you?

Looking Good!

Your picture should be reasonably sensible – candidates do lose jobs through “inappropriate” pictures – i.e. in swimwear, with excessive alcohol and with a controversial cause sticker!

Recruiter Pages:

Many recruitment companies have fan pages and list their temporary and permanent vacancies here – it is worth joining to receive the updates!

Twitter:

Use Hashtags # to search for people looking for staff

- #jobs
- #hiring
- #HFUK (Hiring Friday UK)

To use these, enter the #code in the search button and see what results come up for you – for more targeted searches, add some key skills. #HFUK only works on Friday – post your skills and remember to search it to – your ideal role could be 1 tweet away!

LinkedIn

Have you got a profile? If you do then the tips below are important. If you don't then we recommend that you get one soon!

- Keep your profile up to date
- Join and engage with relevant groups
- Research target companies and search their jobs
- Search and attend free events
- Start building your professional network – often different connections than Facebook

MAKING AN IMPACT AT INTERVIEW

GETTING YOUR BODY LANGUAGE RIGHT

When we communicate, the message is 7% verbal (words spoken), 38% vocal (tone of voice, emphasis, intonation) and 55% non-verbal (body language).

Because of this an understanding of non-verbal communication - body language - is critical in understanding our interactions with others in all situations in life.

Below is an overview of those areas of non-verbal communication you will find helpful in the meetings you attend – in particular interviews - but also appraisal discussions and other employee meetings.

This information will help you to develop your awareness of body language as a major element in the communication process. This will have the effect of crystallising the instinctive knowledge you already have. It will also assist you to develop greater sensitivity to others, and improve your performance through your enhanced knowledge of the effect of the gestures you choose to use.

EYE CONTACT

The General Rules

1. Too much eye contact is generally regarded as conveying superiority or a wish to insult.
2. Too little eye contact is regarded as not paying attention, being impolite, being insincere, being dishonest or being shy.
3. Lowering the eyes usually implies submission.
4. A person will look at someone a lot when they are placed far apart, when the subjects are impersonal and easy, when he is interested in the other person and his/her reactions, when he likes or loves the other person, when he is trying to dominate, he is extrovert or he is dependent on the other person who has been unresponsive.
5. A person will look at someone very little when they are placed close together, they are discussing difficult issues, he is not interested in the reactions of the other person, he doesn't like the other person, he is of higher status, or he is an introvert.
6. People communicate more effectively if the degree of eye contact seems to both of them appropriate to the situation
7. When breaking gaze it is important to look to the left or the right rather than looking up or down.

How to use Eye Contact

1. Seeking information: to gain clues about what the other person is saying, e.g. the truth, paying attention, state of mind or recognition.

2. Showing interest and attention: reassurance of attention and interest
3. Inviting and controlling interaction: has the effect of synchronising an interaction by breaking gaze and meeting the eyes again
4. Dominating, threatening and influencing others using long unflickering looks which may intimidate
5. Providing feedback during speech: giving the reassurance of paying attention
6. Revealing attitudes: the willingness or otherwise to engage in eye contact can indicate aggression/dominance, shame, embarrassment, sorrow, excitement, fear, anger or sadness.

FACIAL EXPRESSION

There are six principal facial expressions:-

1. **Happiness**: represented by smiling, laughing
2. **Sadness**: represented by lack of expression, down-turned corners of the mouth, sagging facial features, and in extreme, by trembling lips, tears and attempts to shield the face from view.
3. **Disgust**: shown by a narrowing of the eyes and a grimacing mouth
4. **Anger**: shown by a steady gaze at the source of the offence, frowning, scowling, gritting of teeth and a tense posture. Some people change colour to very pale or very red.
5. **Fear** shown by wide open eyes, trembling, paleness, and perspiration
6. **Interest** usually indicated by the position of the head at an angle and slightly more open eyes.

First impressions

The most critical period in any encounter is the initial few minutes. The impressions formed at this stage will tend to persist, and include judgements about character, personality, temperament, personal habits etc. The eyebrows tend to move rapidly, accompanied by a smile, which indicate being pleased to see someone or recognition.

HEAD MOVEMENTS

Head movements can be used for a variety of purposes. They can:-

- Indicate attitudes e.g. high head, tilted back indicates a haughty attitude.
- Replace speech: using nodding to indicate who should speak or move
- Support what is said
- Contradict what is said
- Act as speech markers; adding stress or emphasis to words or phrases
- Indicate listening: together with other attentive gestures, by nodding to signify understanding

The nod signifies agreement, approval, acceptance, continuing attention and understanding depending on the context. It is particularly important in listening behaviour, to encourage the speaker to continue.

GESTURES AND BODY MOVEMENTS

Gestures are used to express a wide range of attitudes and emotions. They occur even when a person cannot be seen, as in making a telephone call. Any part of the body can be used to make a gesture.

Much can be gathered about a person's personality and attitudes from how active they are in their use of gestures. The most common gestures include a shrug of the shoulders indicating a lack of understanding, "I don't know", or "I don't care". The arms, hands and fingers are also used in a great variety of gestures.

Body movements in the lower half of the body may not coincide with other gestures and signals and may indicate true feelings: people take more trouble to control facial expression and arm, hand and shoulder gestures. People instinctively copy the gestures of others during conversation indicating that they are comfortable in the situation. Body movements are also often in synchrony with the rhythm of speech. A lack of synchrony between speech rhythms and gestures may offer clues to a person's emotional stability at that time.

If you use body language a great deal you are seen as warm, energetic and agreeable. Those who use little body language are often seen as more analytical, logical and possibly authoritarian. Open gestures are an effective way of communicating warmth, trust and friendliness.

To create the impression of high drive and enthusiasm in an interview it is important to increase the use of gestures.

POSTURE AND STANCE

We often recognise people at a distance simply from the way in which they hold themselves. Posture gives clues to personality and to state of mind, e.g. hopeful, depressed, confident, shy, dominant, submissive etc. For example, people who typically hold themselves erect may have a quite different temperament from those who slouch.

Observation of posture can be a useful aide in determining the most appropriate approach to make to someone, and can be noted from a distance.

There are four main postures: **standing, sitting, kneeling/squatting and lying down**. Changing the patterns of your posture may be an important part of changing attitudes and of improving your ability to establish positive relationships with others.

Posture indicates the degree of comfort a person is feeling in an encounter. A relaxed stance with asymmetrical arm and leg positions indicates comfort, whereas an unrelaxed stance may indicate discomfort or dislike. Posture may also indicate status: upright stance equals high status (or aggression) and a slouching posture with bowed head and closed arm positions may show submissiveness. Equality in an encounter is shown by matching postures, and the extent to which this occurs implies the degree of rapport between the parties.

People who like each other often lean towards each other. The degree of sideways leaning is often a liking index. Men lean least with people they dislike; women on the other hand lean most with people they dislike.

People sometimes deliberately adopt a stance which is different from those assumed by others to indicate difference and to place distance between one person and another. Posture can also infer the boundaries of an interaction, to show for example that interruption or intrusion is unwelcome.

ORIENTATION

Be aware of the seating arrangements at interview. They can indicate the overall ambience that you can expect.

Competitive situation	Sit opposite
Helping situation	Sit alongside
Interview situation	Sit diagonally

The position of the different people may influence behaviour and expectations, and may change the nature of the encounter significantly, for example in an **interview situation**. Informal seating arrangements can also be helpful in some counselling situations.

APPEARANCE AND PHYSIQUE

Most people go to a great deal of trouble to make themselves presentable to the world. Clearly most people understand that the way they look will affect the way others react and respond to them.

People's first contact with others tends to be eye to body, thus the first thing they notice is how a person is dressed. Clothes reveal something about income, status, occupation, personality and state of mind. People choose what to wear on the basis of what is appropriate to the situation (formal or informal clothes), modesty, the self-image they want to convey and what is acceptable.

It is important to choose clothes which make the most of your physique since this affects others' perceptions of you, particularly the first impression, and influences their subsequent judgement of you. Thus, it is important to be appropriately dressed and smart when meeting people for the first time. It is equally important not to overdo it.

SOME GENERAL TIPS

Think about all these aspects of body language. The following hints may help you.

- Give people as much eye contact as you think they can take
- Smile in a warm friendly manner.
- Be lively.
- Inform your face you are interested!
- Keep your chin up.
- Use nods and head tilts to indicate interest and encourage.
- Use open gestures.
- Use as many gestures as you can - but don't overdo it!
- Stand up straight.
- Use leaning when seated.
- Touch as often as you can without causing offence.
- Don't talk too much or too fast.
- Listen as much as you talk.
- Control volume, pitch and tone to suit the environment.
- Dress according to group norms.

WRITING A COMPELLING CV

Introduction

Whatever your career aims and aspirations, or your achievements and transferable skills, we believe that you will be seeking a job role where you will obtain maximum job satisfaction from a role that stretches your abilities, an environment and culture where there is the opportunity to grow and progress, which is in harmony with your lifestyle and your values, and which provides the highest reasonably achievable salary and benefits.

Writing your CV is one of the most difficult things you have to do. The initial aim of all this hard work is to get interviews. The job searcher feels a current CV validates his existence: it is a marketing tool, and facilitates face to face presentation. It will assist you in the networking process, and should provoke interest and help you to obtain interviews. It is also used by interviewers in need of a comfort factor, and is used by them as often to eliminate as to hire.

Creating your CV is a key exercise for you: the process will assist you to fix in your mind your skills, achievements and experience, drawn together depending upon your particular target(s) of sector and job function.

A well constructed and focused CV professionally presented will open doors, help you to obtain meetings and interviews, and will help you to control those interviews. Your CV must be clear, concise, effective and easy to read. Make it interesting, highlight the important points and achievements. Use short sentences, make sure the English is grammatically correct and of a good standard without spelling errors. Accuracy, layout and legibility are critical.

There are two main types of CV:-

The Chronological CV:

You will need to have a Chronological CV.

This is easy to organise, with the benefit of a standard and familiar format which demonstrates progression and perhaps stability, and may thus highlight any instability, or gaps in employment. It can raise questions about goals and aspirations and tends to fog achievements which are buried in different jobs.

Here is an example Chronological CV

JOHN MCKENZIE

The Old House,
Fordbridge,
Essex, CM.....
Mobile: Email:

PERSONAL PROFILE

An exceptional, dynamic Graduate, combining creative flair with dependability who can bring a unique history of achievement and success. A team player and high achiever with demonstrable leadership qualities and impeccable manners. Can combine a gregarious, outgoing but respectful personality with self-driven approach. Able to communicate effectively in formal and social contact at all levels. Seeking a challenging and fulfilling career in advertising with company offering prospects and opportunity for progression

KEY SKILLS

- *A natural team player with effective interpersonal skills coupled with proven ability to communicate at all levels.*
- *An innovative problem solver, able to identify needs and opportunities to produce original creative and effective responses.*
- *Reliable, innovative and self-motivated. Thrives on unusual and challenging projects. Able to think laterally and plan ahead.*
- *Ability to handle pressure and manage crisis communication situations effectively.*

CAREER TO DATE

Responsibilities and Achievements

XYZ Travel

Aug... - May

- Worked on farm in Australia. Job had problem-solving emphasis and often required working 60 hour week.

RJJ Banking Group

July - Dec

July - Aug

- Employed as administrative assistant for Client Services Team in RJJ's office in London. Hectic role in support of busy front office operations team.
- Logged email queries on team's ETRAC system. Held collective responsibility for 'logging', enabled team to evolve into more efficient problem solving unit.
- Researched and implemented new, more efficient computer programme with senior business analyst (between and) in Futures Department.

- New system bypassed tedious and time consuming administrative tasks and enabled work force to focus on improving productivity.

Other Achievements

- Self-financed Gap Year travel around New Zealand. Travel heightened sense of personal ability and enhanced confidence to take on greater challenges at university.
- During summer holiday cycled to Rome from London with close friend. Covered total distance of 1,850km in 17 days. Story published in University's local newspaper.
- Coached, trained and organised kit, race entries and transport for over 30 novice rowers. With tireless work ethic, ambition and strong leadership qualities led team through lows of winter training and highs of victory including top 5 place at Regatta.
- Raced for University's 1st VIII; highlight being racing at Henley Royal Regatta. By combining integrity and reliability became only person from yearly novice squad to represent University at Henley.
- Raced for University's Novice Men's rowing team in first year.
- Completed Dissertation, entitled '.....' was awarded a 1st.

POSITIONS OF RESPONSIBILITY

- Captain of University's Novice Men's Rowing Squad.
- Head of School House in School. Highest position attainable.
-2i/c (2nd in command) of School C.C.F. 200 strong contingent, only one person held a higher rank.
-: Vice captain of School 1st XV rugby team. One of three players to be awarded 1st Team Colours that year.

EDUCATION

- Class 2.1, B.A. honours degree in English at University of XXXXXX
- Studied modules on Shakespeare, Chaucer, Creative Writing, Milton and Romanticism.
- Kings School, London Achieved 'A' grade A2 results in History and Classical Civilisation, a 'B' in English Literature, a merit in Critical Thinking AEA level and 9 GCSEs: 2 'A*'s, 6 'A's and 1 'B'.

The Functional CV:

You might, in time, decide to have a Functional CV.

This highlights skills and achievements rather than the chronology of events, focuses on past strengths, and can be used to keep potential weaknesses (many job changes, recent post inferior to earlier jobs, experience not directly related to the post applied for), in the background. It facilitates the logical grouping of different achievements within areas of expertise. However, the deviation from the chronological format can cause confusion or suspicion especially to recruiters, and the CV has to change significantly according to the positions applied for.

HOW GATEWAY CAN HELP

Gateway Career Management - top 10 tips for progressing your career.

As you decide what route to take, consider the various work options and formulate your action plan you will need to review four essential points:

What are my main goals, needs and priorities outside work?

What do I have to offer and take to the job market?

How will I connect with it and what is my marketing plan?

Do I need help to get there?

Here are our top 10 helpful hints including links to provide further information:

1. **Be clear what you have to offer. What are you cut out for? Have you assessed what skills and experience you have to take to the market?**

This is a crucial phase as you start to identify what interests you and drives you and what stands you apart from others. How many of your skills are you using at the moment? How many are lying dormant? Which of these skills are transferable?

What have you achieved in your work to date? What are you proudest about? What is your greatest success? Can you quantify these achievements? Remember that employers want to know more about what you have achieved less of what you have had responsibility for. Ask yourself two questions:

Have I done what they want?
Can I do it for them?

[Why not book up a session for a Personal Career Review?](#)

[Gateway Career Management - enquiry form](#)

2. **Review your basic temperament, your values, motivators and your broader career needs and wants. What do they tell you about your next job?**

Most people go through their adult working lives not knowing what really drives and motivates them and without a feel for their natural personality and temperament.

Many have no picture of what they want in their next work role. We have identified a list of 75 career wants and needs. If you knew what your top 10 were how valuable would that be in charting your next move. For example:

- Do you want to work for a cause?
- Do you like working with intelligent colleagues?
- Do you want to have a boss?
- Do you want a clear career path?
- Do you want to work on your own?
- Do you want flexible working hours?
- Do you want to use technology?
- Do you want to bring about change?
- Do you want to solve problems?
- Do you want a good reward package?

[Start by taking a Gateway online PPI temperament profile?](#)

[For more details write to us at info@gatewaycareers.co.uk](mailto:info@gatewaycareers.co.uk)

- 3. Think beyond employment. Look at all areas from self employment to starting up a business, from consultancy to interim, from part time work to developing a portfolio career. How about doing further training?**

How do you know which option you are most suited to? Which one will deliver the lifestyle that you prefer? Once you have a clear picture and know what the main alternatives are you can start to develop your CV and capture what you have to offer the job market on paper.

- 4. Make sure that your CV sells you even more than it has done in the past. Think “Achievement” not “Responsibility.” Have more than one CV dependant upon your job search strategy.**

Your CV is an important document. Writing your CV is one of the most difficult things you have to do. The initial aim of it is simply to get interviews.

As a job searcher your current CV validates your existence, is a marketing tool, and facilitates face to face presentation. It will support your networking, it must provoke interest and assist you to obtain interviews. Interviewers also use it as a comfort factor, as often to eliminate as to hire.

The process of creating or revising your CV will assist you to fix in your mind your skills, achievements and experience, laid out and prioritised to reflect your particular target(s) of sector and job function.

With a well constructed and focused CV, professionally presented you will open doors, help you to obtain interviews, and drive those interviews. Your CV must be clear, concise and easy to read. It must also have impact and highlight your important points and achievements.

[Request a copy of our CV Guide](#)

5. Be proactive in your marketing approach. Given that 85% of the job market is unadvertised think about what are you doing about proactive marketing?

Here are some avenues to consider:

Be prepared to take any job as a stepping stone into the sort of work you are aiming for. Look at short-term contracts, agency work or unpaid work experience

Start to network with family, friends and other contacts in the field to find out where jobs are likely to come up, and what employers are seeking.

Try a direct or speculative approach to target employers that you would like to for work.

Consider approaching small, local companies as well as bigger employers in your occupational area..

Aim for self-employment in your chosen field? This will work for some professions, but not for others.

[Sign up for and download our newsletter on the hidden job market](#)

6. Use your personal and business network of contacts. Use LinkedIn.

[Book up a session with our LinkedIn expert. Email your details to info@gatewaycareers.co.uk](#)

7. Research organisations which interest and appeal to you.

This is an integral part of your proactive job search. Where to start? Who to target? If you have done the preliminary work it will be easier to know and from there it is a question of drawing up your plan.

8. Be prepared to answer the question “Tell me about yourself”

How competent are you at job interviews? Where do you shine and where could you improve? Why not review you performance in job interviews that you have had previously? If you have not had a formal interview before then reflect on how you have come across in in-house interview situations - appraisals, coaching situations, review meetings, feedback sessions.

Here are some key areas to review:

Was I in the right frame of mind?
Was my physical presentation alright?
Was my eye contact alright and did I smile?
Did I display initiative?
How did I deal with awkward questions?
Did I manage to put my achievements across?
Who controlled the interview?
Had I done sufficient homework?
What were my questions like?

In general, did I come across as myself?

Download a copy of the [Gateway Interview guide](#)

9. Body Language is essential – get some advice on how you come across.

And finally

10. Have a plan and stick to it.

This is the key to success and the glue that will hold your job search together. Many people are driven and motivated to manage their own strategy and daily planning. Others need support and guidance and regular review to ensure that they are on track.

The first step is to think about your main career and work goals and from there go through the above points. After that it is question of drawing up a timetable of action and committing to it. There are various ways to achieve this but they will depend upon your end goals, your personality and your preferred way of working.

For more information on any part of this guide:

Contact us at info@gatewaycareers.co.uk, or call us on 0845 459 0035

Sign up for our [monthly newsletter](#)

Book up one of our [career and job search workshops](#)