Talk to a partner…

1. What’s your experience of connecting with employers so far?
2. Identify 3 benefits of connecting with employers as part of your next-step career planning
CAREERS ESSENTIALS
MAKE THE MOST OF THE UCL CAREERS FAIRS
HOW TO NETWORK WITH EMPLOYERS

DAVE CARTER
CAREERS CONSULTANT
UCL CAREERS
Careers Essentials 2017/18

Talks, workshops and eLearning
Search ‘UCL Careers Essentials’

10-title lunchtime talks including:
- Improve your CV
- Find and fund a PhD
- Interview success

5-title workshops including:
- Mock aptitude, etray and psychometric tests
- Using Linkedin in your job search
- Personality profiling

6-module ‘eLearning’ course:
- An introduction to the gradu job market
- Your future and how to work towards it
- Sourcing jobs and work experience
Now, watch our video guide to improving your motivational answers.

One of the most important models that can be utilised when answering motivation questions is the 'Circle of motivation' which we first came across in the 'Application forms' link section. This model encourages the candidate to give a structured 'core' reasoning to a motivation question followed by arguments that allow them to differentiate themselves by using specific evidence drawn from both from the research they've undertaken into the organisation/ role opportunity and from their own personal background to re-enforce just why the core argument is so relevant both to this opportunity and to their interest. The circle of motivation can be utilised multiple times within the same answer to justify a number of core reasons for the interviewee's interest.

Circle of motivation

1. Core reasoning
2. Relevance to the OPPORTUNITY backed up by evidence
3. Reference to YOU backed up by evidence

Watch an improved answer to a motivational question along with subsequent employer feedback that demonstrates the circle of motivation in action.

To see more examples of motivational answers in practice, watch these 2 versions of a videoed answer to a motivational interview question and match to the most appropriate recruiter feedback.

Question

There now follows a versions of a motivation question for an interview for the role of compliance manager for a sports injury clinic.

View both versions and then match the version of the video to the recruiter’s feedback. Watch and listen carefully in relation to the following:

- perceived enthusiasm and interest
- examples of research undertaken from a variety of sources that provide clear evidence of understanding the nature of the opportunity
- reasoned arguments that are backed-up by key evidence drawn from the candidate’s experience
- logical structure using the ‘circle of motivation’ approach

Watch Version 1 - Why do you want to work here?

Watch Version 2 - Why do you want to work here?

Recruiter feedback 1: This is a poor answer that demonstrates very little genuine enthusiasm for the opportunity. Claims of suitability to the skillset requirements were unevincied and any research carried out was at a superficial level. It appeared the primary interest in the role was motivated by the proximity to the candidate’s home and the attractiveness of the benefits package which do little to convince me of her long-term interest in the opportunity.
What we’ll look at today

- Where to find employers to ‘connect’ with
- The ‘benefits’ and ‘barriers’ to connecting conversations
- 5 ways to make the most of the UCL Careers fairs programme
Slides, resources and lecturecast available

Search 'UCL Careers Essentials > Talks and workshop slides, resources and recordings
Almost 1000 employers on UCL Campus in 2016/17
Careers Fairs employer programme 17/18

- Management Consultancy: Wednesday 4th October
- Banking, Finance & Economics: Tuesday 10th and Wednesday 11th October
- IT & Technology: Wednesday 18th and Thursday 19th October
- Engineering Fair: Monday 23rd October
- Life & Health Sciences Fair: Tuesday 24th October (off campus at The Francis Crick Institute)
- Law Fair: Monday 13th and Tuesday 14th November
- Employer presentations (on & off campus) across the year

All fairs take place in the North and South Cloisters of the Wilkins Building between 5.30-8pm, with exception of the Life & Health Sciences Fair that takes place at The Francis Crick Institute.
Employers on campus

RBS  
UBS  
CMS  
AlphaSights  
ICAEW  
Civil Service Fast Stream  
London Stock Exchange Group  
Linklaters  
Norton Rose Fulbright  
Accenture  
CLIFFORD CHANCE  
Unilever  
PwC  
Teach First  
Frontline  
OLIVER WYMAN
But what if I’m not interested in COMMERCIAL graduate schemes?

**Sectors**
- International Development
- Cultural heritage
- Environment

**Roles**
- Policy
- Marketing
- Project management
- Sales
- Producing

- Editing
- Campaigning
- Research
- Planning

- Media and broadcasting
- Publishing and journalism
- Creative Arts and Design
- Government and Policy
- Performing Arts
# Sector Themed Careers Week programme

<table>
<thead>
<tr>
<th>Sector</th>
<th>Start Date</th>
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<tbody>
<tr>
<td>Government &amp; Policy</td>
<td>w/c 23rd October</td>
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<tr>
<td>Museums and Cultural Heritage</td>
<td>w/c 13th November</td>
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<tr>
<td>Media</td>
<td>w/c 27th November</td>
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<tr>
<td>Charities &amp; NGOs</td>
<td>w/c 29th January 2018</td>
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<tr>
<td>Environment</td>
<td>w/c 5th February</td>
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<tr>
<td>International Development</td>
<td>w/c 19th February</td>
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<tr>
<td>Life &amp; Health Sciences</td>
<td>w/c 5th March</td>
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</table>

#UCLInspireMe
Welcome to The UCL Alumni Online Community

www.ucl.ac.uk/careers/advice/alumnimentoring
EMAIL ALERTS
Be in the know!

Sign up to personalised email updates through your MyUCLCareers account.

Find out about current jobs, events happening at UCL Careers and The Careers Group.
Let’s hear from you…

1. Identify 3 **benefits** of connecting with employers as part of your next-step career planning
## Making CONNECTIONS: Benefits

### Learn from other’s experience:
- more conversations = potential inspiration
- more conversations = reality check
- Job ‘research’ as opposed to job ‘search’

### Competitive advantage:
- evidencing motivation can be key determinant in success
- organisational culture is often the differentiating factor
- information not publicly available on website
- use examples drawn from connecting with people in your applications/ interviews

### The hidden job market:
- majority of opportunities are sourced through connecting with others
- potentially short-cut recruitment process
Competitive jobs market

Graduate SCHEME applications per vacancy 2016

- Overall: 68
- Transport or logistics company: 137
- Retail: 123
- FMCG company: 119
- Investment bank or fund managers: 106
- Energy, water or utility company: 79
- IT & Telecommunications: 77
- Banking or financial services: 68
- Engineering or industrial company: 66
- Public sector: 45
- Construction company or consultancy: 43
- Law firm: 42
- Accountancy or professional services: 24
“It can be difficult for candidates to articulate why they are interested in a specific employer. From the outside, the early responsibility, training & development opportunities and prestigious client-base are similar for many high-profile employers in our sector.

What makes us different is the way we do things and the people we hire.

The only way for you to really understand what our culture is like is by engaging with our staff, asking lots of questions and understanding more about what’s it like to work here.”

UCL Management Consulting fair recruiter
Motivational evidence
Applications and interviews

‘My interest in X was reinforced speaking with consultants at the 15th October London presentation including Shavin Shah (Strategy associate). He spoke convincingly about the strong team ethic he experienced working on the Telco account and the opportunities to develop relationships with clients at any early stage.’ His exposure to meeting senior clients mirrored my experience during an internship at Y where I……
### Making CONNECTIONS: Benefits

<table>
<thead>
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<th>Benefits</th>
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<td><strong>Learn from other’s experience:</strong></td>
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<td>• potentially short-cut recruitment process</td>
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</tbody>
</table>
Limited graduate scheme opportunities

Graduate-level opportunities

- Graduate Scheme opportunities
- Grad 'jobs'/Direct entry

AGR survey – 208 employers
33K Grad scheme opportunities
How do people find jobs?

Source: Office of national statistics
In pairs…

- Identify 3 **barriers** that might prevent you from attending or making the most of opportunities to connect with employers
## Making CONNECTIONS: Barriers

<table>
<thead>
<tr>
<th>Issues</th>
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<tbody>
<tr>
<td><strong>Confidence:</strong></td>
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<tr>
<td>• I’m not ‘good’ at networking and don’t feel comfortable talking about myself</td>
</tr>
<tr>
<td>• how would I introduce myself?</td>
</tr>
<tr>
<td>• what would I talk about?</td>
</tr>
<tr>
<td>• why would they be interested in me?</td>
</tr>
<tr>
<td><strong>Lack of contacts:</strong></td>
</tr>
<tr>
<td>• what if I don’t have a ready-made network I can use?</td>
</tr>
<tr>
<td><strong>Ethical:</strong></td>
</tr>
<tr>
<td>• it seems to be <strong>who</strong> you know, not <strong>what</strong> you know</td>
</tr>
<tr>
<td>• I feel uncomfortable about asking someone to give me a potential advantage</td>
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</tbody>
</table>
5 WAYS TO MAKE THE MOST OF THE FAIRS
Making connections can actually be…. FUN!!!

Connecting: pairs exercise:
- Nominate ‘storyteller’
- Storyteller: for 1 minute recount an experience, academic or professional (social) that you are proud of/ enjoyed
- Partner:
  - Listen
  - At the end, ask questions to find out more
Good questions:

Closed v open:
- **did** you enjoy it? – invites ‘closed’ response
- **instead use:** what, how, describe, tell me more……

what did you enjoy the most?
what was the worst thing….?
what happened next?
how would you describe…?
tell me more about…?

Try same exercise again but reverse rolls
Ask the right kind of questions

The best way to be interesting is to be INTERESTED!
Employer Feedback:
‘I’m constantly surprised by how ill-prepared students seem, how poorly considered their questions are and little use they make of the opportunity to REALLY talk to us…’
What NOT to ask………

• what does your organisation do?
• could you check my CV?
• what kind of salary could I expect?
• what is your closing date for applications?
• what kind of skills do you look for?

and so on………..
Employer Staff at UCL Careers fair

- Graduate trainee
- Recruitment manager
- Partner
Asking the right questions

1. Imagine you’re attending a careers event attended by staff from an organisation of interest to you
2. What ‘open’ questions might you ask at a careers event to find out more? - consider:
   - Graduate trainee
   - Recruitment manager
   - Partner
# Asking the right questions

<table>
<thead>
<tr>
<th>Interviewing the ‘job’</th>
<th>Questions to find the answers to.....</th>
</tr>
</thead>
</table>
| **Graduate trainee**   | • What does a typical day look like?  
                          • What have been some of the highlights of your experience so far?  
                          • What aspects of the job do you enjoy? What do you enjoy less?  
                          • What are the biggest challenges?  
                          • How did you decide that this role was for you? |
| **Recruitment Manager**| • What are the typical training opportunities involved – how tailored are they to your specific needs?  
                              • What is the typical progression timeline?  
                              • How do you know whether you’re doing a good job?  
                              • How do responsibility levels increase during the duration of the training scheme?  
                              • How will I be appraised?  
                              • What kind of opportunities and support is there available relating to professional qualifications? |
| **Partner**            | • How is the industry changing – what will be some of the biggest future challenges for the organisation?  
                              • What are likely to be some of the growth areas in the sector over the next few years?  
                              • What is the role of a partner in the organisation?  
                              • Could you tell me more about your background?  
                              • What do you value about working at X? |
Information interviewing

When you’re trying to find out more about your next step, potential job options and how to manage the job-hunting process, it’s important to ask interesting questions. Here are a few ideas to get you started. You can generate even more useful and important questions by thinking about your particular priorities, interests and requirements.

Job satisfaction, motivation and link to degree
- What made you go for this job?
- What is the biggest reward you get from your job?
- How much of the subject knowledge that you gained from your degree do you use on a daily basis?
- What did you learn in your course that has really helped you to do your job?
- Do you use the skills you learned in your degree?
- How does the job differ from what you expected?

Details of the work
- Can you describe some actual examples of the sort of activities that your job involves?
- What are the hours like?
- How do you know you are doing a good job?
- What is the most important thing you have learnt through doing this job?
- What skills do you use most often?
- How much variety is there in this role?
- Can you tell me some of the things you would do on a typical day?
- If you could change one thing about your job, what would it be?

Career progression and development
- What is the typical career progression in this field?
- How long would you expect to stay in this job?
- What sort of jobs do people move on to?
- How has the job changed in the time you’ve been here?
- Do you know anyone who has made an interesting career move from this type of work?
- Are there any training or development opportunities?
- How do you see this job developing in the future?
- How do you keep up to date with developments in this field?

Colleagues, culture and environment
- What proportions of the time are you working on your own or as part of a team?
- Is there a particular type of person who works in this field?
- How typical are you of other people working in this role?
- How would you describe the organisation culture and is it the same in other organisations in this field?
- What are the facilities and resources like?

The sector
- What are the most important current issues in this sector that are likely to affect your job?
- Where do you find out about industry news and gossip?
- How competitive is the job market?
- How is the industry changing?
- What are likely to be growth areas over the next few years?
- What threats does your organisation face?
- How often do vacancies arise and where do they appear?
- How secure is the job situation?

Routes in
- How did you get into this job?
- What would a well-qualified candidate be like?
- What would you look for in someone’s CV?
- How do people normally get useful experience on their CV?
- Are there any courses that would be helpful?
- What skills are most relevant to the job?
- Where, if anywhere, are vacancies advertised?
- Who would be good people to contact?
- What opportunities are there for gaining relevant experience?
- What advice would you give to someone in my position?

Managing your job hunt
- What would a typical day open job hunting look like for you?
- What did you find to be the most difficult part of your job hunt?
- How did you keep yourself motivated?
- What support and resources did you find the most helpful?
- How did you understand what was important to you in a job?
- How did you narrow down your options?
- If you had your time again, what would you have done differently?
Introductions can be tricky – ‘Practise your ‘pitch’

Assess the following example pitches:

• **Student approaching a recruiter for Save the Children.**

Messages:

• Introduction
• Relevant background and interest in opportunity
• What is your question?
Prepare for the fair

- do your homework
  - find out who’s attending (online fair catalogues)
  - who do you want to talk to and what do you want to find out
- pre-register (if necessary)
  - get there early
- creating the right impression:
  - appearance
  - take CV copies (handout only if requested)

Management Consultancy Fair
Wednesday 04th October 2017
5:30 - 8pm | North and South Cloisters
Kindly sponsored by Accenture

This page is designed to give an overview of which exhibitors will be attending this Fair and whereabouts you’ll find them on the night. It will also link through to exhibitor websites so that you can do some advance research into their opportunities before speaking to them at the event. Exhibitor details are coming soon as bookings are confirmed.

We also strongly recommend that you read through the information on our Recruitment Fairs index page in terms of ID required to get in and how to make the most of an event like this.

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<th>N1 - Think Ahead</th>
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<tr>
<td>N2 - Blueprint Research Group</td>
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<td>N3 - The Value Engineers</td>
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<td>N4 - CIL Management Consultants</td>
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<td>N5 - Carnall Farrar</td>
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<td>N6 - Capco</td>
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<td>N7 - LEK Consulting</td>
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<td>N8 - TARGETjobs Consulting</td>
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<tr>
<td>N9A - Restaurant Brands International</td>
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<tr>
<td>N9 - Deloitte</td>
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<tr>
<td>N10 - IBM</td>
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</table>
Fair etiquette

- Be ready
  - if nervous - ‘warm-up’ before approaching key target employers

- creating the right impression:
  - go solo/ target individual

- the exit
  - know when to move on
  - collect business cards/ names of staff
  - make notes of important points (use for later)
Questions
Summary

1. Making connections can actually be ________?
2. The best way to be interesting is to be ________________?
3. Ask the right questions!
4. Introduction can be tricky - practice your intros
5. Do you homework and remember to note down what might be valuable later
# Careers Essentials 2017/18

Talks, workshops and eLearning

Search ‘UCL Careers Essentials’

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