

# International Summer School 2012

## Being successful in the Global Labour Market



### Session 1 : Introduction to Employability

Maureen Tibby

# Introductions

- ▶ Maureen Tibby  
Course Leader/presenter



- ▶ Iwan Griffith  
MSc Business Careers Adviser  
Session 3 presenter



- ▶ Liz Bland  
Careers Adviser  
Session 5 presenter



# Session 1:objectives

## ***By the end of session 1 you will have;***

- ▶ Been introduced to the course aims and discussed expectations of the course
- ▶ Learned about employability and its relevance in graduate recruitment
- ▶ Considered the employability skills, competencies and personal qualities that graduate recruiters want and why
- ▶ Reflected on the attributes of a *Global Graduate*
- ▶ Reflected on what employers mean by an *enterprising graduate*
- ▶ Considered how you can enhance your employability
- ▶ Discussed how you can demonstrate to employers your competencies
- ▶ Focussed on the relevance of reflection and personal development planning in the employability process
- ▶ Reflected on the learning outcomes of the session



# What are your expectations?

## Activity



**On the post-it slips, write down what you are hoping to gain from the “*Succeeding in the Global Labour Market*” course**

**Post these on to the flip chart paper**

**Look at what others have written too**

# This course supports the Employability process



# What is employability?

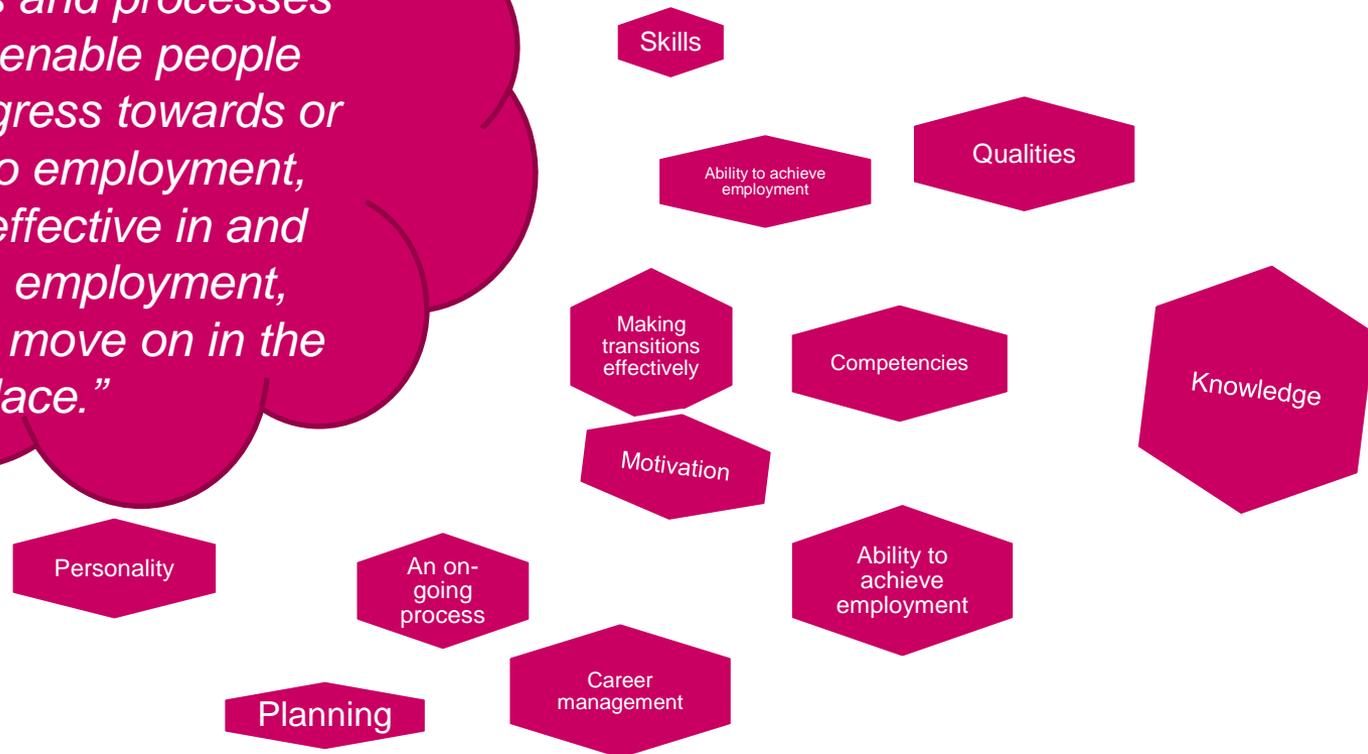
Graduate recruiters expect graduates to have employability skills?

What is employability?



# What is employability?

*"The combination of factors and processes which enable people to progress towards or get into employment, to be effective in and stay in employment, and to move on in the workplace."*



# What general employability skills do graduates need to be effective in the workplace?

Adapted from *Future Fit – Preparing Graduates for the Work of Work* (CBI/UUK 2009)

Employability skill	Definition
<b>Self-management</b>	Taking responsibility, being flexible, time management, improving your own performance, taking initiative
<b>Teamwork</b>	Respecting others, co-operating, negotiating/persuading, contributing to discussions
<b>Business and customer awareness</b>	Understanding what drives business success including innovation, calculated business awareness, providing customer satisfaction
<b>Problem-solving</b>	Analysing facts and situations and applying creative thinking
<b>Communication and literacy</b>	Producing clear, structured written work and being able to communicate verbally

# *Graduate Employability* is a top priority for Business.

## **AGR Sumer Review 2012: priorities for graduate recruiters when selecting**

- ▶ *Classification of degree*
- ▶ *Competencies demonstrated on paper and at interview*
- ▶ *Relevant work experience*



## **EU report: *Employers perceptions of graduate employability* Dec 2010**

- ▶ *Responses from over 7,000 graduate recruiters in 31 European countries*
- ▶ *87% of graduate recruiters agreed work experience is a crucial asset*
- ▶ *Team work was the highest rated skill*



## **Confederation of British Industry (CBI) *Education and skills survey 2009***

most important factors in recruiting graduates:

- ▶ Employability cited by 78% of employers
- ▶ Positive attitude cited by 72% of employers
- ▶ Relevant work experience/placement cited by 54% of employers



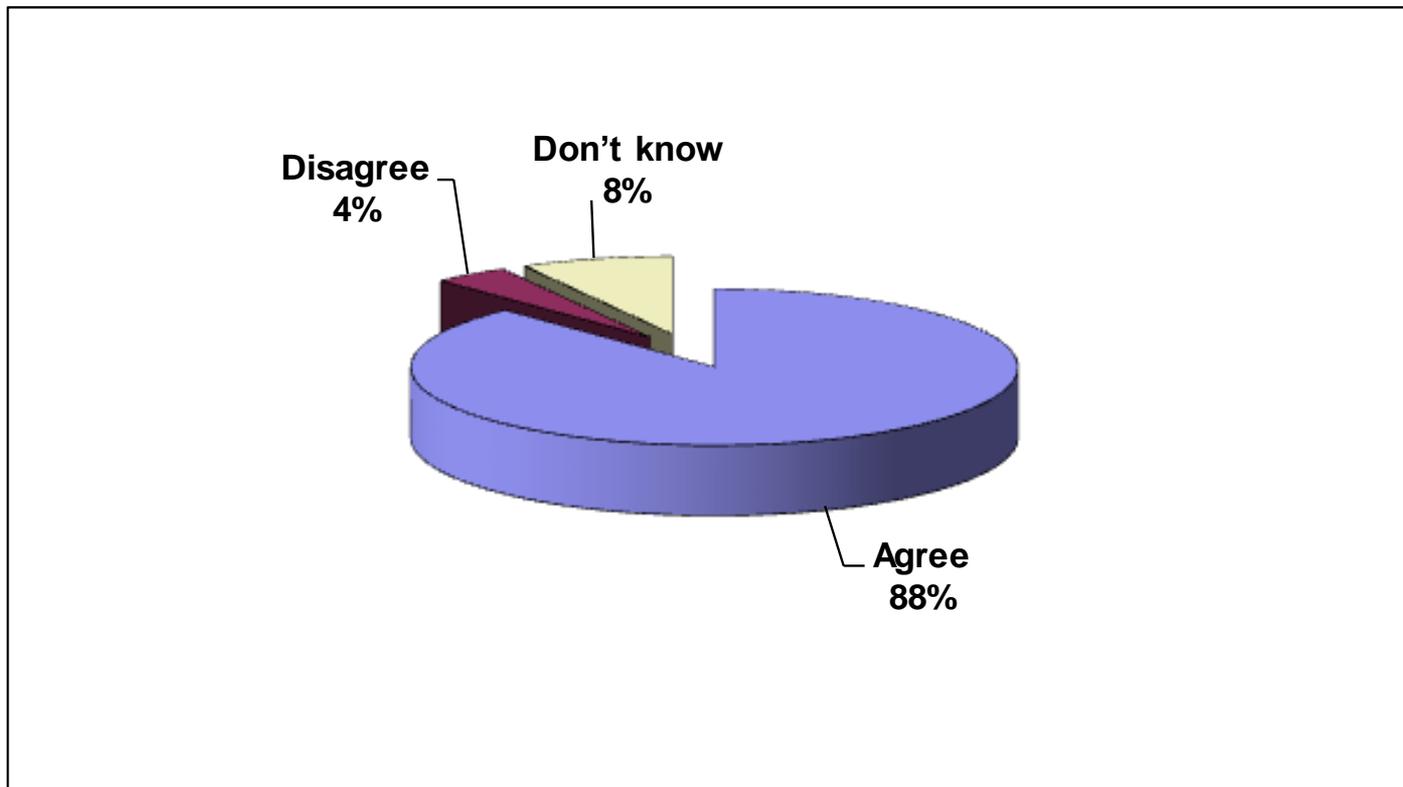
## **AGR, CfE and CIHE: *Global graduates into global leaders* (2011)**

- ▶ Global graduates need to be innovative
- ▶ Global Graduates need to be enterprising
- ▶ Global graduates need to be culturally aware

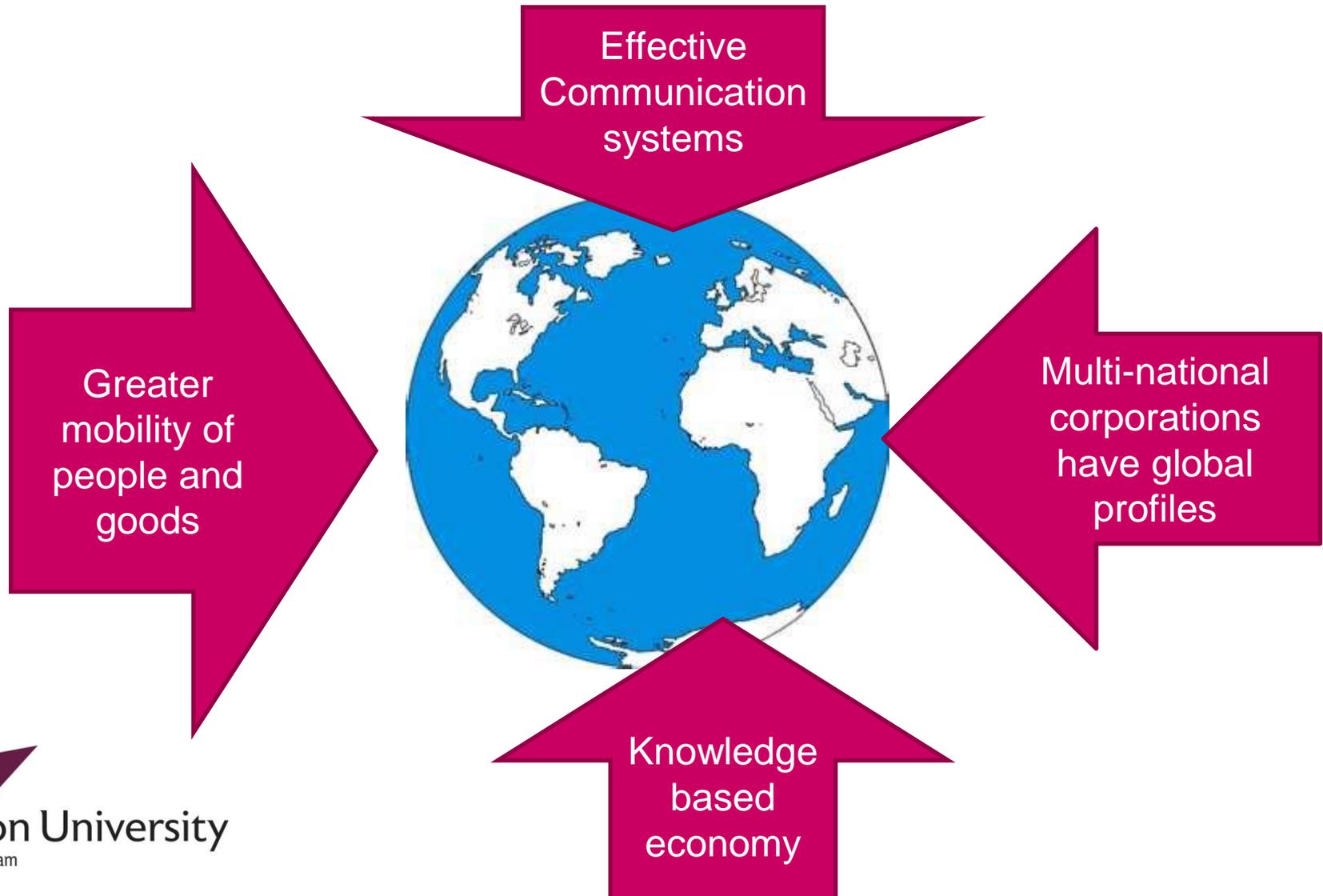


# Placements/Internships enhance job prospects

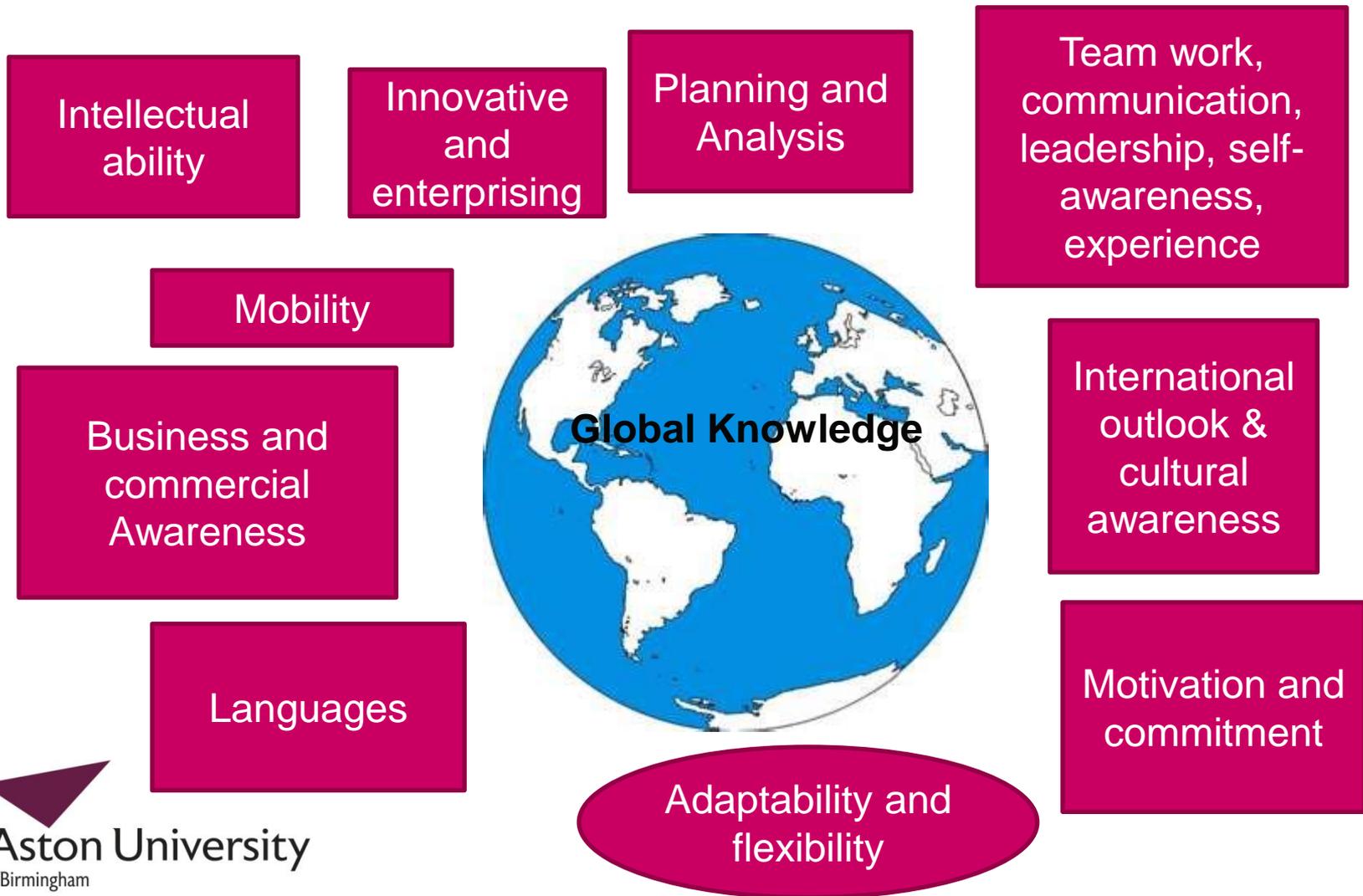
## Survey of graduate recruiters by Target Jobs 2009



# Employability and the Global Labour Market



# Global Business needs Global Graduates: what does a global graduate need?



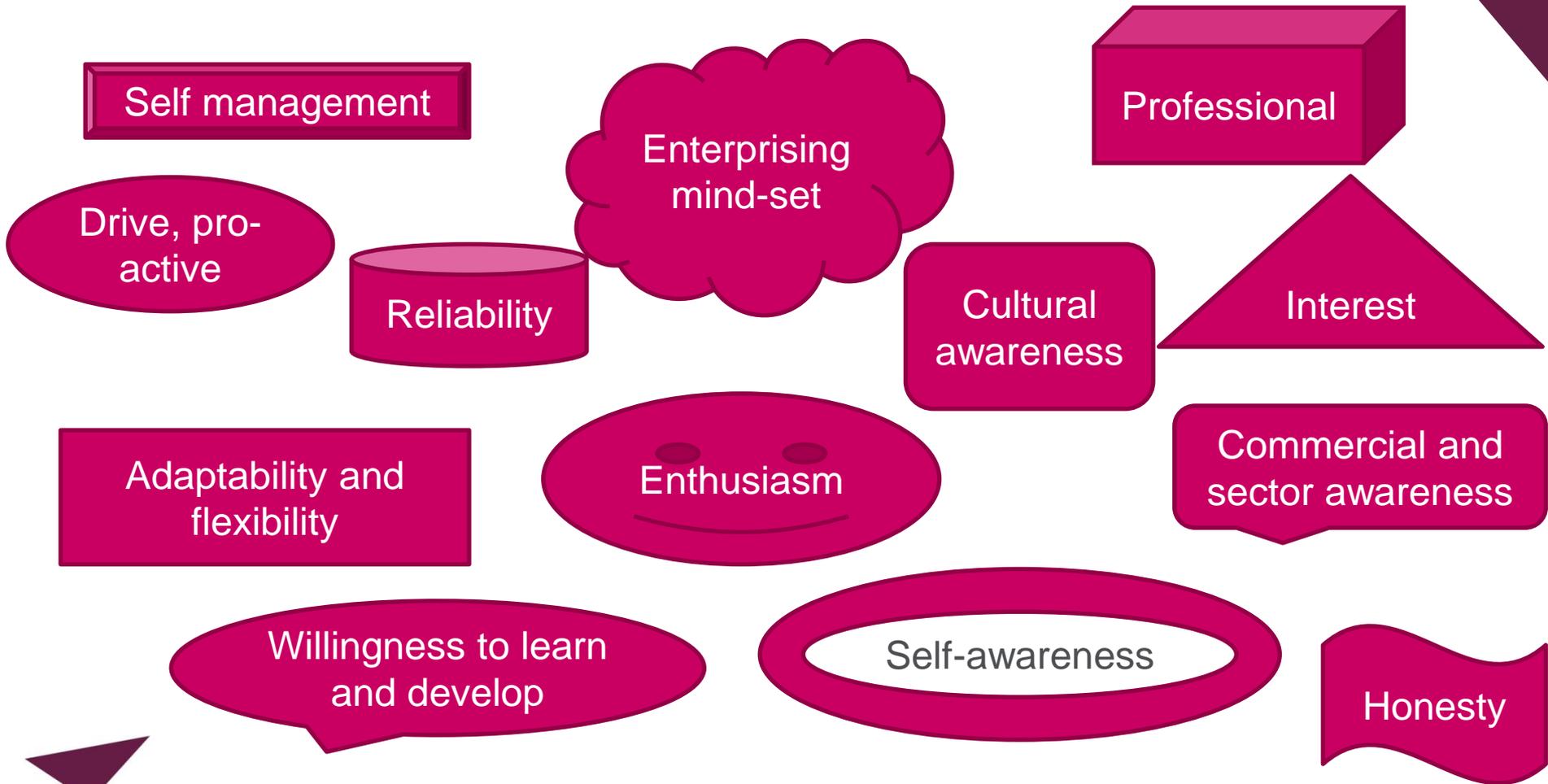
# What skills do employers want and why?

**Let's hear from employers about the employability skills they want and why .**

<http://www1.aston.ac.uk/current-students/careers-centre/students-graduates/information-resources/online-resources/careers-video-player/>

<http://www.abintegro.com/resources/videofiles/Aston/Aston.aspx?Key=e9032f0e-8bee-430e-8a9c-0049561fdd58>

Employers want; skills, knowledge, experience and qualifications. Anything else ?



# Reflection on your employability skills

**ACTIVITY:** the employability checklist



**ACTIVITY:** how can you demonstrate your employability to an employer?



# Graduate Recruitment

## It's looking more positive for 2012



# The graduate labour market 2012

## HIGHFLIERS survey of the Times Top 100 Recruiters (Jan 2012) reveals:



- ▶ Increase in vacancies for 2012 but still below pre-recession levels
- ▶ Half of the recruiters surveyed warn that graduates without work experience are unlikely to be successful during selection process
- ▶ 75% of investment bank vacancies usually filled by graduates who have already completed work experience with the employer.

## Association of Graduate Recruiters (AGR) Survey 2012 reveals;

- Over 75% ask for a 2:1 degree as minimum entry requirement
- Average of 73 candidates for each graduate vacancy
- 96% use online promotions (social media, job boards and websites)



# What about Small, Medium Enterprises (SMEs)



- Over 90% of UK businesses are SMEs
- Only 10% graduate vacancies lie with AGR members
- Most SMEs have limited resource and recruit only when they need to
- SMEs account for an enormous number of graduate vacancies
- SMEs are crucial to regional economies and need graduate skills
- There's been increased collaboration between Universities and SMEs
- Sustainable regional initiatives set up e.g. internship programmes
- Increased Government emphasis on graduates setting up businesses

**Nov 2010:** Barclays Business regional Index (study of over 1,000 SMEs)

- there is graduate job creation with SMEs as the economy recovers

# The Recession

## Implications for graduate recruitment & you?

### Competition for vacancies has been and remains fierce

- ▶ **Applications:** high standard expected, want candidate to stand out
- ▶ **Student Engagement:** many employers want this as early as possible
- ▶ **Commercial/Business awareness:** expected
- ▶ **Work experience and work-related learning:** employers value this
- ▶ **Placements:** Employers may prioritise applications from those who had placements with them.
- ▶ **Employability:** employers expect students to have accessed opportunities to enhance employability skills
- ▶ **Value of Postgraduate courses to employers?** depends on WHAT and WHY
- ▶ **Employers value**
  - ▶ Classification of degree
  - ▶ Work experience, internships and placements
  - ▶ Involvement in extra curricular activities
  - ▶ Involvement in activities that enhance employability
  - ▶ Business and commercial awareness
  - ▶ Personal qualities and attributes



# Employers expect graduates to demonstrate competency: what are competencies ?

skill, knowledge,  
qualification, or  
capacity

The **measurable**  
behaviours/ability  
required to achieve high  
levels  
of performance

Abilities, knowledge, and  
skills that enable a  
person (or an  
organization) to act  
effectively in a job or  
situation.

Capacity to apply  
a set of  
knowledge, skills,  
and abilities to  
successfully  
perform a work  
role, function, or  
task

# Demonstrating your competency

Employers expect you to **demonstrate** you have the competencies they need

## **EXAMPLE: KPMG Key Competencies Required**

- ▶ Business Focus
- ▶ Building Relationships
- ▶ Leadership
- ▶ Problem Solving
- ▶ Drive and Resilience
- ▶ Career Motivation
- ▶ Making an Impact
- ▶ Task Management

## **How do KPMG assess these competencies?**

1. Online Application Form + personality test.
2. On-line reasoning tests.
3. First Interview.
4. Assessment centre

(more info on KPMG website, wikijob and from University Careers Services)

# Building your competency evidence

**Step 1 – Identify employer competency requirements:** analyse job description, person specification, employer information

**Step 2 – Identify the behaviours and qualities of each competency**

**Step 3 – Reflect on and identify situations when you used the competencies required**

**Step 4 – Decide which examples** best demonstrate the competency and your suitability

**Step 4 – Consider the evidence you will use to answer competency questions effectively**

# Finding evidence for your competencies

## Activity

1. Work in Pairs
2. Use the *Competencies Explained* leaflet
3. Choose **one** of the competencies each and decide what evidence/examples you would use to demonstrate your competency
4. Take it turn to act the as the interviewer/interviewee using the suggested questions provided on the competencies explained leaflet
5. Reflect on how easy/difficult it was to;
  - ▶ Reflect on and gather your examples/evidence
  - ▶ Demonstrate your competency, in an interview situation
  - ▶ Convince the interviewer of your suitability



# How can you develop and enhance your employability?

What do graduate recruiters suggest?

How can your university enable you to enhance your skills?

What can you do?



# Value of reflection and Personal Development Planning (PDP)

This process supports;

- ▶ Self- awareness
- ▶ Reflection and Review
- ▶ Recording
- ▶ Learning from experience
- ▶ Planning and Setting goals
- ▶ Monitoring progress
- ▶ Achieving and Developing



Employers value this

# Your Personal Development Planning

After **each** session, you should **reflect** on what you have experienced and learned.

- ▶ Introduction to a PDP template
- ▶ Completing your PDP template

# RESOURCES

To access the Session 1 power point presentation and some of the resources suggested in this session, go to;

[www.aston.ac.uk/careers](http://www.aston.ac.uk/careers)

Click on to the *International Summer School 2012* link which is on the left of the Careers home page.

## Resources to download:

- ▶ *PowerPoint presentation Session 1*
- ▶ *Employability Checklist,*
- ▶ *Competencies Explained*
- ▶ *Making yourself employable*



# Any questions?

