



KUZUKO GROUP

IChemE Career Solutions Webinar Series

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Series Overview



Title of Webinar	Date
Session 1 - Transferable Skills	11 th November 2020
Session 2 - CV and Cover Letter	18 th November 2020
Session 3 - Using LinkedIn to Improve Personal Branding and Digital Fluency	25 th November 2020
Session 4 - Job Search Strategy	2nd December 2020
Session 5 - Interview Techniques	9 th December 2020
Session 6 - Coaching, Mentoring and NLP	16 th December 2020

Time: 6.30pm (UK time)



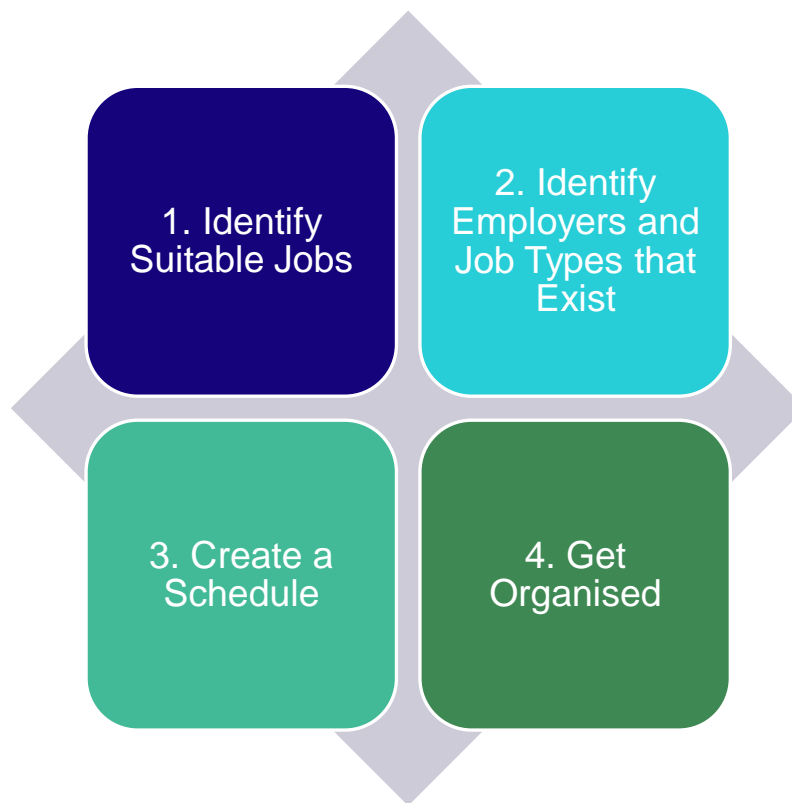
Session 4 Agenda – Job Search Strategy

1. 4 Step Process for an Effective Job Search
2. Questions and Answers



What makes an Effective Job Search?

Surely, it's just about **connecting with employers and applying for jobs**, right?
No, there is far more that can be done to increase your chances of securing a role.

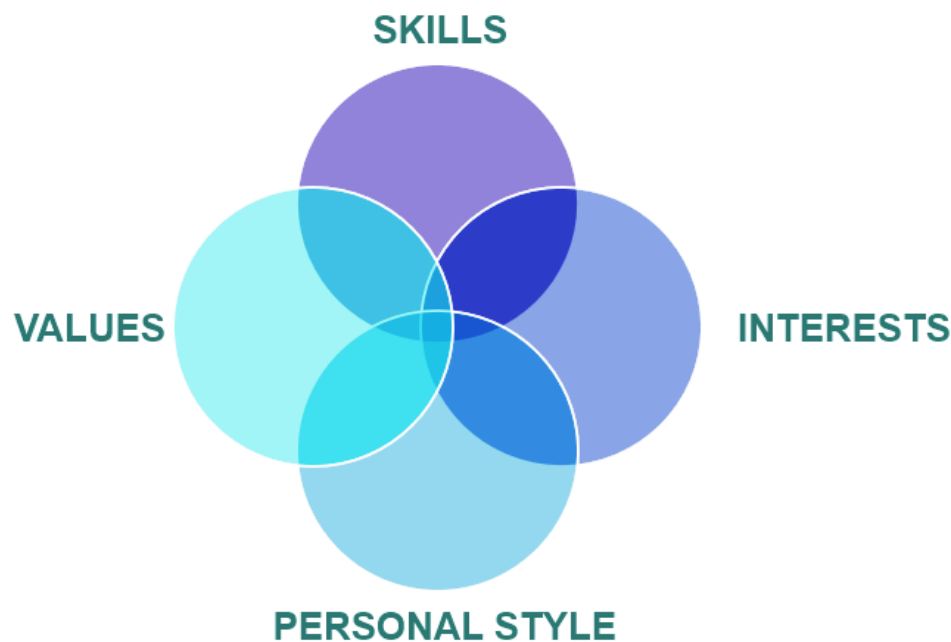


STEP 1

IDENTIFY SUITABLE JOBS

1. What types of jobs suit you?

- Ensure you know yourself well.
- Consider your interests, skills, personality style and values.
- A variety of assessment tools are available online to help you understand how these factors can influence your career-decision making.

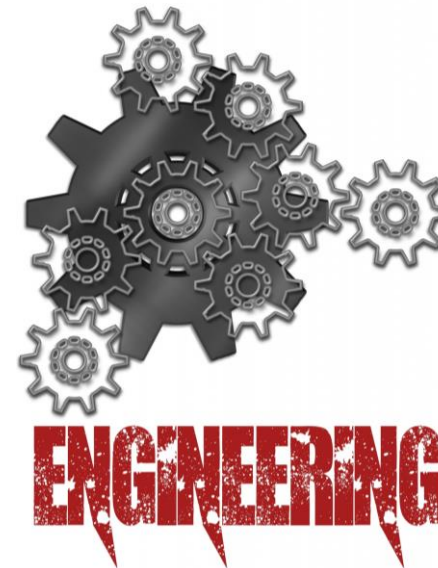


Skills & Interest

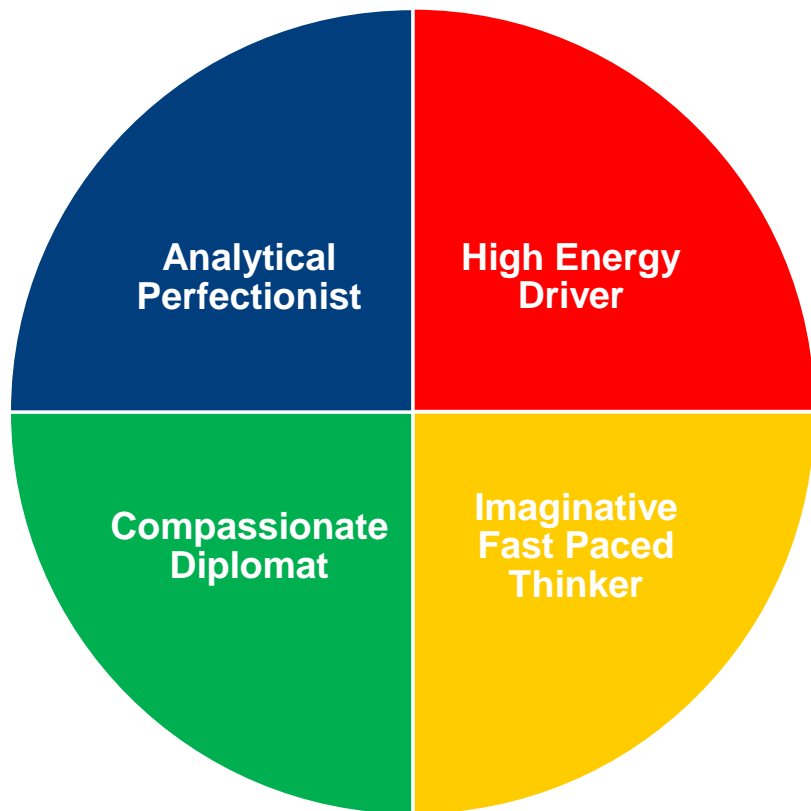


- Knowing your **likes and dislikes** will enable you to make better career decisions.
- Which jobs and sectors could keep you motivated.
- Consider the courses you're studying, your hobbies, or books you enjoy reading.

- An awareness of your **current** skills and **desired** skills can direct you along specific career paths.
- Knowing your **value proposition** will help you **market yourself** effectively.



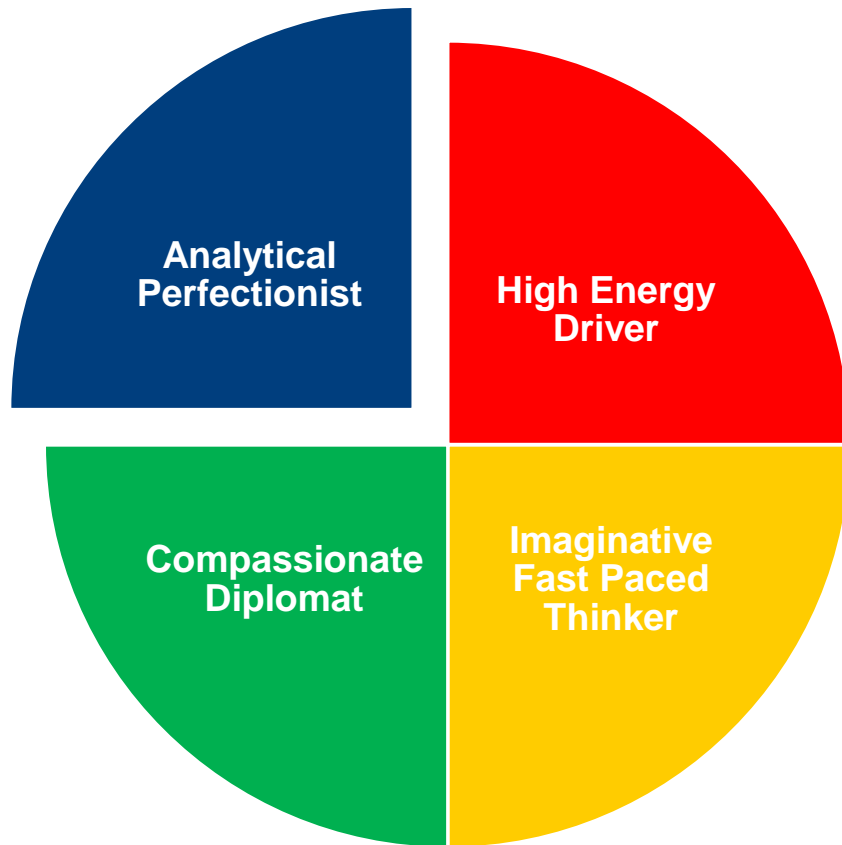
What's your Dominant Personality Style?



- Are you a **Blue**, **Red**, **Green** or **Yellow** personality style?
- We can be a different personality styles in different situations, but tend we have **dominant** personality styles.
- Our personalities can be divided into colours. Many versions of this exist.
- Each colour has particular traits, and can help **understand and raise awareness** of your own traits.
- It will help you **interact with others** better.
- You can advise others on how to **get the best out of you**, your likes, dislikes, strengths and weaknesses.

What's your Dominant Personality Style?

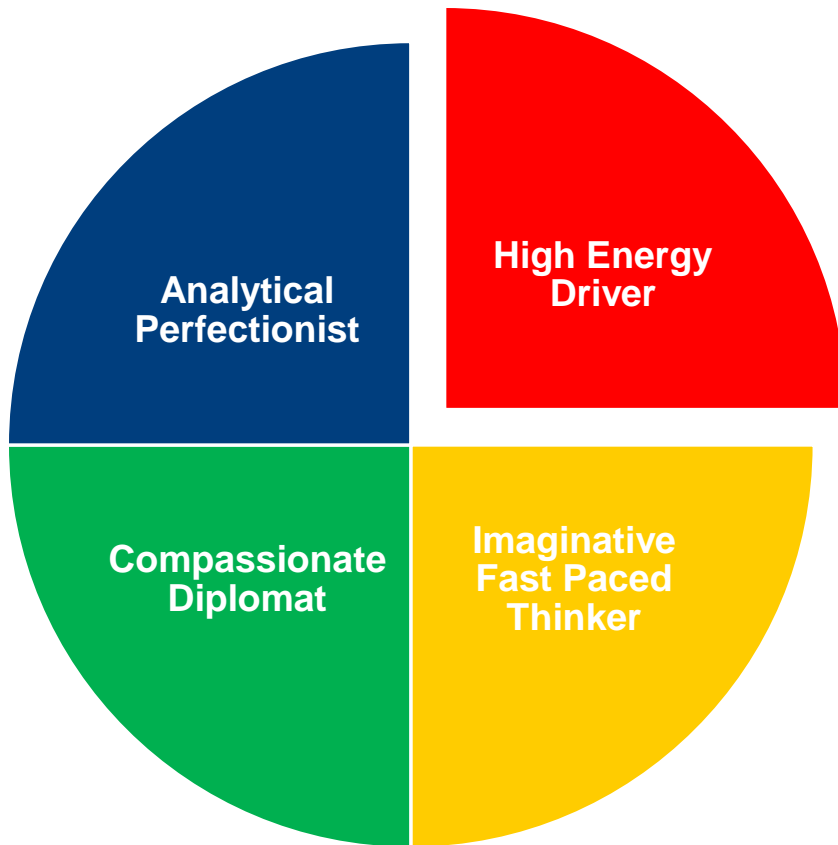
Blue



- Deep thinker
- Analytical
- Pays attention to detail
- Formal in their thinking
- Deliberate
- Logical
- Systematic
- Precise
- Organised
- Good time management skills
- Take time to think
- Slower paced
- Perfectionist
- Requires facts
- Dislike vagueness
- Dislike absence of facts or figures

What's your Dominant Personality Style?

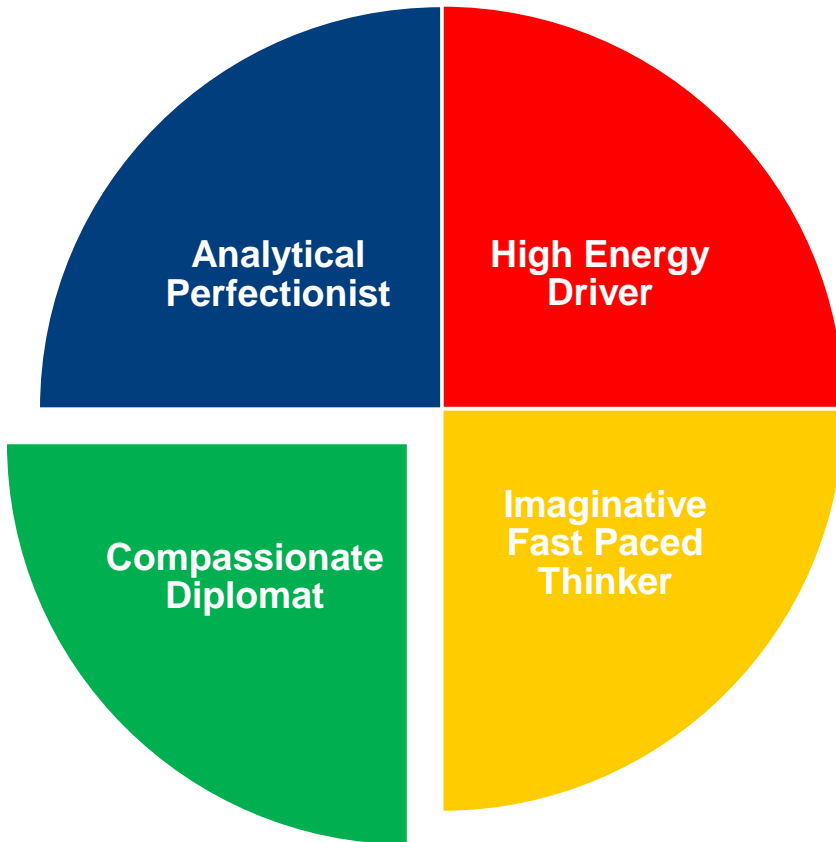
Red



- Strong leaders
- Fast paced thinkers
- Risk takers
- Purposeful
- Drivers
- Strong-willed
- High energy
- Competitive
- Rational
- Take ownership
- Confident
- Dislike waffle
- Lack patience

What's your Dominant Personality Style?

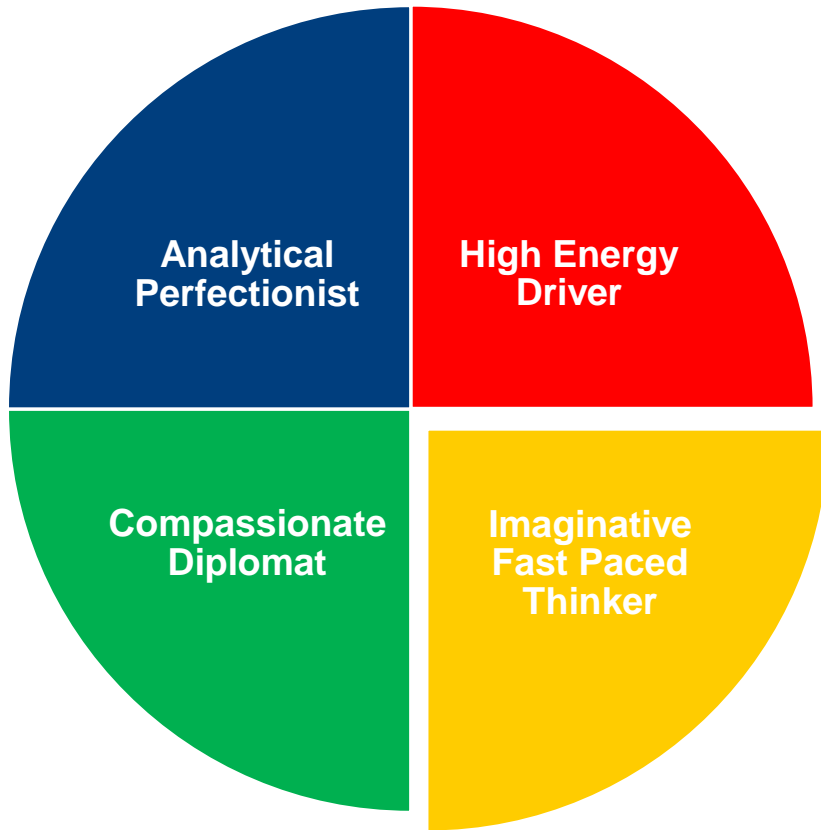
Green



- Cool
- Relaxed
- Patient
- Easy to get along with
- Informal
- Social
- Relationship focused
- Compassionate
- Slower paced thinking
- Diplomatic
- Understanding
- Agreeable
- Dislike 'pushy' people
- Dislike being put on the spot
- Spots insincere behaviour a mile off!

What's your Dominant Personality Style?

Yellow



- Life and soul of the party
- Sociable
- Expressive
- Imaginative. Imaginations can sometimes run away with them as they are very fast paced thinkers.
- Enthusiastic
- Informal
- Optimistic
- Relationship focused
- Visionaries
- High energy
- Dislike their opinions being suppressed
- Dislike too much detail
- Dislike impersonal interactions

Other Factors to Consider

- Commuting/Remote
- Location
- Weather
- Work Environment
- Time Requirements
- Characteristics of Co-Workers
- Long-term vs. Short-term Goals



STEP 2
IDENTIFY EMPLOYERS AND
THE TYPES OF JOBS THAT
EXIST

2. Identify Employers and the Types of Jobs That Exist



- Understand what is **in demand** by **researching** the job market.
- Identify **fastest-growing** careers.
- Identify employers with the **most openings**.
- Focus on the soft and hard skills you have developed throughout your degree and experiences.



**KEEP
CALM
I'M A
CHEMICAL
ENGINEER**

- Research which industries are you interested in?
- Example Industries
 - Chemicals
 - Oil & Gas
 - Energy
 - Utilities
 - Pharmaceuticals
 - Mining & Metals
 - Environmental
 - Paper and Pulp
 - Food and Drink

Target Companies

- Example Companies
- Within those sectors, which are the companies that you are interested in?
 - Operating Companies
 - Manufacturing Companies
 - Engineering Companies
 - Consultancies



Image Credit: IChemE

Examples of Job Types



- Field Based, Office Based or Remote
- Individual or Team
- Technical, Commercial or Combined
- Industry
 - Process Engineer
 - Process Safety Engineer
 - Project Engineer/Project Manager
 - Business Development Manager
 - Executive (Director, Vice President, CEO)
 - Consultant
- Academia
 - Researcher
 - Professor

STEP 3

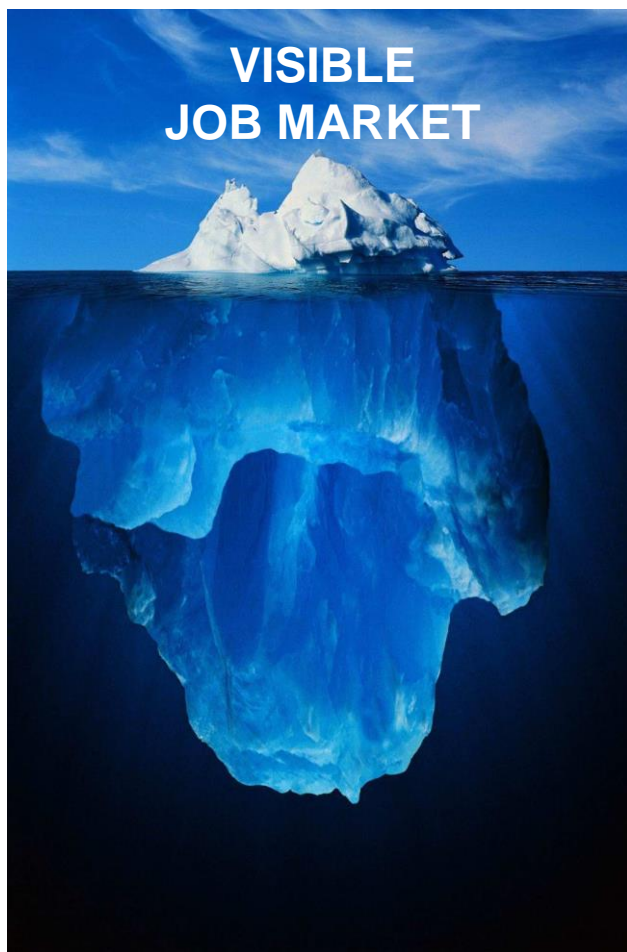
CREATE A SCHEDULE

3. Create a Schedule

- Make a weekly or daily schedule of job search activities.
- Do not waste your time responding to long shots.
- Example includes:
 - **Monday:** review new job postings from online search engines.
 - **Tuesday:** review the job adverts and identify those you want to apply for.
 - **Wednesday:** work on your list of employers you desire to work for.
 - **Thursday:** work on your list of recruiters and contacts you need to connect with and message.
 - **Friday** – follow-up.

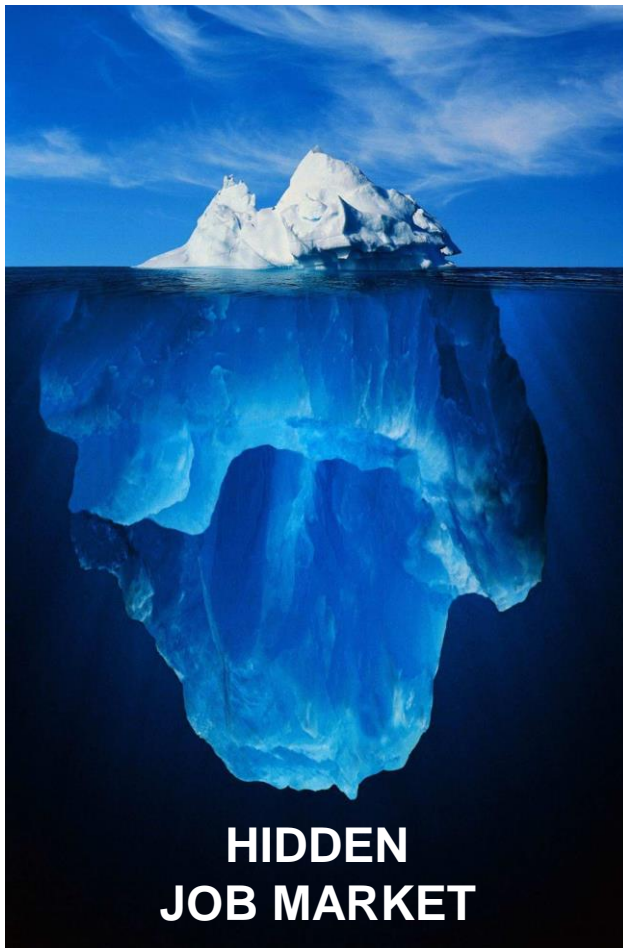


Access Jobs that are Posted



- The job search process can relate to an iceberg!
- **Only 20% of jobs are advertised** in the traditional way on job boards.
- **Spend 20% of your time on visible Job Postings:**
 - Search Engines/Online Search
 - Job boards (Indeed, Monster, Gradcracker, TotalJobs etc.)
 - LinkedIn Jobs
 - Association Websites
 - Career Services
 - Career Fairs
 - Networking Groups
 - Industry Specific Sites
 - Company Websites
 - Send an application letter and CV to HR or specific managers.
 - Call them and ask them how their jobs are being advertised.
 - Follow-up phone calls increases chances of success with this method.
- Employment and Recruitment Agencies

Uncover the Hidden Job Market



- Since everyone else can see the 20%, the competition for these positions is fierce.
- There is a hidden job market!
- According to the Harvard Business Review, nearly **80%** of the openings available at any one time are **never advertised**.
- For a more successful job search, job seekers should go below the surface, **establish networks** and identify the 80% of jobs that are not being advertised.
- **Networking is not the same as asking for a job.**
- Usually your networking contacts will not be potential employers. They can help you learn inside information about jobs that are being created.

Access Jobs that are Never Posted

- **Spend the remaining 80% of your time on networking** to be seen and hired!
- Attend Careers Fairs and Relevant Events.
- Engage with a Career Coach or Counsellor.
- Use your Existing Networks and Connect with:
 - Professionals working in your field of interest
 - Managers from the companies on your list.
 - Arrange zoom/MS Teams calls to talk about their experiences, ask them what you need to be considered for that particular job.
Follow their instructions.
 - Previous employers
 - Professors & Other Students
 - Alumni
 - Family members & Friends
- Use LinkedIn to support your networking efforts.
- Remember that you only need one job, so **don't give up!** Persistence is key!



Intentionally Connect with Employers



- Employers/recruiter hire people they **know, like and trust**.
- Demonstrate **your suitability** to the role and why they should hire you.
- An employer who is not hiring today may be looking for someone like you tomorrow.
Strategically follow-up.
- Send your CV to an employer more than once (if required).
- Good **research** on employers provides you with the competitive edge. This includes product/services, industry and company's mission and values. This can be found on their website.

Intentionally Connect with Recruiters

- Identify **recruiters** (headhunters and employment agencies) that **specialise in your sector** of interest.
- Engage with their employees and contacts.
- They have lots on **inside information** so ask if recruitment in the sector is busy and if they have any **advice**.
- Create relationships as they are, more often than not, the gatekeepers.



STEP 4 GET ORGANISED

4. Get Organised



- Collate Important Documents:
 - CV
 - Cover Letter
 - Professional references
 - Qualifications
 - Awards
- Create an excel sheet with relevant information.
 - Organisation name
 - Relevant Links
 - Interest level
 - Contact Details
 - Keep it updated
- Prepare before speaking with employers.

Remember Why Society Needs You!

- Society relies on the work of chemical engineers!
- Chemical Engineers:
 - Manage resources.
 - Protect the environment.
 - Control health and safety procedures.
 - Develop the processes that make the products we depend on or desire.



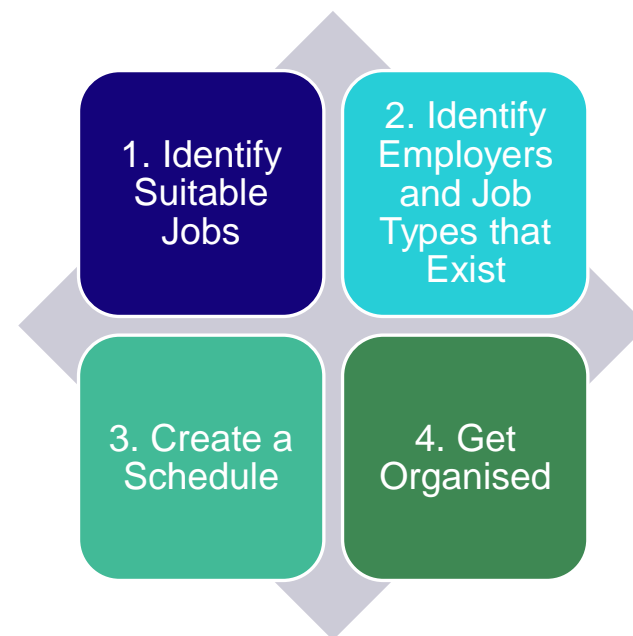
Job Search Action Sheet

INSTRUCTIONS:

1. Research and make a list of suitable jobs aligned with your interests, skills, personality style and values.
2. Within your sectors of choice, research and make a list of Companies and Job Types that exist.
3. Create a schedule.
4. Get organised.

IMPORTANT

- Continuously update your schedule and plan as required.
- Persevere - searching for a job can be a full time job.
- If your search is not producing the results you would like, try a new approach.



Thank you for listening



Don't forget to **celebrate the little wins** and **be the best version of you** – for you and your loved ones!