Career Essentials: Connecting With Employers Remotely.

Jo Budd, Careers Consultant

Moderator: Sally Brown, Careers Consultant

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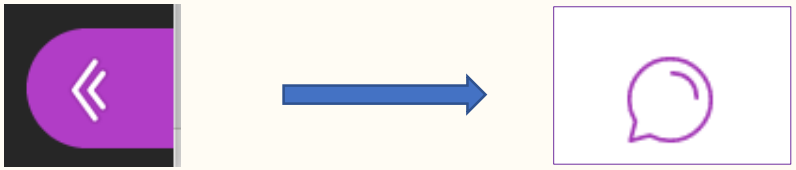

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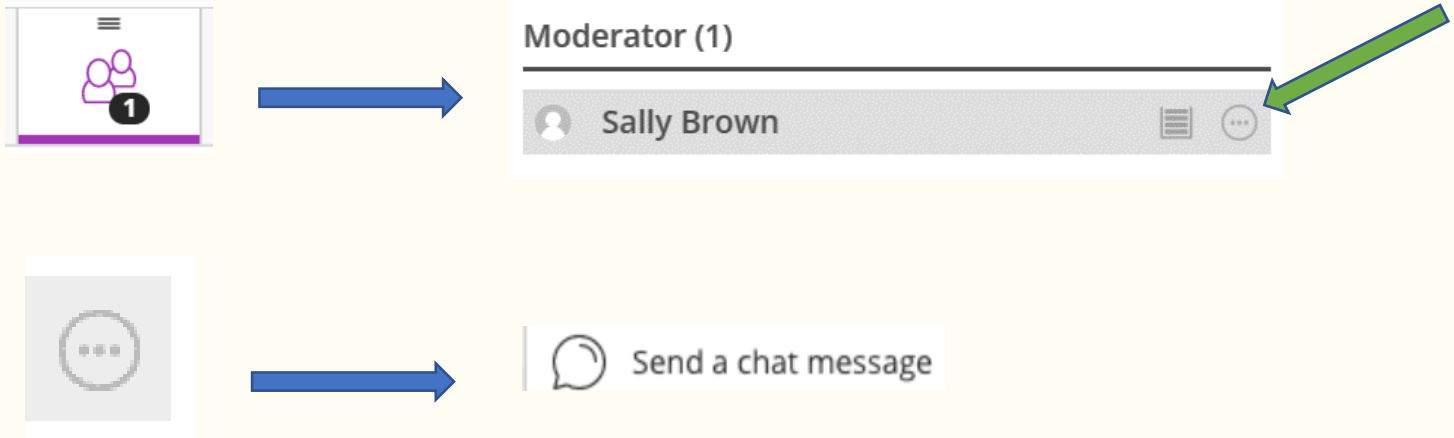

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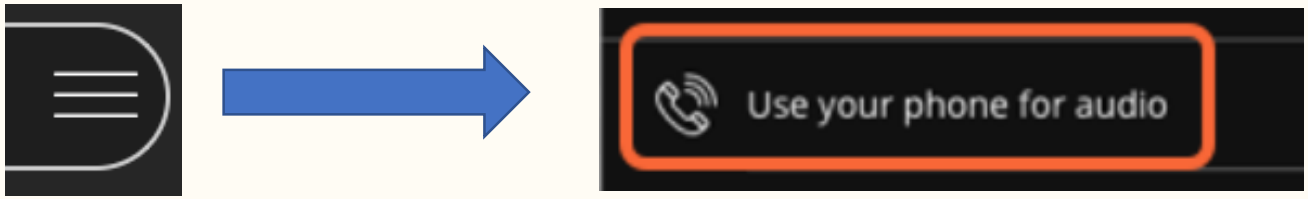
2. Try leaving the session and re-joining
3. Use the menu tool (top left) and select “use your phone for audio”



Career Essentials Summer 2020

- Mix of online talks and workshops
- Small Group Work sessions (CV)
- 6 module e-learning course

https://www.ucl.ac.uk/careers/resources/elearning

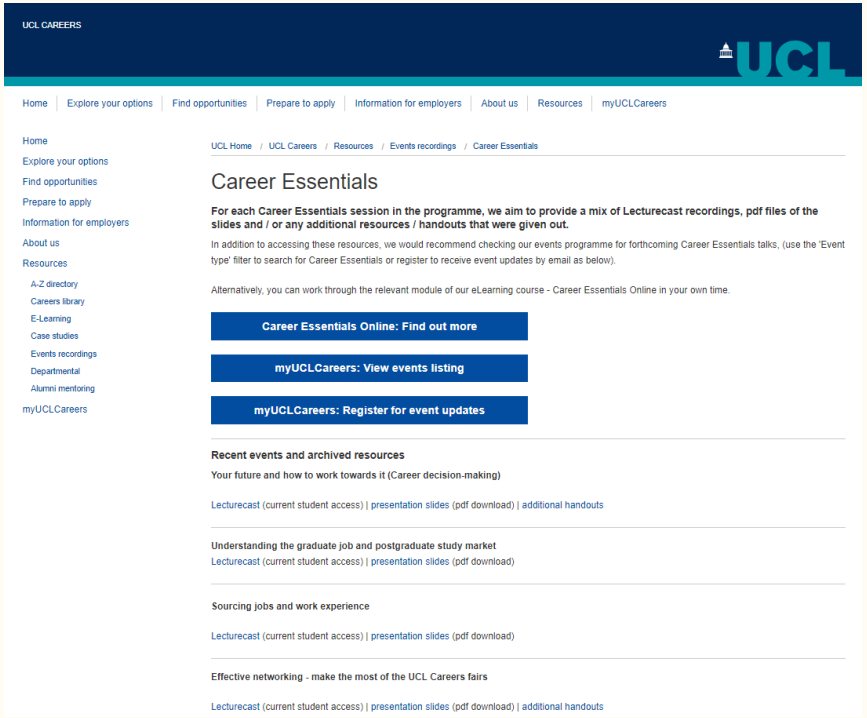
Talks May and June 2020

Connecting with Employers Remotely	**26th May**
Sourcing Jobs & Work Experience	27th May
Considering a Masters	28th May
CVs – small groupwork	29th May
Your Future and Working Towards It	2nd June
How to Build your Skills and Experience Over the Summer Without an Internship	5th June

Slides and recordings

https://www.ucl.ac.uk/careers/resources/slides/career-essentials

Search ‘UCL Career Essentials’



What we'll look at today

- Looking at the current recruitment landscape.
- The 'benefits' and 'barriers' to connecting conversations – especially during this challenging times.
- Where to find employers online to 'connect' with.
- How to create effective and impactful introductions with employers.

2020 – a Different Year

Yes, recruitment is down.

But is this true across the board?

What kind of organisations might be doing better?

2020 – recruitment differences (UK)

The decrease in recruitment is less:

- in large organisations
- for graduate roles compared with internships
- for graduate level work
- in London
- in software & IT services
- in Healthcare

Moving Online

ISE survey

20 March, n=124 large employers:

- 60% employers had moved assessment centres online
- 71% employers moved interviews online

UCL Careers Survey (1 April, n=76 employers)

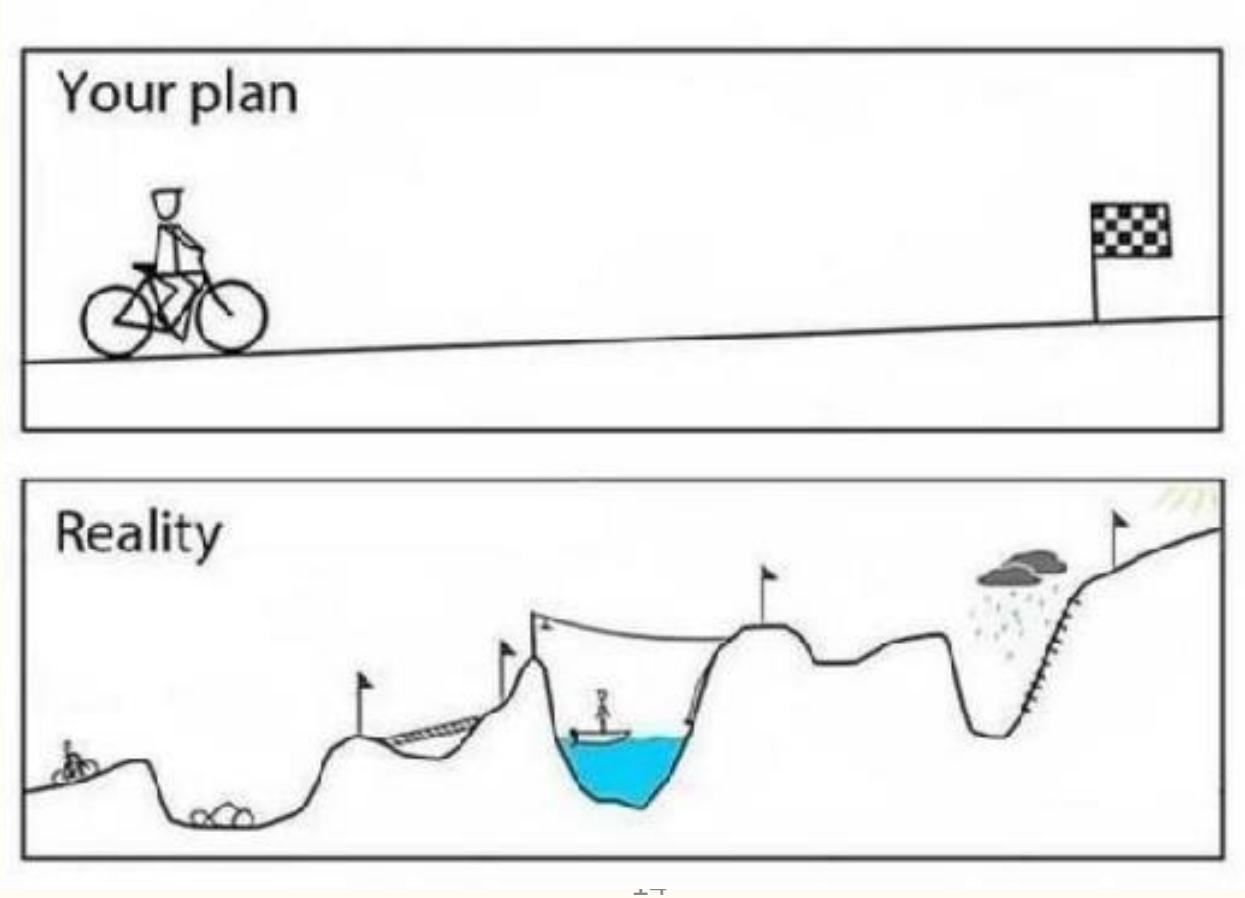
- 81% ready or soon to be delivering recruitment or training online

Poll Activity 1:

How confident are you feeling about your connecting with employers remotely right now?

Techniques For Connecting with Employers Remotely: The Human Side.

The plan vs reality



Resilience for Coping with Change – taking care of you!

- Acknowledging the impact of what is happening is largely out of our control.
- Applying a 'Growth Mindset' – focusing to learn, adapt and apply creative and flexible strategies to accomplish career objectives.
- Focusing on activities that focuses on your strengths – taking time to self reflect on your strengths and skills.

Flexibility:

- As businesses adapt to fast-paced changes, we also have to make necessary changes to our thinking.
- Adapting expectations and career plans by concentrating on developing skills that correlate to your desired profession will help you pivot across when the labour market recalibrates.
- Remain agile and sensitive to changes in workplace demands and conscious that with skills in adaptability, independent working and empathy will likely be prized more than ever before.

Patience and Perseverance:

- Even in times before the pandemic, a certain level of patience and perseverance were required while looking for your preferred role.
- Practicing these skills, now more than ever before, will be required as companies reassess every aspect of their business and make difficult decisions that might impact on your plans.
- Remembering our previous discussion around focusing on what is within our control – understanding these decisions within the context of the current situation, and using a flexible and growth mindset view to pivot career planning.

Chatbox Activity:

1. How are you feeling about connecting with employers remotely?

2. Have you connected with employers remotely in the in the past or currently in the process?

Type your answers in the chatbox

Techniques For Connecting with Employers Remotely: The Practical Side.

Proactive interaction with all aspects of the job market.

To get a job in a global crisis you do exactly what you would do in ‘normal’ times with the added skills of perseverance and resilience.

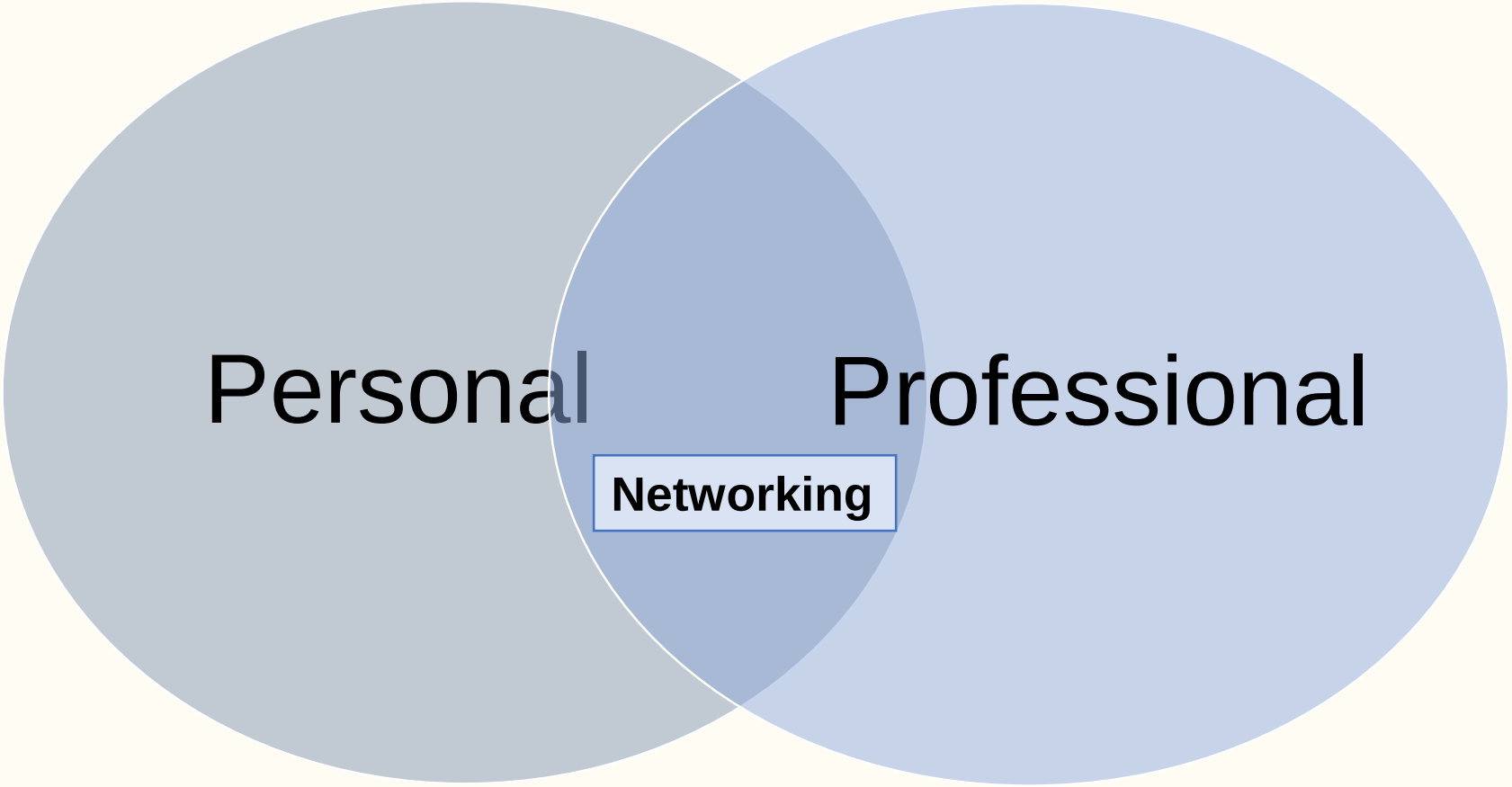
- Networking - remotely.
- Submitting well researched and tailored applications.
- Diversify Job Search Strategy.
- Include speculative applications.

Careers Job Search Strategy

Network	Submitting Strong Applications	Diversified Job Search Strategy
Professional body webinars	Get applications checked by UCL Careers	Speculative applications
LinkedIn Groups		Range of organisation sizes
Interact on social media		
LinkedIn Contacts		
UCL Alumni Community		

UCL Careers lab YouTube:
https://www.youtube.com/watch?v=jbI4lS7o6qo&t=411s

Networking - remotely



Chatbox Activity:

Type a **benefit** of connecting with employers as part of your next-step career planning.

Type your answers in the chatbox

Making Connections: Benefits

Learn from other's experience:

- more conversations = potential inspiration.
- organisational culture is often the differentiating factor.
- Job 'research' as opposed to job 'search'.

Competitive advantage:

- information not publicly available on website.
- use examples drawn from connecting with people in your applications/ interviews.

Understanding the employer

Quote from a UCL Management Consulting fair recruiter:

"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."

Motivational evidence

- My interest in X was reinforced speaking with professionals at the 15th May London remote 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……

Chatbox activity:

- Now type a **barrier** that might prevent you from attending or making the most of opportunities to connect with employers.

Type your answers in the chatbox

Making Connections: Barriers

Confidence

- I'm not 'good' at networking and don't feel comfortable talking about myself.
- how would I introduce myself?
- what would I talk about?
- why would they be interested in me?
- They might not respond.

Making Connections: Barriers

Lack of contacts

- what if I don't have a ready-made network I can use?

Ethical

- it seems to be who you know, not what you know.
- I feel uncomfortable about asking someone to give me a potential advantage.

Asking good questions

Closed questions

- did you enjoy it?
- have you developed new skills?

Open questions

- what did you enjoy the most?
- Which skills have you developed and how?
- what happened next?
- how would you describe…?
- tell me more about…?

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?

Adapting questions to fit your connecting with.

Graduate trainee

Recruitment manager

Senior employee

Ask the Right Questions

- An organisation you are interested in are hosting a virtual event.
- What ‘open’ questions might you ask their staff?

Consider:

- Graduate trainee.
- Recruitment manager.
- Partner.

Example Questions (1)

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?

Example Questions (2)

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 responsibility levels increase during the duration of the training scheme?
- How will I be appraised?

Example Questions (3)

Senior employee:

- 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 do you value about working at X?

Networking: Forming Productive Relationships Overtime.

- Open doors to your sector of interest to learn how it works.
- Gain mentor for guidance and help you learn the language of the sector.
- Grant access the vast number of roles that don't make it onto job vacancy sites.
- Opportunities to collaborate on exciting projects and share expertise in area of interest.

Networking: Not going in with an 'ask'.

- Initiating your first contact around what you want to get out of the discussion is an often seen mistake.
- Networking is a slow art which you'll refine with practice and patience – and you need to be authentic in your approach which will reward you with by-in from whoever you are trying to establish contact with.
- Asking questions you truly care about knowing the answers to will drive the conversation forward while also allowing you to make some career decisions.

First contact question framing: Example.

1. Complement them directly, acknowledge and appreciate their work:

"I really enjoyed reading about your work on raising awareness on sexual health in teenagers, and how this has brought the number of sexual transmitted infections down by 32%". Particularly, the way you underpinned your report with recent research evidence to form your new partnership with tact and care."

First contact question framing: example.

2. Demonstrate shared values and competence through a parallel.

"There is a parallel from my own experience of using evidence-based research to inform a current group work project on the topic of sexual health for my degree at UCL; taking care to be mindful of others viewpoints, while trying to be inclusive around the technical aspects of the research findings was particularly challenging."

Subtext: communicating possibility of mutual benefit.

First contact question framing: example.

3. Signing off:

"Might we be able to arrange a quick chat that works with your schedule around how I might gain professional exposure to the work you are doing?"

- **Subtext**: deliberately not asking for something tangible (e.g. access to work experience/internship) because then you are giving them something tangible to say no to.

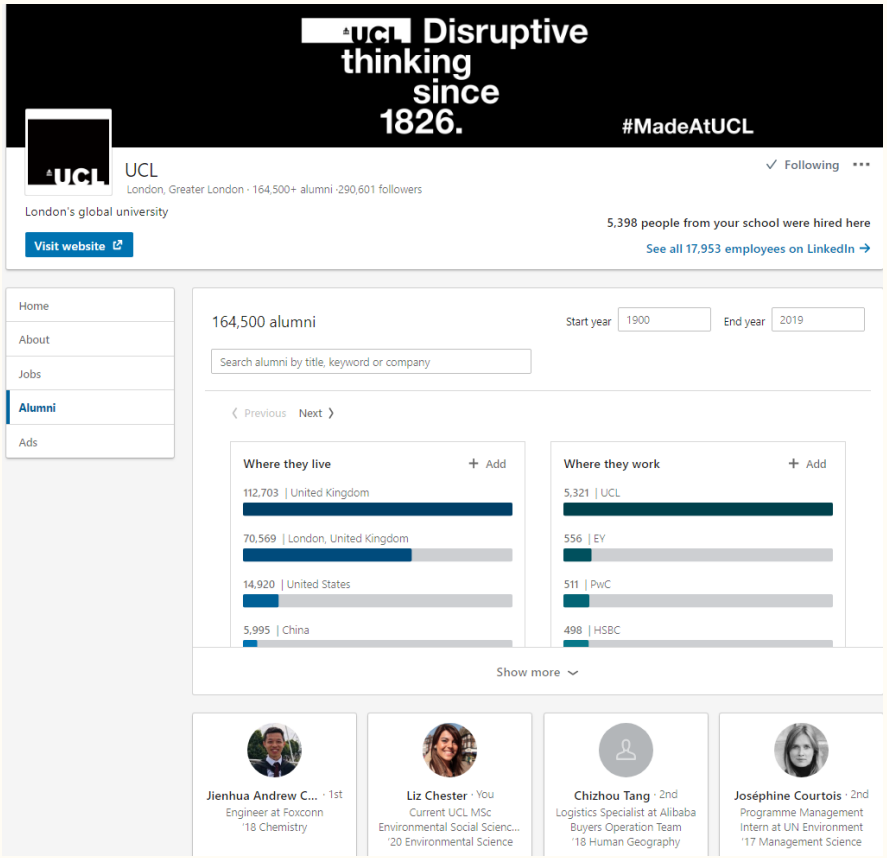
First contact question framing: example.

- Using tentative language to make it easier for them to say yes to – which is also why it's good practice not to include a CV at this stage.
- Keep the message short and concise.
- Be sensitive to the current situation – the majority of people might not reply, but it only takes one person to respond for this to work and build that professional relationship.

Where to Find Employers Online.

Take control:
The power of the UCL alumni

Search ‘UCL Alumni Linkedin’



UCL Alumni: snapshot

Education

UCL
MSc Economics, Economics
2018 – 2019

UCL
Bsc Economics, Economics, First Class Hons
2014 – 2017

Career Insights of 149,512+ alumni

Where they live

93,014 · United Kingdom

60,340 · London, United Kingdom

11,536 · United States

Where they work

4,389 · UCL

933 · NHS

485 · EY

See all career insights

1,812 alumni

Start year 1900 End year 2020

Search alumni by title, keyword or company

Economics × London, United Kingdom × MSc economics × Clear all

Previous Next

Where they live + Add

2,604 | United Kingdom

1,812 | London, United Kingdom

Where they work + Add

50 | UCL

18 | The London School of Economics and Political Sci...

1,812 alumni

Start year 1900 End year 2020

Search alumni by title, keyword or company

Economics × London, United Kingdom × MSc economics × Clear all

‹ Previous Next ›

What they do

388 | Finance

293 | Business Development

155 | Research

107 | Consulting

106 | Education

102 | Information Technology

93 | Operations

88 | Community and Social Services

87 | Engineering

What they studied + Add

1,812 | Economics

436 | Political Science and Government

376 | Mathematics

347 | Finance, General

306 | International/Global Studies

283 | Business Administration and Management, Gen...

259 | Public Policy Analysis

219 | History

196 | Philosophy

Noelle Greenwood · 3rd
UCL MSc Economics and Policy of Energy and the...
'20 Energy, Environment, an...

Connect

Richard Goulding · 3rd
Development Economics and Regeneration consultant a...
'17 Economics and Policy of ...

Connect

Ryan Perkins · 3rd
Economic Analyst at London Economics
'18 Economics

Connect

Mandy Nan Yun · 3rd
MSc Financial Risk Management at UCL
'15 MSc Financial Risk Mana...

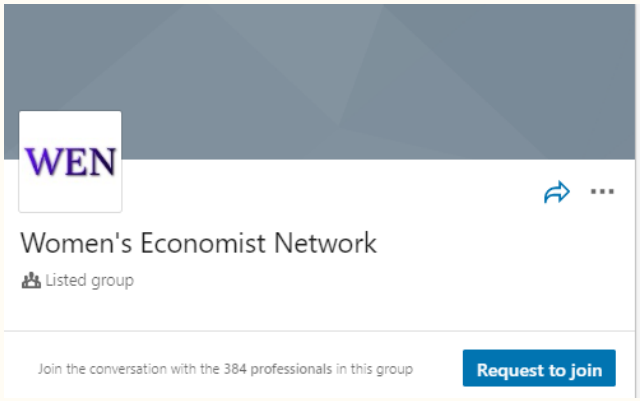
Connect

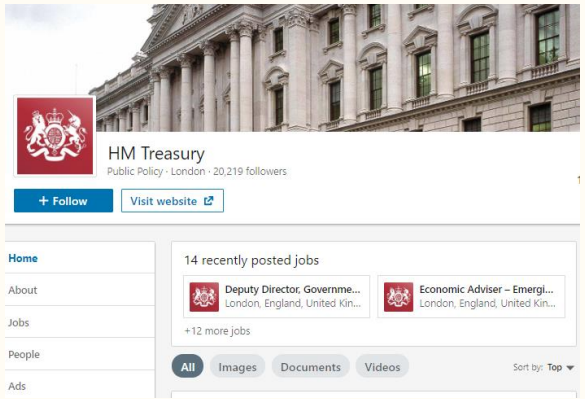
Mariam Tafsiri · 3rd
Head of Criminal Justice Reform Economics at Minist...
'17 Economics

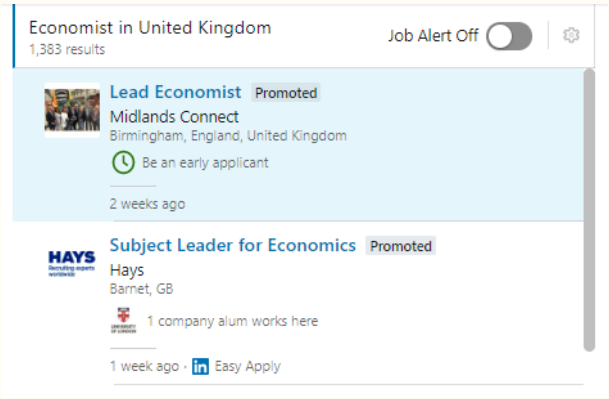
Connect

LinkedIn Member
Deputy Director - Roads Economics at Department f...

Find new connections & opportunities by…







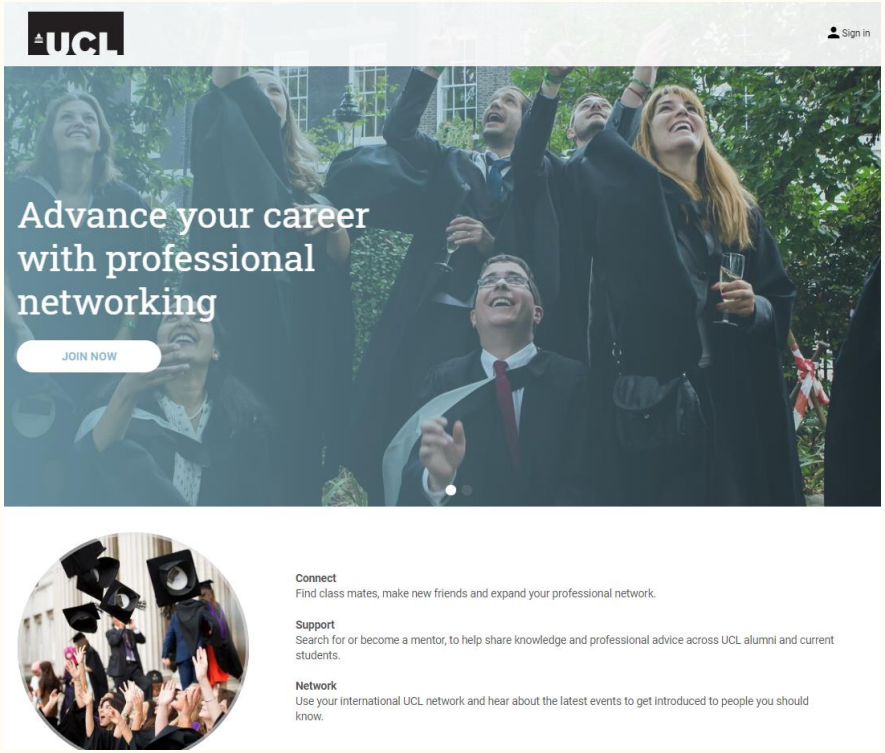
Joining Groups

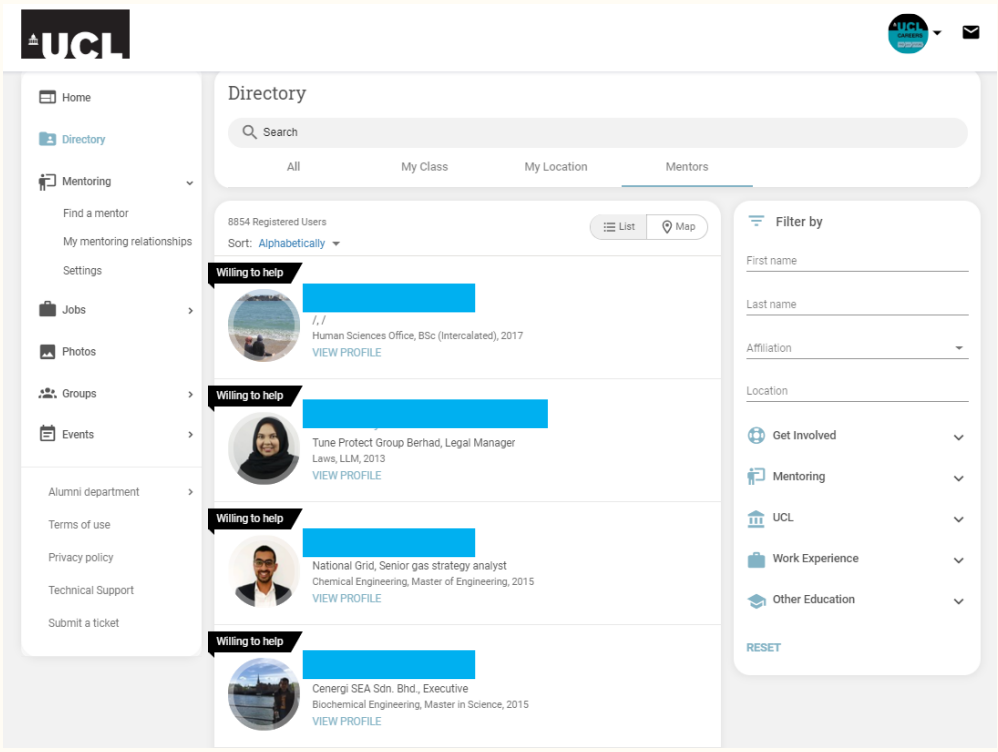
Following company pages

Using job search

UCL Alumni Mentoring

Contact potential mentors in specific countries/ sectors for assistance





https://uclalumnicommunity.org/

Social Media for Networking and developing sector awareness:

- You may find a particular Social Media platform is used more widely depending on your area of interest – so try out different ones.
- Using the group discussion boards in LinkedIn can help you access further knowledge and build contacts in your area of developing expertise.
- Always be aware of your professional online self otherwise known as ‘professional brand’.

What else can you do right now?

Free online courses and upskilling:

- LinkedIn Learning – free to UCL students.
- FutureLearn, Coursera, Alison, Edx, CodeAcademy, Eventbrite for a range of webinars and courses.
- Conduct your own literature review, or collaborate.
- Writing your own blog.
- Engage with professional bodies and learned societies – are they hosting remote events? Check!
- Work experience as a key worker.

What we've covered today:

- Looking at the current recruitment landscape.
- The 'benefits' and 'barriers' to connecting conversations – especially during this challenging times.
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CareersLab YouTube video suite:

[UCL CareersLab YouTube video]

Poll activity

Having talked through some online networking strategies during this session, is there any change to your confidence from before?

UCL Careers 1 to 1 Support

- Applications advice (20 minutes)
- Short guidance (20 minutes)
- Practice Interview (60 minutes, on condition of real employer interview)
- Book online in advance using myUCLCareers

Find us online

www.ucl.ac.uk/careers

careers@ucl.ac.uk

Mon - Fri 9:30 - 17:00

UCL Careers Newsletter

- Be the first to know!
- Sign up to email updates through your myUCLCareers account (profile section).
- Events booking.
- Job vacancies.

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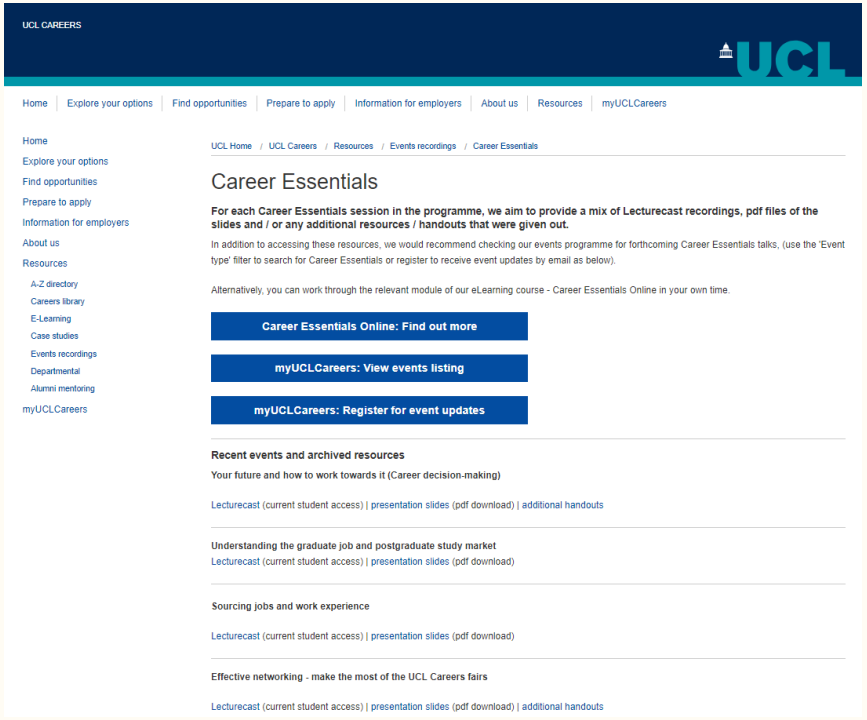

Final Chatbox Activity:

What one thing will you be putting into practice following our discussion today?

Type your answers in the chatbox.

Any Questions?