

Showcasing skills and strengths

Kenneth, 64, was referred to the National Careers Service by his local jobcentre as he had been unemployed for some time and wanted some advice on how to get back into work, particularly into the industries where he had previous experience such as electronics and transportation.

At the session, his careers adviser Sharon helped him create an action plan that would enable Kenneth to identify his own skills and map out his next steps. They reviewed his CV and made some changes to make it more appealing to prospective employers by highlighting his key strengths and skills.

They also explored different employers and recruitment organisations that would help with his job search and Sharon helped Kenneth understand the hidden jobs market and how to access it.

During the appointment, they discussed Kenneth signing up to the Interim Management Association website. They also considered the type of job he was searching for and agreed that better use of social media, in particular LinkedIn, was required. Sharon helped him identify more effective ways to use the platform and Kenneth was then able to make improvements to his LinkedIn profile.

Kenneth's confidence has improved, and he feels like the session opened several new potential sources of employment, especially when considering he now has more knowledge of the hidden jobs market in his local area.

Meeting with Sharon has helped Kenneth to demonstrate to potential employers his skills and how to use social media effectively in job searching. He found her helpful and knowledgeable and as he feels so much more confident in looking for jobs he has already told some of his friends about the benefits of the service.

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