

Be The One



Career Searching: Where to Start

The world of work is changing each day and a new selection of careers and jobs are being created both in Cayman and overseas.

The career you choose is all about you, and no one can make that decision for you. There are so many different jobs and career choices out there and it's very likely you have only heard of some of them. Making career decisions is easier with knowledge and an awareness of what's available to you. It's also important you know yourself too. That may seem silly, but self-awareness can be an essential guide to making career decisions.

We would recommend asking yourself the following questions:

1. What do I like doing in my spare time?

(You may have hobbies you could turn into a career).

2. What am I good at?

(Think about your strengths, skills, abilities, qualifications).



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3. Who will I be working with, what type of people do I enjoy collaborating with?

(Think about the work environment and people you would be working alongside).

4. What jobs and opportunities do I see advertised frequently in Cayman and what are the jobs of the future?

5. Will I be working in Cayman?

(Think about whether the career you want is available locally or if are you prepared to travel).

6. Will I need to study more and can I do it here in Cayman?

(Think about the length of study, your preferred learning styles, and your ability to study overseas if required).

7. When will I be working?

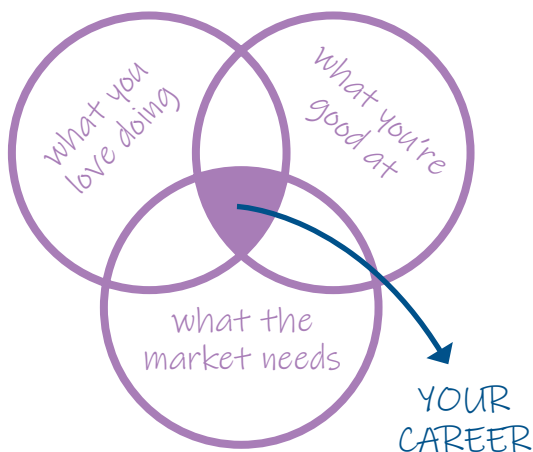
(Think about the work patterns e.g. shifts, evening, weekends).

8. Why is the job right for me?

(Find out about the main duties, entry requirements, and career prospects).

9. What action do I need to take?

(Break down your goals into small, realistic, achievable tasks, giving yourself a deadline for completion).



"Find the sweet spot between what you love doing, what you are good at and what the market needs. That is where your career should be."

~Roxanne Lorimer, Learning and Development

Get Your Career Going with LinkedIn

LinkedIn is a key part to modern recruitment and having a professional profile is key. Here's our quick guide to get you and your career started!



Let's begin with a suitable photo. This should be a shot that shows you as a professional, wearing office attire with a plain

back drop. If in doubt play it safe as this is your professional social profile, not your Facebook page! You should also pick a background photo too. This can be difficult as some of the image gets covered by your profile photo, so you may need to play around with this. Once again pick something that reflects you and the work that you want to do.



“Grow your professional network! Make the right connections and your “social capital” becomes an invaluable asset.”

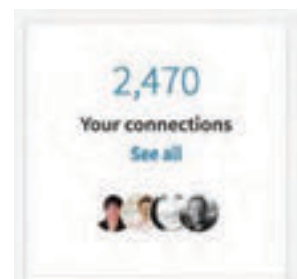
~ Janelle Muttou, Senior Labour Officer, CIG

Much like your CV/Resume you need to get as many of your professional achievements and experience on there that will help sell you. Put in your full professional background

and skills. Then talk about how you grew business, improved ways of working, targets you exceeded, promotions or award-winning work you produced. And then tell us how you did it!

When writing your work history, you should use obvious job titles such as Marketing Executive, instead of new-fangled job titles like Marketing Wizard. The obvious titles make your profile easier to find for recruiters searching for candidates. Another important element is to use keywords that make you relatable to the roles that you want. This makes your profile instantly connected to the roles you want, and recruiters and HR staff can find you, see this and match you to roles.

Now you need to network and connect with your professional connections. Link up with any one you have worked with, whether



it's a previous colleague, someone you're currently working with, and recruiters, clients and suppliers. Anyone that you have had a professional interaction with! If you've just finished university then this can be difficult.

So, add your fellow graduates, recruiters, and HR people that you speak to when applying for jobs or at companies that you want to work at. If it's someone you don't know then you should send them a personalised message too.

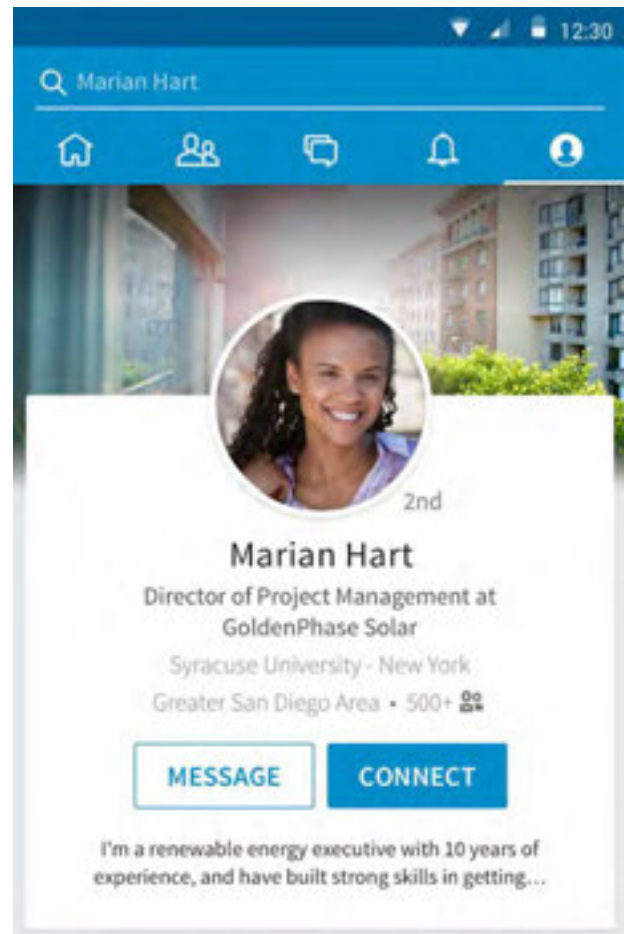
The next thing to do is follow relevant individuals, influencers, companies and



groups. If you make this industry or specific to the jobs you are looking for then your LinkedIn

feed will be full of the latest blogs, news and jobs that are relevant to you. This will help to build your knowledge as well as give you opportunities. You can also join in on discussions that are going on, share stories that you like and leave insightful comments. All of this will help you build connections, a personal professional brand and ultimately more career opportunities.

LinkedIn is a great way of directly finding jobs too. Go into the jobs section and career interests section and set your job search preferences. You'll then be able to search for jobs, but you'll also get recommended jobs in your feed and emails about roles that are relevant to you. Also make sure your preferences say you're open to recruiters.



Get Your Resume Noticed

It can be difficult to get your resume noticed. If your resume isn't noticed, then you won't get beyond the first recruitment hurdle. And your resume is also the first thing your recruiter, HR team and hiring manager will see and know about you. So, it's vital to make it perfect and ensure they know from the start how good you are. Here are our top tips for your resume!

Tailor to the Advert

You must tailor your resume to the advert. By matching your own experience to the requirements of the job you are showing the recruiter that you can do it. At the end of the day this is the focus of your resume. So, make sure it matches the role and this will get the recruiter interested in you and your resume straight away.

Keep to the Point

Usually a resume should be two sides of A4 paper. Recruiters see many, many resumes each day and by going over two sides you'll be giving them extra work, which will put them off straight away. So, keep the information relevant to the role you're applying for and at a high-level.

Start with a Personal Statement

Start with a personal statement summarising your key achievements that are relevant to the role you are applying for. This will show off why you are good at your current role and why you'd be good at the role you are applying for. It's the first thing a recruiter who looks at your resume will see, so can get them interested in you straight away.



Numbers Convince

Saying that you are good at something is one thing. Using numbers to support and show how good you are makes you stand out. For example, saying you grew sales is very vague. Showing you grew profits by 40% year on year, shows a real and strong output. But remember to be honest and relevant with these!



“Believe in yourself.”

~ Donna Mitchell, Career Coach

Be Honest

There is no point making things up on your resume. At some stage, whether at screening, reference checks, interview or if you do get the role, you'll get found out that you can't actually do what you said. And it will be embarrassing! Whether it's not being able to answer questions at interview or not actually being able to do your job, your true abilities will become apparent. Be aware that lying about your experience or skills could also lead to dismissal!

Keywords Are Key

Job titles and technical terminology from your industry/role will help get your resume to the top of searches so a recruiter sees you first. Used in the right way, keywords show that you're an expert. Remember to match these keywords to the job description of the role you are applying for as it will help get you through the first recruitment stages.

Professional Presentation

Remember your resume is your own personal professional advert. Design your resume so information is clear and easy to read. So, break it up using headers and bullets. Also, keep formatting standardised throughout and use one font style. Another simple trick is not to clutter the pages and leave white space between sections.

Don't Make Mistakes

Recruiters do look for mistakes on resumes as this is an easy way to reject a resume, especially when they are getting large volumes of applications. Proof read, use online spelling and grammar checks and get somebody else to proof read this so there is no chance of a mistake.

Resume Writing Tips

One of the most important parts of the recruitment process is your application, and this can come in many different forms, but the most common is your resume. This is the first step that will determine what happens in your job search, hence why it is vital to nail it!

And I have the best fact to prove how important a resume is – it only takes on average 5 to 7 seconds for a recruiter to review and make a decision on your application. Imagine that! As soon as your resume falls on the recruiter's desk, a decision can be made in a blink of an eye.

So here are some tips to improve your resume:

Keep it Simple

I know the first instinct is to add all the things we have done and accomplished, but this can get overwhelming to the reader. The best way to keep it simple is by summarising your background and experience in bullet point format for each role.

Grammar

This is so important! Please avoid any grammatical and spelling errors and ensure that your tenses are consistent throughout the resume. For example, for any past roles your verbs should end in “-ed” (achieved, organised); for current roles your verbs



should end in “-e” (achieve, organise). Also, you should avoid first person pronouns.

Format

Ensure that your resume is in PDF format, this way it avoids any formatting issues when viewing it from different computers or software.

Label File Properly

Remember the small things count, don't name your file something weird and irrelevant, this will only cause frustration. A perfect example would be: FirstName_LastName_Resume.

Logical Order

When recruiters look at your background they want to see your history in chronological order, and it is best to start with the present and work your way into the past.

Visual Concept

It is crucial that the layout and the font are consistent. Remember that the way you present your resume, is the way the employer will judge your presentation skills. Keep it super clear and easy to read. Remember the 5-7 second rule!!

Include Specific Context

Nowadays temp contracts are very popular and if you have completed a few then you should specify that, and this can be done in a very simple way. You can add it next to the title of the role, for example: Administrative Assistant (temporary). On the other hand, if you have gained experience overseas, you should add it as well and this can be added next to the name of the company, for example: McDonalds, New York City.

“Be patient, push yourself, be authentic.” ”
~ Meagen McKenna, HR Manager

Selfie Rule

Please leave the selfies and any other pictures out of your application. It is not the most professional strategy to have selfies in your resume.

You may be thinking these are pretty basic things and most people should be aware of them, but when was the last time you revised your resume? A few months? Maybe a few years? Well now that I have given you some tips, you can revamp your resume!

How to Compose Your Cover Letter

Writing a cover letter for your application can be just as important as your CV. It really is a key selling point of you, showcasing your talents and your motivations on why you want that job. Here are our tips on how to get the most from your cover letter!

Before you begin writing do as much research about the role, company and industry. This way you can write with knowledge and enthusiasm about what you will be doing and who you will be doing with it. This can go a long way to securing an interview.

Plan and structure your cover letter. Keep your cover letter to one side of A4 which includes:

- An introductory paragraph introducing yourself and where you found the role advertised
- A paragraph on why you want the role – remember to show off your research
- Three to four paragraphs demonstrating why you'd excel at the role
- A concluding paragraph that includes a positive interview request.

The style of your cover letter completely depends on your audience. For example, if you are looking for a role in a corporate environment then you need to write in a formal tone. However, if you are looking for



a creative role then this will be completely different! It's really important that you understand the culture of the company and industry to get the tone right. If in doubt be cautious in your approach, keeping the tone professional and neutral.



"Know your WHY. And when you do, align your job search with your why."
~ Ray Swarts, Director, CISHRP

When writing about how you can do the job, work out the specifics of what the employer actually wants you to do by reading the job description and/or advert. Just as your CV/resume should be tailored to the role, so should your cover letter. Make sure you use examples to demonstrate how your expertise matches what they are looking for, showing what you can do for your future employer.

Ensure your cover letter contains the keywords from the job description. Most recruiters are looking for headline information that will get you through the initial stages of the recruitment process. So, make it easy for them to include you by ticking these off! But avoid repeating the exact phrasing and be aware the job adverts and descriptions can contain an element of fluff.

When you're signing off, state your interest in the role and be positive about your suitability for the role. It's always a good idea to express that you'd like to meet in person to discuss further. Make that final paragraph to the point and positive but not too pushy.

Once you're finished it is vitally important to check the grammar, punctuation and spelling in your cover letter. And get someone else to proof read it for you too. Any mistakes that are picked up can quite often lead to your application being ignored as it is an easy way for recruiters to disqualify you.

Dress for Success

Everybody knows how important first impressions are. But not everybody knows that the “first impression” is actually only a seven second window upon first meeting someone. While perhaps not a completely fair or correct judgement of your character, an initial reaction is made largely upon your appearance and that notable opening hand shake.

Your image is your own most powerful brand ambassador. In a business setting this matters, as colleagues’ perceptions of you can be built upon this concept – rightly or wrongly. Your image can be outside indicator of who you are as a person.

A clean and neat professional appearance is an important step in making a good first impression. You want the interviewer or your colleagues to focus on you and your skills not your clothes. Dress as you want to be seen: professional, successful, and the kind of person the company wants to represent it.

Tips to help you Dress for Success:

1. In a rush in the mornings? (Aren’t we all!) Lay out your clothes the night before! Put your outfit together before bed. It will only take you a few minutes and you will be under less time pressure. This way you can enjoy picking out your clothes and accessories for the office the next day.



2. If you like what you are wearing you will instantly be in a better mood! Try some bright colours for a change or mix in that new accessory to liven up your outfit. If you are happy in your outfit you will exude confidence – and add to your ‘brand’ as you walk through the office.



“Attitude Matters.”

~ Wesley Howell, Chief Officer, CIG

3. Clean out your closet! If you are wasting time each day searching through items that you are never going to wear (too big, too small, too old, too bright, too dull!) then get rid of them! You can then clearly and quickly see your options for the day – and as a bonus you will have made some space for any shopping treats.

4. Iron your clothes! Nothing says ‘I don’t care’ quicker than a crumpled shirt! A simple once-over with the iron will go a long way to freshen up your outfit and overall look. Your wardrobe for casual clothes might be the floor of your bedroom (the floordrobe!), but your business attire should always be kept on the hanger!

5. For interviews, dress as if you are already working at the company. That way you can show up for the interview dressed as if you already belong there!

6. The latest fashion may not always be suitable for the office. While it may be fabulous on the catwalk, it might not work quite as well in the canteen. Although it is always better to be over dressed rather than under dressed, you should err on the side of caution and be more conservative for the office setting. Save your latest style for the weekend! I would always rather be too chic (is there such a thing?) than too casual!

When you look your best and feel your best, you perform at your best. You will be much more relaxed and confident. This makes it easier to walk into interviews, meet new people and even stand up and present in front of an audience. So start today – lay out your clothes tonight for tomorrow in the office and Dress for Success!

Why Competency-Based Interview Questions Are Great

Competency-based interviews aren't just a trend that employers are using (like those thinking outside of the box questions such as how to fit an elephant in a fridge!). No, a competency-based interview is a great way for an employer to gain an understanding of how you think in certain situations related to the workplace and the role you are going for. The great news is... they work well for you too! How you ask? Keep reading!

Firstly, let me explain what employers are looking for by asking these questions. By asking these questions the employer is

looking for you to provide a specific example of a situation from your own experience and explain how you reacted to it. They want to know what you did and what the outcome was. Remember to be specific and avoid terms such as "If this happened..." "I would always give..."

The ideal answer will be in this format:

Situation

Give context to the example, so talk about when, where and what the issue or event was.



Task

Explain the task that was involved, i.e. what needed to be done in this situation either as a team or as an individual to resolve the situation.

Action

This is probably the most important part of the answer because this is where you elaborate on what you did. Remember to focus on your actions specifically. If the situation included a team, describe your individual action.

Result

Lastly, to close the answer you need to provide the result. What was the outcome of the situation? Were the customers happy? Is it something you can learn from? Something you were recognised for? Numerical results tend to go well here as you can show exactly what you did.

So why is it a great thing for you?

A competency-based interview is your chance to shine! The employer only has a certain amount of time to establish whether you can fit into their company and into that role. With this in mind, candidates often prepare for questions about the role and the company and may forget to prepare situations based on personal experience.

The competencies that will be asked will be in relation to the role and what skills it will require.

“Show initiative and energy and you will make a positive impact wherever you are.”

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~ Colleen Williams, HR Manager, CIG

Although you will not know exactly what they will ask, you may be able to predict the competencies they will be based on. Research the role, read the job description and adverts, and pull out the important skills. The competency questions will quite often ask you to demonstrate how you have previously used these skills,

Then prepare situations where you have demonstrated these skills. Use real situations that have happened in the past from work, college, training courses or sports teams. This lets the employer see what you would do and how you react to situations.

Being prepared will help you perform well at interview and will give you confidence as you won't be sitting there racking your brain trying to think of an example and then just saying the first thing that comes to mind.

Top 10 Interview Tips

Interviews can be scary but the more you prepare, the more confidence you can have! Have a look at our top ten hints to think about and take into your interview:

1. Knowledge of Company

This should be some of your homework before the interview – what does the company do, what is the company involved in, what other jurisdictions is the company found in? Have they been in the news recently? You should have the answers to these! Sounds very basic, doesn't it? But you will be surprised how many candidates go into an interview clueless about the company.

2. Interviewers Know How Unprepared You Are

Please do your research on the job and industry you are interviewing for, this will be a differentiating point between you and the other candidates. If you can talk about the role and industry as an expert this will go a long way to getting the job. Preparation is key and if you go unprepared, this will be reflected!

3. Attire Matters

This one shouldn't be news to you. But what you wear in an interview is indeed an

important factor. A dress/skirt too short, casual wear, wrinkled shirts... these can all be decisive.

4. The Interviewers Will Make an Instant Decision About You

Yes, that's right. As soon as you walk in the door, the panel will already have formed a strong opinion of whether you will be successful. So, make sure you walk in confidently and give firm handshakes and clear and personable hello's.

5. You Must Have Answers

Before your interview really think about your previous experience and how this relates to this role. This will often give you examples and situations that you can talk about so you can demonstrate your experience. Never ever say "I don't know" in an interview. If you are asked a tricky question, take a deep breath and think about it.

6. Body Language Speaks Loud and Clear

We all get nervous before and during an interview. But it is how you deal with this that will make a difference. Wildly gesticulating, stuttering, or uninterested can turn off interviewers – be open and positive.

7. Employers May Have No Clue What They Are Doing

Surprising, right? How does the employer not know what they are doing?

Well, the interviewers may often be put on the spot to conduct the interview without any training – so they don't know what questions to ask or even what the role may consist of. But this is where you make a difference – ask questions about the role, about the company's culture and environment. Once again confidence in what you say can help them to believe you!

8. Ask Questions!!!

Prepare two or three questions beforehand. If you don't ask any questions, it shows lack of engagement and interest. Really think about what you want to know and what's important to you.

But, whatever you do, don't make your first question about salary. If the salary is not advertised, of course you can ask. Make sure you ask in the right way though! Rather than, "So, how much are you paying?" say something more like this, "The role and the company seem to be a perfect fit for my career move, what is the compensation range?"

9. Interviewers Like Personable

It is important to stand out in the recruitment process. How can you do that? Be personable with the interviewers – find common ground (whether you like the same football club, or you have the same work ethics).

10. Following-Up Will Make You Stand Out

Yes!! You have survived the interview! But it doesn't end here. Send an email thanking the company/interviewer for the opportunity. If you think this is a right fit for you, then express that in the email as well. This will give you extra points.

*“(1) Be prepared: do your homework and practice! (2) Show interest & ask questions. (3) Be confident, know yourself! (4) Stand out: what is unique to you? Make your mark!”
~ Julie Bedard, HR Officer*

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If you are still feeling nervous and you need help to prepare, reach out... we would be more than happy to assist!

Keeping Positive in Your Job Search

Don't let your job search get you down! There is a lot of rejection and lots of waiting which can be very disheartening. But it's also the start of your new career, so it's important to keep motivated as ultimately it will shape your future.

Treat getting a job as a job, and treat your day as a normal working day. Get up at a normal time. This is so important as it gets you off to the right start. Then make sure you are in a productive environment where you can achieve what you set out to do for that day! This can be a library or a café, it doesn't have to be in your home.

Now, set up a to do list. Things to think about and add to your list are:

- ☐ What companies/recruitment agencies are you going to speak to today?
- ☐ Where am I going to look for a role today?
- ☐ What applications do I need to do?
- ☐ Who do I need to chase up?
- ☐ What research do I need to do?

Your day is now structured and you know what you need to achieve.



There are only so many jobs you can apply for, and only a certain amount of chasing up you can do, so look to upskill. Whether its learning how to use a new software or a technical skill. You don't have to master a whole subject or professional qualification. Split this up into small tasks and set out to complete the first module in a qualification. This can then be added to your CV/resume and keep your search progressing!

Don't feel disheartened if you get rejected from a job you've applied for – if it's a company that you really like, ask to be kept on their database for any future opportunities. You can also try asking for feedback – was there something about your application that wasn't suitable for the role? This can help you with your job search and future applications.

“Be your authentic self in interviews. If you aren't selected, consider it a gift and keep interviewing to find your best fit.”

~ Jill Dark, HR Director & Keynote Speaker at CISHRP Conference

Network as much as possible. Whether that's phone calls to employers or recruitment agencies or attending industry events. Think about who it would be good to talk to and how you can talk to this person. Having these conversations produces opportunities and can keep you positive.

Remember, don't waste your time and keep going as it will lead you to getting your career and future started.

Interview Prep Sheet

Fill me in as soon as possible and take me with you on the day:

Date: _____

Time: _____

Location: _____

Company: _____

Position Title: _____

Interviewer #1 (name, job title – Linked in or company profile):

Interviewer #2 (name, job title – Linked in or company profile):

Information about the company and department (what can you find out? website, recent news articles, status in the industry):

Interview Prep Sheet (continued)

All about me (what you've done in the past, doing right now and plans for the future):

Accomplishment and skills I want to bring up:

Why I want this position:

Questions I want to ask at the end:

1.

2.

3.

Night-Before Checklist

- ☐ Lay out your outfit (and the kids', if you have to get them ready in the morning).
- ☐ Pack bag: resume and your week-before checklist, charger, mints, stain stick, wallet, notepad and pen, compact mirror, deodorant, portfolio, snack, small bottle of water.
- ☐ Check interview location and contact information.
- ☐ Figure out how you're getting there.
- ☐ Review your interview questions and read through answers again.
- ☐ Plan breakfast for you and any family you are responsible for.
- ☐ Read your resume again.
- ☐ Try to get 8 hours sleep.

“ Don't be afraid to step out of your comfort zone. ”
~ Patrice Stewart, Senior HR Advisor

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