

# THE EXPECTATIONS OF EMPLOYERS

In a survey carried out in companies were asked to rate 20 personal and educational factors in order of importance when selecting school leavers.

The following list indicates the accumulated scores for each factor:

Reliability and trustworthiness 91%  
Punctuality 91%  
Willingness to learn 88%  
Ability to work as a team member 85%  
Enthusiasm 82%  
Clean and tidy appearance 78%  
Ability to work with minimal supervision 61 %  
Initiative 59%  
Ability to work with figures 56%  
Ability to write clearly and concisely 52%  
Well organised 52%  
Ability to speak fluently / confidently 51%  
Friendliness 44%  
Some qualifications related to job 35%  
Good honours in academic subjects 30%  
Qualifications in vocational subjects 23%  
Good dress sense 23%  
Some general work experience 23%  
Creativity 22%  
Work experience related to job 21 %



# INTERVIEWERS' COMPLAINTS

Interviewers complain that many candidates:

- \* *Fail to make adequate preparation for the interview;*
- \* *Know little or nothing about the company to which they have applied;*
- \* *Appear to be surprised when they are asked even the most predictable questions;*
- \* *Make negative statements about themselves;*
- \* *Answer questions that were not asked,*
- \* *Fail to develop their answers fully;*
- \* *Provide irrelevant information;*
- \* *Lack face-to-face communication skills.*

*Employers consider the following characteristics to be most desirable in their employees:*

adaptable / ambitious / analytical / articulate / capable /  
competent / confident / conscientious / creative / decisive /  
dedicated / dependable / determined / diligent / efficient /  
energetic / enthusiastic / experienced / flexible / goal-oriented /  
hardworking / honest / imaginative / independent /  
innovative / inventive / knowledgeable / loyal / methodical /  
open-minded / organised / painstaking / positive / proficient /  
punctual / reliable / resourceful / responsible /  
self-motivated / skilled / successful / trustworthy.

# Employers are always looking for employees who:

1. Are problem solvers
2. Are profit-orientated
3. Will increase sales
4. Will save time and costs
5. Will eliminate waste
6. Will improve all-round efficiency
7. Can get the best out of staff
8. Will improve organisation
9. Will follow procedures
10. Will get on well with customers or clients

## You should find out as much as you can about the company or organisation to which you are applying:

1. Its headquarters and locations;
2. The names of its owners, managers, etc.;
3. Its range of products, goods or services;
4. Its stated purposes;
5. Its trading methods;
6. Its attitudes towards its employees
7. Its conditions of employment
8. Who its competitors are;
9. Its current position and future developments;
10. Its attitudes towards its customers.

Try to arrange a preliminary visit to the company's premises to familiarise yourself with size, layout, products, services, procedures, etc.

Many companies provide information or promotional packs containing much of the above information.

Study all relevant advertising materials, including the firm's recruitment advertisements.

If you know any of the firm's employees, it would be a good idea to have a chat with them as part of your preparation.

# FROM ADVERTISEMENT TO JOB INTERVIEW

## PROCEDURE:

1. Analyse the job advertisement
2. Perform your job match analysis
3. Carry out the company research
4. Compile your CV
5. Write your covering letter
6. Prepare for interview
  - (a) anticipate likely questions and prepare your responses
  - (b) learn how to spot the hidden meaning in apparently straightforward questions
  - (c) carry out self-assessment exercises
  - (d) know how to develop a rapport with the interviewer
  - (e) use body language to create a winning impression
  - (f) practice relaxation techniques to deal with preinterview nerves
  - (g) be positive at all times