

# Foot in the door

10th November 2011



# The agenda

- Why work experience?
- What kind of placement?
- It's who you know
- Communication tips
- Company owners perspective
- Making the most of it
- Q&A



Why work experience?

**Why is it important for you  
to get work experience?**



Why work experience?

There are many benefits to getting just 1 weeks work experience in your chosen subject.



- 1) **Looks good on your CV**
- 2) **You will be more prepared** for a real working environment
- 3) **Boosts your confidence**
- 4) **Add work to your portfolio**  
- shows a commercial angle
- 5) Good **discussion point in interviews**
- 6) **Will inspire you**
- 7) Teaches you **new skills**
- 8) May lead to **possible job opportunities** in the future.

What kind of placement?

**What kind of company  
will suit you?**



What kind of placement?

Use the work sheet provided to help you decide what kind of company to look for.

- 1) **Location and travel** limitations
- 2) **What time of the year?** - make some possible dates
- 3) Do you have any real **passions for a certain type of work?** (specific)
- 4) Do you have any **specific companies in mind?**



It's who you know

**Your mission now begins.**  
**Get as much insider**  
**knowledge as possible!**



It's who you know

Use the people  
around you for  
extra help.

- 1) **Parents and relatives**
- 2) **Friends** (and their parents)
- 3) **Tutors**
- 4) **Show them what you are trying to achieve** and what kind of companies you want to work for.
- 5) **They may know people** in these companies or similar companies which they can give you a personal introduction to.





It's who you know

Or simply use  
your resources  
to research  
companies which  
suit you.

1) **Places to research:**

Google

Yellow Pages / Yell.com

Twitter

Facebook

Magazines and publications

Newspapers

2) **Choose 10 companies** and get:

Company name

Address

Email

Telephone

Any contact names

Web address

Social media details



It's who you know

Hobnob with local  
business people.

If you don't ask  
you don't get!

- 1) **findnetworkingevents.com**
- 2) They cost a **minimal fee**
- 3) **Book yourself in**
- 4) **Look smart**
- 5) Prepare a **60 second commercial**
- 6) **Ask** for work experience
- 7) **Be confident** and organised
- 8) **Business cards**
- 9) **Follow up** after the meeting



Company owners perspective

And at a work  
experience  
interview:

- 1) **Good handshake**
- 2) **Don't be late** or too early
- 3) **Look smart** and smell nice
- 4) **Feel confident** and genuine
- 5) Have **pre-prepared questions**
- 6) **Short script** per design
- 7) **Be hungry for the experience**



**Business people are busy,  
get in their good books by  
communicating effectively.**



## Communication tips

The more personal you can make it, the better response you will have.

p.s. don't just send a web link - we are lazy and need more encouragement.



- 1) **Start looking early** because business people can book you way in advance.
- 1) Compile an **emailable cv and portfolio** (within 4mb)
- 2) **Ring before you email your CV.**  
This is where a personal introduction works wonders, you will have a name to ask for and you can start your conversation: *“I have been given your details from \*\*\*\*\* and they told me you may take on work experience students from time to time”*.
- 3) Give them a **follow up call** to check they received it ok.

## Communication tips

### A few helpful pointers:

- 1) Mention **holiday cover**
- 2) **Flatter your audience** a bit
- 3) Ring on a **Friday**
- 4) **Practice** your conversation
- 5) **Fight your way** through the receptionist (with charm)
- 6) Sound **professional / friendly**
- 7) Start conversations using **twitter** or other social media
- 8) Get a **personal contact** at the organisation



## Communication tips

### Sending information via post.

- 1) This will **incur a cost**
- 2) Make sure it **looks professional**
- 3) Include your CV
- 4) **Make it easy to read** and obvious what you are asking for
- 3) **Address it** to a specific person
- 4) **Double check** the postal address
- 5) Give them **a follow up call** 2 days later. Any longer they may have forgotten.



Company owners perspective

**Key qualities** that business  
people appreciate.





Company owners perspective

What impresses me  
most from a work  
experience student:

- 1) **Happy and enthusiastic**
- 2) **Dedicated and reliable**
- 3) **Willing to learn**
- 4) **Research company**
- 5) **Professional and friendly**
- 6) **Gets to the point**
- 7) **Initiative**
- 8) **Good listener**



Making the most of it

**It will be the fastest week  
ever.**



Making the most of it

Before Friday  
comes around - try  
and talk to your  
boss about these  
aspects:

- 1) Don't be afraid to **ask questions**
- 2) Try to **build rapport**
- 3) **Get involved**
- 4) **Ask if you can take copies either digitally or printed out of the work you do in the week.**  
If yes, use these in your portfolio.
- 5) **Ask for a written testimonial** of how you have got on.  
You can add this to your CV.



Making the most of it

Finally - Keep in touch, it can lead to great things.

- 1) On your last day bring in cakes and **mention that you would be very happy to offer cheap as chips freelance services** if there was any suitable work coming up.
- 2) **Get the email address** for your boss and maybe a few people who you have worked with.
- 3) **When you have finished your course, drop them an email** to let them know and ask if there is any junior positions.



Q&A

**Any questions?**

