

Don't JUST Rely on Your CV

Looking for New Opportunities in
Challenging Times

By
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and
Nicky Pusey

Future Proof Yourself:
Book Two

Published by:
The Endless Bookcase
71 Castle Road, St Albans, Hertfordshire,
England UK, AL1 5DQ

Available from:
www.theendlessbookcase.com

Printed Edition:
Also available in multiple e-book formats.

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ISBN: 978-1-912243-72-3

About the authors

David



David is the author of 'Future Proof Yourself', which is based on his experiences of training, coaching and mentoring people across a variety of businesses and industries for the last twenty years. His focus has been to motivate and inspire people to take ownership and responsibility for their own self-development, enabling them

to stay relevant and of value for the rest of their working careers. Looking for new opportunities naturally is a key aspect of Future Proofing oneself, and when the market is tough, it's not an easy task to carry out. David has spent countless hours interviewing people about how they've managed their careers and how they've succeeded in finding job opportunities during tough times in the business world. As a result, he has used these conversations and experiences to develop ideas for this book and for his YouTube Channel.

David now uses his Future Proofing techniques to help people improve their chances of discovering ideal job opportunities. He does this by addressing the following concepts:

We are a limited company

Professional responsibility

Be an expert in you

You are your sales team

If you don't look after yourself, who's going to do it for you?

Plus, many more concepts to make the whole process more successful and, hopefully, a little more enjoyable and bearable—because it's tough.

Also included in this book are examples of David's own experiences in business development. Whenever his training business had a downturn in business opportunities, he has always found ways to find and attract more work to get his own Future Proofing journey back on track. You can now do the same.

Nicky



Nicky Pusey is married to Glyn, and they have two grown up children. It was never Nicky's intention to go into recruitment but, after being approached at the age of 19, roll forward thirty-and-a-bit more years and she's still doing it! She worked for a couple of big brand names before setting up a business in 1989 for two guys who decided they

would set up a recruitment company—but neither of them had any expertise of the industry. Nicky stayed for fourteen years, had two Children and worked part-time (which was unheard of twenty-five years ago). She left in December, 2002, and a chance meeting with a friend of her sister's at church led to her establishing Signet Resources. She now owns and runs the business with her co-director, Vanessa, and (even during these strange times) she is still as passionate as ever about what she does. Apart from the enormous responsibility, Nicky identifies the main difference between being an employee and an owner as being able to run the business with her own personal values—the key one being integrity. Nicky knows it's an overused term, but this really is the core of who she is. You must do the right thing, even it costs you. Covid has definitely put this to the test, but she feels confident that the team would all agree that they have been well looked after. Outside of work, she loves walking, yoga and her church. Nicky says she is definitely at her happiest when she is with her boys. Sadly, this doesn't happen quite so often now, but that makes it all the more special when it does.

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Introduction

Finding opportunities for a new job when the economic environment is on the down isn't necessarily the place any of us want to be. It is more than a bit tough.

This book, unfortunately, will not guarantee you an exciting new job or career. However, what it will do is help to improve your chances and give you a purpose to work towards. It could also help you overcome certain feelings of vulnerability and, hopefully, give a boost to your wellbeing and self-confidence.

You might have applied for many jobs without even getting a reply, which can be incredibly frustrating. Unfortunately, you'd be in good company, along with hundreds of other people all going for the same job.

You need to get the following statement right, as it's difficult to not take the whole situation personally.

Hundreds of people are applying for the same job. You, I expect, are more than capable of doing that job; you just did not get the opportunity to do so.

Companies and recruitment companies cannot see everyone and look at every CV—let alone reply to them all.

You are capable; you have the skills, and you are of value. You just need to keep at it.

It is tough to not take it personally but that, naturally, is a lot easier said than done.

So, now you've got this book, it's time to bounce back.

To put it simply, if you don't do it yourself, who's going to do it for you?

It's going to be tough, but try and enjoy the journey and learn from the experiences that you'll undertake. Then, hopefully, you'll be able to look back and say to yourself, 'That was tough. I learnt a lot about myself and, importantly, I did it and got back on track.'

So, let's get started.

It is Tough out there

But;

I have a plan

I am organised

Self-motivated

The ability to think differently

Working hard to make it happen

Focused on what I can control

This is an essential way of thinking

I have a plan

Reflect on what you need to achieve and how you are going to do it; we will cover this in a lot more detail throughout the book. Your plan will change, and you will come up with new ideas or talk to someone and get a new perspective on what you want and need to do. But you *will* need a plan.

I am organised

Create organisation and structure to your days and weeks. You need to know when to work hard at your job search (and you will have to work very hard) and when to switch off, relax, exercise and see people.

Leave no stone unturned in your search for a job. This includes people to talk to, companies to follow, research ideas, networking, creating a great CV, learning to sell yourself and keeping your skills up to date.

It's a bit like in sport. The fitter you are, the better you will be. The more organised you are, the more likely you are to succeed.

You will have bad days, but just tell those days to take a hike; do not beat yourself up.

I am self-motivated

You need to be, and you need to know what motivates you and how to make yourself tick. Do you work best in the morning, afternoons or evenings? Do you like being on your own or surrounded by others. If you can't be enthusiastic about yourself, how do you expect anyone else to be enthusiastic about you?

The ability to think differently

An essential skill. You know how you think, which is great—but how do others see the same situation, listen and understand different viewpoints? You might learn something that you've missed along the way by talking to people of different generations, industries and backgrounds to generate more ideas and alternative ways of thinking.

Working hard to make it happen

Looking for a job is a full-time job; it is very tough going. The more you put in to it, the more you'll get out of it.

If you don't look after yourself, who is going to do it for you? Yes, people can help you by giving advice and offering support but, in a nutshell, it's down to you.

Focus on what I can control

In the concept of Future Proofing, there is no ‘them’ or ‘they’. Don’t hang around for someone else to do something or make something happen for you because it will be a long wait.

You can control all of the above points. How hard you work, the effort you put in, how many people you talk to, webinars you watch, books you read and new learning you take on—that’s all up to you.

It is tough, we know that—but what can you do for you that provides more opportunities to succeed?

Concepts of Future Proofing Yourself

We are all like a commercial limited company; to our employer, we sell our knowledge, skills, ideas, time, expertise and our wisdom—plus, bundles of enthusiasm. In return, we get a salary and receive other benefits.

We give up our personal time and sometimes put our general health and wellbeing to the test by working long hours in pressurised environments—trying to achieve corporate results.

But all good commercial companies are great at developing new ideas, products and services for their customers. They employ people with the right skills and attributes, develop succession planning and invest in new technologies and skills. They diversify before the market changes. These companies consistently think one step ahead or (if they're really good) two steps ahead of the game with strategic thinking and excellent planning.

For us as individuals, do we do the same? Are we looking after ourselves? Are our skills, experience, knowledge and thinking up-to-date? Do we sit and analyse what our employers are going to want from us in the future? Do we consider how the skills market is changing and what is needed in the next 5 to 10 years?

Do we treat our employers as customers and consider what they need from us (now and in the future) as their markets change? Are we looking after ourselves properly so that we're fit and strong enough to still be of value to our employers in the future and, in return, making ourselves employable for the rest of our careers?

If we don't look after ourselves, who's going to do it for us?

Two very key words are making yourself **relevant** and of **value** for the rest of your working career. Naturally, you are reading this book

because the working world has gone upside down and you need to get back on track with new job opportunities; you need to show future employers that you will be of great relevance and value to their business—giving them a very good return on their investment.

Welcome to Future Proofing Yourself.