**Self-Marketing**

**Self-Understanding**

* **Self-Understanding:** being aware of and understanding your own actions. Dynamic – changes with our successes & failures. Healthy personalities constantly assimilate new ideas & remove old ones.
* Also known as self-concept.
* Considers all parts of who you are – strengths, weaknesses, likes, dislikes, what you’re good & bad at
* Ability to change closely related to knowledge of you & who you want to be.
* One of the most important factors in building a successful career.
* Strong self-understanding increases your ability to choose a suitable & satisfying career.
* The better you understand yourself, the more likely you are to select a suitable career that you will enjoy.
* Your personal attributes contribute to your self-understanding
* Develop self-understanding by **reflecting** on;
  + What you want in life
  + Your strengths & weaknesses
  + What motivates you
  + Changes you want to make about yourself
  + Your achievement
  + Ability to relate to others
  + Areas for improvement
  + How you see yourself fitting in

**Personal Attributes**

**Personal attributes:** traits that constitute your personality, defining you as a person. Also known as personal qualities or personality traits.

* One part of self-understanding

Examples

|  |  |  |
| --- | --- | --- |
| Loyalty | Commitment | Honesty & integrity |
| Adaptability | Enthusiasm | Reliability |
| Personal presentation | Common-sense | Positive self-esteem |
| Sense of humour | Balance attitude to work & life | Ability to deal with pressure |
| Motivated |  |  |

**Self-Marketing**

**Self-marketing:** promoting yourself so that you stand out from other applicants competing for the same position.

* Also known as personal branding
* Helps improve image & reputation to advance your career.
* Provides more opportunities to effectively communicate your values, skills, experiences, vision to potential employers.
* Important in establishing networks – social media (online networking) ongoing process of self-marketing.
* Self-marketing strategies
  + ePorfolio
  + iMovie
  + Blog
  + Online networking profiles – social & professsional

<http://www.forbes.com/sites/entrepreneursorganization/2014/12/10/10-stealthy-techniques-for-self-promotion/#9de1b861886e> (examples of ways to self-promote)

**Interrelationship between self-understanding, personal attributes, self-marketing**

Knowing your strengths, weaknesses, attitudes, values, skills, personal traits mean you will be more effective at self-marketing & choosing suitable jobs to apply for. A strong understanding of who you are will enable you to effectively self-promote by

* Consider – **how can you self-market if you don’t know who you are?**
* Tailor your CV to match the job description – highlighting your attributes that make you suitable for the position
* Be able to quickly identify areas for further development/training to improve your employability competitiveness
* Ability to highlight your strengths & turn your weaknesses into potential assets – shows self-awareness in job interviews & be able to avoid areas of weakness when self-promoting
* Refine job searching as you know what suits you and what you are able to do

**Decision making**

Decision making involves information gathering & evaluating important influencing factors.

Decision making tools aim to assist in evaluating positives & negatives of your options.

Different tool for different situations/decisions.

**Decision making tool: Cost benefit analysis**

Similar to a pro/con list.

Write down all the good & bad points of a particular decision.

Assign a value to each point on your list.

Calculate your cost

**Decision making tool: six thinking hats**

Encourages viewing of problems/decisions from several different perspectives. Each ‘hat’ represents a different style of thinking

* Factual
* Intuitive
* Pessimistic
* Optimistic
* Creativity
* Metacognition – thinking about thinking

**Decision making tool: Paired comparison**

Looks at options in comparison with each other. What is more important in relation to another?

Good for comparing subjective options, weighing up the relative importance of different options, prioritising.

Provides a framework for comparing options against each other & the difference in importance between them.

**Predicted global trends in employment**

**Decrease in job security**

Today’s society is powered by technology, information & knowledge.

Globalisation has increased intensity & range of competition – flexibility is required

Change from traditional job situation ‘job for life’ (decline in long term permanent employment) to flexible forms of employment.

Impacts

* Maintain up to date qualifications
* Maintain networking profiles – online and traditional
* Need to be flexible
* Need to be proactive in job hunting

**Working virtually**

Growing phenomenon.

People need to embrace the digital work environment – operate efficiently & effectively – often requirements of a job

**Benefits**

Beneficial for the environment – less people travelling decreasing emissions.

Increases productivity as less time spent commuting

Increased flexibility & comfort (eg no dress code, work non-traditional hours)

Improved retention & recruitment of employees, decreased sick leave

Decrease company’s travel costs – eg, don’t need to fly consultants to work site

Ability to employ best possible talent regardless of location

**Negatives**

Office goes everywhere due to smart phones – impacts/erodes on work life balance

Office never closes

Work is pervasive – everywhere not confined to one setting

Open to abuse – people working longer hours beyond normal working hours

Lack of physical interaction – loss nonverbal communication cues

**Challenges**

Challenges for managers due to separation of workers

Communication – all workers need access to information, loss of face to face interaction & discussion

Coping with different time zones

**Possible impact of predicated global trends on individual career planning**

Flexible skills, adaptability, technology skills

Not plan for one job for life

Technology causing some jobs to become obsolete

Changing job requirements

Increased global competition for jobs

Increased opportunities for work, travel

**Possible impact of an organisation’s structure on an individual’s career development**

Two types of organisational structures – functional & geographic

Aspects that may affect career development differently depending on the type of organisational structure

* Creating professional networks
* Access to mentors
* Opportunities for higher duties
* Development of broader skills
* Autonomy in job role
* Responsiveness of the organisation to your innovative ideas/suggestions for change
* Promotion opportunities

**Considerations for managing change in career development**

**How to change jobs**

Always consider first why you want to change jobs- create a list of reasons why before analysing

1. **Issues within my managers ability to control**- your boss is not supportive of your career development, he is not involved in your development
2. **Issues within my ability to control**- I’m not challenged therefore development in this job does not motivate me
3. **Issues that fall outside my managers and my ability to control**- (you and your boss don’t have a say in the matter) restructuring, legislative changes

Giving up is not always the best option- You can just as easily gain more by staying in the job if…

* You feel underpaid- then talk to your boss and try fixing it before looking for another job
* If you want to improve your knowledge and skills- then talk to your boss about company endorsed courses and programmes, seminars etc.

**Changing jobs while still employed**

If the reasons why you want to leave fall outside of you or your boss’s control then some steps need to be considered

**Step 1**.write down a **positive, one-sentence** why you want to leave. You don’t want a potential employer think you are the kind to jump ship so be clear about your hope for further progression in your new job

**Step 2**. Include **why you want** the new job in your resume. H R will want to know why you are leaving your previous job so make it easy for them.

**Step 3**. Unless you state explicitly, HR will want a reference from your previous boss. You are **best not** to include contact details.

**Step 4**. Try to determine how much notice is **fair** to your current employer.

**Step 5**. Make sure all personal **files are deleted** from your company computer. Although you may have provided your current employer with enough notice, they may wish you off the premises immediately.

**Step 6**. **Resist the temptation** to tell your boss off. Maintain professionalism and maintain that reasons for leaving are to do with furthering career opportunities.

**Dealing with unemployment**

Part of our self-concept and self-efficacy is established through our experiences including work. When we no longer have a job it is easy to question ourselves.

**Things to do**

* Create a profile on job agency sites
* Keep them current (update when necessary)
* Consider ways you will look for job. The more ideas you have the better the chance of you putting in the right strategies to get a job
* Create steps of how you will look for jobs. Be creative and plan ahead with clear achievable goals.
* Always remind yourself of your strengths
* Keep an open mindset and tell yourself that you may not have something yet, but you will
* Stay focussed on the things you need to do to get employed- it gives you a goal
* Network, talk to people, get ideas, ask questions, volunteer
* Rethink your career goals now that you have more time to re-evaluate what will make you happy
* Look after your health, ill health leads to a negative mindset
* If it’s taking longer than you think, you may need to boost your resume- take on a volunteer job, up skill, etc

**Don’t** despair if you don’t get what you want straight away. This will not work for you but against you.

**Negotiation skills**

Situations arise where a compromise needs to be made but without the proper tools to negotiate effectively people are left dissatisfied and possible conflicts arise. Three key skills for successful negotiations- remember that with negotiations you are looking for an integrative (win/win) or at the least a distributive( half way) solution

* **Social skills**- emotional intelligence, this requires that you not only understand and can articulate your needs, but you are able to consider the needs and values of the other person
* **Preparation skills**- to be forewarned is to be forearmed. The more knowledge you have of the issues at hand the greater the opportunity to put your point across as well as consider possible questions asked by the other party.
* **Interpersonal skills**- be assertive but not aggressive. Being able to communicate effectively requires that you use your communication skills not only to communicate your needs but to be an active listener. Good negotiation is a two way street, it requires making your points clear as well as listening to the other party’s