



PROFESSIONAL CAREER DEVELOPMENT
BMSW4012
WEEK 6

Learning Objectives



Explain what employability skills are and why they are important for career development and the workplace.



Identify and evaluate their own employability skills and areas for development using a skills audit or employability framework.



Apply networking principles to create a clear and appropriate elevator pitch for a professional context.



Demonstrate professional communication skills by producing a clear, appropriately structured professional email.

WEEK 4 RECAP



Explained what personal branding is and why it matters for your future



Identified your own values, strengths, and target audience



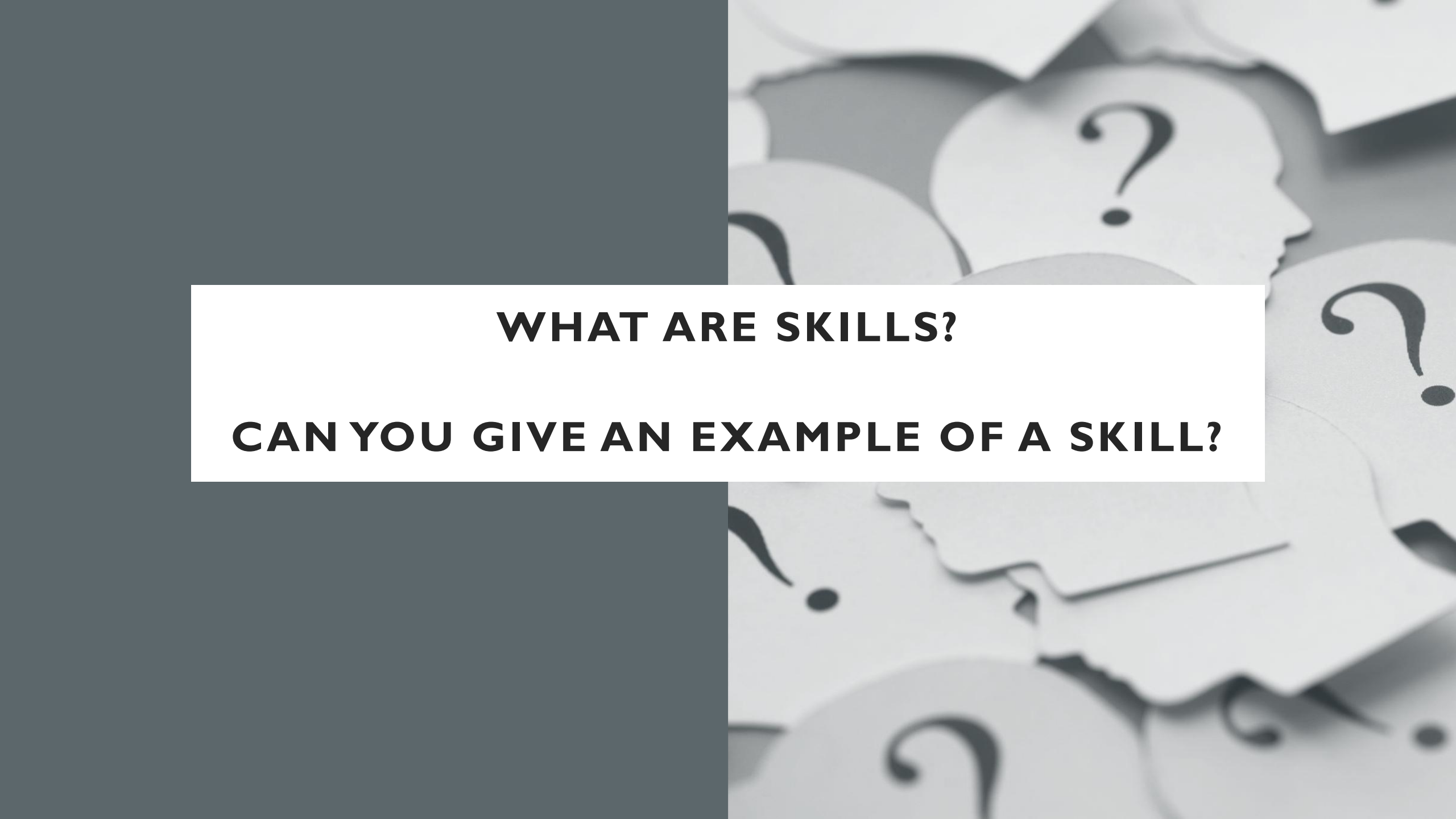
Created a clear personal brand statement that reflects who you are



Understood how your behaviour and online presence support your brand



Recognise what motivates you, using ideas like leadership styles and Ikigai

The background of the slide features a dark grey vertical bar on the left and a light grey area on the right. The light grey area contains several interlocking puzzle pieces, some of which have large black question marks on them. A white rectangular box is centered horizontally across the middle of the slide, containing two lines of bold black text.

WHAT ARE SKILLS?

CAN YOU GIVE AN EXAMPLE OF A SKILL?

1. What are skills?

According to the Cambridge Dictionary, skills are:

“the ability to do an activity or job well, especially because you have practised it.”

2. What are some examples of important skills?

- **Communication** – sharing ideas clearly with others
- **Teamwork** – working effectively with people
- **Leadership** – guiding and motivating others
- **Reliability** – being dependable and consistent
- **Analytical skills** – solving problems and thinking critically
- **Writing skills** – expressing ideas clearly in written form
- **Administrative skills** – organising tasks and managing information

(Yorke, 2006)

WHAT IS THE EMPLOYABILITY SKILLS FRAMEWORK?

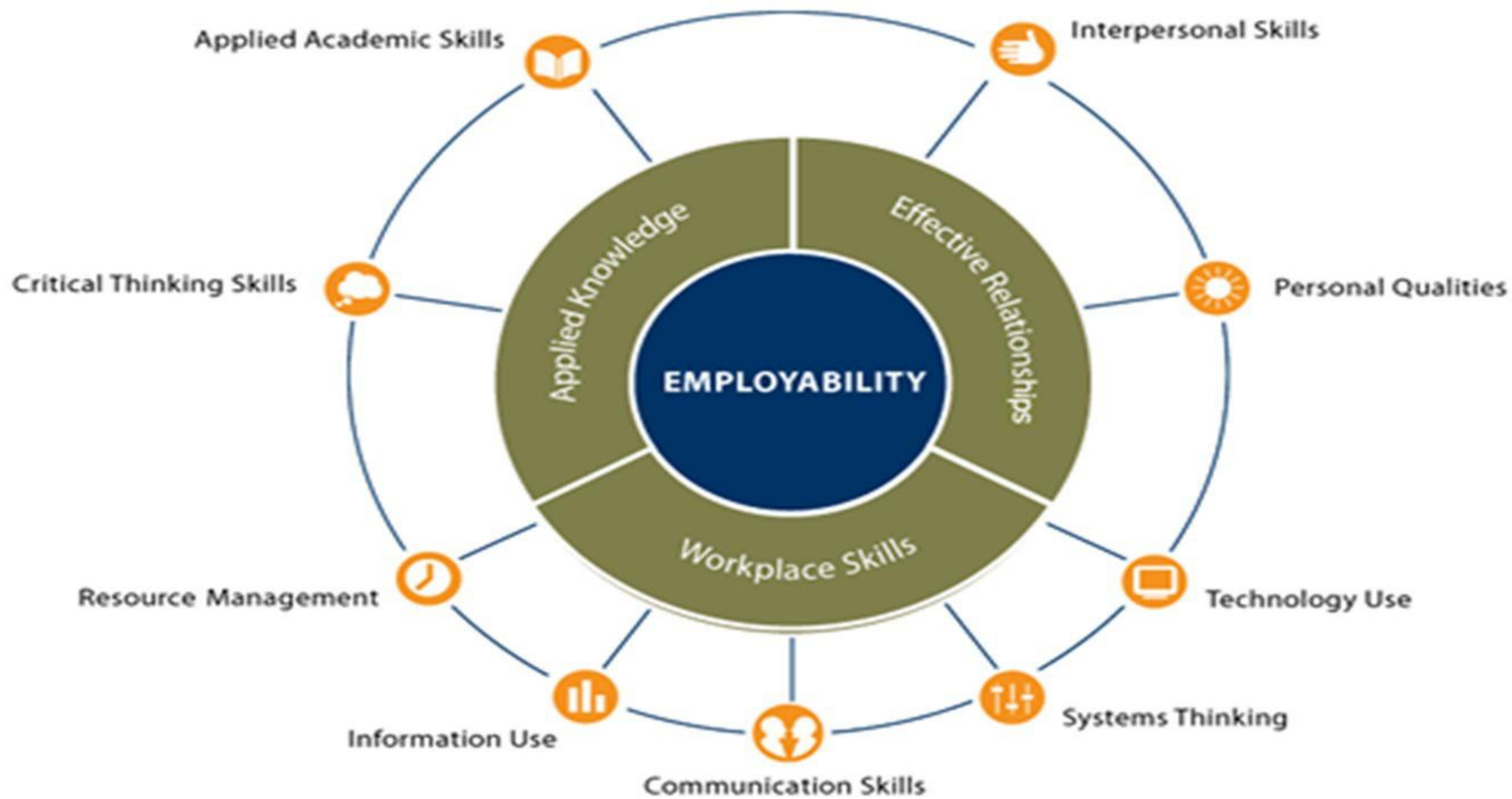
An employability skills framework is a guide that shows the key skills people need to get a job, do well in it, and progress in their career.

It's like a checklist of important workplace skills that employers expect.

Most frameworks **group skills into areas** such as:

- **Communication** – speaking, listening, and writing clearly
- **Teamwork** – working well with others
- **Problem-solving** – finding solutions to challenges
- **Self-management** – being organised, reliable, and responsible
- **Digital skills** – using technology effectively
- **Leadership** – guiding or supporting others

McQuaid and Lindsay, 2005)



PERSONAL SKILLS

- Integrity
- Initiative
- Dependability & Reliability
- Adaptability
- Professionalism

PEOPLE SKILLS

- Teamwork
- Communication
- Respect

Common Employability Skills

APPLIED KNOWLEDGE

- Reading
- Writing
- Mathematics
- Science
- Technology
- Critical Thinking

WORKPLACE SKILLS

- Planning & Organizing
- Problem Solving
- Decision Making
- Business Fundamentals
- Customer Focus
- Working with Tools & Technology

5 C'S OF EMPLOYABILITY

The 5 C's of Employability represent key skills needed to succeed in the workplace.



Critical Thinking – the ability to analyse information, evaluate different options, and make informed decisions or solve problems effectively



Communication – the ability to clearly share ideas, listen actively, and adapt messages for different audiences (spoken, written, and digital)



Collaboration – working effectively with others, contributing to a team, and respecting different perspectives to achieve shared goals



Character – demonstrating professionalism, reliability, integrity, and a positive attitude in the workplace



Creativity – thinking in innovative ways, generating new ideas, and finding alternative solutions to challenges

TOP 10 EMPLOYABILITY SKILLS

1. **Communication** – sharing ideas clearly through speaking, writing, listening, and presenting
2. **Motivation** – taking initiative and working towards your goals independently
3. **Leadership** – guiding others or taking responsibility within a team
4. **Reliability** – being dependable, trustworthy, and consistent in your work
5. **Willingness to Learn** – quickly understanding new tasks, skills, and ways of working
6. **Teamwork** – working well with others to achieve shared goals
7. **Self-Management** – staying organised and completing tasks with little supervision
8. **Emotional Intelligence** – understanding and managing your own emotions while recognising others' feelings
9. **Analytical Skills** – breaking down information to solve problems and make decisions
10. **Administrative Skills** – organising tasks, information, and processes efficiently

(Confederation of British Industry, 2019)

SKILLS AUDIT

Let us conduct a skills audit to find out how much you are aware of the skills that you have and the ones you believe you need to develop.



TYPES OF SKILLS

Soft Skills

- Soft skills are personal qualities and behaviours that help you work well with others.
- They can be used in any job or industry, making them very valuable in the workplace.

Hard Skills

- Hard skills are specific abilities or knowledge needed to do a particular job.
- They are learned through education, training, or experience and can be measured or tested.
- These skills are often different depending on the job or industry.



(Robles, 2012)

CAN WE THINK OF ANY EXAMPLES OF SOFT AND HARD SKILLS?

Soft Skills

Soft skills are traits that make you a good worker, for example:

- ❖ Leadership
- ❖ Ambition
- ❖ Critical thinking
- ❖ Positive attitude
- ❖ Work ethic
- ❖ Problem solving
- ❖ Adaptability

Hard skills

Hard skills are abilities you learn in school or on the job through the medium of qualifications, for example:

- ❖ Engineering
- ❖ Languages
- ❖ Coding
- ❖ Financial planning
- ❖ Construction
- ❖ Plumbing
- ❖ Video production

(Heckman and Kautz, 2012)



**IN GROUPS, (WITHOUT PHONES)
COME UP WITH AS MANY SOFT SKILLS
& HARD SKILLS AS YOU CAN.**

**WHAT IS
EFFECTIVE
NETWORKING**

**WHY IS
NETWORKING
IMPORTANT?**

Effective networking

Effective networking is the ability to build and maintain positive, professional relationships with others that can support your personal and career development (Granovetter, 1973).

What is networking important for?

- Career Opportunities and Growth
- Knowledge Sharing and Learning
- Building Support and Relationships
- Enhancing Your Reputation
- Personal Growth and Confidence



NETWORKING BASICS

Joe's template is a simple guide to help you introduce yourself clearly and professionally.

It ensures you include the key information while keeping your introduction natural and concise.

Joe's Networking Template

1. **Polite greeting** – Start with a friendly opening (e.g. *Hello, Hi*)
2. **Your name** – Clearly introduce yourself
3. **Relevant personal link** – Mention something relevant (e.g. your course, interests, or goals)
4. **Manage expectations** – Say what you are looking for (e.g. advice, information, opportunities)

NETWORKING BASICS

Scenario Challenge:

Imagine you are at a networking event or careers fair, speaking to an employer or professional for the first time. First impressions matter, so using a simple structure can help you feel more confident.

Using Joe's template, create your own introduction. Make sure you:

- Introduce yourself
- Explain your interests
- Ask a question about their role or organisation

WHAT IS AN ELEVATOR PITCH?

An elevator pitch is a short, persuasive introduction (usually 30–60 seconds) that explains:

- Who you are
- What you do or are interested in
- What makes you unique

It should be clear, confident, and engaging, like a quick conversation you could have in an elevator.

Why is it important and when would you use it?



CRAFT YOUR ELEVATOR PITCH

Example Elevator Pitch: “Hi, my name is Joe, and I’m currently studying for a CertHE in Business. I’m particularly interested in marketing and how businesses use social media to engage customers. Through my course, I’ve developed skills in communication and analysing digital content, and I’ve really enjoyed working on projects where I create marketing ideas. I’m keen to gain experience and learn more about working in a marketing environment.”

Now write your own elevator pitch using the outline provided. Aim for a brief pitch of 4-6 sentences.



PITCH PRACTICE!

LET'S PRACTICE THOSE PITCHES

How to email effectively

When emailing someone you must be conscious of the following



Maintain a professional tone



Use a clear subject line



Check your grammar



Include a salutation



Be clear and concise



Conclude with a signature



Tips

Do

- Dear....
- Mr/Ms/Mrs
- Introduce yourself (on first time email)
- Doctor (if they have a PhD)
- Stick to the point
- Show empathy/patience
- Use active voice
- Use short sentences
- Simplified English
- Double check attachments
- End on a friendly note

Do not

- Hi, hey, hello
- Assume they know you even if you met before
- To whom it may concern
- Long paragraphs
- Write emails when angry/sad
- Use passive voice
- Video production
- Complicated vernacular
- End abruptly



**ACTIVITY: REWORD
THIS EMAIL:
INTRODUCING
YOURSELF TO AN
ORGANISATION**

Subject: Hi

“Hi,

I saw your company online and thought I'd email to see if you have any jobs going. I don't really know what roles you have but I'm pretty hardworking and would be willing to do anything tbh.

I don't have a CV ready yet but I've worked before and I'm good with people. Let me know if you want more info.

Thanks”

**ACTIVITY:
REWORD THIS
EMAIL:
REPLYING TO AN
ORGANISATION**

Subject: RE: Interview

“Hi love,

Yeah that’s fine I think. I’m busy some days so I’ll just see how it goes. What exactly is the job again? Also is it in person or online?

Cheers”

LEARNING OBJECTIVES – RECAP

By the end of this session, you should now be able to:

- Explain what employability skills are and why they are important for your career and the workplace
- Identify and reflect on your own employability skills and areas for development using a skills audit or framework
- Apply networking skills to create a clear and appropriate elevator pitch for a professional situation
- Demonstrate professional communication by writing a clear and well-structured professional email



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- Heckman, J. and Kautz, T. (2012) 'Hard evidence on soft skills', *Labour Economics*, 19(4), pp. 451–464. Available at: <https://doi.org/10.1016/j.labeco.2012.05.014>
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- Yorke, M. (2006) *Employability in higher education: What it is – what it is not*. Higher Education Academy.

**NEXT WEEK (WEEK 7): CV WRITING
AND JOB APPLICATIONS**

Name _____

Signature _____

Date _____

WORK ON YOUR REFLECTIONS FOR PART I: REFLECTIVE ESSAY

DRAFT DEADLINE: 5TH JUNE 17:00PM

SUBMISSION DEADLINE: 12TH JUNE 23.59PM

**If you have any questions, please
do not hesitate to get in touch.**

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