

careerone®

7 steps to recover from redundancy

Author of Navigating Career Crossroads, **Jane Jackson**, reveals how to get a career back on track.

1 MAKE SURE YOU ARE READY

If you're still hurting from the redundancy, a big mistake is to market yourself when you are feeling emotional and your confidence is at a low ebb.

You have a mountain of value to offer the right employer in the right environment. Rebuild your self-confidence and get into the right frame of mind.

2 KNOW WHAT YOU WANT

Assess what drives you in your career and your specific skills, knowledge and key motivators. Understand what makes you tick as employers will want to find out how close a fit you are to their needs.

3 PROJECT A PROFESSIONAL IMAGE

Find out how you are perceived in person and online. First

impressions are so important and you only get a few seconds to make one so make it good.

4 CREATE A POWERFUL COMMUNICATION STRATEGY

A well-crafted resume and cover letter specifically tailored to the role will generate a positive response.

Create a strong verbal positioning statement so people know exactly what you are looking for.

If you're asked "Why are you looking for a job?" have your exit explanation ready as a statement of fact, not emotion.

5 USE EFFECTIVE JOB-SEARCH STRATEGIES

Learn how to network effectively and use LinkedIn. According to a 2014 JobVite survey, 94 per cent of recruiters are active on LinkedIn to search

for candidates. Include the relevant key words in your profile to ensure you turn up in a search. Find recruitment consultants who specialise in your area and develop a good working relationship.

6 CONVEY YOUR TRUE VALUE AT INTERVIEWS

Prepare, prepare, prepare. Practice your interview techniques, listen carefully to the questions, and answer with examples of your successes.

Employers are looking for professionals who provide specific functional skills, relevant soft skills and who fit the culture of their team.

7 KNOW WHAT YOU'RE WORTH

Before the interview, research the market pay rate for the role and think about what is important to you.



WORTH YOUR WHILE: Knowing what you're worth and conveying that in the interview are key tips from Jane Jackson