



The 7 P's

(employers crave)

7

'MUST HAVE'
BUSINESS SKILLS

7 Business Skills

(that employers crave)

Once you've secured a graduate position, what is it that employers want from you?

Having recruited graduates for blue-chip companies I have worked for, and then latterly running my own business over the past 12 years, there is a 'theme' of what employers expect and want from their new employees.

This can be summed up as the 7 P's, that are easy to remember and simple for you to demonstrate in your new role from Day 1.

Once you've been through the recruitment process and secured the position, then the real hard work begins. You need to show that employer that they made the right choice in selecting you. There will be big expectations for you to fulfil their requirements. After all you are a graduate!

'Hire character, train skill' – Peter Schutz

1

Participation

Be seen to be getting 'stuck in'

Teamwork - You can participate in any number of ways, but employers want to see those great team-working skills you bragged about at interview, so remember to:

- Work towards a *common* goal
- Contribute but don't dominate
- Be aware that multiple talents make up the best teams (and that means you are all going to have different views).
Be tolerant of everyone

Communication - Your communication skills are judged from Day 1 too, so remember communication is not only about the spoken word, it's also expressed in the way you:

- Listen, show body language, and write
- Act and sound professional
- Make every effort to network with others, formally and informally, virtually and face2face
- Be curious about people, ask them about their role in the company, and find out how it impacts your role
- Don't wait to be introduced – introduce yourself!

***In business there
are two players –
participators and
spectators –
which one are you
going to be??***

2

Problem Solving

Just because the company is new to you, it doesn't mean you've not got the answers to their problems

Show your initiative, never be afraid to throw in ideas for problem-solving. My favourite framework comes from what journalists use to write stories – **5 W's and one H**. Use this when problem-solving, writing reports, emails etc and you'll always be certain to cover all the points needed.

WHAT – WHY – WHERE – WHEN – WHO - HOW

What – do you want to achieve?

Why – did this problem arise/do we need a solution?

Where – does it impact?

When – do we need to act?

Who – needs to be involved/informed?

How – can I find out more?

***Problems are
only
opportunities in
work clothes***

- Henry J Kaiser

3

Persistence/Positivity

At university your time is 'managed' to a certain extent, however employers want to see that you can self-manage

*If your ship doesn't
come in,
swim out to it 😊*

Self Motivation

- You'll need to show inspiration as well as perspiration!
- Don't wait to be told, get on with it
- Be pro-active

Self Management

- Evaluate and monitor your own performance
- Have confidence in your own ideas
- Take responsibility

4

Planning

Businesses don't bumble along, they have a clear vision and goal of what they are aiming for. Your plans need to reflect this too.

Self Planning/Organisation

- Manage your time well
- Use and manage all resources available
- Establish clear **SMART** goals
 - **S**pecific
 - **M**easurable
 - **A**ttainable
 - **R**ealistic
 - **T**ime-framed

**Success doesn't
just happen, it's
planned for**

- Anon

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Phones

Our relationship with our mobile phone has changed over the years, but in some companies, it is not acceptable to have it as an appendage!

Policy – check your company handbook. What is the company policy on using your mobile in work time? Learn quickly and obey the rules – it could end up in a disciplinary if you go against the rules

Company Phones – answer it!! I've lost count of the time when a phone is ringing next to a graduate and they will do anything but answer it! Always take the opportunity to answer phones - you will not be expected to know the answers to all the questions, but you can help.

- **Taking messages** (using 5 W's and 1 H)
 - **Who** is calling?
 - **Who** are they trying to contact?
 - **Where** are they calling from?
 - **What** is their contact number?
 - **When** do they need a return call by?
 - **How** can you assist/help them?

**Be in love with
your work**

**- not your mobile
phone**

6

Presentation Skills

No-one ever did a presentation 100% perfect (and never will)

Even the most polished presenters can pick holes in their own performance so never beat yourself up. And remember, if you miss anything out, no-one knows except you!

Planning and **Practice** is the key to **Perfection!**

Use the 5 W's and an H to structure your talk:

- **What** is the aim/what do you need to cover
- **What** timeframe/equipment is needed?
- **Where** is it to be held?
- **When** will it take place?
- **Who** will your audience comprise of?
- **How** big is the audience number?

'The human brain starts working the moment you are born and never stops until you stand up to speak in public'
– ***George Jessel***

7

Professionalism

Imagine yourself as a brand. This is your face to the outside world and the one that your reputation depends on. It's called Professionalism – protect it at all costs.

Show your Professionalism:

- On and off line!
- Company etiquette – interacting with customers and individuals (behaviours, dress code, manners, written/spoken communications)
- Introductions – handshake, smiles, eye contact
- Be a **Brand Ambassador** for the company, and for yourself!

Be a VIP Brand

**Promote your
Values, Image and
Professionalism**



Learning is a continuous skill ...

**Struggling to get an interview?
Haven't got much experience and don't know how to present
yourself positively?
Don't know what to write on your CV?
Getting rejected?**

It's possibly because your CV is not exciting the recruiter! Your CV is the magic key to open the interview door and if you are not getting past the '15-second WOW test', then you are wasting your time and effort. Rather than sending out more of the same (and getting the same response) it might be time to try a different approach

Click the link for a cost effect answer!

graduatecareerdoctor.com/cv-writing-kit/