What do you Value in your career – tick as applicable:

Achievement
Aesthetics
Balance
Casual
Co operation
Compensation
Competition
Contribution to Society
Creativity
Excitement
Feedback
Flexibility
Friendships
Fun
Growth
Helping Other People
Honest
Integrity
Knowledge
Leading Edge
Location
Power and Authority
Predictability
Pressure
Prestige
Public Contact
Quiet
Relaxed Pace
Respect
Security
Stimulations
Structure/Order/Routine
Taking risks
Teamwork
Variety
What is a Motivator in your Career – tick as applicable:

A job that fulfils me
A place where I can contribute
Ability to make decision that influence bottom line
Adequate holiday time
An opportunity to progress my career path
Appreciation for what I am doing
Being treated like an adult
Benefits and rewards
Challenging tasks
Clear and honest communication
Constructive feedback
Cutting edge thinking and innovation
Environment that allows me fulfil my potential
Feeling trusted
Feeling valued
Flexibility of hours
Freedom to create
Good ethics and standards
Good leadership
Good mood environment
Having everything I need to do my job well
Having friends at work
High level of personal awareness amongst staff
Inspiring role models
Knowing I have helped someone
Knowing what is expected of me
Monetary compensation for what I do
My manager actually care about me
My opinion counts
Pace that is fast but is not speeding
Personal Growth environment
Political transparency
Power
Professional practice
Recognition for my contribution
Rewards for taking risks
Security
Stability of what I do
Status having other to compete against
Team engagement
The purpose of my job is aligned to my values
The tools to improve
What do I look for in a new role – tick as applicable:

- Ease of commute
- Parking spot
- Bicycle rack
- In-house gym
- In-house canteen
- Dry-cleaning
- Sports and Social team
- Team nights out
- Membership subscription paid for
- Health care
- Pension
- Opportunity to travel
- Competitive and flexible annual leave
Career Questionnaire

Below is a list of questions to help you to identify what motivates you in your career choices:

(Please work through every question)

**Job satisfaction/Fulfilment/Values**

What elements of your role do you enjoy?

What do you not enjoy about your job?

Do you enjoy more elements of your role than you dislike?

Do you dread going to work each day?

How strongly do you feel about the contribution your role makes to your organisation, clients, the economy etc.?

Do you feel there is something missing in your role?

Are you constantly seeking more fulfilments?

Is your work-life more meaningful that your life outside of work?

Do you look outside of work to obtain meaning and fulfilment?
Are you seeking more of a work-life balance?

How aware are you of your social conscience? Do you have one?

How is important is it to you to trust and be trusted?

**Specialist Vs Generalist**

Do you enjoy a reputation as a specialist in a particular area?

Are you happier working in a defined area?

How happy are you to specialize in a particular area?

How much satisfaction do you derive from being knowledgeable and skilled?

Do others rely on you for your expert knowledge?

Do you gain more job satisfaction from a specialized role or from a more generalist role?

**Ingenuity/Creativity**

Do you like to see how things can be done differently and where improvements can be made?
Do you try to influence change?

Do you resist change?

Are you happy to accept things as they are?

Do you think in terms of problems or solutions?

Do problems and issues motivate you or demotivate you?

Do you prefer to let others come up with the ideas while you work on the implementation of these ideas?

**Financial Rewards**

How important is money to you?

How much more energized would you be if you were earning an extra 10 or 20%?

How long would this new renewed energy last?

Would you feel diminished by knowing you were being paid less than the market rate?

Are you curious to know what other people are earning?

Do you compare your salary to that of your colleagues and friends?
Are you more interested in money than promotion?

Which is more important to you money or a title?

Do you consider just the base salary or do you consider the other aspects of a package such as pension, health insurance, training and education?

How important is a pension scheme to you?

What value do you place on training?

Would you take a lower salary for a position closer to home?

Would you compromise on salary for flexible working arrangements?
Status

How much of you is about your status?

How much time do you spend thinking about how others perceive you?

Do you look to see where you are on the organisation chart?

What importance do you place on job title?

Are you constantly seeking recognition?

Do you like being the centre of attention?

Which do you prefer a flat or hierarchical structure?

Independence

Do you like working on your own initiative?

Do you need micro management to ensure you are getting your job done?

Are you a self-starter?

Do you prefer to set your own goals?
How much control do you like to have over your role and your day?

What management style suits you best? Mentor or supervisor?

How much structure do you require in your role?

Are you more productive in a team or working on your own?

Do you contribute to a team environment?

Do you try to take a lead role in a team environment?

How important is recognition to you?
**Relationships**

Do you prefer to work as part of a team or on your own?

Do you make friendships in work?

How much interaction do you like between your work and home life?

How important is it for you to have close relationships at work?

Do you like a high level of socializing with work?

How much do you enjoy meeting new people through work?

Are you a natural people person or is it something you have to work at?

**Influence/Persuasion**

How much do you enjoy having a say in how things are done?

How much influence and control do you like to have over others?

Do you like to be in charge or are you happy to take direction from a manager?

Do you consciously exercise your powers of influence and persuasion? Do they yield results?
Do you naturally gravitate to a leadership role?

Do others seek guidance and direction from you?

**Security**

How important is the feeling of security in work to you?

To what extent do you need to have financial security?

Do you live for the present or do you spend more time planning or worrying about the future?

How happy are you taking a risk?
What Sectors are you drawn to and why? – tick as applicable:

- Telco
- Financial services
- Consumer goods
- IT/Software
- Aircraft leasing
- Other

What Organisations come to mind when you consider these sectors?
List all those that you like:

What role do you picture yourself in within these organisations?

- Financial accountant
- Management accountant
- Financial planning and analysis
- Commercial accountant
- Financial reporting
- General Ledger accountant
- Other:

What is the length of time you are considering this role for?

- 6-12 month contract
- 18 - 24 month contract
3+ years

What locations are you considering for your move?

How do you plan on getting there?

Is travel something you want in your next role?
How much travel are you prepared to do?

What are your key strengths and where do your skills lie? Would you know if you were asked?

For example:

Highly numerate, analytical, methodical, challenging, forecasting and planning, technical
LinkedIn

Using LinkedIn as an extension of your CV

Recent developments in social media combined with changes in the international and local job markets have impacted the world of recruitment and job hunting. To make your job search and career planning more effective you need to be aware of these changes. Social media and in particular LinkedIn, can help you to further your career and can also contribute to a more successful job search strategy.

If you are not LinkedIn you can’t win!

LinkedIn is now used by over 161m professionals worldwide. A survey conducted by Chartered Accountants Ireland in 2010 revealed that 66% of Members surveyed use it every day. I have no doubt that this figure will have increased significantly in the meantime. Chartered Accountants Ireland has a LinkedIn Group with over 5300 members and this number is constantly growing. The average age of members using it is 41 – 50 years, which may surprise some people.

LinkedIn is increasingly being used by recruiters, both agencies and in house recruiters alike. They use it to source a shortlist of candidates when they are filling roles.

‘We recently started using LinkedIn to source candidates directly. LinkedIn provides us with access to potential candidates with profiles that are a 100% match to our needs and allows us take control of the recruitment process.’ Colm Molloy Head of Human Resources HR Training and Standards Grant Thornton

Some of the larger recruitment agencies and organisations will even have a dedicated staff member whose specific role it is to source and identify prospective candidates from the various social media sites, including LinkedIn.

‘Careers Register use LinkedIn extensively. We find it a very useful tool that enhances our headhunting capabilities and gives us an unparalleled connection with key people in niche areas of finance’. Dave Riordan ACA – Principal Consultant – Careers Register.

Recruiters also use LinkedIn for cross reference purposes and to verify the details that you have on your CV. You could be caught out if there are inconsistencies or irregularities!

So if you were not already convinced that a LinkedIn account is a must or you were wary of it, I am sure that you can now appreciate that if you want to identify a career move or you want a job to find you, you need to be part of the increasing number of professionals using LinkedIn as a recruitment and networking tool.
Enhancing your personal brand and professional profile

Even though LinkedIn is having a major impact in the world of recruitment it is not replacing the traditional CV, but rather your LinkedIn profile now acts as an extension of your CV. With a standard CV you have limited scope to inform a prospective employer about your future potential or your personal ethos and brand. However LinkedIn does provide you with this opportunity. With LinkedIn you have more flexibility in terms of the content and layout of your profile and you can provide a more comprehensive overview of your skills, knowledge and experience.

If you combine your CV with your LinkedIn profile you can provide a recruiter or potential employer or client with a more insightful overview of what you can bring to an organisation and where you can add value.

‘As a Recruiter we use the RSS bulletin update from LinkedIn to stay abreast of new and updated profiles joining LinkedIn. This is often an indication that an individual is keeping an eye on the market and is receptive to hearing about a new opportunity.’ Dave Riordan ACA – Principal Consultant – Careers Register.

Rather than providing a historic account of your career as you do in your CV, LinkedIn will allow you the scope to focus on where you want to be. You can include a paragraph detailing your career plans and ambitions rather than it being a purely historic account of your experience. You have the potential to demonstrate where your skills, knowledge and experience can benefit an organisation. It provides you with the channel to really sell your potential.

Place a link to your LinkedIn account on your CV. Even if you are not actively job hunting it can be beneficial to place your LinkedIn account details on your business card so your professional contacts and prospective clients can view your profile.

Making the Most of Your Profile

Your LinkedIn profile is your on line CV. It is a means of getting your CV viewed without actually having to send it. Your profile should be an executive biography. The same principles that apply to your CV apply to your profile - layout and content are crucial as first impressions count.

Ensure that it is professional and easy to follow. As with a CV the use of bullet points can be very useful.

If you want to be found and considered for opportunities it is imperative that you include key ‘buzz’ words in your profile. Step into the world of the recruiters and think ‘What are the key words that they would use to search if they were seeking a shortlist of candidates like you?’ For example if you are a Financial Controller here are some of the words that you should consider including in your profile:
Financial Management, Financial Control, financial and management reporting, financial oversight, P &L Accountability, financial planning & analysis, profit maximisation, people management, team leadership, business and strategic planning, business development, systems review and implementation, project management, policy development, process improvement, operational streamlining, best practice, commercial, business acumen, decision support.

Payback

The more time and effort you put into LinkedIn the more you will get out of it. If you choose your profile wording carefully, you increase your chances of being contacted and headhunted. The news feeds that you receive will be tailored more specifically to your background as will the ‘Jobs you May Be Interested In’ section on your LinkedIn page.

Putting a face to the name.

To add to your creditability and to your professional image it is advisable to include a photo on your profile. People are more likely to do business with or engage with a person if they have some idea of what they look like.

LinkedIn as a research tool

LinkedIn, if used properly can provide you with access to a huge amount of market and business intelligence essential to successful job hunting and networking. For example if you are attending an interview and know the names of the interviewers you can even look up their details on LinkedIn and obtain a more comprehensive understanding of their background. This information could prove beneficial during your interview preparation and of course during the interview itself. It could enable you to make an important connection with the interviewer that could seal the deal for you. You might even be able to find the person who was previously in the role to see what background they came from and how it rates relative to your own.

Get Connected

By adding to your number of connections, you increase the likelihood that people will see your profile first when they’re searching for someone to recruit or do business with. It will assist you in building your profile and increasing your visibility with your peer group. In addition to appearing at the top of search results, people would much rather work with people who their friends know and trust. You can therefore leverage the connections that others have and then use these to your advantage. It is a fast track way to build on your network of contacts. However do be selective about who you add to your network and never add people just for the sake of it or just simply to add to your number of connections. You only want to be contacted by or do business with people who are professional,
reputable and who you can trust or you know. It will serve you better if your connections are considered and strategic.

**People You May Know**

Another useful feature of LinkedIn is the ‘People You May Know’ listing. LinkedIn will provide you with this specifically tailored list through the connections you have made. It connects you with people who have studied or worked in the same places as you. It also shows the connections of your connections known as 2nd and 3rd connections that are relevant to your sector. It can be quite fascinating looking through the list and it can be compulsive reading. You never know who you might come across!

**Join relevant groups**

Not only should you be joining groups that your peers are in, you should also join groups which will help you to broaden the scope of your connections and your profile and your exposure in other areas. For example if you are seeking a career change or change of discipline it can prove useful to connect with groups in this new area.

**Recommendations**

If you add recommendations to your profile it will provide others with a more comprehensive overview of you as a professional. However the recommendations you choose must be objective and should be credible. Adding recommendations that do not hold much weight can actually do more harm than good. You are hardly going to be negative about your own boss now are you!!

**LinkedIn as a Networking Tool**

How likely are you to ring an ex colleague you have not worked with or spoken to for 10 years? In my view you are much more likely to send them an invitation via LinkedIn to connect. This is a great way to ‘break the ice’ initially. You have then made it much easier for more detailed communications to take place. LinkedIn is a great tool to help you to reconnect with people and to really work a network of contacts. It can help to take the initial fear factor out of networking and initiating that all important first contact.

**Overview**

Just because you are on LinkedIn does not mean that you are actively seeking a job. You should not worry about what your superiors are thinking if they see your details on it. The chances are they are on it themselves too. Quite simply, LinkedIn is a very powerful networking tool. It facilitates the diversification of your network and the enhancement of your professional profile. You can’t afford not to be there.
Tailoring Your CV for Each Application – The Key to success

Even in an improving jobs market, employers remain specific and discerning when it comes to sourcing the right talent for their organisation. Therefore a crucial part of your job search process is to tailor your CV for each specific role and employer you are applying to. Don’t rely on a tailored application letter as this may not always be read when hiring managers are busy.

Here are some tips to help you with this process:

- Start by creating a professional generic CV which is a strong overview of your career to date including skills, experience and competencies.
- Research the company or sector for which you are applying. Be aware of what skills, experience and competencies are typically required.
- When applying for a particular role read the job specification in detail. Review and analyse it and break it down in to what the key requirements are in terms of experience, skills and competencies. Make a careful note of these.
- Now ensure that you are mentioning each of these in your CV. You must clearly explain that you have successfully demonstrated their requirements in your career to date by providing clear and solid examples. An effective way to do so is to describe your achievements in each role and to then articulate how they have been beneficial to the organisation.
- Using a bullet point format will be the most effective way of listing your achievements.
- Review the language and ‘buzz words’ that are used in the job specification and make sure that you include some of the same or similar language and terminology. Don’t overdo it either! Be careful not to write the job specification verbatim into your CV. Just strategically and subtly pepper your CV with similar language.
- Use positive words and action verbs that portray you as a confident, energetic, optimistic and focussed candidate.
- If you have sector specific experience or knowledge clearly show that. If not explain how the experience you have in other sectors is relevant. If you possess experience in similar or related sectors ensure that this is clear.
- Use a profile paragraph at the beginning of your CV to best advantage. Capture the attention of the reader by clearly articulating how you fit the job description in terms of the skills, competencies and experience that you have. This is your opportunity to convince them that you should be included in the shortlist for interview based on the relevance of the combination of your skills and experience.
Joe Bloggs, ACA

Professional Profile

Qualified Chartered Accountant, trained through Big 4 in Audit and exposure to X,Y,Z. With a passion and interest in XYZ I thrive in XYS and now wish to use these skills in a role based in XYS.

---

Education
2012 - Diploma in Corporate – Chartered Accountants Ireland
2006 - QFA – Qualified Financial Analyst – Institute of Bankers
2004 - ACA – Chartered Accountants Ireland
2002 – B.Comm – Bachelor of Commerce – University College Dublin
1999 – Leaving Certificate – Belvedere College

Career History

ABC Ltd October 2011 to date

Financial Controller

Responsibilities:

- Supporting the financial management of the business
- Analysis of KPI drivers, products and trends that assist in business decisions.

Achievements:

- Conducted a review of the business and implemented cost savings of 15% as a result

---

Interests and Hobbies

Spending time with family
Current affairs
Tracking the international stock markets