



# QUALIFY

## IO2 A1 Version 3

DESIGN OF INNOVATIVE COACHING INTERVENTION  
PRACTICES FOR CAREER GUIDANCE PRACTITIONERS  
DEVELOPED BY INOVA CONSULTANCY



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# WEEK 3: Brand You, Networking, Relational Competence, Social Media and Professionalism

## 1. Objectives

At the end of this week, learners' will have:

- explored their own competences
- explored the need for branding, for self and for client
- explored additional competences their clients often need to develop, e.g. networking, soft skills, ICT etc.
- explored the benefits of networking
- explored effective use of social media for career development
- explored the importance of professionalism
- explored relational competence
- explored the importance of branding

## 2. Introduction

This lesson explores how relationships and interpersonal awareness are important skills required by many employers and it goes on to explore creativity and link this to the goals that were set in previous weeks. Focusing on peer input and feedback on the creative tasks this session leads in to the use of Career Circles™ for enhancing the profession, personal development and client development.

### 3. Main Teaching

#### 3.0 Lesson Plan

Hours: 3 (180 MINS)

	Theme	Time	Description	Resources
<b>3.1</b> <b>9.30</b>	Introduction and Recap	10 mins	<ul style="list-style-type: none"> <li>– Welcome back, meet and greet</li> <li>– Recap</li> <li>– Today’s Objectives</li> </ul>	<ul style="list-style-type: none"> <li>– Attendance List</li> <li>– PPT Slides 1-3</li> </ul>
<b>3.2</b> <b>9.40</b>	Icebreaker	10 mins	<ul style="list-style-type: none"> <li>– My Fantasy Job/Business</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slide 4</li> <li>– <b>Handout 1</b> – My Fantasy Job/Business</li> </ul>
<b>3.3</b> <b>9.50</b>	Introduction to the Session topics	10 mins	<ul style="list-style-type: none"> <li>– <b>Group Discussion:</b> <ul style="list-style-type: none"> <li>– What is professionalism?</li> <li>– Why is it important for career guidance workers?</li> <li>– Why is it an important skill for your clients?</li> </ul> </li> <li><b>Exercise:</b> <ul style="list-style-type: none"> <li>– As career professionals what other competences have you identified in your careers that clients need to develop or that you need to develop to improve your practice?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides 5-7</li> <li>– Flipchart paper/pens</li> </ul>
<b>3.4</b> <b>10.00</b>	Professionalism and Brand You	20 mins	<ul style="list-style-type: none"> <li>– <b>Exercise:</b> Ideal Work/Life Balance</li> <li>– <b>Group Discussion</b> <ul style="list-style-type: none"> <li>– How can you support your clients to create their brand and improve their chances of gaining employment?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides 8-10</li> <li>– Magazines, scissors, glue</li> </ul>
<b>3.5</b> <b>10.20</b>	Professionalism	20 mins	<ul style="list-style-type: none"> <li>– 6 Attributes of Professionalism</li> <li>– <b>Group Discussion</b> <ul style="list-style-type: none"> <li>– What do employers mean when they ask for relational competence?</li> <li>– What is it and what do we mean by it?</li> <li>– How important is relational competence for the workplace?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides 11-14</li> <li>– <b>Learners’ Pack</b></li> <li>–</li> </ul>
<b>3.6</b> <b>10.40</b>	Social Media	20 mins	<ul style="list-style-type: none"> <li>– What is Social Media?</li> <li>– <b>Introductory Exercise:</b> What Icons do you recognise? Find information about each of the icons.</li> <li>– The Importance of Professionalism</li> <li>– Social Media for Recruitment</li> <li>– General Do’s and Don’ts when using Social Media</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides 15-31</li> <li>– <b>Learners’ Pack</b></li> </ul>

			<ul style="list-style-type: none"> <li>– How to Use Social Media Professionally – LinkedIn, Twitter, Facebook</li> </ul>	
<b>3.7 11.00</b>	The Importance of Branding	10 mins	<ul style="list-style-type: none"> <li>– Why do I need a Personal Brand?</li> <li>– The Benefits of Personal Branding</li> <li>– How to Create a Personal Brand</li> <li>– Personal Branding Recap</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides 32-39</li> <li>– <b>Learners’ Pack</b></li> </ul>
<b>3.8 11.10</b>	Personal Development	20mins	<ul style="list-style-type: none"> <li>– <b>Group Discussion:</b> <ul style="list-style-type: none"> <li>– What is acceptable and not acceptable in the professional realm?</li> <li>– How can we ensure equal opportunities whilst avoiding stereotypes and labelling?</li> </ul> </li> <li>– <b>Exercise:</b> Labelling Exercise</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (40-42)</li> </ul>
<b>11.30 BREAK (15 mins)</b>				
<b>3.9 11.45</b>	Staying Motivated and Positive	15 mins	<ul style="list-style-type: none"> <li>– Staying Motivated, Staying Positive</li> <li>– <b>Exercise:</b> Positive Quotes</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (44-46)</li> <li>– <b>Handout 2</b> – Positive Quotes Exercise</li> </ul>
<b>3.10 12.00</b>	Personal Branding and Self-Development	10 mins	<ul style="list-style-type: none"> <li>– Investing in You</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (47-50)</li> <li>– <b>Learners’ Pack</b></li> </ul>
<b>3.11 12.10</b>	Networking	15 mins	<ul style="list-style-type: none"> <li>– <b>Group Discussion:</b> <ul style="list-style-type: none"> <li>– Share own experiences of networking</li> <li>– Recognise why it is important especially when looking for employment</li> <li>– Stepping out of your comfort zone</li> </ul> </li> <li>– Importance of Networking</li> <li>– Networking Tips</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (51-58)</li> <li>– <b>Learners’ Pack</b></li> </ul>
<b>3.12 12.25</b>	Reflection and Learning Log	5 mins	<ul style="list-style-type: none"> <li>– Why is Reflection Important (option to include Kolb’s Learning Cycle)</li> <li>– <b>Group Discussion:</b> Why is being reflective important to our learning?</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (59-62)</li> <li>–</li> </ul>
<b>3.13 12.30</b>	Putting into Practice	5 mins	<ul style="list-style-type: none"> <li>– <b>Group Discussion:</b> How could you use some of the tools discussed with your clients?</li> <li>– Learning Log</li> <li>– <b>Homework:</b> Think about how you could use some of the tips and tricks shared today and share with the group at the next session.</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (63-65)</li> <li>– <b>Handout 3</b> – Learning Log</li> <li>– Flipchart/pens</li> </ul>

			<ul style="list-style-type: none"> <li>– Advise about the career circles for next week – each learner to think of an issue to bring to the group</li> </ul>	
<b>3.14</b> <b>12.40</b>	Evaluation	10 mins	<ul style="list-style-type: none"> <li>– Session Evaluation Form</li> <li>– Tutor to advise of time and date of next session</li> </ul>	<ul style="list-style-type: none"> <li>– PPT Slides (66-67)</li> <li>– <b>Handout 4</b> – Session Evaluation</li> </ul>

### 3.1 Introduction

<b>Duration:</b>	10 mins
<b>Materials Needed:</b>	Attendance List PPT Slides 1-3

Welcome learners back. Give a recap of last session, share any examples of putting last week's session into practice.

### 3.2 Icebreaker

<b>Duration:</b>	10 mins
<b>Materials Needed:</b>	PPT Slide 4 Handout 1 – My Fantasy Job/Business

Facilitators are encouraged to use their own icebreakers, you can find some examples [here](#).

#### *My Fantasy Job/Business*

Give out **Handout 1 – My Fantasy Job/Business**

Imagine that there are no barriers for you in terms of time, money age, health, status, skills – put any negative thoughts or feelings to the side for the next few minutes.

Draw yourself in the middle. What is your ideal job? What are you doing? How do you feel? How much do you earn? What level of happiness do you feel?

### 3.3 Introduction to the Session Topics

<b>Duration:</b>	10 mins
<b>Materials Needed:</b>	PPT Slides 5-7 Flipchart paper, pens

#### *Group Discussion*

- What is professionalism?
- Why is it important for career guidance workers?
- Why is it an important skill for you clients?

#### *Group Exercise*

As career professionals what other competences have you identified in your careers that clients need to develop or that you need to develop to improve your practice?

**Note to Facilitator:** Learners to work as a group to identify three areas of skills – use 3 large bits of paper in the middle of the tables and provide pens for learners to add their answers to each of the 3 bits of paper:

1. Skills that employers need
2. Skills that clients need
3. Skills you need to improve your work

### 3.4 Professionalism and Brand You

<b>Duration:</b>	20 mins
<b>Materials Needed:</b>	PPT Slides 8-10 Magazines, scissors, glue

#### *Exercise*

Using Magazines to Introduce your ideal job/work/life balance.

- Draw yourself positively in the middle of the card.
- Who are you?
- How do you promote who you are? Using the magazines what pictures convey how you want to present yourself.

#### *Group Discussion*

- How can you support your clients to create their brand and improve their chances of gaining employment?

### 3.5 Professionalism

<b>Duration:</b>	20 mins
<b>Materials Needed:</b>	PPT Slides 11-14 Learners' Packs <b>Possible Handout – Relational Competence Worksheet</b>

#### *6 Attributes of Professionalism*

- **Key Knowledge** – this does not mean collecting several qualifications or certificates. What it does mean is having a personal commitment to develop, improve and keep up-to-date your skills, mastering any knowledge you need to succeed in your work.
- **Competency** – getting the job done. Being reliable and keeping promises, no excuses.
- **Honesty and Integrity** – do what you say you will, do not compromise your values and be humble. Always ask for help when you need it.
- **Accountability** – being accountable for your thoughts, words and actions, especially when you have made a mistake.
- **Self-Control** – staying professional under pressure. This means staying calm when faced with difficult people and situations and always showing respect for everyone.
- **Looking the Part** – dressing appropriately whatever the situation

#### *Group Discussion*

- What do employers mean when they ask for relational competence?
- What is it and what do we mean by it?
- How important is relational competence for the workplace?



### Relational Competence

Partner to create a handout/exercise based on:

- Width of social experiences and connections
- What makes us tick?
- What makes us have healthy relationships?
- Feeling valued and valuing others
- Self-belief, trust in self and others

### 3.6 Social Media

<b>Duration:</b>	20 mins
<b>Materials Needed:</b>	PPT Slides 15-31 Learners' Packs

#### What is Social Media

Social Media is websites and applications that enable users to create and share content or to participate in social networking.

**Note to Facilitator:** Promote **Group Discussion** - What Icons do you Recognise?

Or **Group exercise** – finding information on the applications/social media platforms on Slide 16 (in pairs)

#### The Importance of Professionalism

Social media has become a fast and cheap **BACKGROUND CHECK!**

Employers often look at potential employee's social media:

- to verify facts on resumes
- to check out knowledge and attitudes expressed publicly
- to evaluate communication skills

From your social media, employers and recruiters can see or have an indication of:

- how well you communicate (spelling, grammar)
- your work history and education
- your industry knowledge
- your use of alcohol
- your use of illegal substances
- your use of bad language
- how you spend your non-work time

### *Social Media for Recruitment*

Employers also use social media to find qualified applications. It is often a faster and cheaper method of identifying good job candidates than posting a job.

In 2013 Jobvite.com asked over 800 employers if they were using or planning to use social media for their recruiting – 94% of employers said they were.

LinkedIn is one of the most popular social networks for social recruiting, and very common with employers for finding potential employees.

### *General Do's and Don'ts when using social media*

- **DO make sure everything is squeaky clean** – no party pictures, bad language, nothing that could be considered offensive
- **DO NOT have an account of everything** – it's much better to have an up-to-date profile on only a few platforms – just LinkedIn, Facebook and Twitter.
- **DO use your real name** – this looks more professional and means that people will be able to find you. Keep your name consistent on all your social media accounts.
- **DO NOT let your social media account be in isolation** – use it to link to your other social media accounts or information so that people can use it to learn more about you.
- **DO make sure your image is professional and consistent** – a clear, friendly, recent and appropriately professional image to use across all your platforms
- **DO NOT use it for Professional Communication** – e.g. do not pester companies or potential employers you are applying to through Facebook or follow up with recruiters after an interview on Twitter.

### *How to Use Social Media Professionally*

#### LinkedIn

LinkedIn is a professional's social network, the network most preferred by employers, recruiters and head-hunters. Members connect with each other, participate in Groups, connect and interact with each other. In 2017 LinkedIn had nearly 500 million members in 200 countries.

- **Your LinkedIn Profile**

Your LinkedIn is pretty similar to writing an online CV. Make sure you use a compelling headline that makes you stand out from the crowd. Use your biography to let recruiters know what type of role you're after. You can list your education, work experience, interests, hobbies and key accomplishments.

- **Personal Testimonials**

Ask people you know for example ex-employers, clients and even friends to write a few positive words about your work capabilities on your LinkedIn page. The fact that another individual has taken the time to write positive things for and about you will be viewed by others as an indication of credibility and authenticity.

- **Searching for jobs on LinkedIn**

Use the job page to browse potential jobs by job title and location.

- **On LinkedIn Employers will find You!**

Employers can come looking for you on LinkedIn – so make sure your profile is relevant, up to date and shows you off in the best light. Also make sure your contact details are listed so potential employers can get in touch.

- **Networking on LinkedIn**

It is usually frowned upon to connect with people you don't know, but you can use it to cement a connection once you've been in touch, e.g. through a networking event.

- **Join groups on LinkedIn**

They can come in useful for staying up to date with industry trends and news. They are also useful to find people sharing job leads in your local area.

## **Facebook**

Facebook is the largest social network, with over 2 billion members worldwide. Users can add friends and send them messages and update their personal profiles to notify friends about themselves. Additionally, users can join networks organised by city, workplace and school or college. Facebook is quite informal, it is largely used by people for connecting with friends and family, but it is increasingly being used by organisations for commercial reasons.

**CAUTION** – the boundaries between personal and professional are quite blurred on Facebook so make sure you are always aware of what information about you can be accessed and by whom.

- **Your Facebook Profile**

Provide details about your professional or work profile – it should offer insight into what you can offer potential employers. Include details about your education, work experience, life experience and skills.

Use the '**View as**' button to see how your profile looks like to a passing potential employer.

- **Use your Personal Connections**

Ask your personal connections for information and support for your career or job search.

- **Facebook's Job Portal**

This will show you jobs in your local area, though it is not widely used at the moment. You can apply straight through Facebook for jobs advertised in this way and your personal contact information is shared.

- **Check out company or organisations' official pages**

Click '**like**' or '**follow**' on a Page to see that company's updates in your News Feed.

Company's Facebook pages will give you some knowledge that will be useful to take to an interview, as will their website.

## **Twitter**

Twitter is a free social networking and service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. In 2017, Twitter had over 320 million active users.

- **Your Twitter Profile**

Twitter is much more informal than LinkedIn but your profile should include a professional looking photo and a link to your CV

- **Tweeting**

You don't have to tweet yourself, you can just follow companies or topics and retweet. You could use your own tweets to show your interest in a particular career and tweet about current affairs in the sector you wish you work in.

- **Searching for jobs on Twitter**

Twitter has far more feeds dedicated to advertising jobs than on Facebook. Put 'jobs' in the search box and then click on the People tab to find good suggestions about job-related accounts you can follow based on the accounts you are already connected to.

Use hashtags such as #jobsearch, #writersjobs or #developerjobs to find out more in your area of expertise

- **Networking on Twitter**

Networking and following people you have never met and would like to work with is much more acceptable on Twitter than it is on Facebook. So, follow potential employers organisations and people to find out more about the industry you are interested in working in.

## **REMEMBER!!!**

Before you post any information in your own name on the web, consider whether you would be happy to have this information published in a national newspaper where your friends, family, current and future employers could see it. If not, then change it.

### 3.7 The Importance of Branding

<b>Duration:</b>	<b>10 mins</b>
<b>Materials Needed:</b>	<b>PPT Slides 32-39 Learners' Packs</b>

#### *Why do I need a Personal Brand?*

- What you say, how you present yourself and your behaviour always reveal something about your core values, passions and achievements. These are what people look at when assessing candidates for a job.
- A positive personal brand can help you meet new people who share your interests and may offer opportunities.
- Recognise your uniqueness and why you are special

#### *The Benefits of Personal Branding*

- Everything you say, do or post helps to **create an image of who you are**.
- By controlling and shaping your personal brand, you will likely **gain greater recognition**, and build larger and better-quality **networks**
- Get to know the people who you are promoting your brand to and decide on the most **effective ways to reach them**. Understand that your day-to-day behaviour and relationships will give the strongest impression of who you are.
- Be **authentic**. Claiming to be more than you are, or to be able to deliver something that you cannot, will likely backfire.

**Note to Facilitator:** For the final bullet point, give details of exceptions, when's it's not good to be 'authentically' you, when it may not be appropriate.

Promote Group Discussion on the above – others will see skills and qualities in us that we do not see ourselves.

#### *How to Create A Personal Brand*

##### Be Aware

The most obvious and convincing element of your brand is you – how you present yourself and communicate.

- Dress appropriately for the job interview or occasion
- Listen well and empathise with others – develop your relationships
- Be conscientious – if you help others, they are likely to do the same for you, be on time and acknowledge other people's efforts

##### Identify Your USP

- Find out what makes you uniquely valuable – your Unique Selling Point (USP) – and focus on promoting it.
- Identify your personal values and what's important to you
- Think about your strengths and what opportunities you have to use them
- Be ready to talk about your achievements – what you have to offer

### Be Authentic

- Be yourself, have a clear mental picture of goals and where you want to go.
- People who are authentic are more likely to be regarded as positive and trustworthy.

### Identify Your Audience

- You need to be sure who your personal brand is aimed at for it to be effective.
- For **potential employers** – your brand should highlight the similarities between your values/beliefs and theirs. Think of examples from your life you can use to showcase how your values align with theirs.
- For **your clients** – show them that you want to give them a great service and invite feedback from them., so that you can reflect and improve
- Always aim for continuous improvement and invest in your personal development

### Personal Brand Recap

- Play to your strengths, don't try and do everything, set yourself achievable targets, look at your SMART objectives and Action Plan
- Be prepared to accept constructive criticism and feedback.
- Be prepared to make positive changes if necessary
- Be your own friend and life coach

## 3.8 Personal Development

<b>Duration:</b>	<b>20 mins</b>
<b>Materials Needed:</b>	<b>PPT Slides 40-42</b>

### *Group Discussion*

- What is acceptable and not acceptable in the professional and work environment?
- How can we ensure equal opportunities and avoid stereotypes and labelling?

### *Group Exercise*

Think of a time when you feel you have been labelled, e.g. the quiet one, the moody one, the reliable one.

Do you want to keep the label or not?

Alternatively, partners to think of an exercise

**Note to Facilitator:** You could put the key works in middle of flipchart and ask learners their thoughts to create discussion.

### 3.9 Staying Motivated, Staying Positive

<b>Duration:</b>	<b>5 mins</b>
<b>Materials Needed:</b>	<b>PPT Slides 44-46 Handout 2 – Positive Quotes Exercise</b>

Often people do not notice that they can give negative vibes. It is important to be motivated, to have self-belief and to be resilient. Someone who is positive will succeed in the end.

A list of some ways to stay positive, promote **discussion** – complete list by adding your own ideas on how to stay positive.

- Believe in yourself
- Be Confident
- Use positive self-talk
- Use what works for you to break the negative cycle, e.g. exercise, reading, walking, music etc.
- Believe in yourself
- Be Confident
- Use positive self-talk
- Use what works for you to break the negative cycle, e.g. exercise, reading, walking, music etc.

*Exercise: Positive Quotes Exercise*

Give out **Handout 2 – Positive Quotes Exercise**.

Learners to identify with the ones that work for them. Learners to share their experiences with each other and quotes they know from their own experience.

### 3.10 Personal Branding and Self-Development

<b>Duration:</b>	10 mins
<b>Materials Needed:</b>	PPT Slides 47-50 Learners' Packs

#### *Investing in You*

You are the most important person you can spend your time and money on. Investing in yourself may very well be the most profitable investment you will ever make. No improvement in your life will happen automatically, you have to work at it:

- **Invest in Your Creativity** – creativity allows you to have fun and inspires you, it also helps develop certain areas of your brain. All children are creative, as adults we sometimes forget. We are all creative in different ways, it may be gardening, painting or dancing, whatever it is finding your inner creativity is important.
- **Invest in Your Self-Confidence** - Learn to have the courage to speak your truth. The more you love yourself and own the value that you offer, the more confident you will become in sharing it with others.
- **Invest in Your Health** – fuel your body with the right kinds of foods which will make you feel better and give you more energy. Exercising creates a healthy mind and body, the benefits include disease prevention, better mood, lower body-fat and weight, increased energy and better sleep.  
Exercise does not just mean going to the gym, it is anything that gets your heart rate up. There are so many different ways to exercise so find the kinds that you find fun. Walking the dog is a great example!
- **Invest in Your Relationships** – good relationships take time and effort. The more they grow, the more value they will have and the more valuable benefits you will see. Surround yourself with people that love you and support you in your goals.
- **Invest in Your Knowledge** – reading books: stimulates your imagination, improves your vocabulary, and general knowledge. Learn a new skill: the world is constantly changing, and you need to keep your knowledge up to date, sign up for a class online or local, or go to talks. You can listen to TED talk from home for free! You can also buy word-search or sudoku books very cheaply, these will help stimulate your brain.



### 3.11 Networking

<b>Duration:</b>	20 mins
<b>Materials Needed:</b>	PPT Slides 51-58 Learners' Packs

#### *Group Discussion*

- Share own experiences of networking
- Recognise why it is important especially if looking for employment
- Step out of your comfort zone

#### *Importance of Networking*

The benefits of networking are often overlooked, the idea of going to a networking event is often a scary prospect. It's about making connections and valued relationships that can help you find a job.

- **Access to support and Boost Your Self-Esteem**

You will find people who have been through similar experiences to. You can also find people who can give you advice and support. Meeting new people, being asked about your opinions and ideas and meeting people similar to you can be a boost to your self-esteem

- **Access to Skills and Knowledge**

Networks that have a lots of different types of people and career choices will allow you to exchange information, share information and process information.

- **A 'Sounding Board' for new Ideas**

Your networks can act as a 'sounding board' for getting constructive feedback on your ideas. They can be a good resource to learn about the news and developments in your field of work and to get advice.

- **Getting a Job**

There are often many hidden jobs that are not made public. By networking and meeting people with access to these jobs you could find your next opportunity! They are also a good way to get a foot in the door. By people meeting you in person you have a better chance of success!

## Networking Tips

### 1. **Have an open mind**

Focus on meeting the right people where you can discuss issues that are applicable to you. Start off finding free networking events in your area, you will be surprised how many there are!

### 2. **Do Your Homework**

Try to find out who is going to the event, focus on the people you would most like to meet and do your research. This can make approaching them less daunting. Be brave and contact the people who can help you personally. Ask them to meet up for an informal chat.

### 3. **Set Goals**

Set yourself one or two realistic goals so that you can network in a targeted way, with a clear vision of what you want to achieve!

### 4. **Prepare your Conversation**

Lots of people worry about what they are going to say.

- **Prepare some Informal Openers:** This will help you when first making conversation with someone, for example “Hello my name is... how are you?”
- **Prepare your introduction:** your name and why you are attending
- **Prepare some open-ended questions to ask them:** it is important to build rapport with the other person, ask them about themselves and listen closely

### 5. **Arrive Early**

It is much less daunting to arrive early when there are not as many people there. You can get comfortable with your surroundings and start up conversations with the organisers and other early people when there is less pressure.

### 6. **Take a Friend**

Bring a friend, especially if you are feeling a bit nervous. They can help you start conversations and provide reassurance if your confidence slips.

### 7. **Send the right Signals**

Even if you are shaking inside and wishing you were anywhere else, try and give the impression of confidence through your body language, you'll look more open and engaged. Try to look relaxed, warm and alert. SMILE! Maintain an open body posture (arms uncrossed) and make eye contact with people you want to meet.

### 8. **Be authentic**

Be yourself because above all people are attracted to someone who is real and sticks to their values. If you're feeling terrified sometimes it is good to be open about it, doing so invites the other person to empathise with you and can help make a connection. You never know, they may feel terrified too!

#### **9. Know when to End a Conversation**

Aim for short memorable conversations. If you're nervous do not try and fill all the gaps by talking non-stop. Trust your instinct and keep an eye on the other person's body language for signs they want to end the conversation. Then smile and ask the other person if it is ok to exchange contact details.

#### **10. Register your Interest**

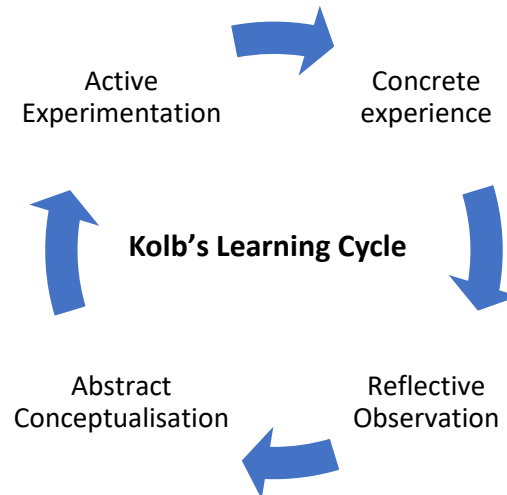
Often networks have an opportunity to register for organisations or training. Even if you are not sure if it is right for you it is good to register your interest. This way you can find out more about other opportunities that might be of interest to you.

### 3.12 Reflection and Learning Log

<b>Duration:</b>	<b>5 mins</b>
<b>Materials Needed:</b>	<b>PPT Slides 59-62</b>

#### *Why is Reflection Important*

- it helps you identify areas for improvement,
- it gives you a record of your learning journey, what you learnt, what you struggled with etc.
- it helps you plan your journey and make amendments if necessary



**Alternatively, Partners to create a worksheet or exercise on reflection**

**Option to talk about Kolb's Learning Cycle**

**Note to Facilitator:** It is optional to talk about Kolb's Learning Cycle.

- 1. Concrete Experience** (a new experience or situation is encountered, or a reinterpretation of existing experience).
- 2. Reflective Observation** of the new experience (of particular importance are any inconsistencies between experience and understanding).
- 3. Abstract Conceptualisation** (reflection gives rise to a new idea, or a modification of an existing abstract concept).
- 4. Active Experimentation** the learner applies them to the world around them to see what results).

Effective learning is seen when a person progresses through a cycle of four stages: of

1. having a concrete experience followed by
2. observation of and reflection on that experience which leads to
3. the formation of abstract concepts (analysis) and generalizations (conclusions) which are then
4. used to test hypothesis in future situations, resulting in new experiences.

*Group Discussion: Why is being reflective important to our learning?*

Link back to previous session on learning to learn

### 3.13 Putting into Practice

<b>Duration:</b>	20 mins
<b>Materials Needed:</b>	PPT Slides 63-66 Handout 3 – Learning Log Flipchart/pens

*Group Discussion:*

- How could we use some of the tools discussed with your clients?

**Note for Facilitators:** Option to write what learner’s say on a flipchart board.

*Learning Log*

An independent record of your own learning. The Learning Log can produce positive changes associated with self-reflection. It helps you become more aware of how you learn and achieve changes

Give out **HANDOUT 6 – Learning Log** and ask participants to fill it in

**Note for Facilitators:** Ask career practitioners to fill in everything in the Handout – Learning Log. Alternatively, they can write a small reflective paragraph on their learning.

**Note for Career Practitioners:** Ask your unemployed clients to fill in a couple of the questions in the Handout – Learning Log each time you meet. They can pick the questions they feel they can answer and feel are relevant to them. Alternatively, they can write a small reflective paragraph on their learning.

*Homework:*

Think about how you could use some of the tips and tricks and share with the group at the next section.

Next week: Career Circles™

Think of an issue you would like to bring to the group.

### 3.14 Evaluation

<b>Duration:</b>	<b>10 mins</b>
<b>Materials Needed:</b>	<b>Handout 4 – Session Evaluation Form</b>

Ascertain what people have learned in the session. What have they learned about themselves and about their problem or issue? Have they learned anything from others? What were the most useful questions? What impact did they have? This helps participants to have time to reflect on the outcomes of the session prior to completing the evaluation forms. This step will take place at the end of each session. Evaluation forms should be completed at the end of each session (see handout)

1. Ask learners to summarise their actions and comment on any learning for the session.
2. Explain any arrangements for encouraging group members to hold one another to account. You may decide to ask people to allocate a 'chasing buddy' to their left around the table. This person chases them up, asks about progress and generally checks informally on their success in between meetings. This can also help to build relationships more strongly within the group.
3. Refer participants to further learning opportunities. Remind them of the homework to complete by the next meeting.
4. Ensure everyone has the date of the next meeting in their diary and has venue information.
5. Confirm any action you as a facilitator will take, e.g. emailing the ground rules agreed.
6. Close the session by asking people to complete the relevant evaluation form – **Handout 4**.