



**THE BROKERAGE**

**2024 INSIDER  
CAREERS  
CONFERENCE**

Hosted by Deutsche Bank





# WELCOME TO THE INSIDER CAREERS CONFERENCE 2024

---

The Insider Careers Conference is a unique one-day event designed to give attendees insight into careers in the city.

Today, workshops will be on the employability skills needed in the professional services sectors. These workshops will help you maximise your key skills and ensure you are ready to capitalise on your experience and market yourself to employers in the future.

## Workshops:

### CVs and Cover Letters

After reviewing the best practices for writing a CV and cover letter, this workshop will review several sample CVs and cover letters. In groups, you will discuss the strengths and weaknesses of the samples with a volunteer to guide you through the discussion. You will match the CVs and cover letters to the appropriate sample job description.

### Personal Branding and Interview Skills

After a briefing on personal branding and interview techniques, the second part of the session will allow you to participate in a series of mock interviews with a volunteer who will go through a range of competency— and strengths-based interview questions with you in a small group.

### Business Case Study

This workshop will involve a complex case study activity similar to those often used in assessment centres. It is designed to enable you to showcase various vital skills, including presentation, teamwork, communication, leadership, and working under pressure.

**The Brokerage Insider Careers Conference is our biggest event, offering amazing opportunities to boost your career journey. Dive into the workshops, connect with potential employers and peers, and have fun as you prepare for future success!**



# CONFERENCE OUTLINE



8:40

**Registration Opens**

9:10

**Welcome and Introduction**

9:30

**Workshop One**

10:45

**Break**

11:00

**Workshop Two**

12:30

**Networking Lunch**

13:30

**Workshop Three**

15:15

**Closing Remarks**

15:30 - 16:00

**Networking and Close**

# FAQS

## **Where can I find the location of my next workshop?**

- Brokerage and DB staff members will be available to escort candidates to and from workshops.

## **What should I do if I have dietary restrictions and need special accommodations during lunch?**

- Dietary restrictions have been requested in advance. If you cannot eat the food provided, please inform a member of The Brokerage staff.

## **What Brokerage Essentials topics are covered at the Conference?**

- All Brokerage Essentials topics will be covered during the Conference.

## **Can I connect with volunteers by email or LinkedIn after the Conference?**

- Please do not add or get the contact details of volunteers on the day.

# FAQS

## **Where can I go to pray?**

- Please notify a member of The Brokerage staff and you will be escorted to a prayer room.

## **Are there any social media hashtags we should use when posting about the conference?**

- You can share your experience on LinkedIn by tagging The Brokerage and using the hashtag #CC24TheBrokerage #CareerConference #TheBrokerage

## **Will someone be taking pictures?**

- Yes! Photos and video will be taken during this event. If you have objections please make the photographer aware. Green lanyards are available at registration for those who do not want to be photographed.

If you have any questions throughout the day please do not hesitate to ask a member of The Brokerage staff!

# WORKSHOP CVS AND COVER LETTERS



'The challenge of life, I  
have found, is to build a  
resume that doesn't simply  
tell a story about what you  
want to be, but it's a story  
about who you want to be'  
O.W.



# WHAT IS A CV?

## The basics

A CV is a short, written summary of your skills, achievements, hobbies, interests, education, and work experience.

- Two pages max
- Font colour – black
- Font size – 10-12
- Font style – Arial, Calibri
- **Bold** or underline headings and subheadings

1

## Keep it Concise

---

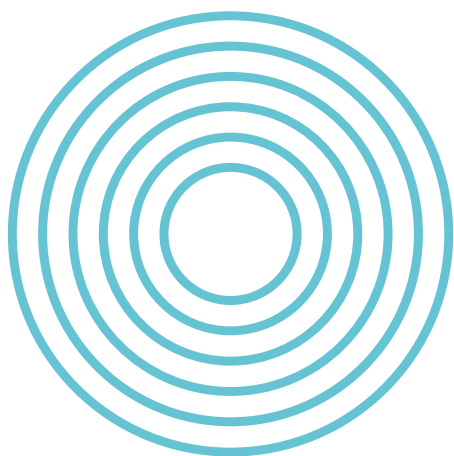
Usually, a CV should be no more than two sides of A4 paper. Margins can be widened (a little) and font size 11 can be used to help keep the length down. Keep it punchy, to the point, give examples to back-up any skills you mention, but save most of the details for the interview!

2

## Tailor it

---

Take the time to adapt your CV to each role you apply for. Research the company and use the job ad to gauge exactly which skills you should signpost and which aren't perhaps so relevant. You don't have to rewrite the whole thing, just adapt some details so that they're relevant to the role or industry.



# CREATING A HIGH- IMPACT CV APPROACH

3

## Include a personal statement

---

Don't assume a recruiter will see the connection between your experience and the job: use a brief personal statement to tie your work history to the specific company and role. Or if relevant, make a statement about your interest in the industry/business area/role.

4

## Don't leave gaps

---

If you've been out of school/work, put a positive spin on it - did you develop soft skills such as communication, teamwork or project management, for example? E.g. if on a gap year, explain what you have been up to! Don't forget to add any volunteer work, tutoring or self-study.



5

## Keep it current

---

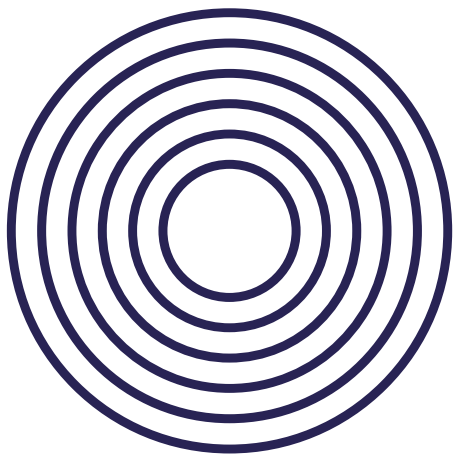
You should update your CV regularly, regardless of whether you're actively job seeking. Every time something significant occurs in your career, record it so nothing slips through the memory sieve.

6

## Ensure it's mistake-free

---

If you want to demonstrate that you are professional and have a good eye for detail, it is imperative that your CV doesn't have any basic mistakes or oversights on it. Recruiters warn that due to employers experiencing massive volumes of applicants right now, they will dismiss applications with avoidable errors!



# CREATING A HIGH- IMPACT CV APPROACH

7

## Tell the truth

---

Never tell blatant lies on your CV as many companies will check the facts. And if they don't, it's likely you'll get caught out at the interview stage instead or even fired later if you manage to secure the placement.

8

## Include compelling facts

---

Back up your achievements with numbers. When writing your work history, don't just tell the recruiter you increased sales; tell them you increased sales by 70% over a six-month period.

# BUZZ WORDS

Your CV needs to **stand out from the crowd**. It must **grab the attention of the employer or recruiter and get you first on the** shortlist of candidates to interview.

In an increasingly competitive job seeker market, your CV needs to be **easily found by potential employers** on page 1 of their list rather than page 10 of candidates found. Your CV needs to have an impact, pop up on a system and be easily scanned by the eye.

**Use keywords** that are 'searchable', i.e. used by recruiters to find your CV if you have registered on a job board database or if it is stored on a company applicant tracking system.

Below are some buzzwords and variations you could include:

# BUZZ WORDS

<b>Teamwork</b>	Advised, co-operated, counselled, facilitated, guided, managed, negotiated, participated, presented, and supervised
<b>Problem-solving</b>	Implemented, Improved, instigated, interpreted, initiated, inspired, introduced, investigated, accounted for, resolved, executed
<b>Taking the initiative</b>	Created, designed, developed, devised, directed, established, formulated, innovated, motivated, negotiated, organised, led, innovated, instigated
<b>Coping with change</b>	Conscientious, consistent, controlled, coped, dealt with, efficient, managed, performed, meticulous, participated
<b>Achievements</b>	Accomplished, achieved, co-ordinated, created, developed, formulated, revitalised, recommended

# HOBBIES & SKILLS

















Look carefully at the job description, pick out the explicit and implicit skills needed for the role, and then think carefully about examples of when you've used and developed these skills.

Take **examples from school, college/university, and extracurricular activities** (e.g., school magazine committee, Form Captain, mentoring younger students, Duke of Edinburgh, clubs and societies.), your personal life (e.g. being part of a sports team, organising events or trips.) and in your community (e.g., volunteering, public speaking, writing blogs, managing social media for organisations).

**Highlight your skills across your CV**, particularly in the 'Work Experience' and 'Skills, Achievements and Hobbies/Interests' sections. Hobbies and interests are good because **employers are always interested in your other skills outside of work/academics** and how they might positively impact the work environment!

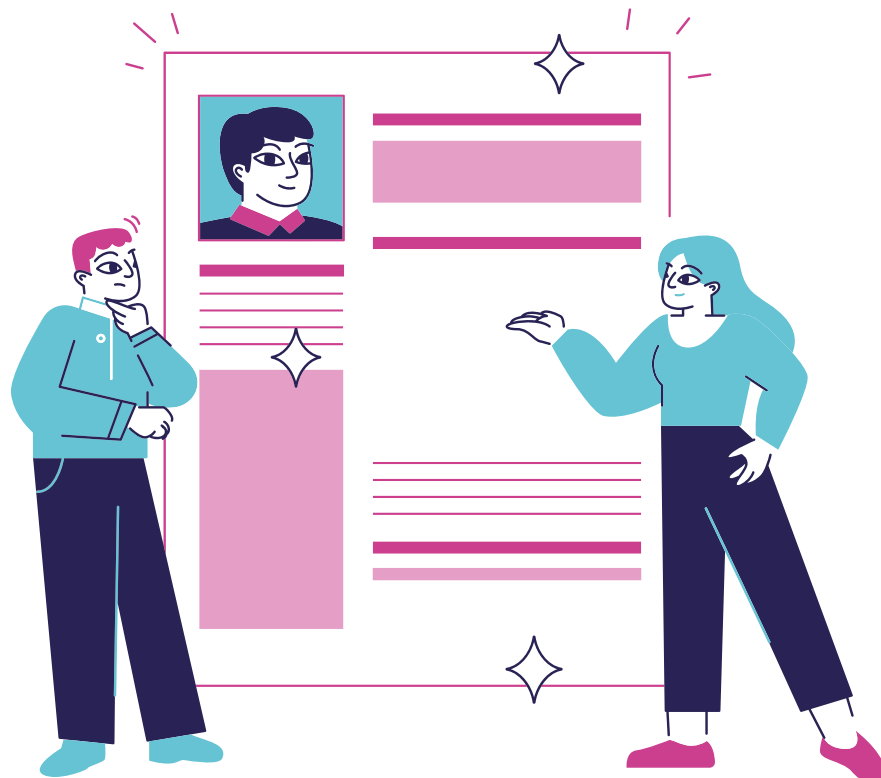
Critical skills from hobbies could include communication, computer skills, problem-solving, being a good team player, or even speaking a foreign language and coding. For example, Gardening can imply creativity, discipline, perseverance, precision, attention to detail, flexibility, and management skills.

# HOBBIES & SKILLS

<b>Art/photography</b> 	Creativity, eye for detail, techniques, passion, patience, idea development	<b>Pet Ownership</b> 	Dedication, responsibility, care, patience, time-management
<b>Comedy</b> 	Initiative, Resilience, creativity, idea development, humour, confidence	<b>Puzzles</b> 	Strategy, logic, determination, analytical, problem solving, perseverance
<b>Cooking</b> 	Creativity, attention to detail, patience, self-expression, multitasking, fast-paced decision making	<b>Reading</b> 	Imagination, empathy, creativity, attentiveness
<b>Dance</b> 	Creativity, self-awareness, presentation skills, dedication, resilience, teamwork, communication skills, creativity	<b>Scouts/Guides</b> 	Initiative, teambuilding, confidence, leadership, communication skills, problem-solving
<b>Drama</b> 	Confidence, self-awareness, presentation skills, dedication, resilience, teamwork, communication skills, creativity	<b>Social Media</b> 	Presentation skills, audience awareness, self-awareness, interpersonal skills
<b>Gaming</b> 	Communication skills, analytical, resourcefulness, adaptability, technical skills, problem solving	<b>Socialising</b> 	Communication skills, interpersonal skills, planning, rapport building
<b>Make up, beauty, fashion</b> 	Creativity, follow trends, research, techniques, interpersonal skills, confidence, attention to detail	<b>Sports/fitness</b> 	Motivation, communication, passion, dedication, teamwork, leadership, time-management, competitiveness
<b>Music</b> 	Dedication, creativity, teamwork (if in a band/orchestra), perseverance, memory, listening, collaboration, confidence	<b>Volunteering</b> 	Motivation, passion, dedication, communication, interpersonal skills, networking, sense of community, empathy

# CV TOP TIPS

- 1 **Structure and formatting** is just as important as content
- 2 **Key skills** will make you stand out, especially if you tailor them for the job role
- 3 **Active verbs** are more impactful than using the pronoun 'I'
- 4 **An eye for detail** is crucial to avoid spelling and grammar errors
- 5 **Include examples** to prove your abilities and skills





# WRITING A COVER LETTER

Employers ask for a cover letter to find out why you are interested in a position, and it is an opportunity for you to tell them what skills you have to offer them. It is also a way for them to find out how you communicate in writing.

A cover letter is your opportunity to sell yourself to the employer and elaborate on your CV. Make sure that you highlight the skills and experiences that are most relevant to the vacancy. This will greatly increase your chances of being invited for an interview.

# COVER LETTERS

## The basics

- 1 page max, 4-5 paragraphs long
- Font colour – black
- Font size – 10-12
- Font style – Arial, Calibri
- Structure like a real letter – company name and address if you have this information.
- Date
- Reference code or title of role
- Use the right language and tone - keep it professional.
- Top and tail: Dear...Yours faithfully

**Use the same lettering style and size as you did for your CV, so it looks consistent!**



# COVER LETTERS

## The basics

### 1st Paragraph

Include an opening statement setting out why you're writing the letter. State vacancy you're applying for and where you saw the advert.

Address the person by their full name, e.g.

Dear Sue Jones - If you don't know the name of the person: To whom it may concern OR Dear Sir/Madam.

- Addressing the recruiter/contact by name can show that you have done your research about the company and the role



# COVER LETTERS

## The basics

### 2nd Paragraph

Discuss why you're suitable for the job, what attracted you to this type of work and the company, and why you are interested in the role.

Show you have researched the job and the company and provide relevant examples of your skills and experience. Make sure you demonstrate how this matches what they are looking for!

- Ensure you are not overly friendly or casual in your writing – jokes/puns will not translate well on paper and take away from the professional tone.

# COVER LETTERS

## The basics

### 3rd Paragraph

Highlight any relevant experience and show how your skills match the specific requirements of the job description.

It is evident to a recruiter when an applicant has written a cover letter that is the same one they send to every company. By tailoring your cover letter specifically for each role and using keywords from the job advert, you will stand out from other applicants!

- Do not focus too much on what the company can do for you. Remember why you are a great fit and what you would bring.
- If you can change a few details in your cover letter (e.g., company name/job role) and use the same cover letter to apply for another role, your cover letter is not specific enough!

# COVER LETTERS

## The basics

### 4th Paragraph

Use this closing paragraph to round up your letter and reiterate your interest in and suitability for the vacancy.

The final Paragraph is the time to gather all the information. Be sure to thank the employer for considering your application and state that you look forward to hearing from them.

To sign off the letter:

- If you know the name of the person you are addressing: 'Yours sincerely.'
- If you do not have the name of the person you are addressing: 'Yours faithfully.'
- Type your name at the bottom of the letter.



# CV AND COVER LETTER ACTIVITY

In small groups, review the provided CVs and cover letters.

Please answer the following questions while you review:

- Please rank the CVs and cover letters from best to worst.
- Which CV/cover letter is the strongest and why?
- Which CV/cover letter is the weakest and why?
- Discuss whether the CVs and Cover Letters are specific enough to the job descriptions?

## **Job Description 1:**

Job Title: Finance Intern

Company: Yellowstone Ltd.

Yellowstone Ltd. is a financial asset management company that provides investment solutions to a wide range of clients. The company offers various investment vehicles, such as mutual funds, exchange-traded funds (ETFs), and separately managed accounts. Yellowstone's investment strategies are designed to achieve long-term returns through a diversified portfolio of assets. The company's investment process involves extensive research, risk management, and disciplined investment decisions. Our goal is to provide superior investment performance and exceptional client service.

Yellowstone Ltd is looking for a Finance Intern to join our finance team. The intern will work under the supervision of the finance manager and assist in daily finance operations. The successful candidate will be responsible for supporting the finance team in various tasks, such as financial analysis, reporting, and accounting.

### **Responsibilities:**

- Assist in financial analysis and reporting
- Help in maintaining financial records and ensure accuracy of data
- Participate in the preparation of financial reports and presentations
- Assist in account reconciliations and data entry
- Support the finance team in various ad-hoc projects and initiatives
- Provide administrative support to the finance department

### **Requirements:**

- Currently pursuing or recently graduated with a bachelor's degree in finance or accounting
- Strong analytical and problem-solving skills
- Proficiency in Microsoft Office, especially Excel
- Excellent communication and interpersonal skills
- Detail-oriented and able to work independently
- Prior internship or work experience in finance or accounting is preferred but not required.

Please indicate the days of the week you are available to work in your application.

This is an excellent opportunity to gain practical experience in finance and accounting. The internship will last for a period of six months with the possibility of extension based on performance. The intern will receive a stipend and will work 20-30 hours per week.

## **Job Description 2:**

Job Title: Junior Children's Gaming App Developer - Work Experience

Company: Zanny

### **Job Description:**

Zanny is a new tech company that is focused on child development through gaming. We are passionate about creating games that are not only fun but also educational. Our goal is to provide a safe and engaging environment for children to learn and grow. We believe that games can be a powerful tool for learning and development, and we want to harness that power to create a positive impact on children's lives. At Zanny, we are committed to pushing the boundaries of what's possible in children's game development, and we're excited to make a meaningful contribution to the industry.

Zanny is seeking a Junior Children's Gaming App Developer to join our team for a short time. As a Junior Developer WEX, you will work closely with our experienced developers to gain hands-on experience in designing, developing, and maintaining mobile gaming applications for iOS and Android platforms.

### **Responsibilities:**

- Collaborate with the design team to create engaging and interactive game concepts
- Learn to develop game mechanics and logic using Unity or other game engines
- Assist with implementing sound effects and music
- Learn to optimise games for performance and memory usage
- Create and maintain code documentation
- Stay up to date with the latest mobile gaming trends and technologies
- Participate in code reviews and provide constructive feedback to team members

### **Requirements:**

- Strong passion for game development and creating fun, educational experiences for children
- Basic understanding of programming concepts and familiarity with programming languages (e.g., C#)
- Experience with Unity or other game engines is a plus but not required
- Strong communication and teamwork skills

If you're looking for an opportunity to gain valuable experience in the game development industry and have a passion for creating games that inspire and educate children, then we encourage you to apply for this work experience programme. We're looking for someone who is eager to learn and grow with our team!

# NATHAN RODRIGUEZ

## CONTACT

0121 496 0987

rodriguez123@email.com

## PROFILE

To obtain an position in the tech industry where I can utilize and grow my skills in software development and game design. My passion for child development and creating engaging educational content motivates me to seek a position at a company like Zanny that is committed to fostering child development through technology. I am excited to work collaboratively on projects and to learn new skills from experienced professionals in the field.

## SKILLS

- EXPERIENCE WITH C# AND JAVA
- FAMILIARITY WITH IOS AND ANDROID PLATFORMS
- COLLABORATIVE WORKER

## EDUCATION

### A-Levels

2020 - 2022

A-Levels in Computer Science, Maths, Economics

### Codecademy

2022 - 2022

Introduction to Python Programming

Learn Java: Introduction

Learn HTML

## EXPERIENCE

### Sales Assistant, Boots

2021 – Present

- Greet and assist customers in a friendly and professional manner
- Ensure merchandise is stocked and fronted on shelves
- Maintain a clean and organized store environment

### Development Volunteer, Community Charity

2021 – Present

- Developed interactive games for children to play during charity events and fundraisers
- Collaborated with charity staff to redesign company website: [www.charitywebsite.com](http://www.charitywebsite.com)

### Brokerage Advanced Candidate

2020 - Present

An organisation set up to help improve social mobility within financial, professional and related services. I have attended insight days and employability skills workshops to help me apply for paid internships and apprenticeships with investment banks.

- Participated in mentoring programme with meta
- Attended 'Excel 101 Masterclass' hosted by IQW Insurance
- Attended The Brokerage Bootcamp focussed on interview skills and business communication



**Nathan Rodriguez**  
0121 496 0987  
[rodriguez123@email.com](mailto:rodriguez123@email.com)  
London, UK

Dear Hiring Manager,

I am excited to apply for the Junior Children's Gaming App Developer position at Zanny. As a young student who is deeply passionate about computer science, I am eager to gain experience in game development. I am confident that I have the skills and passion necessary to excel in this role.

As an individual who is passionate about supporting the development of others using tech and creating engaging content, I am particularly drawn to the organisation's mission. I am eager to be a part of a company that is committed to fostering creative development through technology, and I believe my skills and experience would make me a valuable addition to the team.

My experience as a volunteer in development at Community Charity, as well as my time spent attending Brokerage events to expand my knowledge, have equipped me with a strong foundation in programming, career readiness and practical skills. I have experience working collaboratively on projects through my work at Community Charity.

I am eager to learn new skills and work with experienced professionals in the field to create high-quality educational games that engage and excite children. I believe my passion, creativity, and dedication would make me a great fit for the team and I am excited about the opportunity to contribute to the team's success.

Thank you for considering my application. I look forward to the opportunity to discuss my qualifications further and learn more about the organisation.

Sincerely,  
Nathan Rodriguez

# Daniel Waters

07712345678 | [danielwaters@email.com](mailto:danielwaters@email.com) | London, UK

## Experience

---

Jan 2023 - Present

Organisational Development Intern  
Uplift

- Conducted research and analysis on a range of topics
- Participate in meetings and other forums to gain exposure to different aspects of the organisation
- Build relationships with colleagues and stakeholders to gain a deeper understanding of the organisation and its culture, and be positioned for future opportunities within the company

Aug 2022 - Sept 2022

Work Experience  
Baseline Assets

- Created and edited presentation materials such as pitchbooks, client presentations, and deal memos
- Participated in training sessions and other learning opportunities to deepen understanding of investment banking, financial markets, and related topics
- Build relationships with other interns, analysts, and bankers to expand network and gain insight into career paths within the industry

## Additional Qualifications

---

March 2019 - present

Brokerage Candidate  
Events attended:

- Insider Careers Conference hosted by Deutsche Bank
- Deutsche Bank Mico-Mentoring Programme
- A Day in the Life of an Investment Manager with Peel Hunt
- Finance Careers Panel with BMO, Peel Hunt, and [Ninety One](#)

## Education

---

Aug 2019 - March 2023

Economics, BSc (2:1)  
King's College London

Sept 2016 - Jan 2018

A - Levels:

- Economics A
- Maths A\*
- English B

## Daniel Waters

07712345678 | [danielwaters@email.com](mailto:danielwaters@email.com) | London, UK

Attn: Hiring Manager  
Yellowstone LTD.  
123 Beak St.  
London, W1F 9SF

Dear Hiring Manager,

I wish to apply for the Finance Intern role currently being advertised on the organisation's careers and opportunities page. Please find enclosed my CV for your consideration.

As you can see from my attached CV, I have recently completed a three-year degree in Economics at King's College London, attaining a 2:1, and I believe the knowledge and skills built up during this time make me the perfect candidate for the role.

The position particularly interests me because of my passion for innovative industries. During my course, I studied topics such as Econometrics, Accounting & Finance and International Economics, and the mathematical and modelling skills learned from these modules have given me an excellent foundation for building a career.

Aside from my degree, I have built upon my interest in this field in several ways. Recently I have completed my dissertation on architectures for data-intensive analytics, which allowed me to put my theory for the subject into practice. Further, I have also started an online coding and analytics course, which has given me a much more rounded view on the subject.

I am confident that I can bring this level of expertise with me to your organisation and help Yellowstone LTD.s build upon their reputation as a prominent name in the UK. Add to this my passion and enthusiasm for analytics and innovation, I believe my contribution will have an immediate impact on the business.

Thank you for your time and consideration. I look forward to meeting with you to discuss my application further.

Yours sincerely,  
Daniel Waters

# Tanisha Billings

## Contact

London, UK  
07723945476  
Billings.T@email.co.uk

## Objective

I am seeking a role in an organisation that will provide me the opportunity to launch my career and develop a valuable skill set. I am seeking a role that is both challenging and fun that allows me to interact with other while allowing me to pursue my passion.

## Education

A-Levels  
Maths  
History  
Biology

## Experience

*March 2020 – May 2020*

Finance Intern • Dough Enterprises

- Support the design and implementation of programs and interventions to address identified needs
- Participated in month-end closing activities, including account reconciliations and journal entries
- Assisted with budgeting and forecasting process

*March 2020 – April 2020*

Support Volunteer • The Collaborative

- Collaborate with cross-functional teams to drive alignment and engagement around initiatives and build support for change
- Conduct research and analysis on a range of topics and report back to team on findings

## References

[Available upon request.]

# Tanisha Billings

## Contact

London, UK  
07723945476

[Billings.T@email.co.uk](mailto:Billings.T@email.co.uk)

Tom Gates  
Recruitment Manager  
Yellowstone Ltd.  
1542 North Park Road  
London, N18 0GH

## Dear Tom Gates

I am writing regarding the vacancy for the consultancy internship, as advertised on the Yellowstone LTD job board. Please find my CV attached.

I am drawn to this role as I am keen to contribute to the company's mission of providing superior investment performance and exceptional client service. Moreover, I am pleased to see that your company values diversity, equity, and inclusion, and this aligns with my personal values as well.

I am pursuing an education in Finance, and I have completed several courses in accounting, financial analysis, and investment management. My coursework has equipped me with the necessary knowledge and skills to support a team focused on finance and various tasks, such as financial analysis, reporting, and accounting. In addition, my prior internship experience in finance has given me a strong foundation in this field.

As my CV describes, I would like to pursue a degree in Finance and Economics with modules focused on sustainable finance. My studies have imparted the groundwork of knowledge and analytical skills crucial for a career in this field. I also have three years of work experience at The Collaborative, which has imparted great team working skills.

Thank you for considering my application. I look forward to the opportunity to discuss the programme further in an interview.

Sincerely,

Tanisha Billings

# **WORKSHOP PERSONAL BRANDING & INTERVIEW SKILLS**





# PERSONAL BRANDING

## Online profile

Does your social media reflect your personal brand?

A survey conducted by The Harris Poll and Career Builder found that:



**'Seven in ten employers (70 per cent) use social networking sites to research job candidates during the hiring process'.**



**'50 per cent of employers who use social networking sites to research potential job candidates look to see if the candidate has a professional online persona'.**



**'One-third of employers use social media to recruit'**

# INTERVIEW SKILLS

## Preparing for an interview

The majority of interview questions are likely to ask for examples that demonstrate the skills and experience required for the job (competency-based questions), scenario questions based on the responsibilities of the job, or questions that relate to your motivations and values (strengths-based questions). Reading the job description carefully will help you to answer the questions you are given.

## Different types of interviews:

- Competency
- Strength-based
- Scenario
- Technical





# INTERVIEW SKILLS

## A clear and consistent identity

Ask yourself the following questions to help you develop a clear and consistent identity. Being clear about who you are is a marker of a strong personal brand.

- What are you genuinely passionate about? / What is genuinely essential to you?
- Where do you see yourself in 5 years?
- What contribution would you like to make to the world?

### Competency Based Questions

---

In most interviews you will be asked competency questions; questions that relate directly to your key skills.

- Tell me about a time you have worked in a team.
- Tell me about a time your communication skills have improved a situation.

### Strengths Based Questions

---

Many graduate recruiters are now asking strength-based questions; questions that relate directly to your motivations and values.

- Describe a successful day.
- When do you feel most like yourself?
- What are you good at?
- What do you find is always left until last/never gets done on your To Do list?

# INTERVIEW

# SKILLS

## Sample Questions

### **Competency Based Question**

---

Can you give an example of a task that required you to use communication skills?

### **Competency Based Question**

---

Can you tell us about a time that you have had to meet a deadline and how you achieved it?

### **Scenario Example**

---

If a client called in with an urgent enquiry and the person they wanted to speak to was not available, what steps would you take?

### **Scenario Example**

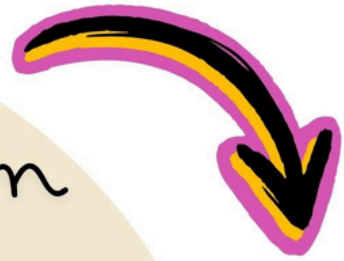
---

If you have 3 deadlines that fall on the same day; one for an Adviser, one for a client and one for your manager, how would you prioritise these deadlines?

# INTERVIEW SKILLS BE A STAR



**S**ituation



**T**ask



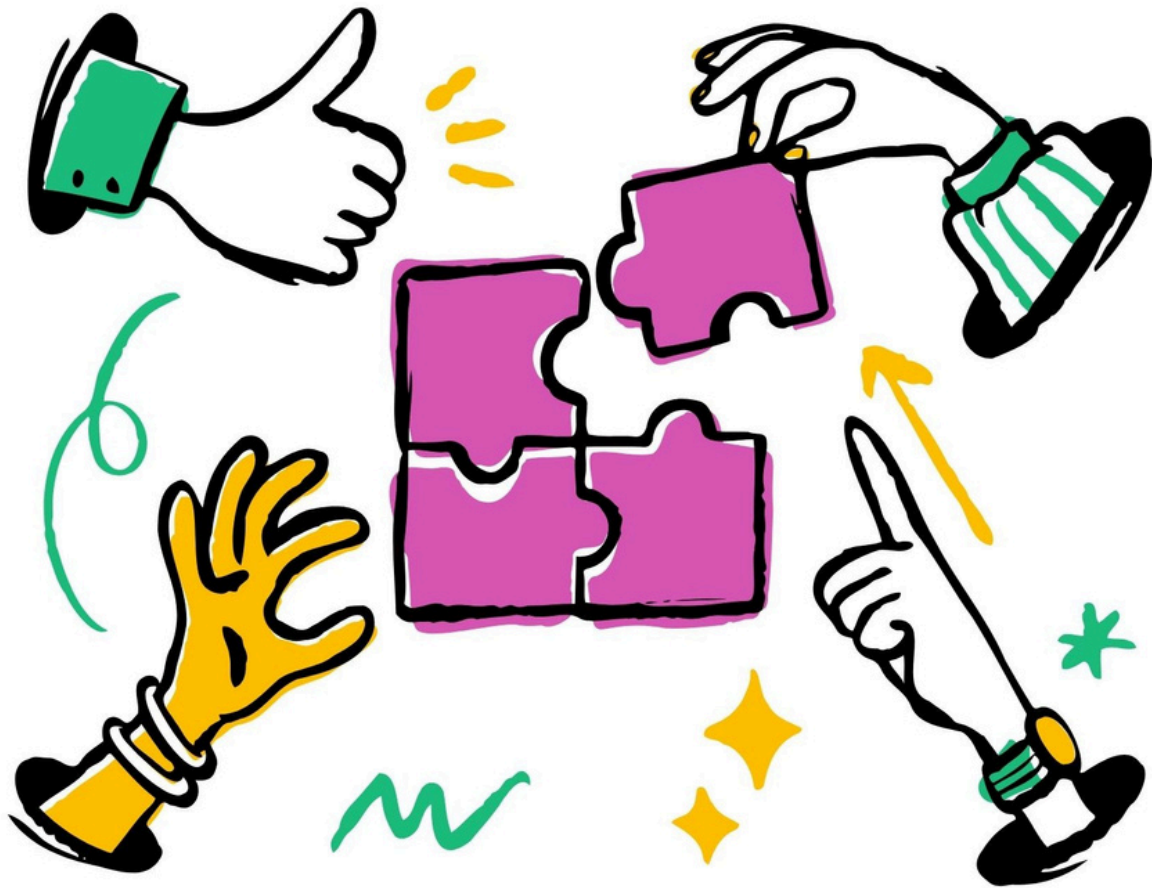
**A**ction



**R**esult



# INTERVIEW SKILLS BE A STAR



## SITUATION

Last Summer I was Team Leader for  
National Citizen Service

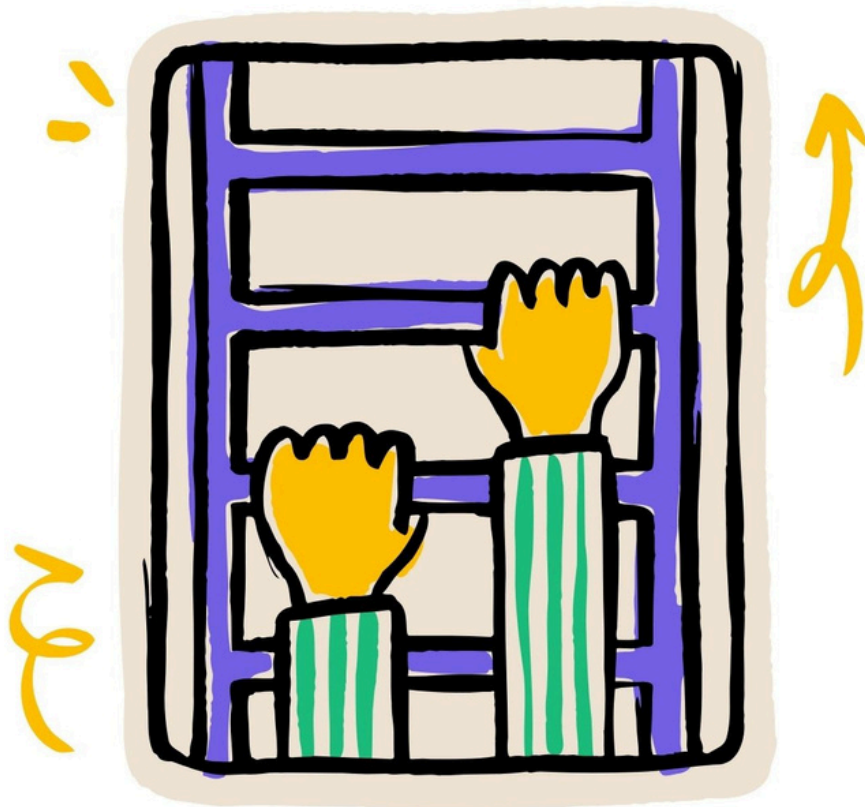
# INTERVIEW SKILLS BE A STAR



## TASK

As part of the programme we were tasked with planning a social action project over the course of the summer.

# INTERVIEW SKILLS BE A STAR



## ACTION

I made myself responsible for keeping the team to deadlines, conducting team briefings, mentoring students, and being a leader that drives team spirit.

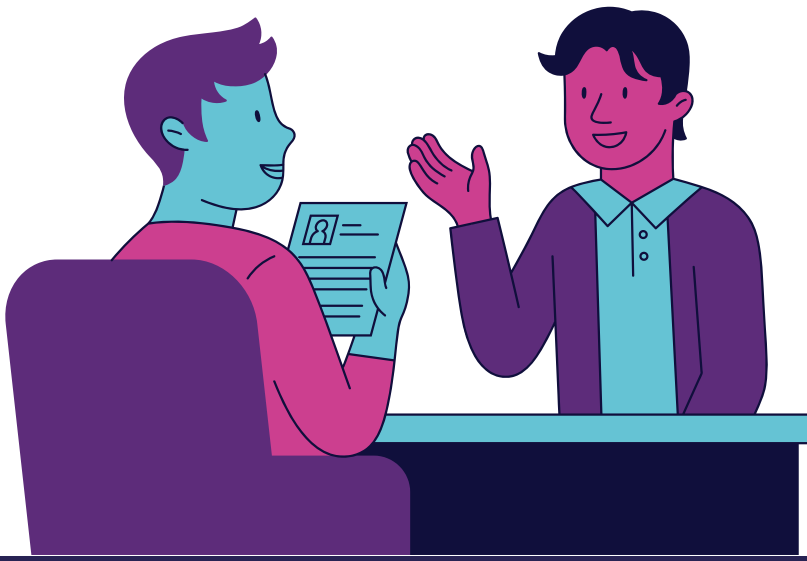
# **INTERVIEW SKILLS BE A STAR**



## **RESULT**

**My leadership skills resulted in the team completing afternoon games for a care home to prevent loneliness. I was commended by the Programme Manager for proving to be a successful leader.**





# MOCK INTERVIEWS

Volunteers will be your interviewers. They will ask questions and provide you with constructive feedback after each interview.

Students will be interviewees and should use the **STAR technique** to answer questions: describe the Situation, Task, Action, and Result.

**This is just a learning experience aimed at improving your interview skills, so don't worry too much and try your best!**



# LUNCH ACTIVITY



# CARD COLLECTION

All volunteers have been given coloured cards. Please speak to volunteers to collect the cards. The candidate with the most cards and in all colours wins.

If you have any questions about the activity, please ask a Brokerage Staff member.

Good Luck!



# CARD COLLECTION



## Questions to get the conversation started!

- What is your role?
- What are the key skills you need for your role?
- How has your career changed since you finished school?
- How long have you been working here?
- What was your first job?
- Why did you choose this sector?
- What do you like and dislike about your job?
- What qualifications do you need to do your job?
- Do you get to travel with your job?
- Do you get any perks / benefits?
- Did you know what you wanted to do when you were my age?
- Is this what you would like to be doing in future?
- What are your co-workers like? Do you manage anyone?
- Work / Life balance?
- What would be your one biggest tip for me doing an internship this summer?

# **WORKSHOP BUSINESS CASE STUDY**





# ASSESSMENT CENTRES

Assessment centres assess your suitability for the role through various tasks and activities, allowing employers to test skills that aren't necessarily demonstrable in a traditional interview. They could vary in terms of activity and timings. It is often the final stage of the selection process. Employers will review the candidates' performance during the assessment centre and consider all aspects before deciding.

## **What happens at an assessment centre?**

Assessment centres usually involve a combination of individual and group tasks. Some tasks might mirror the job, while others focus on the employers' desired competencies or behavioural characteristics.

# ASSESSMENT CENTRES

## Types of tasks

Case study exercises can be completed as an individual task or as a group. You will usually be provided with some information about a work-related scenario and invited to examine the evidence before presenting your findings and solutions.

Group discussions are a key part of the day. This activity is used to see your communication and problem solving skills in action and to ensure you can work effectively in a team. The activity could involve discussing a particular issue, constructing something or analysing a case study and presenting your findings as a team.

Ice-breaker exercises are intended to help groups of people to get to know each other better. They are often used as a warm-up activity for a group that will later be working on group tasks together.

# ASSESSMENT CENTRES

## Types of tasks

Social events can also be lunch, tea breaks and a social event at the end of the assessment centre. It is advisable that your questions focus on the industry and employer. Do chat to other candidates as this will show your confidence in meeting new people.

In-tray exercises test your ability to deal with a real work scenario with requests, demands on your time and information overload. Items normally found in this activity include phone messages, memos, letters, documents, reports and emails. You must then put them in a list of priority for action and then explain what type of action is required.

Presentations will either be required in a group or individually. You will be asked to present on a case study or on a group discussion or a particular topic. It is best to practise for a presentation even if you do not know the topic.

# ASSESSMENT CENTRES

## How will I be assessed?

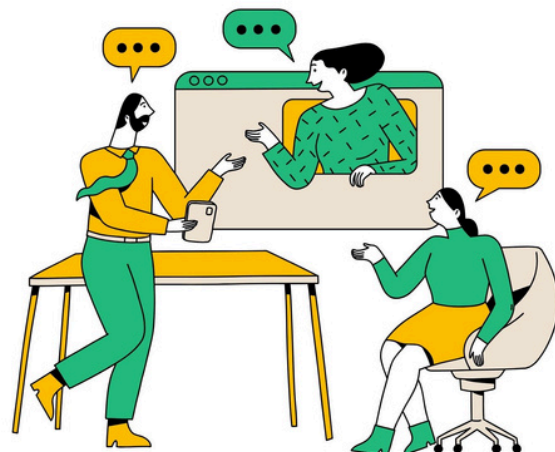
Organisations will assess you against job competencies but will also make sure you fit in well with them.

An assessment centre enables you to show your personality and if you do not do well at one activity, there will be opportunities to perform well in another.

## Key skills employers look for:

- Communication
- Leadership
- Time management

TIME FOR  
**COMMUNICATION**





# ASSESSMENT CENTRES

## Top Tips

### Before

- **Prepare** for the assessment centre.
- You might not have all the details but prepare for the interview, **practice** psychometric tests and ensure you have researched the company.
- **Dress smartly** but comfortably as you will be there for a long period of time.
- Demonstrate effective **time management** by arriving 15 minutes before and know who you need to ask for at reception.



# ASSESSMENT CENTRES

## During

- You are not in direct competition with the other candidates so **there is no need to compete**, challenge or disagree with the other candidates.
- You will need to perform at a high standard. It is more important to **show your personality and skills** than win. There is no winner.
- When doing any activities ensure you **keep track of time**.
- **Build rapport** with people in the room but ensure you maintain your professionalism at all times.
- **Draw others into the conversation** while doing the group discussions.
- Focus on why **you are unique** and what you can add to the company.
- **Don't dwell on any mistakes**, there will be other opportunities to perform well.
- Try to **relax** and enjoy yourself!

# ASSESSMENT CENTRES

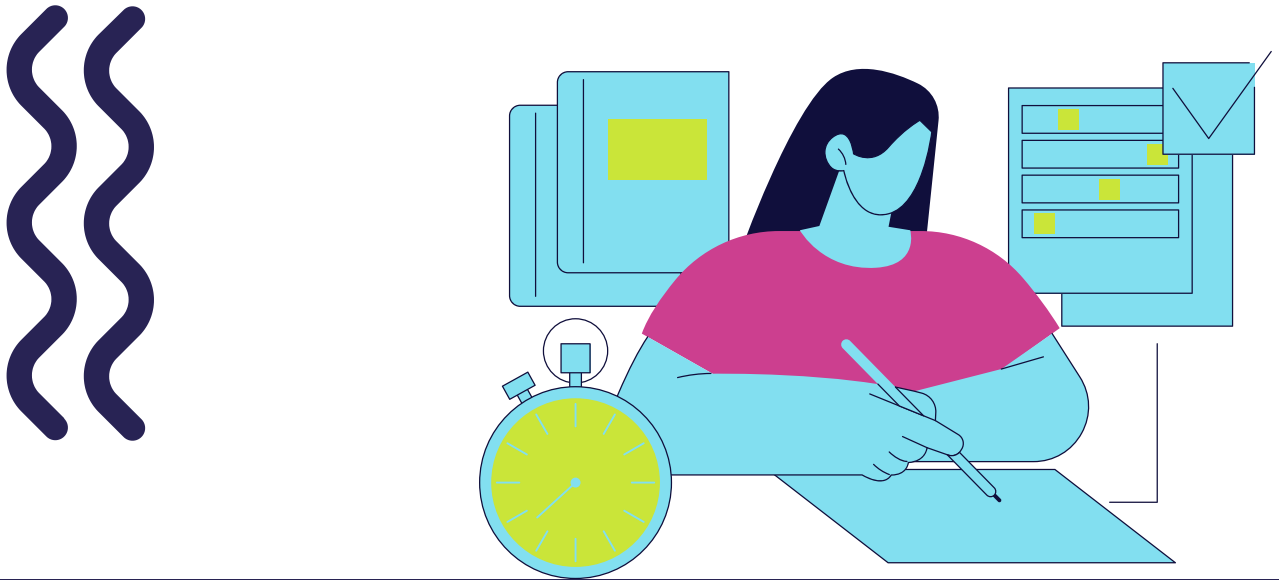
## After

- Ask for **feedback**.
- You don't have to say 'yes' if you are successful, ask for time to think about it and talk to your friends, a mentor, The Brokerage.
- If you are not successful, **don't give up!**

## Remember it is a numbers game.

Assessment centres are designed to be deliberately challenging and are very competitive. You may have to complete many assessment centres before you are successful – think of each one as practice for the next and stay resilient!





# CASE STUDY ACTIVITY

**You will work on a case study in small groups.**

First, read through the document together, then answer the questions as a team.

Create a short presentation to share your findings with the larger group.

Volunteers will support you and act as mock assessors, observing your teamwork and providing feedback on your presentation.

# CASE STUDY: KELLOGG

## Introduction

Research shows that children benefit from eating a healthy breakfast before the start of the school day. However, too often, children have no breakfast at all or eat chocolate or crisps and a fizzy drink on their way to school.

This case study examines how Kellogg's devised a plan to communicate the importance of breakfast to selected target audiences through a multi-platform campaign. This was in support of its 'Help give a child a breakfast' campaign launched in October 2011.

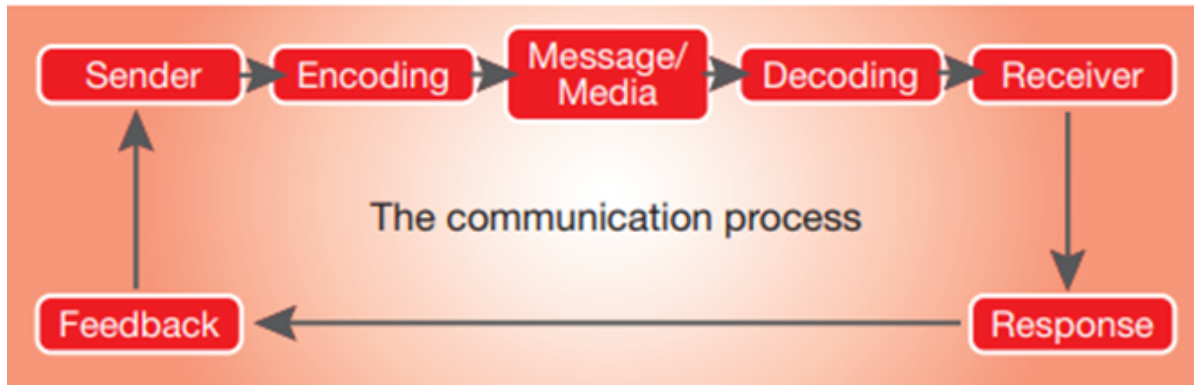
Kellogg's is the world's leading producer of cereals. Its products are manufactured in 18 countries and sold in more than 180 countries. Kellogg's produces some of the world's most easily recognisable brands such as Kellogg's Corn Flakes, Coco Pops and Rice Krispies. For more than 100 years, Kellogg's has been a leader in health and nutrition through providing consumers with a wide variety of food products.

Kellogg's has been active in supporting breakfast clubs in schools for many years, working with the education charity ContinYou, the experts on breakfast clubs. Breakfast clubs provide a healthy meal in a safe and friendly environment at the start of the day. They also offer a great opportunity for kids to play, learn and socialise with classmates.

Since 1998, this partnership has set up 500 breakfast clubs in schools across the UK. Interested schools have been supported with training on starting a club and received a start-up grant from Kellogg's. According to research by Kellogg's, many schools have run into trouble with funding their breakfast club due to recent budget cuts by the UK government. Kellogg's responded by putting a team together to create a communications plan highlighting the importance of breakfast clubs to parents, schools, the UK government and the public.

### **Writing Communication Plan**

The communication process involves transmitting information from a sender to a receiver. However, effective communication needs to make sure that the message has been received and also clearly understood. This is relevant whether the communication is internal or external.



The message needs to be sent in a way that will appeal to and be understood easily by the target receiver or audience. This involves selecting an appropriate format or channel to deliver the message.

Examples of media that may be used include a leaflet, a television advert and a personal letter. The feedback part of the process is vital as this is how the sender knows if the message has been received correctly. Communication barriers (known as 'noise') need to be eliminated or reduced for the message to be effective.

Noise is anything that might distort the message or prevent the receiver getting or understanding the message. For example, noise might include using language or jargon that the receiver will not understand or using a channel such as email or the internet when the receiver does not have a computer.

A communications plan uses the same principles of tailoring the message and the delivery channel for a target audience. A communications plan also sets out the overall objectives to be achieved and how these will be measured.

Businesses engage in both internal and external communication. Internal communication may involve transmitting messages to shareholders, senior managers, other employees or contractors.

Communication externally may be to a range of stakeholders including customers, suppliers, the media, government or the wider public. In each case, the nature of the message and the format used may be tailored to suit the audience. An effective internal communications plan can help to give clear direction within the organisation and improve employee motivation. Externally, it can even change public opinion.





## **Background and purpose**

Research commissioned by Kellogg's showed that as many as 1 in 7 children in the UK do not eat breakfast and that up to 25% eat crisps, chocolate or fast food on the way to school. In addition, 1 in every 8 (around 3,000) breakfast clubs in the UK have closed due to government budget cuts and up to 45% of remaining clubs were at risk of closure.

Research with teachers showed that the majority believe that the lack of breakfast opportunities would lead to poorer academic results and worsening behaviour in schools. The purpose of the Kellogg's campaign was to show its commitment to breakfast clubs in schools in the UK. The important messages that the campaign was aiming to get across were that:

- breakfast is important for people of all ages especially young people
- breakfast clubs positively impact on children's behaviour, attendance and ability to concentrate in morning lessons
- Kellogg's has supported breakfast clubs since 1998
- by buying Kellogg's Corn Flakes you are helping to feed children at breakfast clubs.

Kellogg's faced potential noise for its messages from different sources. At the time, the government spending review was high in the press, which could have resulted in Kellogg's story being overlooked. In addition, other food companies also support breakfast clubs which could have led to confusion or dilution of its messages.

It also needs to be made clear that this was not a marketing effort to promote Kellogg's brands but a part of the company's long-standing Corporate Responsibility programme. Corporate Responsibility involves understanding the business's impact on the wider community and working to make that impact positive. Kellogg's has supported breakfast clubs in schools and local communities for 14 years and has invested over £1.5 million.

### **Fitting the message to the audience**

The Kellogg's Breakfast Club campaign had several key objectives which depended on promoting the right messages to different audiences. Key aspects of the campaign were not only to get messages across about the benefits of breakfast and breakfast clubs, but also to raise funds for the clubs through the sale of Kellogg's products and to make schools aware of the available funding from Kellogg's to support their breakfast clubs.

In order to achieve these objectives, Kellogg’s devised a communication plan for internal and external stakeholders. The main internal stakeholders being targeted were Kellogg’s employees. They were encouraged to get involved through information posted on the company intranet (internal communication). Employees were also invited to attend a breakfast club in the atrium of the Kellogg’s building with two local primary schools and then visit breakfast clubs that received funding from Kellogg’s.

Objective	Target audience
Develop greater understanding of the impact of Kellogg’s long-term support of breakfast clubs as part of its Corporate Responsibility programme	Shareholders, employees, customers, national media, wider public, government, others
Change or increase public awareness of the impact of breakfast club closures	Shareholders, employees, consumers, national media, wider public, government, others
Raise additional funding for breakfast clubs by attracting consumers to support the initiative through donations made from the purchase of Kellogg’s Corn Flakes	Consumers
Improve public perception of the company	Consumers, the wider public and key opinion formers
Motivate employees by involving them in the initiative	Employees

However, the campaign was primarily designed for the needs of external audiences. These included:

- Schools – to alert them to the Kellogg’s grants available, inviting them to apply for funding.
- The media – to generate excitement and press interest about the campaign and to increase public awareness of the issues involved.

- Parents – to demonstrate Kellogg’s socially responsible stance and inform them how breakfast clubs could support their children.
- Members of Parliament (MPs) – asking them to encourage schools in their constituencies (i.e. the area that they had been voted to represent) to apply for funding.
- The public – to attract consumers to buy Kellogg’s products in order to generate additional funding for the breakfast club initiative.

### **Using the right medium**

In order to convey any message effectively to a targeted audience, the most suitable medium and channel needs to be used. For example, if a company wants to promote products with a mass market appeal to a wide audience, it might use well-scripted television advertising.

To advertise a job opportunity for a finance director of a company, a business might place an advertisement in the Financial Times (or other financial and business-related publications). Take, for example, the message that ‘Kellogg’s supports breakfast clubs’. How should Kellogg’s communicate this message to children and parents? Kellogg’s approach was to use a multiplatform campaign.

This is an approach which communicates over a range of media, rather than using just one, in order to reach many different audiences.

The various campaign communications involved a mixture of formal and informal communications. Formal communications are through approved channels and so might include, for example, a company policy document or a press release. Kellogg's formal communications included the letters sent to MPs.

In contrast, informal communication is more spontaneous and less structured, for example, a chat with colleagues over coffee. Informal communication can be very effective in a business as it has the advantage of being quicker and more direct.

Kellogg's face-to-face interactions at breakfast clubs and the briefing to mummy bloggers demonstrated a more informal approach to communication. The problem with informal communication is that it could result in rumours that can cause messages to be mistrusted or even convey inaccurate information.

Format/channel of communication	Campaign activities
Written communications	<ul style="list-style-type: none"> <li>• Letters were sent to MPs and to schools</li> <li>• Press releases were sent to television, radio and newspapers (as well as appearing on the Kellogg's website)</li> <li>• Information about the campaign was added to eight million boxes of Kellogg's Corn Flakes</li> <li>• Information for employees was communicated through internal briefings and posters displayed in the company's social areas e.g. reception and restaurant</li> </ul>
Television and radio advertising	<ul style="list-style-type: none"> <li>• Various visual (television) and audio (radio) advertisements were placed</li> <li>• The launch of the campaign featured on ITV's Daybreak programme</li> </ul>
Internet and social media	<ul style="list-style-type: none"> <li>• A dedicated website featured the campaign and included videos of a local breakfast club</li> <li>• A twibbon (a method of raising awareness through Twitter) was created so that people could show their support for the campaign on their twitter and facebook accounts</li> <li>• A media partnership was created with Netmums (a social networking site for parents offering advice, information of interest and a blog)</li> <li>• Messages were communicated through the company intranet</li> <li>• Kellogg's employees also received voicemail messages encouraging them to support the campaign</li> </ul>
Face-to-face	<ul style="list-style-type: none"> <li>• Kellogg's held a briefing day about the campaign with mummy bloggers</li> <li>• MPs were invited to attend their local breakfast clubs to award funding cheques</li> <li>• Kellogg's employees volunteered at their local breakfast club and joined a breakfast club held at a Kellogg's on-site launch</li> </ul>

## Conclusion

Breakfast clubs provide a healthy meal at the start of the day in a safe and friendly environment. They also provide a great opportunity for kids to play, learn and socialise with classmates. Kellogg's has long supported breakfast clubs and so planned a multi-platform approach to communicate key messages about the importance of breakfast and breakfast clubs to various audiences. The feedback to any communication is important to evaluate whether messages are reaching the target audience effectively. Kellogg's therefore carried out an evaluation of its campaign.



## **Highlights include:**

- The first six weeks of the campaign generated 73 press articles across a variety of media – including news coverage on ITV's Daybreak and news articles in The Observer and The Independent. All carried positive reactions to the messages and reached a potential audience of nine million people.
- Over 700 schools applied for funding and around 500 of these received a grant of up to £450 for their breakfast club.
- Kellogg's employees have attended 15 of those breakfast clubs with the local MP to see what difference the funding has made to the children.
- The money raised from the campaign will provide a million breakfasts by the end of 2012.

These results clearly indicate that Kellogg's has communicated its messages effectively. The time taken in planning the communications through a multi-platform approach worked in relation to each of the targeted audiences. As a food company that takes its responsibility for nutrition seriously, Kellogg's has maintained its commitment to write to and talk to key government officials to get the message over about the importance of breakfast for children. This highlights how effective communication is not just a one-off event but an ongoing cycle requiring evaluation and a response to feedback received.

## Questions:

- What are the key steps in the communication process?
- Explain two benefits of Kellogg's using its multi-platform campaign to communicate its messages.
- Choose two audiences of Kellogg's campaign shown in the case study and identify which media you think would be particularly effective for getting the messages across to them, explaining why.
- How far do you think the Kellogg's campaign will go in changing the press and public opinion about breakfast clubs? Justify your opinions.

Case Study Provided By:

The Times 100 Business Case Studies



# **NETWORKING** **AND CLOSE**



# THANK YOU

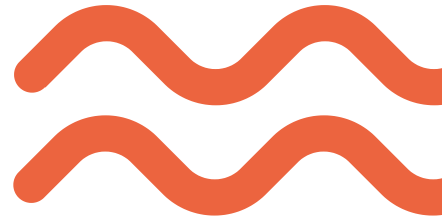
Thank you for attending the Insider Careers Conference! We hope you found the event insightful and beneficial in enhancing your employability skills.

We would greatly appreciate it if you could take a few minutes to complete a **feedback form** about the conference. Your input is invaluable in helping us improve future events.

Be sure to check The Hub for upcoming events, career opportunities and application resources.

Thank you for participating and we hope to see you again soon!

# MEET OUR PARTNERS



**A&O Shearman**

**Baringa**

**Bank of Montreal**

**Brewin Dolphin**

**CFC**

**Deutsche Bank**

**Fidelis**

**Fitch**

**HFW**

**IQUW**

**Liberty Specialty**

**Markets**

**Markel**

**Meta**

**Newton**

**Ninety One**

**Peel Hunt**

**Phaidon**

**Quilter**

**Reed Smith**

**RenRe**

**Riverstone**

**Stifel**

**St. Luke's**

**The Hartford**

**The Marketing Store**

**Tokio Marine Kiln**

**Tradeweb**

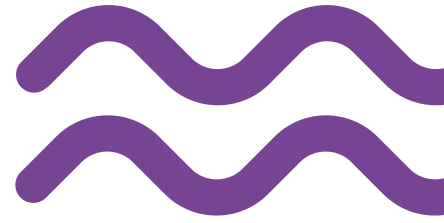
**Vanguard Asset**

**Management**

**Westfield Specialty**

**Wonderhood**

# MEET OUR TEAM



**Sarah Devonport**, Chief Executive Officer

**Aisha Lysejko**, Head of Service Delivery &  
Employer Engagement

**Tom Slatter**, Head of Insights & Impact

**Susheel Padda**, Head of Corporate  
Partnerships & Income Generation

**Jennifer Hien**, Head of Programmes

**Lydia Edwards**, Senior Partnerships Manager

**Matthew Thomson**, Partnerships Account  
Manager

**Shilpa Sharma**, Senior Programme Manager

**Joseph O'Malley**, Programme Coordinator &  
Facilitator

**Belinda Waiswa**, Senior Talent Manager

**Savannah Morgan-Fung**, Recruitment &

Delivery Administrator

**Tayler Kirk**, Senior Outreach & Engagement

Manager

**Eri Arakawa**, Senior Coordinator

**Laura McIntosh**, Delivery Administrator

**Emma Wallbank**, Marketing Manager

**Niha Miah**, Changemaker Programme Manager

**Chaneice Mistry**, Academy Programme

Manager





# CONTACT US



 **020 7628 9904**

 **admin@thebrokerage.org.uk**

 **[www.thebrokerage.org.uk](http://www.thebrokerage.org.uk)**