
Do Your Research

Tools: Yourself, Pen & Paper

Time: 30 minutes

Context: What does it mean to research yourself? This is your opportunity to get deeply curious about your career. To excavate for the treasures within your unique experience to date. Taking time to explore what you have to offer is how you will become an expert at sharing with others the value held within your skillset. This exercise is here for you to draw out all that you are, and what you have to offer, into succinct bullet points that you can then present within both your cover letter and CV. Both of which we will cover within this short course. Become fascinated by your journey to this point in your career and feel proud of your life experience to date as you collect it within the table below.

Instructions

Step 1: Take the time to research yourself. We begin with you: Who are you?

Start to jot down some of your unique life experiences and career milestones. What have you achieved? What are the wins in your career life so far?

Step 2: Now we research the company you are considering working for.

Get to know them as a business, what are their values and do they align with your own? Do you resonate with their viewpoints and voice?

Step 3: Finally research your potential boss. This might be the head of the department you are applying for a job within. Get to know who you might be working for.

Stay curious as you collect this information.

1. Research Yourself

Before you apply for a job it is vital that you get to know yourself in the context of your career. A good way to do this is to create a playlist of some of your wins and successes, personally and professionally. For example, have you won an award or completed a course of study? Did you lead your team to success or introduce a new way of working that you are proud of? If you took time out to travel or raise a family, what skills did you draw on that will stand you in good stead at work?

Taking the time to research yourself is the basis of what makes your CV unique and more interesting. Become interested in yourself. In what makes you, you.

Education	
Additional Courses & Accreditation	

Life Experience	
Work Experience	
Interests & Hobbies	
Volunteer positions	
Your Values	
Current Career Goal	
Current Financial Goal	

2. Research The Company

Company Size	
Company Culture	
Team Size	
What is the company celebrating?	
Latest On Socials	
Vision	
Values	
What you like about them	
What you dislike about them	

3. Research Your Potential Boss

Linkedin profile	
Work history	
Latest News, what are they proud of?	
What are they celebrating?	
Latest On Socials	
Things I feel we have in	

common are	
I am interested in this about them	

This is going to inform you on whether or not you want to apply, and, if you are successful, you would be happy to work for the company once you get the job.

End Result

You are now ready to start to build your CV and tailor it to the job description of the job you are applying for. Good luck and remember to match your skills to those that they are asking for to show just how perfect you are for the job.