

## What do employers really want? – Transcript

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I would say that the key to success in anything is your skills, your commitment and your knowledge.

If you have those three things you will succeed in whatever it is and it is the same in graduate recruitment, and employers are most assiduously looking for your skills and your commitment.

Knowledge isn't so important and a lot of students think it is, but it's actually not so important because imagine if you had two people starting to work for you on the same day, one knew everything about the job but had no skills and didn't care about the job where as the other person has all the commitment, really wants it, has all the skills to learn but doesn't know a thing.

On the first day the former guy is going to earn you a lot more money but by day 20, the other person is going to start earning a lot more and being a lot more effective worker, and so employers have figured that out: they're looking for your skills and your commitment.

In terms of how you represent those things, commitment is quite straightforward to prove, and that's that you love the job, you've researched the industry, you really know about the company, you know about where they are in the market and how things are playing, you have done some work experience and some relevant work experience and met the sort of people that are involved, so you sort of, you stand out from the crowd because you really want to get in to that. It's not like another application out of thousands.

So which skills do you try to prove, what skills do they want?

There is nothing complicated about that you just simply pick up the phone and talk to them or look at the job description, look at the advert and get an idea of the skills they're after, because then you can use your application to prove you have those specific skills.

And if you are going for a job in a pub those skills might be changing a barrel, pouring a pint, but then if you went for a job in a bank it wouldn't be much use proving that you can change a - well it might be I don't know, but probably not - also between different banks then even though the job looks exactly the same, the people in one of those banks have sat down on a Wednesday afternoon and constructed the skills they require and they're completely different from the other banks, because they have a different way of looking at things, and so you really need to target your applications and your interviews on the skills of that particular post and employers have to be careful about that and I think it is worth understanding it from their viewpoint: an employer has to ethically and legally recruit people fairly.

He can't or she can't be prejudiced towards people based on their age or their race or their sex or many other things. So the way to be fair amongst people from vastly different backgrounds is to set one criteria - that's the skills. It's up to the people to prove they have those specific skills. You might think this person was much better than that person but he didn't prove the skills properly in which case you can't just arbitrarily say "I'll take him".

You have a fixed set of criteria and the people that apply, they have to prove those criteria and so that's from the employer's point of view. From the student's point of view, wouldn't it be great to get hold of that piece of paper with that list of skills and once you've got that you know exactly what that employer's after.