

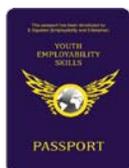
E F O W U R World

The A – Z of Employability

For the Knowledge Worker in the 21st century



'It not about a job, it's about a way of life'



YES

Youth
Employability
Scheme

Education gives you Wings

**Choice
Freedom**



Introduction - Your Life is Your Business



'Nothing is guaranteed to those who do nothing' – Anon

The world is becoming more complex and technological advances have their benefits and downsides, a quick glance in any public space today, and we see people with their heads down looking at their smart phones. You may even be reading these lines on your phone, but without doubt on some sort of screen. We are now not only different from animals in that we have language but now we spend more time stationary than any other mammals, doing much of our daily to day tasks via screens. These screens are our vista on the world, for many an essential social tool that is crucial to interacting with friends real and virtual. Of course, these screens also offer opportunities to work from wherever we like and to potentially to earn income. But is it that simple, there are numerous online products that promise unlimited riches for very little effort, but most are simply money sumps that take funds and seldom deliver. The old cliché 'if it is too good to be true, it probably is'; in reality the best way to earn income and generate a lifestyle, through online/remote professional activities, that suits your needs and aspirations is to think of yourself as a business, hence the title of this introduction:.

In a globalized world and with many new technologies the competitive realities calls for all of us to think in terms of our skills and how we can add value to the supply chain. All of us have needs and wants, but if we are to enjoy the lifestyles that we aspire to it is essential that we can be productive and to develop and mobilize skills that are in demand, or create new business start-ups. Thinking of your life as a business, allows us to answer questions like:

- Why would I hire you?
- How soon do you think you could add value to my business?
- What are your plans for the next three years?



These and other hard questions are becoming more common in the workplace interview and look at your skills base, seeking ways to develop and enhance them is key to becoming economically active and realizing your innate potential. Often the task seems daunting, and many teaching and learning programme are focused on content and subject based curricula. Fortunately, these situations are changing as schools, colleges and to some degree universities recognize their roles and responsibilities in making young people and adult learners more employable and/or more able to create their own jobs. In this **Employability A-Z** the E4 team has attempted to prepare you for a journey through employability and to springboard you into the E4 model, so you can start the journey to improve your life and to boost the business that is your life.

How to use this guide - This guide has been designed by the **Employability4 (E4)** Team to support your journey to improve your employability skills, develop your work experience, establish a professional development trajectory, access opportunities, etc. Work through the A – Z and then each of Appendices A – Z, this will give your professional development a boost and assist you in planning and developing an employability skills plan and open opportunities. Work through the A-Z step by step, do not rush and take time to consider what each represents and relate it to your own context and professional aspirations.

Who - This **Employability4 A-Z** is meant for people interested in improving their employability, parents who have children who are struggling to embark on a professional development processes, or teachers and community workers who are supporting the development of employability skills with groups of young people and/or adult learners.

You can access all you need without spending any money



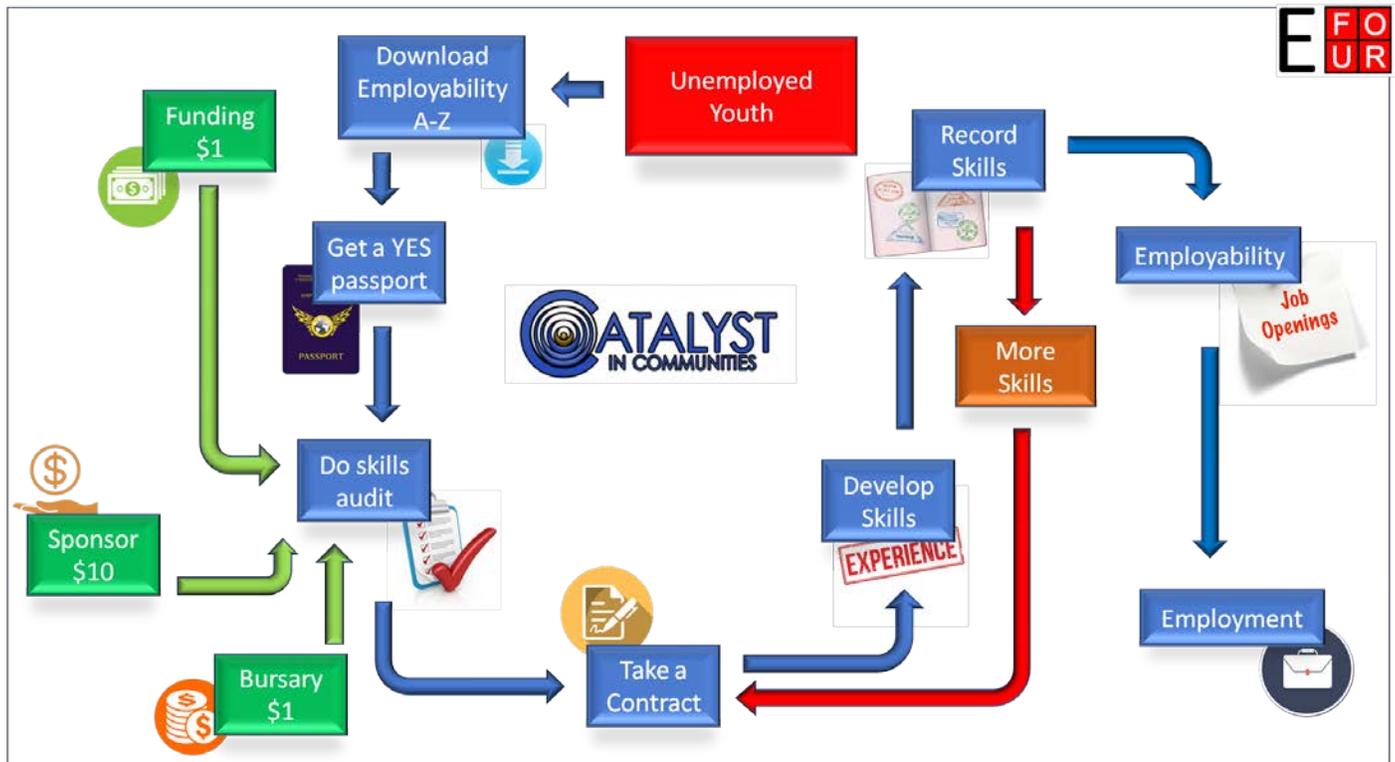
How E4 Model Works

The E4 model has been designed to assist all who are interested in Employability and who have limited access to funds, teaching and learning opportunities, work experience and internship activities.

A committed E4 user will be able to develop their skills base, pursue opportunities, via the opportunity farm, InternZone and work experience area. Those interested in business start-ups will also find support materials and can apply the Enterprise 360 approach as developed by the E4 team.

The E4 model is a 12-step process, follow each step carefully.

The E4 user journey is represented below



"Show me a person who loves their job and I will show you a person who has never worked"

Anon.

How to use this dock



Steps

- 1** Visit one of the E4 Sites
- 2** Register and download the E4 A-Z
- 3** Work Through the E4 A- Z. Be sure to engage with E4 team via help@employability4world.com
- 4** Get a YES Passport (Free online or you can buy the app)
- 5** Do the Skills Audit – access via E4 websites.
- 6** Populate your YES passport with your existing skills and experience.
- 7** Complete the Basic Skills assignments
- 8** Using your Personal Development Plan, SMART Objectives explore the \$1 contracts
- 9** Select \$1 contracts and complete (if you need a bursary complete the forms for \$1 contracts)
- 10** Explore the InternZone and identify opportunities (ensure you complete the required \$1 contracts)
- 11** Visit Opportunity Farm and Business Start-up area – engage as appropriate
- 12** Populate your YES passport and visit Work Experience Area

If you follow the 12 steps, engage and continually populate your YES passport you will have done some if not all of the following –

- Greatly increase your skill base,
- Opened new opportunities
- Developed a business idea
- Found suitable routes to a fulfilling and exciting professional development pathway.

Before we get started

The apps and the \$1 contracts are available to those that can afford them

If you are not able to afford them you can apply for a \$10 bursary that will allow you to access 10, \$1 digital assignments

The on-line YES passport login is free. The bursary application can be downloaded at

Employability 4 World

If you elect to purchase the app you will receive 3 x \$1 contracts free.



'Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do'

Pele

Remember that you downloaded this Employability 4 A-Z as you are developing as a Knowledge Worker.

Your Key asset is your **Brain**, so treated it as such!

Let's get started!





- A. **A**ccessing your potential
- B. **B**eing Prepared – Futurology as Reference
- C. **C**ultivating your Attitude
- D. **D**iscovering your passion
- E. **E**ngaging Professionally
- F. **F**inding your pathway
- G. **G**etting Active
- H. **H**abit
- I. **I**nitiative is key
- J. **J**uggling for Success
- K. **K**nowing your limits
- L. **L**eaving a mark
- M. **M**anaging your time
- N. **N**ew skills
- O. **O**ppportunity Farming
- P. **P**reparation is key
- Q. **Q**uestions are essential
- R. **R**iding the wave
- S. **S**eeking experts
- T. **T**raining for success
- U. **U**nderstanding expectations
- V. **V**alue
- W. **W**orld and Oysters
- X. **X**- Factor
- Y. **Y**ES Passport
- Z. **Z**enith as Goal - Time to get Started



Appendix A – Z



A - Accessing your potential

'There are no secrets to success. It is the result of preparation, hard work, and learning from failure'

Colin Powell.

Everyone has potential to achieve what they focus on, with the right level of determination and perseverance. Often it may seem daunting and unachievable and this makes it essential that we focus on those areas and things that are likely to keep us interested and focused. Not all of us can be a Mark Zuckerberg or Richard Branson, but true wealth is not always about having lots of money, most people spend much of their lives with limited amounts of money but lots of happiness as they are engaged in activities that they enjoy.

As the quote above demonstrates, it is essential to realize what your passions are and then to pursue them. The **E4 Model** has been designed to offer a myriad of routes and options to allow the user to test different areas and to seek out what they enjoy doing and then to support them in the pursuit of this interest.

Resource

[How to achieve your Full Potential](#)

CLICK HERE

[5 Steps to reaching your potential](#)

CLICK HERE

B - Being Prepared

'To be prepared is half the victory'

Miguel de Cervantes

In periods of rapid change, it is not always easy to be fully prepared, but there are actions that we all can take to ensure that we do all that we can to ensure we are as prepared as we possibly can be.

So how can we prepare? The **E4 Model** has as a backdrop the discipline of futurology, which put simply is a focus on the future (more on this in Appendix F). Today many of the job titles did not exist 10 years ago and in the next 10 there will be many jobs that do not yet exist i.e. In 1984 some predicted jobs titles were: Solar Energy Research Scientist, Laser Technician, Genetic Counsellor, Aquaculturist, Artificial Intelligence Technician, Ocean Hotel Manager. The only one from this list that we are yet to see is a Genetic Counselor but with the developments in DNA and the decreasing cost of having your genetic predisposition test, how long can it be?

Possible job titles for 2030 - Amnesia surgeon, Astro-banker, Brain signal decoder (mind reader), Chef-farmer (agri-restaurateur), Robotic earthworm driver, Holodeck trainer, Space junk recycler, Digital archaeologist - in fact, the Chef-Framer and the Digital archaeologist are already emerging. So being prepared is about watching how things are changing and considering what skills may be demanded in the future.

Think in terms of futurology as you build your personal development plan, and identify your SMART objectives, do not be afraid to let your imagination run free, what excites you about future technologies. Seek out resources.

Visit www.2045.com and watch the video on the home page for an interesting take on how the future may unfold, how can we prepare for this?

Resource

How to Reduce Your Stress by Being Prepared

[CLICK HERE](#)

How to Be Prepared for Anything

[CLICK HERE](#)

C – Cultivating your Attitude

'Some people dream of great accomplishments, while others stay awake and do them'

Anonymous

Attitude is everything, no successful person has enjoyed success without having the right attitude.

How do we cultivate attitude? Unfortunately, it is not a quick fix, and requires careful consideration and planning. Yes, those boring words, but many of us are over ambitious and have the attitude, 'by 30 I will be a millionaire, by 40 I want to retire'. But words require action and often we set ourselves up to fail, with unrealistic aspirations and goals.

Unrealistic goals are the assassin of positive attitude. Consider the example of new year's resolutions, the gyms are full in January of new people with new found attitude to get fit, these tappers off quickly as the realization that it requires commitment. The best oxygen for attitude is success, and this is best achieved by having small limited goals and then building on small successes.

For example, allocate one hour a day to focus on your employability skills, identify the areas you want to develop and seek to use that hour to engage with activities that will allow you to achieve and develop these skills.

Start by doing the skills survey that can be found at Appendix L.

Resource

4 Ways to Cultivate a Better Attitude About Your Life

[CLICK HERE](#)

Developing the Right Attitude

[CLICK HERE](#)

D – Discovering your passion

'People who are passionate about what they do reach financial comfort and wealth more often than those who are not'

Jean Chatzky

The greatest wealth is job satisfaction, or put more simply as we have seen, from the quote in this section and others, those that enjoy what they do are often more successful.

The best way to think about this is to chase the pleasure and not the paper i.e. the money. But for many people it is often difficult to find their passion in terms of working and professional activities. This is a good reason to try lots of different things, often we think that we will not enjoy something only to discover once we are engaged that it (whatever it may be) results in more enjoyment than expected.

The **E4** Team likes to call it the falsification job approach, i.e. when I am sure what I do not like, I get closer to learning what I do like. It's better to say I tried that and did not like it, than to say I do not think that I will like it.

Ask any successful public speaker and they will say when they started out they thought they would hate public speaking.

Resource

How to Find Your Passion in 5 Creativity Exercises

[CLICK HERE](#)

4 Practical Ways To Find Your Life's Passion And A Career You Love

[CLICK HERE](#)

E – Engaging Professionally

'A professional writer is an amateur who didn't quit'

Richard Bach

We often hear people say of others that they are very professional, but what does this mean and how can we ensure that we maintain a suitable level of professionalism.

In these times of rapid change and cultural norms that differ from context to context, it is essential to be prepared and be aware of what is expected from us in any situations that we may encounter. For example, although the suit and tie is becoming anachronistic, some workplaces still demand a smart dress code, ask questions of people who are in the areas that are of interest to you. Do not be afraid to approach people in the coffee shops and other public places and ask them about what work they do and try and learn as much from these short exchanges.

If you have access to professionals, like teachers, school managers, or lecturers ask them of their experiences and what different work places expect. There are, of course, some basics like punctuality, correct dress, politeness, reliability, honesty and integrity.

For example, if you are attending an interview or a meeting a professional will always allow time for unexpected problems travelling to the venue, perhaps arriving with 30 minutes to spare and then going for coffee nearby.

Excuses do not a professional make, taking responsibly and being committed to delivering quality always is the mark of a consummate professional. Feel free to ask any questions you may have by sending a mail to the E4 team at help@employability4world.com

Resource

Resources: 10 Ways To Be Professional at Work

CLICK HERE

What it means to be Professional

CLICK HERE

F – Finding your professional pathway

‘Have the end in mind and every day make sure your working towards it’.

Ryan Allis

When last did, someone ask you what you want to do with your life. Do not stress your answer too much, as Baz Luhrmann says in the famous Wear Sunscreen song ‘The most interesting people I know didn’t know at 22 what they wanted to do with their lives, some of the most interesting 40-year-olds I know still don’t’.

Finding the correct route is less about the routes that are out there and more about what you are passionate about and finding ways to mobilize your passion in a productive way. Working through different tasks and exercises, taking on jobs and opportunities that may not look suitable initially will help you find what works for you. Think of it as using the falsification approach, as mentioned above, to your development, ‘if I know what I do not like, I get closer to what I do like’.

The E4 model aims to create a myriad of different online tasks and other activities to assist students/learners to find the best options for them in terms of their interests and help find where their passions can be applied productively. Take some time to research different pathways, review resources and then look at your YES passport and areas that need development, select a set of suitable \$1 assignments, and complete.

If you cannot afford \$1 contracts complete a bursary form that can be accessed at www.employability4world.com and if you need assistance in completing the bursary form contact the E4 Team for assistance.

[A Career Poster](#)

CLICK HERE

[Wear Sunscreen](#)

CLICK HERE

G – Goal Setting ‘Let’s Get SMART’

‘If you feel there’s something out there that you’re supposed to be doing, if you have a passion for it, then stop wishing and just do it’

Wanda Sykes.

Getting organized is the sub-text of this **Employability4** A-Z, so why did we not have it as a section? Well because if you are reading these lines then you have recognized the need to get organized. Using this A-Z is a good start and finding how best to develop your plan of action can be achieved through follow the **E4** flow, i.e. do the skills survey, request an online free YES passport, selected areas for development, and create a professional development plan.

So how do we best engage in a goal setting exercise? Let’s start by getting **SMART** – *‘Being smart is a choice’*

- **S = Savvy** - Understanding what employers want and know how to be the best
- **M = Motivated** - Employers want someone who stands out from the crowd
- **A = Armed** - Good education, good work experience, good social skills, good preparation
- **R = Ready** - Know the basics
- **T = Tenacious** - Never give up and **NEVER** let anyone talk your goals down
-

These are key if we are looking to secure employment, develop opportunities or other remuneration activities. If we are seeking to develop our own project, social enterprise and/or business start-up, our **SMART** goals maybe:

- **S = Savvy** - Understanding what our potential customers want and who our competitors are?
- **M = Motivated** - Be determined to follow through even if the business ideas proves in the end not to be viable. Lessons learnt will **NEVER** be lost.
- **A = Armed** - Effective research, good networking, good social skills, good preparation
- **R = Ready** - Research all relevant avenues, know the basics
- **T = Tenacious** - Never give up and **NEVER** let anyone talk your goals down

Being tenacious is key - always remember

‘You have to pass failure to get to success in many contexts’

So now that we are thinking smart let's set some **SMART** objectives.

- **S**pecific (simple, sensible, significant).
- **M**easurable (meaningful, motivating).
- **A**chievable (appropriate, attainable).
- **R**elevant (reasonable, realistic and resourced, results-based).
- **T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).

Using this framework, apply it to a professional development plan using the **E4** model, for example:

- **Specific** -Complete the skills survey and plan YES passport population
- **Measurable** -Submit survey and have a structured plan
- **Achievable** -Engage with resources and the Employability A - Z
- **Relevant** -Focussed on my skills development and assist with fining my passion
- **Time bound** -3 days.

Do not spend too much time trying to develop each aspect, just be honest and ensure that each meets these various criteria.

Resource

7 Must Read Life Lessons from Benjamin Franklin

SMART Goals

CLICK HERE

CLICK HERE

H – Habit

'Quality is not an act, it is a habit'
Aristotle

Habit is often seen as a negative thing, we all have bad habits and these tend to get the bulk of our attention, but as bad habits develop we can also develop good habits. Think of the type of good habits that will support your professional development. The well-known list of the 7 habits of successful people are:

1. Be Proactive
2. Begin with the end in mind
3. Put first things first
4. Think Win-Win
5. Seek first to understand, then to be understood
6. Synergize
7. Sharpen the Saw

The first three focus on self-mastery and moving from dependence to independence; next three address teamwork, collaboration and communication skills, while moving from independence to interdependence. While the final habit focuses on continued growth and improvement.

Resource

7 Habits of Highly Effective People

[CLICK HERE](#)

6 Stages and 16 Tips for Developing Good Habits

[CLICK HERE](#)

I – Initiative is key

'Initiative is doing the right thing without being told'
Victor Hugo

Most employers see initiative in a very positive light, especially when it is aligned with the roles and responsibilities of an individual within a company and/or project structure. While if you are building a project, or trying to start a business, having initiative is essential to meeting the **SMART** objectives that you will have set for your activities.

Showing initiative, calls for a willingness to take risks and thus requires planning and thought, as with everything addressed in the A -Z always think through the motivation and what end you hope to achieve when showing initiative.

Resource

Initiative - The Key to Becoming a Star Employee

[CLICK HERE](#)

10 Tips for Adding Value by Showing Initiative

[CLICK HERE](#)

J – Juggling for Success

*‘Your positive action combined with positive thinking results in success’
Shiv Khera.*

The nature of many of our lives is that things have become much more complex, between demands of our social networking activities, need to develop skills and capabilities, through to family and friends and daily responsibilities, we have to juggling a myriad of demands.

Key to the message in this **Employability 4** A-Z is the importance of planning and setting manageable goals, there is no point in having unrealistic goals and setting yourself up to miss these targets and aspirations. There are some key points that can help you with all the demands:

- Develop your set of **SMART** Goals
- Maintain your focus on the tasks that support the achievement of these **SMART** Objectives
- Recognize there will be set backs and somethings may fall through the cracks
- Do not allow peer ‘put downs’ to set you back – not everyone wants you to get ahead – ‘*The Tall Poppy Syndrome*’
- Learn to enjoy the rewards of effort, for effort sake
- Continue to work on your self confidence
- Develop learning and skills through steps
- Enjoy and understanding the value of rules

This **Employability4** A-Z may be coming a bit of rule book but the **E4** Team want to encourage you to develop your own plan and processes, using this document as a loose guide. If you need some support, feel free to send a help request to help@employability4world.com

One of the key skills that we all need to develop is to be able to say no and to prioritize. The ability to say no is something that can help with demanding lives and expectations, taking on tasks that meet your **SMART** objectives and support your goals and aspirations is the best way to develop the ability to say no. ‘I would be keen to do that, but at present it does not fit with my skills development plans’.

Of course, this does not extend to those household and other tasks that we have to complete on a day-to-day level – even the **E4** Team hate household chores.

Resource

Too Many Balls in the Air? Learn How to Perfect the Juggling Act

CLICK HERE

How to set priorities

CLICK HERE

K – Knowing your limits

'Success is not final, failure is not fatal: it is the courage to continue that counts'
Winston Churchill.

Most of us suffer from an inability to say no, especially when we are trying to succeed and get ahead. Knowing what our limits are is an excellent quality when setting our goals, accepting assignments and aspirations. Many people battle to recognize their limits and consequently, end up setting themselves goals that are difficult to achieve.

For example, when people join a gym they often overdo their training and it can result in a decrease in motivation to continue attending. When setting, your goals start with small manageable ones and as you achieve them take the next steps. If you aim to get fit, maybe start with 5 pushups every day for a month and then add 5 extra each month, within 6 months you will be doing 30 push-ups a day comfortably.

See Zenith goals and zenith ladders Z below.

Resource

Seven Ways to Say 'No' and Keep Good Relations

[CLICK HERE](#)

How to Discover Your Sweet Spot

[CLICK HERE](#)

L – Leaving a mark

'I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent'

Thomas Edison

With growing levels of competition in the workplace and business start-up landscape, being able to leave a mark is key.

For example, at a recent prestigious internship selection weekend one of the participants, in an exercise, noticed that all the others were reluctant to take the lead on a hard task and grabbed his opportunity. On being selected for one of only 12 UK positions with a global hardware company, he was told that that moment was what got him selected.

The relevant manager then proceeded to outline all his weaknesses that they had spotted. He had made his mark and the rest was now incidental and he had an opportunity to correct these.

So always keep an eye out for opportunities to make your mark in a positive way.

50 Simple but Powerful Habits to Leave Your Mark

[CLICK HERE](#)

How to Leave a Mark on People

[CLICK HERE](#)

M – Managing your time

‘Striving for success without hard work is like trying to harvest where you haven’t planted’
David Bly

Time is truly our greatest resource and it is not renewable, which calls for careful consideration and planning. There is that word again, which runs through this **Employability 4 A-Z, PLANNING**, as the cliché goes ‘Fail to Plan, is planning to fail’. Central to the effectiveness of your planning is how to allocate your time.

Effective people are always effective in their use of time. There are many rules and guidelines that we can all follow, see resources link below, but the key is to decide what your priorities are and then to plan your **SMART** objectives and allocate your time. One of the key lessons to learn is that being productive with your time means the leisure periods are more enjoyable as they feel like a reward, and carry less guilt.

How often have you been taking some time out and throughout that time you kept thinking ‘I should be doing my homework’. The best leisure time is the time earned through an effort to achieve a goal. By spending of most valuable resource your time coherently and against a plan is the best way to achieve your goals and help keep you motivated.

How to Manage Time with 10 Tips That Work

[CLICK HERE](#)

Work Smarter, Not Harder: 21 Time Management Tips to Hack Productivity

[CLICK HERE](#)

N – New skills

*‘Everyone has a chance to learn, improve, and build up their skills’
Tom Peters.*

The E4 Team has developed a model around 8 organizing areas, as shown in the YES passport. These are:

- Self-management / Taking responsibility
- Working effectively with other people
- Business and customer awareness
- Decision-making and Problem-solving
- Initiative and enterprise
- Communication and Literacy
- Numeracy
- Using ICT

These organizing areas are structured per the contemporary frameworks associated with employability skills. On the E4 platforms you will find 10 basic skills contracts that will allow you to develop and secure some of your YES stamps and start to build your CV.

Some of the skills you may already have and, you can already start populating your YES passport. Once you have your stamps highlighted you can get the YES app and/or access \$1 contracts (with the app you get three free \$1 contracts to get you started).

Remember - Should you not be able to afford the costs, complete a bursary form and submit it to the E4 Team. The form can be found on E4World and other E4 sites.

Always be seeking opportunities to improve and enhance your skills, the resource below gives a full list of some new skills that you can consider. The E4 Team is determined to support all committed students and learners and should you have any issues or need help and guidance send a help request to help@employability4world.com

Resource

88 News Skills to Learn Today

CLICK HERE

What are 21st century skills?

CLICK HERE

O – Opportunity Farming

*‘Opportunities multiply as they are seized’
Sun Tzu*

An opportunity is much like a dandelion, embrace them or in the case of the dandelion blow and it generates many more opportunities or potential dandelion plants. The **E4** team has developed the **Opportunity Farm** which can be found on the Moodle. Here different projects are listed, advertisements for internships, work experience, etc. can be found and these will be regularly updated.

You are encouraged to visit the farm to add an advert of your own, offering your services and/or what skills you might offer other projects. If you are planning a project/business start-up this will be a good area to find likeminded users who could work with you to develop your ideas and start new projects.

This is a good area to build your skills and experience to prepare for access to the Basecamp Based InternZone. If you are seeking to secure a Basecamp bursary you **MUST** spend time in the Opportunity Farm area having worked with a project team and/or developed, you own business idea or project.

Resource

How To Create Your Own Luck

[CLICK HERE](#)

The Best Opportunities Are the Ones You Create for Yourself

[CLICK HERE](#)

P – Public Speaking

*‘Public speaking, for me, or speaking even in front of handful of people is my greatest fear’
Bill Clegg.*

For most people their greatest fear is of public speaking, think of how you feel about it? Like this and other things that we fear, the best way to overcome the fear is to confront it. This can be done in small steps, for example, when working in a group how many times do you shy away from being the one to report back? What best way to mark yourself out than to say ‘I will do it’. These group works are usually for smaller audiences and as you get more comfortable you can try a bigger audience.

Yes, the first time may be a bit nerve wracking, but the second, third and fourth time, it gets easier and easier, until you do it naturally.

20 Public Speaking Tips of the Best TED Talks

CLICK HERE

Seven Principles of Effective Public Speaking

CLICK HERE

Q – Questions are essential

'Successful people ask better questions, and as a result they get better answers'

Tony Robbins.

More people think of asking questions are a factor in classrooms or other learning processes, but in the workplace the role and importance of questions can never be overstated.

More especially in the emerging modern remote learning and digitally based communication environments. Being clear and understanding the expectations of any assignment is key to being productive and meeting expectations. No question is 'silly' as it allows all parties to be clear of what needs doing, by when and how.

Developing your SMART objectives is greatly enhanced when you ask questions at every stage. If you have any question that cannot be answers at the **FAQs** on **E4World** feel free to send the question to help@employability4world.com

The Importance of Asking Questions to Promote Higher-Order Competencies

CLICK HERE

The Importance of Questioning

CLICK HERE

R – Reading

*‘Reading is to the mind what exercise is to the body’
Joseph Addison.*

Reading is an essential skill, not just for pleasure but also in terms of the changing characteristics of the workplace, research and accessing growing media, email, online messages, etc. makes the ability to read and absorb information quickly a highly-valued skill for a knowledge worker.

Developing as a knowledge worker makes it essential that you keep your mental stimulation as high as possible, think about how you use your time. Reading all the news feeds of your friends may be very interesting but does it generate mental stimulation at a level that improves your productivity, your ability to add value in the supply chain? Reading is also a key tool for developing your vocabulary.

Resource

10 Benefits of Reading: Why You Should Read Every Day

[CLICK HERE](#)

8 Science-Backed Reasons to Read a (Real) Book

[CLICK HERE](#)

S - Self-Confidence

*‘Believe you can and you’re halfway there’
Theodore Roosevelt*

Self-confidence is an essential factor for a knowledge worker; and many of us suffer at some stage from lack of confidence. This is natural, no one is confident in everything they do.

In planning your professional development pathways, be sure to explore ways and opportunities for building your self-confidence. Key to developing your confidence is setting manageable and realistic goals, but also to recognize that failure is a natural part of success.

Resource

Building Self-Confidence

[CLICK HERE](#)

How to increase your self-esteem

[CLICK HERE](#)

T – Taking Risks

“Leap and the net will appear.”
Zen Saying

All humans have natural fear and flight responses to situations, but as a knowledge worker, it is essential that we embrace risks and recognize that risk taking is a necessary, if we are to realize our ambitions and aspirations.

As Winston Churchill says elsewhere in this **Employability4** A-Z, ‘failure is not fatal’, we need to acknowledge that as knowledge workers we will make mistakes, but it how we learn from these errors and adjust our plans to ensure that we grow stronger and better at addressing our challenges and achieving our **SMART** objectives.

Resource

7 Reasons Why Risk-Taking Leads To Success

[CLICK HERE](#)

Take A Risk: The Odds Are Better Than You Think

[CLICK HERE](#)

U – Understanding Supply Chains

‘It’s not the organisations that are competing it’s the supply chains that are competing’
Anon.

The backbone of all human societies are supply chains, even most primitive human settlements had to rely on supply chains, although they were very short, of course, today supply chains are complex, global and long. How you are going to fit into these supply chains is central to the plan you are now exploring.

Knowledge workers are central to effective modern supply chains, and even the horror stories of artificial intelligence replacing humans are fiction when faced with the roles of knowledge works. Having made the decision to be a knowledge worker, it is key that you focus on how supply chains are changing, and what skills these emerging and new supply chains are likely to demand.

Resource

5 Examples of Some of the best Supply Chain Management

[CLICK HERE](#)

Supply Chain: Meaning, Example and Benefits (With Diagram)

[CLICK HERE](#)

V – Vocabulary

'Vocabulary is a matter of word-building as well as word using'
David Crystal

The toolbox of a knowledge worker is language and the use of language, to communicate effectively, to transmit and access complex ideas and concepts. With a wide vocabulary, a knowledge worker is well armed to tackle the demands of the modern workplace, interact in teams and share ideas and concepts more effectively.

Resource

Develop your Vocabulary and Donate Rice

[CLICK HERE](#)

Easy Ways to Improve and Expand Your Vocabulary: Seven Tips for Learning New Words

[CLICK HERE](#)

W – World and Oysters

'Anyone who has never made a mistake, has never tried something new'
Albert Einstein

Many of you would have heard the saying, 'The world is your oyster' and while this is invariably true it misses one of the key aspects of how pearls are produced by oysters.

A pearl is developed through a grain of sand entering the oyster, and inside the oyster the grain irritates the oyster which constantly tries to get rid by coating it in mother of pearl. Think of a loose tooth and how you are not able to leave it alone, this constant irritation of the grain of sand leads to the production of a pearl.

Thus yes the world is our oyster but we need to work at it, the grain of sand can be your basic motivation and then you constantly work at it, like the oyster does and so you grow your own pearls. Think of it in terms of opportunities, make the most of them and plug away as the oyster does to the grain of sand.

Resource

12 WAYS TO MAKE THE MOST OF OPPORTUNITIES

[CLICK HERE](#)

How to make the most of Life's opportunities

[CLICK HERE](#)

X – X- Factor in your Brain

'One may walk over the highest mountain one step at a time'

Barbara Walters

Few people know how the brain works in terms of learning new things, and while it is a complex process, it can be simplified as follows.

The brain is the most complex thing we have ever found, it consists of close to 100 trillion connections. When we learn new information, new connections fire, and if we make sure that those new connections fire regularly over a short period the knowledge becomes hard wired into our brain.

Think about your home language and how you speak it without thinking, i.e. it is hard wired into your brain. So the overriding goal of a knowledge worker: **'To hard wire their brain'** this makes you more able to retain information, share it quickly and become more valuable to the supply. So, your X-Factor is your brain, building your business which as a knowledge worker is effectively founded around your brain, is your key focus.

Read, build skills and apply yourself to this hard wiring process.

Resource

100 Trillion Connections: New Efforts Probe and Map the Brain's Detailed Architecture

[CLICK HERE](#)

How to Hardwire Your Brain for Happiness

[CLICK HERE](#)

Y – Your Personal Development Plan (DevPlan)

'What we fear of doing most is usually what we most need to do'

Ralph Waldo Emerson

To make the identification of your **SMART** Objectives and goals it may be helpful to construct your Personal Development Plan (PDP). Having a plan is essential to anything we choose to tackle and is often the most neglected aspect of any business start-up, project or programme, as it can be frustrating and time consuming. But as Benjamin Franklin said 'If you fail to plan, you plan to fail', so take the time and develop a plan.

Here is an example developed by one of the students who worked with the **E4** team and is now enjoying significant success in his chosen profession. This table uses the students own words, and small errors have been included to demonstrate that it's not the way it is presented but the content. This document would be for your personal use only, so worry less about how you say it and more about what it says and what it means you need to do.

DevPlan Table Example

Personal Development Objective	What	How	Assumptions
The creation of robust career development pathway that builds on my strengths and addresses my weaknesses and opens access to global employment and development opportunities	Undertake a robust personal SWOT analysis (see App H)	Basic report on my professional strengths and weaknesses	Allocate time and be brutally honest
	Explore key areas of professional interested within my selected industry field	List possible professional development routes	Suitable routes are identified; use all resources available to me
	Map existing skills against skills for each area	Full skills map for each area and gap identification exercise	Engage with peers, teachers, professionals, etc./seek opportunities to improve knowledge of industrial sectors and future changes
	Explore skills development opportunities	Create skills development	Suitable opportunities to develop skills effectively
	Seek and Embrace all opportunities to expand skills	Participate in extra curricula activities, seek internships and other work experience activities	Actively work to find suitable opportunities
	Effectively record all new skills developed	Populate my YES Passport and update http://vizualize.me/ Profile	Skills developed through on-going commitment
	Create new opportunities through effective networking	Professional networks expanded	Suitable networking opportunities are attended and actively participated in

This table is a great starting point and you can almost adopt it as it stands, but making it your own and focused on what and how you will do the same will be a valuable exercise. You may also prefer to use the one in the second resource link below.

Personal development planning: What you need to know

[CLICK HERE](#)

What is a Personal Development Plan?

[CLICK HERE](#)

Z – Zenith as Goal - Time to get Started

The greatest reward in becoming a millionaire is not the amount of money that you earn. It is the kind of person that you have to become to become a millionaire in the first place'

Jim Rohn

If you are to realize your potential and secure a professional development trajectory that is suitable for a knowledge worker you need to aspire for your zenith and the best time to start in Now! Remember it's all about your brain, this is your key asset so let's get hardwiring for success.

See Appendix Z for more details.

Resource

Human Brain: Facts, Functions & Anatomy

[CLICK HERE](#)

Neuroscience Insight: How to Break Bad Habits

[CLICK HERE](#)

Appendix A-Z

AA – Adapting Your Skills for the 4th Revolution

'Learning how to learn is life's most important skill'
Tony Buzan.

The world is changing rapidly, and with these changes comes new supply chains, new skill requirements and new opportunities. A knowledge worker keeps focus on change, and changes and adapts to new conditions, demands and opportunities. In the resource for this appendix you will find top 10 skills for 2020 and beyond (not too far beyond of course). Explore this list and assess your own capabilities in each area, and then seek out assignments on the Moodle or within your networks, to develop these skills.

As you will see the YES passport does include these skills in the 8 organizing categories.

The 10 skills you need to thrive in the Fourth Industrial Revolution

[CLICK HERE](#)

AB – Basecamp

Your On-line Professional Development Zone.
Basecamp

The **E4** team has created the InternZone, work experience areas, project management and business start-up platforms within the **E4** basecamp. You can get immediate access to the **E4** Basecamp for \$15, but you are strongly advised to do at least the 10 basic skills assignments before you consider doing this, doing a collection of \$1 contracts is also strongly advised.

If you elect to go directly into the basecamp area you will find all 24 \$1 contracts there and can do any you choose. On completion of the 10 basic skills you will get access to the opportunities farm area on the Moodle. This will help you plan and identify the types of opportunities you would like to explore and develop. Once you are on the basecamp you can focus your efforts and ensure that they fit in with your personal development plan (PDP) and your **SMART** objectives. If you are not able to afford the \$15 you can apply for a bursary.

Complete the 10 free basic skills assignments, 8 intermediate assignments and complete at least 10 \$1 contracts (you can apply for a bursary for these as well) before you complete a Basecamp Bursary form, which can be found at www.employability4world.com.

Your application will be automatically rejected if you have not completed the 10 basic and intermediate assignments and 10 \$1 contracts.

To learn more about the basecamp tool

[CLICK HERE](#)

AC – CV as Marketing Tool



'If you call failures experiments, you can put them on your CV and claim them as achievement'
Mason Cooley.

In his book, *The Empty Raincoat: Making Sense of the Future*, Charles Handy identifies the value and importance of portfolio careers, while *The Economist* almost 20 years after Handy coined the phrase states: **'Portfolio working is a vision of the way people will work in the future'** (The Economist 2 Nov 2009). One of the biggest issues for many job seekers or people trying to secure internships and work experience is the sending of lots of poorly structured CVs, via email. On occasion applications are submitted for the same position through different websites, or agencies.

Emailing a CV is often the long way around to the digital dustbin. You need to think of your CV as a marketing tool, as we said at the start of this document, **Your Life is Your Business**, you are marketing your skill base to potential employers, seeking opportunities. The **YES passport** has an export function to support populating your CV, so plan and develop your **SMART** objectives, do the 10-free basic skills assignment.

Also, populate your Profile, and look for gaps in the **YES** organizing areas. Then plan the \$1 contracts that you are going to do as a way of developing your CV as a marketing tool for your skill base. If you want the E4 Team to assess your plan, send it to PDPPlans@employability4world.com and we will get back to you in three working days.

[CLICK HERE](#)

AD – Digital Assignments (\$1)

'It always seems impossible until its done'
Nelson Mandela

The **E4** Team has developed a suite of digital assignments, the first levels are the basic skills assignments, these are:

Organising Fields	E4DA Title (UN 2030 Sustainability Goals)
Self-management / Taking responsibility	<ol style="list-style-type: none">1. Personal Development Plan (PDP)2. Develop your SMART Objectives (at least 3)
Working effectively with other people	<ol style="list-style-type: none">1. Create a list of characteristics of effective team worker2. Develop a plan for a business start-up and/or a social enterprise with a friend
Communication and Literacy	<ol style="list-style-type: none">1. Write a 250-word support document for your PDP and two of your SMART Objectives2. Write a covering letter for applying for your ideal job.
Numeracy	<ol style="list-style-type: none">1. Create a personal budget2. Develop a budget for taking a group of primary school children from a local school on an outing to a museum, including lunch.

Using ICT	<ol style="list-style-type: none"> 1. Create a free cloud computing based account and save 2. your PDP and SMART objectives 3. Design a directory and folder structure on your cloud to support your plans
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Intermediate assignments – these have been designed to help you build more **YES Passport** skills and improve your skill base. You are strongly advised to do these, however, if you wish to proceed to doing \$1 contracts, you can go ahead and purchase those that you feel are relevant. If you are planning to apply for \$1 bursaries you must complete these before applying.

Organising Fields	E4DA Title (UN 2030 Sustainability Goals)
Self-management / Taking responsibility	Link your plans to suitable \$1 contracts
Working effectively with other people	Create a business start-up group
Business and customer awareness	Identify three possible employers of your existing and your future skill base – who would employ you now? Who would you like to work for?
Decision-making and Problem-solving	Identify two key problems in your local community and identify three possible solutions for addressing these problems
Initiative and enterprise	Approach a local charity and explore what volunteering opportunities are available.
Communication and Literacy	Select a book from the E4 reading list and write a short book review 150 words
Numeracy	Draw up a basic budget for your business start-up idea or social enterprise
Using ICT	Create a template for your covering letters

The \$1 digital contracts are designed around the UN 2030 Sustainability Goals and linked to the YES passport organizing areas, the table below shows the initial list. The E4 Team will add more as students complete these assignments:

Organising Fields	E4DA Title (UN 2030 Sustainability Goals) – aligned to 17 goals i.e. each number relates to a goal i.e. No 1 = Goal number 1
Self-management / Taking responsibility	<ol style="list-style-type: none"> 1. End poverty in all its forms everywhere 6. Ensure availability and sustainable management of water and sanitation for all 13. Take urgent action to combat climate change and its impacts
Working effectively with other people	<ol style="list-style-type: none"> 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all 11. Make cities and human settlements inclusive, safe, resilient and sustainable 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Business and customer awareness	<ul style="list-style-type: none"> 4. Ensure inclusive and equitable quality education and promote life-long learning opportunities for all 12. Ensure sustainable consumption and production patterns 7. Ensure access to affordable, reliable, sustainable, and modern energy for all
Decision-making and Problem-solving	<ul style="list-style-type: none"> 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development
Initiative and enterprise	<ul style="list-style-type: none"> 2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation 10. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
Communication and Literacy	<ul style="list-style-type: none"> 3. Ensure healthy lives and promote well-being for all at all ages 5. Achieve gender equality and empower all women and girls 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Numeracy	<ul style="list-style-type: none"> 10. Reduce inequality within and among countries 12. Ensure sustainable consumption and production patterns 7. Ensure access to affordable, reliable, sustainable, and modern energy for all
Using ICT	<ul style="list-style-type: none"> 1. End poverty in all its forms everywhere 4. Ensure inclusive and equitable quality education and promote life-long learning opportunities for all 11. Make cities and human settlements inclusive, safe, resilient and sustainable

The 17 2030 UN Sustainability Goals (<http://una-gp.org/the-sustainable-development-goals-2015-2030/>)

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture
3. Ensure healthy lives and promote well-being for all at all ages - **Employability4**
4. Ensure inclusive and equitable quality education and promote life-long learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all

7. Ensure access to affordable, reliable, sustainable, and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts (in line with the United Nations Framework Convention on Climate Change)
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

These assignments can be purchased through the various E4 platforms, or you will find them on the basecamp. If you wish to apply for bursaries to complete these, you must do all 18 basic and intermediate assignments first.

AE – Employability 4 Model (About)

‘In times of rapid change employability is better long term security than a job’

E4 Team

The **E4** Model is a 21st century teaching and learning tool which uses open source ICT tools. **E4** offer a cost effect flexible digital environment, creating an innovative interface between education and training and the world of work. Through **E4**, various partners will be able to expand their ability to reach and support young people and others through the InternZone, Opportunity Farm and Work Experience Zone. This opens new avenues for learners from all backgrounds to engage with education and training, especially those who are disengaged from traditional education, and those who are termed NEETs (**E4** slogan is ‘A neat solution to the NEET problem’).

The skills gained by the participants will have an economic impact through up-skilling young people entering the workplace and assisting others to repurpose their employability skills in the face of changing workplace skills demands. As use of the tool develops business partner they will be invited to further support learners and offer digital internships that will create stronger interfaces between those with skills and those who require them.

E4 offers a seamless and flexible teaching and learning environment that can be personalised to each individual learner. The key innovation is represented by the creation of a seamless interface between skills development activities, work experience skills capture (**YES passport**) and the world of work.

The **YES passport** offers a tool for learners and recruiters alike a tool for assessing what skills the candidate has developed and the initial skills audit will allow learners to reflect on their employability skills base. This will allow

them to identify suitable development opportunities in the InternZone, and register to complete appropriate digital assignments, to expand their employability skills base.

The Passport provides a longer-term view to help young people identify what is required for their individual journey towards entry into the world of work and mould their own learning pathway at an early stage. The **YES Passport** provides a cumulative way to evidence the skills they are acquiring, describe them and identify how skills-gaps can be enhanced to maximise success. The project is innovative as it is developing the interface between the delivery models based on different activities to meet different contexts, learner experiences, historical opportunities and local conditions, through creation of a digital work experience eco-system. The emerging global digital infrastructure holds much promise for young people facing limited economic opportunities and effective solutions continue to be elusive. Conventional education and training solutions are relatively inflexible and demand resources that are not always available in diverse conditions. Through this model partners aim to take an innovation open learning platform to scale and open the digital realm to effective entry level work experience and internships.

AF – Futurology for beginners

‘Take an interest in the future that is where you will be living’ Anon

Futurology is a discipline which is becoming more popular and will no doubt form part of mainstream education within the next 10 years. Whether its developing your plan, trying to find your niche, building your **SMART** objectives, identifying the skills you may need to develop, using futurology as a back-drop can assist you to potentially develop an understanding where the world is going and how the future might look. As **Alan Kay** said **‘The best way to predict the future is to invent it’**, so be on the lookout for resources and material that helps you gain insight into how the future may unfold. For example, using this trend map:

[CLICK HERE](#)

Select a trend line or an area of interest, for example, lets follow the Energy Trend line, as this is key to the future of human societies as we face the emerging energy crisis, on the map it is **bright blue**.

So if we start at the LOCALISATION ‘Station’ and read to the left, we have the following ‘stops’:

- Community Grids
- Micro-Grids
- Energy decentralization (**Red intersection = Technology**)
- Boom in Energy Storage Technologies
- SMART Meters (already becoming ubiquitous)
- VIRTUALISATION
- Surge Pricing
- Wireless Recharge
- Affordable Mass Energy Storage
- Google an Energy Trader and Supplier
- Personal Carbon Allowances
- Miniature Fusion Reactors

Now let us think how this may impact a selected supply chain, one that may be of interest to us in terms of professional development. Already we are seeing surge pricing in apps such as Uber, and surge pricing for energy may impact on energy hunger supply chains, which may mean production in off peak hours or increased prices for consumers. Follow other lines and think what this means for the day to day life we lead. Important to recognize that Futurology is not an exact science and Global Gamechangers, as per the trend map can change everything. Some selected examples:

- Systemic financial collapse
- Major Chinese slowdown (in progress)
- Severe food shortage ([see an interesting article on food prices and riots](#))
- Mass unemployment caused by Artificial Intelligence (AI)

[CLICK HERE](#)

Like the tube map, there can be no certainty with these Global Gamechangers, but simply considering how the future may look helps one prepare for it. And to be sure Futurology is interesting. If you are interested in Futurology, one of the projects on the **E4** Basecamp is **Futurology4Schools** and you can engage and develop the project as your own business.

AG - Getting an Internship - The InternZone (IZ)

The material in the **Employability** A-Z has been designed to get you thinking and focused on your professional development plan, and to assist you top find suitable and viable routes. One of the most popular routes is to seek out and secure an Internship.

The **E4** Team have designed the InternZone as an area to assist you, to develop your skills, sell yourself to possible employers as an intern and then assist you to add value to their business objectives and strategies. Key to the InternZone (IZ) is the recognition that we have to create value, target an employer and then demonstrate your value to them. In the IZ you will find templates for approaching a potential organisations and suggestions of how you can go about it. But key is to have a PDP and SMART Objectives, perhaps one of your **SMART** objectives could be 'Create my own internship opportunities'.

But like everything in this **Employability** A-Z it calls for commitment and focus. Conventional, internship opportunities do exist but they are competitive and will demand the same level of focus and commitment. So get to work on developing your PDP and SMART Objectives, tackle the basic and intermediate assignments, selected \$1 contracts that are most likely to align with your target organisations.

You will find an **E4 Guide to Creating your Own Internship** ([Link](#))?

AH - How is my SWOT?

We often heard about SWOT analysis, and many students and learners can explain what it is, but it is not always easy to do one, especially when it comes to our own personal situation. Example for one of the **E4** Team

<p>Strengths</p> <ul style="list-style-type: none"> • Remote worker • Project Development Experience • Effective researcher • Materials developer 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Bad people manager • Emotionally immature • Lack of follow through • Not able to take criticism
<p>Opportunities</p> <ul style="list-style-type: none"> • Technology early adopter • Extensive global network • Global market awareness • New market and product development capabilities • Solid client base 	<p>Threats</p> <ul style="list-style-type: none"> • Lack of focus • Poor team management • Rapidly changing landscape • Lack of flexibility

The exercise is good and, do not worry about the terminology, simply engage with the areas and reflect on your own characteristics and use this SWOT to inform your PDP and **SMART** objectives. Perhaps one of this person's **SMART** objectives could be to embrace criticism more often to apply the lessons from such input into their work or to address their emotional intelligence.

Personal SWOT Analysis

[CLICK HERE](#)

AI – International Focus

'The Internet is becoming the town square for the global village of tomorrow'
Bill Gates.

The world as we know it has been called a global village, and although, this terms was coined by Malcolm McLuhan in the 1960s, we are now truly in a global village, where Facebook is the biggest 'country' in the world. The old cliché think global, act local has given us the term glocal, and as you develop your skill base, and focus on your professional aspirations, it is essential that you adopt a glocal outlook.

Hologram technologies, haptic capabilities and other technologies will make the world even more competitive so it is essential that we focus on how the whole world will change and apply this thinking to our actions.

AJ - ??

AK – Kill the Dragon

'The only bonus of being unemployed is that when you wake up, you on the job'

Anon.

Many TV channels now run shows that are a take on the Dragon's Den or Shark tank approach, where people present business start-up or early phase ideas to a group of successful entrepreneurs.

It is important to recognize that these shows, are first and foremost television entertainment, and then maybe about business ideas and suitable start-ups, next time you see a young child on a Trunkie or come across a Tangle Teezer remember they were rejected by the UK Dragon's Den as ideas that would never work. One of the key lessons from this is that even the most experienced business people do not have all the answers and often it's easier to shout ideas down than to engage with them.

Generating and exploring ideas and researching the relevant markets and customer needs is the characteristic of a knowledge worker and pushing forward, through on-going research and investigation. Whether, it's for your own business start-up, a project you would like to start, or something to expand the business interests of your employer, all are essential activities and procedures that knowledge workers employ. The only person who is best equipped to assess an idea is a specialist in a specific market and/or area, and since few of the people we meet will have the relevant skills and knowledge, it is important to seek out experts and bounce your ideas off them.

If you want to have your idea assessed and to receive guidance, feel free to send it to E4ideas@Employability4world.com all ideas will be treated in the strictest of confidence and will not be shared without your expressed permission.

AL – Learning About my Skills - Skills Survey

Quote ??

The E4 Team have developed a basic employability skills survey to help you to reflect on your existing skills and guide you to areas for further development. Take the quick survey and then think in terms of areas that you may need to develop. The basic skills and intermediate assignments are designed to help you enhance and develop your basic employability skills.

Where possible, also think of different ways for you to improve your skills, volunteer at an old age home, join a sports club, etc. Once you feel you have a suitable base in terms of your skills, seek out suitable \$1 contracts (NB – if you cannot afford to purchase one, apply for a \$1 contracts bursary. The bursaries are for \$5, \$10, \$20 – with each application form requiring more input as the bursary value increases.

AM – Moodle

The E4 Moodle is the area where you will find the skills assignments, \$1 contracts, opportunity farm, , etc. You can find a guide to using the Moodle on all the E4 sites.

AN – Never Give Up – Adapt and Thrive

‘Don’t lower your expectations to meet your performance. Raise your level of performance to meet your expectations. Expect the best from yourself, and then do what is necessary to make it a reality’
Ralph Marston.

We all know that perseverance is a good quality to have, the saying ‘when the going gets tough, the tough get going’, but it’s not always easy to maintain focus and drive, especially in the face of setbacks, lack of success, despite trying your best. This is simply a fact of life, sometimes things go smoothly but often there are bumps in the road, how we respond to these setbacks and perceived failures is key. The best way to look at so-called failures is to bear in mind that to get to success we often must pass failure. The reality of the matter is that its only failure if we learn nothing from the experience. As a knowledge worker in the 21st Century, you need to seek opportunities, take risk, be willing to fail and to learn from **ALL** your experiences. The knowledge worker is adaptable, flexible and resilient; always pushing their limits, taking on new tasks and breeding opportunities through networking, engaging and seeking ways to add value to their ideas, possible future employers, etc.

AO – Opportunity Farm

‘Opportunity is missed by most people because it is dressed in overalls and looks like work’

Thomas Edison

The Opportunity Farm is on the **E4** Moodle, and the **E4** team will populate this farm with different opportunities and \$1 contracts. But the focus of the OP is for **E4** students to link their projects to others who may be interested to work with them and to develop opportunities, link with project leaders to develop their skills and to create more opportunities. The **E4** Team will also advertise opportunities in this area and you are encouraged to engage and explore opportunities and see how these can support you developing more skills for your **YES passport**.

AP – Populating your YES Passport

‘Everyone has a chance to learn, improve, and build up their skills’

Tom Peters

- Employability is about having and showing the qualities and skills that will help you with your professional development.
- The stamps in the YES Passport represent the qualities and skills that employers and managers look for when you apply for work and help you focus on your skills development
- These are the skills and qualities that help you to improve your potential to secure opportunities for internships, work experience, contract assignments, a job and/or to develop your own business start-up or a social enterprise.

Your life is your business

Take control and prepare to make most of all opportunities. Use your time both in and out of school or college to gain the experiences and skills that will give you a better chance of when the time comes to apply for work. Employers are looking for a ‘positive attitude’, readiness to take part in activities and contribute to team working. The more you show how well you work with people the stronger your employability.

Look at the examples below and then think about your own life. Then when you click on your stamps fill them in with something from your own experience. What are the gaps? What can you do to fill them?

What can you do to create a stronger example? You can add more stamps over time. The more you add the stronger your CV will be as it will show real examples of what employers want to see.

What have you been doing?

What are you studying?

How do you interact with people?

What interests do you have?

What kind of a person are you?

How do you spend your time?

Do you do things that benefit others in your community?

Have you done some part-time work or work experience?

Have you ever done something to earn yourself some money?

Employability Skills	Self-management and taking responsibility	Working effectively with other people
<p>This means:</p>	<p><i>The combination of skills, attitudes, and behaviours required to get, keep, and progress on a job and to achieve the best results</i></p> <p>Self-management means that you are ready to direct your actions to start working towards a goal. Also using time management and initiative to achieve the best results. You should also be able to use feedback to improve your performance.</p> <p>Taking responsibility means that you are able to set goals and then prioritise your actions to achieve those goals. You are accountable for the actions of your group as well as for your own actions.</p>	<p><i>Respecting others, co-operating, negotiating/ persuading, contributing to discussions, and awareness of interdependence with others</i></p> <p>This means you understand the dynamics of a group and can work with the group. You respect the group members and are responsive and open to their thoughts and opinions, and value their contributions. You contribute to discussions in a constructive and considerate manner. You are able to negotiate conflict situations. Be able to share information and be aware of the interdependence of group members.</p>
<p>Example</p> <p>How have I have demonstrated this?</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Taking the opportunity to find out about something for yourself, • Taking the lead in an activity • Making a planner to remember school assignments • Showing readiness to Learn • Making your own choices to take responsibility for your health, • Taking over household or other shared family responsibilities • Making the arrangements for team or club arrangements • Looking after younger members of the family <p>e.g., Since I was thirteen I have organised the fixtures calendar for my football club</p> <p>Or: I have been wanting to learn to play tennis so I have saved up for lessons. I booked a lesson with the local club two months ago and have played every Saturday</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Working on a group project with others • Helping others with their work • Encouraging others when situations become difficult • Actual work experience where you are part of a work team • Being in a club or sports team • Being sensitive to the different cultural traditions of other groups of people <p>e.g. I joined the National Citizen Service in the summer of 2012 and worked on a joint project to host a football event with younger children. I enjoyed working with the group and together we delivered a successful event.</p> <p>Or I work at a supermarket on a Saturday as a cashier. I get on well with the older workers and my supervisor has commented that I am a positive team member.</p>

Employability Skills	Business and Customer Awareness	Problem-solving and decision making
<p>This means:</p>	<p><i>Understanding the drivers for business success – including the importance of innovation, taking calculated risks, the need to provide customer satisfaction and to build customer loyalty</i></p> <p>This means you understand what makes a business successful. You can communicate with customers by responding effectively to their queries, complaints and requests. You can build customer loyalty and customer satisfaction through your relationship and level of service to them.</p>	<p><i>Problem solving analysing facts and situations and applying creative thinking to develop appropriate solutions</i></p> <p>You are able to look at a situation and identify if there are problems. Discuss the problems and obtain different opinions and by evaluating the facts and different options, implement a creative, practical or innovative solution. Problem solving also means ensuring that the solution or decision taken works.</p>
<p>Example How have I have demonstrated this?</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Work experience placements/visits • Out of school jobs/helping with a family business • Reading about economic and, political issues • Voluntary work • School summer Fete • Personal experience as a customer <p>e.g. I have volunteered as a helper at a charity shop in my town since July 2011. Although it is a charity we have to monitor stock, rearrange displays, and handle the till.</p> <p style="text-align: center;">Or:</p> <p>I worked in Gap last summer. I had a very rude customer and although I kept calm I asked my manager to deal with it.</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Working in a group or solo to achieve a solution to a problem. • Repair an item which has broken • Finding something which has gone missing • Improving the design of something • Taking charge of your bands rehearsals for a gig <p>e.g. My Dad has a computer but it was operating very slowly. I cleaned off some of the programmes and rebooted it.</p> <p style="text-align: center;">Or:</p> <p>I have had to decide whether to stay on at my school or apply for an apprenticeship. I looked at the numbers of young people leaving university without a job and decided to apply for an apprenticeship as an Accounting Technician</p>

Employability Skills	Initiative and enterprise	Communication and Literacy
<p>This means:</p>	<p><i>Broadly, an ability to demonstrate an innovative approach, creativity, collaboration and risk taking. An individual with these attributes can make a huge difference to any business</i></p> <p>You are able to see innovative ways of doing things, acting on opportunities and taking the initiative. That could be in setting up your own business. When working for an employer it means looking at a situation from a different angle or perspective. It might mean having the confidence to propose a new idea that might streamline or improve a process already in place.</p>	<p><i>Application of literacy, ability to produce clear, structured written work and oral literacy – including listening and questioning</i></p> <p>You are a good listener. You can express yourself clearly when talking or in writing. You are able to explain things to people from diverse backgrounds. You can read and understand what you read, including charts, graphs and diagrams.</p>
<p>Example How have I have demonstrated this?</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Setting up a group project: • Arranging work experience • Setting up a new club or team. • Responding to an emergency • Finding a solution for an unexpected difficulty • Selling things at school fair • Making jewellery to sell to friends <p>e.g I fix computers for our neighbours and make some money taking them apart and rebuilding them</p> <p style="text-align: center;">Or:</p> <p>I wash cars for visitors at the local supermarket</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Working towards your communication, literacy or English qualifications at school. • Writing pieces for a school newspaper or magazine • Taking part in a debate • Writing a blog • Entering a writing competition <p>e.g I have passed my exam in Communication and have a grade B</p> <p>Or: I have had an article submitted to the local paper about the proposed sale of our school playing field</p>

Employability Skills	Numeracy	Using ICT
<p>This means:</p>	<p>General mathematical awareness and its application in practical contexts, being able to manage mathematical problems in everyday life and in the workplace.</p> <p>It means you can decide what should be calculated or measured, use the correct tools and methods to record relevant data. Are able to verify calculations and make estimates</p>	<p>Application of information technology basic IT skills, including familiarity with word processing, spreadsheets, file management and use of internet search engines</p> <p>It mean that you have a range of IT skills, and can apply the correct technology to a situation or problem. You are also continuously learning about new products and ways to use it.</p>
<p>Example How have I have demonstrated this?</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Working towards Maths or Numeracy qualifications at school or college • Handling cash transactions in a work placement • managing the budget for a project or club • Weighing and measuring ingredients <p>e.g. I have a literacy qualification at Level 2</p> <p style="text-align: center;">Or:</p> <p>I worked in a local store last summer. I had to make sure that I gave customers the correct change</p>	<p>Could be one of the following:</p> <ul style="list-style-type: none"> • Working towards an ICT qualification at school or college • Creating computer or phone apps • Presenting information in spreadsheets • Using computer graphics • Becoming skilled at online games <p>e.g. I set up a school newspaper using Microsoft Publisher</p> <p style="text-align: center;">Or:</p> <p>I have been playing a simulation game since I was 12, I am now at Master level, which means that I tutor new players online. I am in contact with players from across the world.</p>

AP – Quality, Quality, Quality

'Quality is not an act it's a habit'

Aristotle

Be a yardstick of quality. Some people aren't used to an environment where excellence is expected'. Quality is never something that we should be prepared to compromise. Those companies that delivery quality products and services always stand out. Quality needs to be your catch word, what easier way to stand out than to deliver quality? When doing a covering letter

AR - Risk Taking

'Aspiration and Risk Walk Together'

Tania Aebi

All life involves some risk, and risk taking is always tricky and carries possibilities of failure, but as we have seen failure is not fatal and by learning from any failures makes you stronger and more prepared for next time. All of us have different risk and reward matrices, expecting rewards where no risks are taken is fruitless.

AS – Self Employment and Entrepreneurship

'Ideas are easy. Implementation is hard'

Guy Kawasaki

More and more focus is being applied to issues of self-employment and entrepreneurship, but they are different, someone who wishes to be self-employed is keen to generate an income through creating work for themselves. While an entrepreneur is focused on building a business, perhaps to create a job, but to also expand and develop and perhaps sell in the future. The key difference then is the focus on growth, the self-employed person is focused on a stable business that generates a secure income and while the entrepreneur is keen to create, expand and grow a business and/or ideas into viable businesses, that may create employment for others, develop new supply chains, disrupt existing supply chains and even create new industries. While these distinctions are important for people who study economics and business science for the E4 team the concept of 'Your Life is Your Business'. Thinking about your life as a business helps you recognize that your skills base i.e. your brain, is your key asset. As a knowledge worker, you are developing and hard wiring your brain to allow you to add value, as self-employed, an entrepreneur and/or an employee depending on the opportunities you create, nurture and embrace.

AT – Trying New Things – Do not Fear failure

'The best time to plant a tree was 20 years ago. The second-best time is now'
Chinese proverb.

A willingness to try new things, is a characteristic of the modern knowledge worker; a knowledge worker is always upskilling, embracing new tasks, taking risks and learning from failure. The E4 Team have developed digital assignments and other online opportunities to allow you to try new things. New designed a budget for a complex project, take on a Budgeting assignment; have an idea for a business? Do an ENTPASS – like your personal development plan and ENTPASS will help you build your idea and recognize what you need to do. By trying new things, you will also get to know what you enjoy and, if you have not found your passion, perhaps get closer to realizing what motivates you and thus will help you keep focus.

AU – Unemployment

'Unemployment is capitalism's way of getting you to plant a garden'
Orson Scott Card

Most successful people have experienced a period of some form of unemployment, or tough times when build their business and/or other setbacks. The key is how we respond to period of unemployment, which may happen early in our professional develop; often the initial obstacles for new entrants into the labour market encounter issues around lack of work experience. The most important thing when facing unemployment as a knowledge worker, is and Scott Card says in the quote, plan a garden. The E4 team have developed the InternZone, Opportunity Farm and work Experience area for you to work on building your work experience, develop a network of colleagues and other partners to embark on joint ventures, build your skills base, etc.

AV – Viable – Changing Plan is not failure

'When the facts change, I change my mind'
Paul Samuelson

Although throughout this A-Z the theme has been focused, inter alia, on the effectiveness of planning it is key to recognize that even the best laid plans must be adapted and changed from time to time. Keeping an open mind is imperative, and as Samuelson suggests when facts change, change plans. Recognizing that any plan needs to be

adaptable and as a knowledge worker we need to embrace the concept of having a Plan B. The old cry, in times of rapid change we need to 'adapt or die'. Further, a changing plan does not mean failure, it simply shows the adaptability of your underlying plan and as new facts and situations arise so you can change your focus and activities.

AW – Work Experience Zone

'I learned the value of hard work by working hard'
Margaret Mead.

The Work Experience Zone has been developed by the E4 team to link to existing international projects, business start-up ideas and other activities, which will allow you to improve your skills base, develop work experience and nurture references for supporting a job search and/or to potentially create your own job. If you have completed the basic skills assignments and all your YES passport stamps are filled with suitable experience you can select a work experience assignment, these are priced at \$10, again anyone who is not able to afford the \$10 can apply for a work experience bursary. Successful completion of a work experience assignment automatically earns you a \$10 credit toward another work experience assignment.

AX – X-Factor is Motivation

'There are plenty of luxury cars around, but the S-Type has that special X factor'
Oxford Dictionary

According to the Oxford English Dictionary, X-factor is 'a noteworthy special talent or quality', and not only a television show. We all have some sort of X-Factor and the goal is to identify your own and to nurture and develop it and find ways. The knowledge worker is constantly seeking their X-factor and if for some reason you do not have an obvious one seek out, areas that you can develop and then be obsessed with improving and enhancing this area. You may have a talent for playing computer games, find projects that are using computer games as a focus and see what you can do to engage with the project, networks etc.

AY – YES Passport and Official Stamps

‘Your Passport to a skills universe’

E4 Team.

The **YES Passport** has been designed with users aged 15 upwards in mind. The tool is available online at www.yespassport.me and a app version. A user will be allocated unique login to their own passport with a passport style front cover, which opens to an identity page and then to a series of ‘stamps pages.’ The stamps are those of the employability skills, one for each page (and indeed can become multiple pages. A hard copy version has been used with younger pupils with customized rubber stamps – literally stamping the passport pages as the user collects their evidence. It does not replace Curriculum Vitae; instead it helps users build a substantial bank of experience which can be articulated into examples of employability skills and attributes than a prospective employer will see evidenced in the CV.

What Employers Want

There is a considerable amount of research available into employer views on desired employability attributes of young people in the UK and elsewhere. There are many different viewpoints in terms of the nuances of what employers want from employees, however at the core there is some widespread agreement on:

- **Self-management and taking responsibility**
- **Working effectively with other people**
- **Business and customer awareness**
- **Decision-making and Problem-solving**
- **Initiative and enterprise**
- **Communication and Literacy**
- **Numeracy**
- **Using ICT**

The Passport helps young people identify at an early stage in their school and learning pathway what is required for their journey towards entry into the world of work. Used as part of a wider programme ‘Your Life is your Business’ this encourages young people to identify what skills and knowledge they might need to develop and how to use both their time in school and their experiences and activities outside of school to acquire those skills. The YES Passport is then a cumulative way to evidence the skills they are acquiring, describe them and see what might be the gaps that might need to be plugged.

When the user clicks on the stamp it will take them to some embedded text which offers an example of how the skill was demonstrated, and is date stamped. The intention is for users to build up a portfolio of skills which they can then articulate in a more formal CV presentation or describe in an interview.

Examples:

Skills Category	Demonstrated	Areas for Development	Development Routes
Communication and Literacy	Written work	Language skills	FE communication course
Working effectively with other people	Team working	Leadership	Participation in teams sports
Working effectively with other people	Cultural sensitivity	tolerance of alternative views	Cultural training programmes
Decision-making and Problem-solving	Response to preset problem activities	Proactivity	On-line problem solving activities
Self-management and taking responsibility	Self-promotion; networking	Planning action	Planning an event
Numeracy	Accuracy	Quick-thinking	Educational numeracy tests
Self-management and taking responsibility	Self-awareness	Willingness to learn	School studies
Business and customer awareness	References	Demonstration in a working environment	Volunteering

AZ – Zenith Goal Setting

“The paradox of success, that what got you where you are, won’t keep you where you are, is a hard lesson to learn.”

Charles Handy

Zenith Goal setting is a concept developed by the E4 Team, i.e. set you goals as high as possible make them challenging but supporting the Zenith are what we have called the Zenith ladder. In other work the steps that we need to take along the way. For example:

Time month	ZENITH GOAL = TO GET AS FIT AS POSSIBLE AND RUN 3 MILES IN UNDER 30 MINUTES within 4 months				
4	Jog for 2000 steps and walk for 2000 steps x 5 per day				
3	Walk 10 000 steps per day	Do 50 press-ups and sits ups a day going forward		Jog 3000 steps	
2	Walk 6000 steps per day	Do 40 press ups and sits up per day	Jog for 1000 steps	Eat 5 potions of fruit and veg per day going forward	
1	Secure suitable walking trainers	Walk at least 3000 steps per day for a month	Do 20 press-ups per day for a month	Do 20 sit-ups for a month	Improve diet and keep a food diary
ZENITH LADDER = What Do I need to do to achieve my Zenith Goal?					

Time month	ZENITH GOAL = TO Learn Spanish within 4 months			
4	Speak only Spanish one day a week	Try and have a conversation with a Spanish friend		
3	Increase practice to 15 minutes a day		Record yourself reading the Spanish book and play this back to a friend	
2	Increase practice to 10 minutes a day		Phone Spanish friend twice a week and read the basic Spanish book to them	Seek a slightly more complex Spanish reading book
1	Find suitable resources for learning Spanish	Practice 5 minutes a day	Find a Spanish speaking person and try and speak to them regularly	Seek out a basic Spanish reading book – best to seek out children basic reader in Spanish
				
ZENITH LADDER = What Do I need to do to achieve my Zenith Goal?				

These are two basic examples, by building your own zenith ladder for zenith goals will help you improve your skills, support your planning and help translate your SMART objectives in activities and actions that you need to take.

Other Resources

- **Accessing Your Limitless**
- **Building the Ideal Skill Set for 21st Century Employment**
- **Career Calculus**
- **How Your Brain Works**
- **reasons why reading is good for your health**
- **7 Ways To Develop A Positive**
- **10 ways to... Cope with a demanding workload**
- **Top Tips for Setting Goals and Priorities**
- **UN Sustainability Goals**
- **Why reading is good for your health**

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