



Society of Petroleum Engineers
Aberdeen Section
www.spe-uk.org

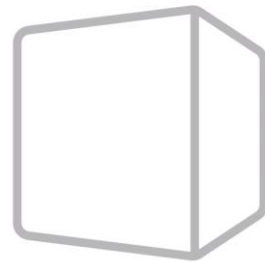


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Enhancing your Employability

Campbell Urquhart
Managing Director



WHITECUBE
CONSULTING

CV Development - Objectives

- Help you create a more professional CV
- Sell yourself - get the edge over other candidates
- Increase the chance of being invited to interview



What is a CV?

A summary of key skills, experience attributes and personal details, which acts as a sales tool to get you an interview

So, you need to **sell** yourself!

CV Content

- Contact details (home address, e-mail and telephone)
- Personal profile
- Achievements
- Qualifications and Training
- Work History
- Hobbies/Interests (optional)

First Impressions

To ensure your CV stands out you should:

- Adapt it to each role / industry – **customise it!**
- Grab attention with a relevant personal statement / summary of your background, skills, experience and attributes
- Use achievements to 'sell' yourself - less about what you did in your last role, more about how well you did it.

CV Content

Interesting and Informative

- Positive and relevant to role applied for
- Presenting achievements, skills and experience succinctly
- No un-necessary or non-essential information.

Factual

- Accurate and targeted
- Achievements - summary of the relevant facts
- Explain Gaps in CV

CV Content (cont.)

Short

- Ideally no more than three to four pages
- Use “bullets” to condense information into short, punchy sentences.

Presentation

- Well laid out, consistent formatting
- Plenty of space and an attractive typeface
- Use active, not passive, language

Passive v Active Language

Responsible for managing the ABC project, team and budget.

Lead a multi-disciplinary team of 30 technicians on the ABC project. Delivered the project 2 weeks ahead of schedule and 5% below budget, through effective management.

Selling Yourself

There are three sections of the CV that can be considered the sections which will “sell” you to a potential employer and these should be tailored to fit the particular job you are applying for at the time.

- Personal profile
- Key Skills
- Achievements

Selling Yourself

Personal Profile – Example

Degree qualified, Mechanical Engineer with over 5 years on and offshore experience, gained in the North Sea, Middle East and Far East. Expert knowledge of static / rotating equipment, gas compression systems and maintenance management systems. Natural problem solver with excellent people management and communication skills.

Selling Yourself – Key Skills

Example USP's

- Discipline/Technical Experience or Expertise
- Sector Knowledge or Experience
- IT skills
- Qualifications /Training
- Languages
- Personality



Sell Yourself with Achievement Statements

Achievements demonstrate how well we have carried out a task or project and overcome challenges or problems.

What are you most proud of having delivered at work?

What have you been praised for doing well?

Achievements can be personal or work based and achieved individually or as part of a team.

Read your CV and ask yourself “So What”?

Achievements – the C.A.R. Formula

When writing achievement statements you can use the C.A.R. formula:

- Challenge
- Action
- Result



Selling Yourself – CAR Formula Examples

Responsible for achieving a £300k per annum sales target. After only 3 months in the role, won a 12 month contract with a major engineering contractor for a training and development programme for over 200 offshore technicians.

In year 1, the programme achieved a customer satisfaction rating of 97%, and was extended by a further 2 years. Total contract value over 3 years was £1.2m.

Selling Yourself - Examples

As a result of the downturn in the oil and gas industry, proactively lead and implemented a project to improve the offshore planned maintenance schedule and reduce non-essential overheads.

After 3 months, delivered a 12% efficiency improvement, resulting in a cost saving of £725,000 in the first year.

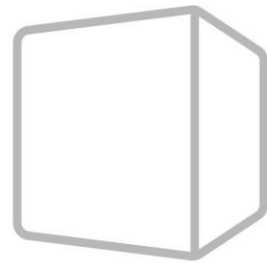
Finishing Touches

- Spelling and grammar
- Don't be modest
- Use active not passive language
- Focus on achievements and skills, not just responsibilities
- Customised your CV – not 'one size fits all'

Any CV Questions?



Preparing for Interviews Effectively



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Objectives

- Help you prepare more effectively for interviews
- Improve the quality of your interview answers
- Improve your chance of a job offer



Interviewee's Objectives

- To gain information about the position
- To give information about yourself
- To expand on information provided on CV
- To find out more about company / benefits.

Interviewer's Objectives

Can you do the job

Assessing skills, achievements, experience and learning potential

Will you do the job

Your motivation, interest in position, company and industry, work ethic and outside influences that can affect willingness and availability

Will you fit the team/organisation

Communication style, attitude and personality, values, work/management style and appearance

“One important key to
success is self-confidence.

An important key to
self-confidence is preparation.”

Arthur Ashe

Professional American tennis player

Preparing for Interviews

- Who, where and when – check and confirm interview details
- Thoroughly read Job Description or Advert to understand role
- Know yourself and what is on your CV
- Find out what you can about Organisation and Culture
- Consider questions you may be asked
- Prepare questions you wish to ask.

Types of Interviews

- One-to-one
- Panel
- Assessment Centres
- Competency based interviews and other tests
- Telephone and Skype



Picture the Job

- Where does it fit into the Department / Organisation
- To whom does it report
- Who will the job holder be responsible for
- What are the main responsibilities of the job
- What training / career development is there
- Remuneration and benefits
- What are the working conditions.

Interview Format

- Introduction – opportunity to learn about interviewer, company and background to role.
- Middle – Questions to assess the 'Can You', 'Will You' and 'Fit'!
- Conclusion – Find out about next stage and opportunity to ask questions.

Types of Questions You May Be Asked

- Competence
 - Designed to test level of competence or capability in any area including specific technical skills, leadership or management skills and required behaviours.
- Personality/Motivation
- Administrative
 - Salary
 - Terms and Conditions.

Answers

- Concise/Well Structured
- Relevant and Interesting
- Sell yourself
 - Strengths
 - Experience
 - Achievements
- Turn negatives into positive
- Be honest about your experience and responsibilities.

1st Answer v Best Answer

Candidates often provide their 1st answer in interviews...rather than their best answer.

Candidates who give the best answer, typically get offered the role...

Preparation and Practice...

What are your strengths?

You have 60 seconds to think about
or write down your (1st) answer...



Typical 1st Answer...

Team player

MS office

Mechanical Engineering

Communication skills

Planned Maintenance Systems



Preparation Stage 1...add more...

Team player

MS office

Mechanical Engineering

Communication skills

Planned Maintenance Systems

People Management

Rotating and Static Equipment

Problem Solving

MS Project

Preparation - Stage 2...Structure...

Mechanical Engineering
Rotating and Static Equipment
Planned Maintenance Systems

MS office
MS project

People Management
Team player
Communication skills
Problem solving

Preparation Stage 3 - Best Answer

Mechanical Engineering – 20 years, including Middle East
Rotating and Static Equipment – Gas Compression
Planned Maintenance Systems

MS Office – Expert in Excel, Advanced Word
MS Project – Delivered Training workshops

People Management – team of 30
Team player
Communication skills - £1.3m tender for Shell
Problem solving

Reasons for Leaving Statement

“What happened with your job?”

- Keep it short and factual
- Be as positive as possible
- Truthful
- Practice it



In the Interview

Do

- Be positive and enthusiastic
- Give real life examples to back up points
- Speak clearly and concisely
- Stress your flexibility
- Talk about your strengths
- Be truthful but do not volunteer negative information unless asked.

In the Interview (cont.)

Don't

- Underestimate your skills and abilities
- Ramble or waffle
- Use jargon words
- Talk about your weaknesses without saying what you are doing about them
- Criticise your present manager(s).

After the Interview

- What you did well
- Important Successes/Achievements
- Areas of questioning which were uncomfortable or you felt unprepared
- What will I do differently next time
- Follow-up's

And Finally

FEEDBACK!

An essential part of the interview process

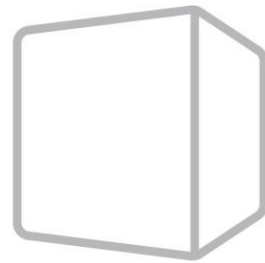
“The definition of insanity is doing the same thing over and over and expecting different results.”

Benjamin Franklin

Any Interview
Questions?



Linkedin



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Session Content

- Understanding the LinkedIn network structure
- Building your network / Adding contacts
- Developing an effective personal profile
- Changing settings
- Status updates
- LinkedIn Search / Research
- LinkedIn Jobs / Groups / Posts
- Proactive recruitment applications

89% of all recruiters
report having hired
someone through LinkedIn



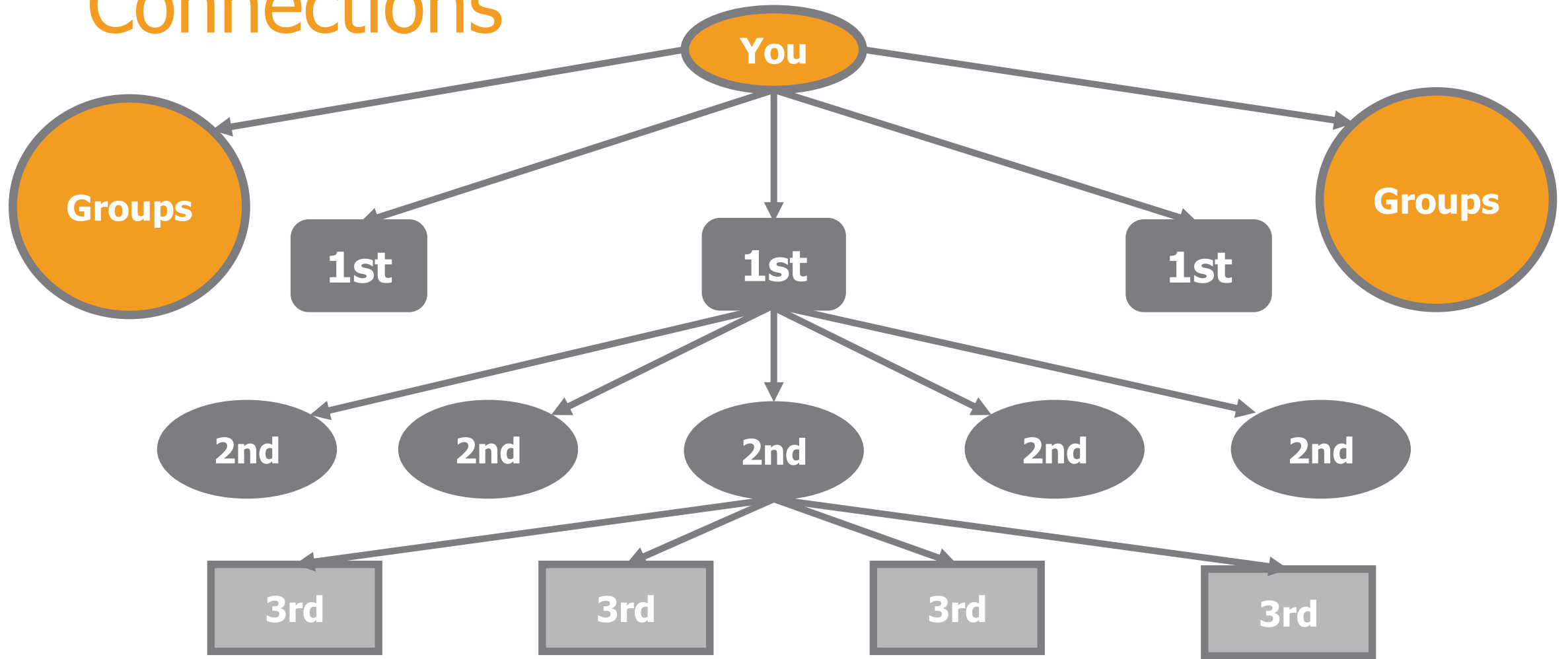
(Source: Head Wisdom - 2014)

PRACTICAL TIP



If you are not on LinkedIn,
you might not be found by a lot
of prospective recruiters /
employers in your network.

Connections



PRACTICAL TIP

Adding a few more 1st level connections
can greatly increase 2nd level network...

4,000 x 1st level connections
equals
1,600,000 x 2nd level connections

(avg. 400 connections per person)

Build your network

4 strategies

- People you know well
- Extensive relevant connections
- Highly selective
- Biggest network



PRACTICAL TIP

If you engage with someone before sending a LinkedIn request, you have much greater chance of connection success

Some considerations

- Who to connect to?
- Invitation etiquette
- Personalised connection message
- Privacy settings



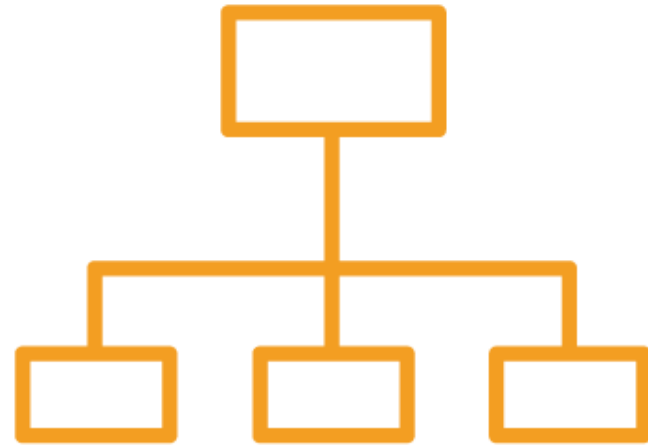
PRACTICAL TIP



You can customise the invitation message when you send a connection request...give them a reason to connect.

Adding Connections

- Individual
- Multiple contacts
- People you may know
- Find Alumni



Importing Multiple Contacts

See who you already know on LinkedIn

The fastest way to grow your network is to import your contacts

Continue


We'll import your address book to suggest connections and help you manage your contacts.
[Learn more](#)




Find more connections like Robert, Harry and Morven.


More ways to find connections


 Gmail

 Yahoo

 Outlook

Aol. AOL

 Import from other providers

 Invite by email

 Upload a file

PRACTICAL TIP



Export your contacts to excel,
remove anyone you don't want to
connect to, batch upload and
quickly connect to get your 1st
Level network off to a flying start.

People you may know

- LinkedIn makes “intelligent” recommendations of people you may know based on your network
- The more connections, the smarter it should get...
- Visit this regularly as the recommendations change
- Click the X button (top right of their picture) to remove people if there is someone you definitely don't want to connect to
- Scrolling down adds more potential contacts

PRACTICAL TIP



Connection requests from the “people you know section” are standard messages - view the persons profile page to send a customised invitation

Find Alumni



Career insights of 44,949 alumni

Attended

Start year

1900

to

End year

2017

Search alumni by title, keyword or company

[< Previous](#) [Next >](#)

Where they live



29,601 · United Kingdom



16,718 · Aberdeen, United Kingdom



2,019 · Edinburgh, United Kingdom



1,169 · Glasgow, United Kingdom



1,117 · Australia



719 · Inverness, United Kingdom

Where they work



638 · Robert Gordon University



400 · Wood Group



385 · Shell



320 · BP



276 · NHS Grampian



256 · Aberdeenshire Council

What they do



6,024 · Operations



4,990 · Engineering



3,729 · Business Development



3,257 · Information Technology



3,063 · Sales



2,320 · Program and Project Management

Find Alumni



Career insights of 44,949 alumni

Attended

Start year

1900

to

End year

2017

Search alumni by title, keyword or company

< Previous Next >

What they studied

3,749 · Business Administration and Management

2,142 · Mechanical Engineering

2,010 · Electrical and Electronics Engineering

1,905 · American/U.S. Law/Legal Studies/Jurisprudence

1,647 · Project Management

1,580 · Human Resources Management/Personnel Management

What they are skilled at

11,100 · Management

9,856 · Microsoft Office

9,650 · Project Management

8,816 · Oil & Gas

8,467 · Petroleum

7,988 · Customer Service

How you are connected

25,044 · 3rd+

15,486 · 2nd

990 · 1st

Find Alumni

- Also works with school as a default, if you didn't attend further education
- Option to change University / College
- Links are hyper linked – useful for quick sub-searches

PRACTICAL TIP



If a company has a LinkedIn page, you can see current employees.

Great way to quickly find and connect with colleagues present and past...

Networking – A Spider's Web



A - Primary Contacts

Know well – introduction / referral to B or C contacts

B - Bridge Contacts

Information sources, meet through networking activities etc. Referrals to other B or C contacts

C – Decision Making Contacts

Make hiring recruiting decisions – can refer to other C contacts.

Headline



Campbell Urquhart

Managing Director at White Cube Consulting Ltd. Creative People Solutions. Measurable Business Results.

White Cube Consulting Ltd. • Banff Academy
Aberdeen, United Kingdom • 500+ 

- Up to 120 characters
- Keyword-rich description
- Title / Location / Availability
- Use a current photo



Effective Profile – SELL YOURSELF!

- Summary – “News” headlines / Key achievements
- Specialities – think key word search
- Experience – summary of all recent / relevant roles
- Recommendations – ask proactively
- Endorsements – more reactive – ask to get you started
- Education / Training – relevant
- Honours and Awards – relevant
- Attachments?

Headline - Example

Petroleum Engineer, immediately available
for contract / staff role either offshore or
onshore in the Aberdeen area.



Privacy

 Privacy

 Communications

Profile privacy

Edit your public profile

Change

Choose how your profile appears in search engines

Who can see your connections

Change

Choose who can see your list of connections

Connections

Viewers of this profile also viewed

Change

Choose whether or not this feature appears when people view your profile

Yes

Sharing profile edits

Change

Choose whether your network is notified about profile changes

No

Profile viewing options

Change

Choose whether you're visible or viewing in private mode

Full profile

Notifying connections when you're in the news

Change

Choose whether we notify people in your network that you've been mentioned in an article or blog post

Yes

Who can see your last name

Change

Choose how you want your name to appear

PRACTICAL TIP



When you view someone else's profile, you can switch to anonymous mode – very useful for viewing potential employers / interviewer profiles.

Privacy

Blocking and hiding

Followers

[Change](#)

Choose who can follow you and see your public updates

Everyone

Blocking

[Change](#)

See your list, and make changes if you'd like

Unfollowed

[Change](#)

See who you have unfollowed, and resume following if you'd like



Privacy

Data privacy and advertising

Suggesting you as a connection based on your email address

Change

Choose who can see you as a suggested connection if they have your email address

Everyone

Suggesting you as a connection based on your phone number

Change

Choose who can see you as a suggested connection if they have your phone number

Everyone

Representing your organization

Change

Choose if we can show your profile information on your employer's pages

Yes

Sharing data with third parties

Change

Choose if we can share your basic profile data with third parties

Yes

Advertising preferences

Change

Choose whether LinkedIn can use cookies to personalize ads

No

Linkedin Search

Search

Top

People

Jobs

Posts

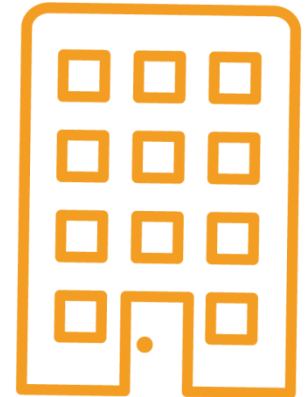
Companies

Groups

Schools

- People
- Jobs
- Companies
- Groups

- Universities
- Posts
- Inbox



Recruitment Research



- Company pages
- Jobs
- News updates
- Employees – 1st / 2nd level connections
- Use for preliminary research
- Recruitment Process / Application / Interview

Recruitment Research

- Interviewer / Hiring Manager
- Profile
- Employment history
- Background research
- Shared Connections
- Knowledge / leverage / recommendation



Connections in common...

1st

Julie McDonald

Director of People Solutions at White Cube Consulting

White Cube Consulting Ltd • University of Glasgow

Aberdeen, United Kingdom • 500+ &

Message

A Chartered Psychologist who brings an expert understanding of people and behaviour within an organisational context. Experienced in supporting organisational development and change. Skilled at talent managem... [See more](#)

Highlights



359 Mutual Connections

You and Julie both know Colin Turnbull, Alan Crozier, and 357 others



1 Mutual Group

You and Julie are both in the University of Aberdeen Executive Education group



Julie can introduce you to 11 people at ConocoPhillips

You are following ConocoPhillips



You both worked at White Cube Consulting Ltd. and The Urquhart Partnership Ltd

Julie started at White Cube Consulting Ltd. the same month as you

PRACTICAL TIP



Click the shared connections tab to see who you both know.

Contact shared connections, that you know well, for preliminary research.

Linkedin Jobs



- Companies in your network
- Connections who work there
- My Jobs – saved jobs you have applied for
- Recommended search to get you started



Jobs Search

- Keyword
- Company
- Title
- Location
- Country
- Postcode
- Date Posted
- Industry
- Experience Level



Preferences

What locations would you like to see jobs in?

✓ Aberdeen, United Kingdom + Add Location

Which experience levels are you interested in?

Senior ▼ to Manager ▼

What industries are you considering?

✓ Oil & Energy ✓ Renewables & Environment + Add Industry

Suggested based on your experience

+ Information Technology and Services + Construction + Higher Education

+ Computer Software + Automotive + Telecommunications + Retail

+ Financial Services

What size company would you like to work for? (Number of employees)

1 ▼ to 10,000+ ▼

Posting Status Updates

- Keep it professional – always!
(Linkedin is not Facebook...)
- Share or ideally post relevant / interesting content for increased visibility
(Like attending today's event)
- Ask for help / input from your network – i.e. job search
(Occasionally...and meaningfully)

Groups

- Online forums
- Topic based
- Location based
- Networks – recruitment / consultants / technical
- Participation can raise your profile
- Ask... questions...for advice...for help...



PRACTICAL TIP



Join lots of relevant groups to increase your visibility, but participate in a selected few where most value can be gained

Posts

- Just like a blog...
- Notification proactively sent to your 1st Level contacts via the notifications icon
- Visible to LinkedIn users
- What could you post / blog about to make you more visible / interesting as a potential candidate?

Proactive Applications via LinkedIn

- Always try to engage first, where possible
- Use 1st level connections as an intro / leverage into 2nd level – a warm introduction always better than a cold approach
- Connect directly with relevant hiring contacts via linkedin using a personalised message...

Example Message



Hi Dave

Hope you don't mind the connection request. Our mutual friend John Smith suggested I get in touch as I understand you may be recruiting Petroleum Engineers in the near future. As you might gather, I'm a Petroleum Engineer actively seeking employment, so would welcome the chance to submit a CV if you can let me know who best to send it to.

Thanks in advance,

Regards Jim

PRACTICAL TIP



We sneaky recruiters / employers
look things like at social media.
And it can make a difference...

Just ask Phillipe Dubost
www.phildub.com

Instant update for you: March 26th 2013: After 2 months and 1,500,000 visitors, I've found *THE* job! Thank you! [More info here](#). I'm also [on twitter](#).
See [the original product page](#).



Philippe Dubost, Web Product Manager

by [Philippe Dubost](#)

★★★★★ ☒ (5 previous positions) | Like 42K

Currently unavailable.

We don't know when or if this item will be back in stock.

- Dual competence: technical-management
- 5+ years working on web products
- Entrepreneurial mindset
- "Strong Generalist"
- Trilingual EN/FR/ES

Take a Trip with Philippe

Visit the [Avocado Travel blog](#) (FR) for our full selection of [Japan](#), [Thailand](#), [Airlines](#) articles and much more. [Travel now](#).

Have one to sell?

Add to Wish List

Add to Wedding Registry

my **Linked in** profile

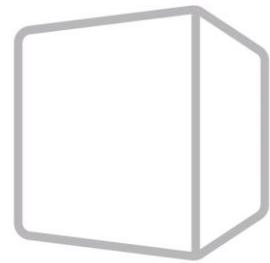
Share Email Facebook

Tweet LinkedIn

Google +

1.6m+ views and 300+ job offers...

Any LinkedIn Questions?



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