

What is job application coaching?

In a competitive job market, so many people fall at the first hurdle of the selection process because they have not made a convincing first impression with their CV or application form. It's not about using impressive words or a clever layout; a good application has to anticipate the needs and concerns of the recruiter.

If your CV isn't winning you the interviews you deserve, if it's a while since you had to undergo a formal written application process, if you are continually stumped by tough application form questions, if you have no idea what should really be in a covering letter — you are likely to benefit from some application coaching.

What does it involve?

What we try to do is help you develop the knowledge, skills and techniques so that you can write a focused CV or application form for any future job. We're not a CV writing service. We won't take some details about you and then give you 30 copies of a fancily-formatted generic document.

We will:

- help you to research and analyse a job effectively, so that you are able to get into the mind of the recruiter who will be reading your application and work out what their preoccupations are likely to be
- help you to identify and prioritise the information about yourself that will provide convincing evidence of your abilities and then express that information in a way which best addresses the requirements of the job
- help you to organise, structure and present that information in the most appropriate way for your target audience, including how best to lay out and format your CV

The options

We have a range of job application coaching services:

Full CV revamp (two 2-hour sessions)

This service is for people who:

- are building a CV from scratch
- are completely changing their CV in order to pursue a change of career direction
- have not needed to update their CV for several years

Specific application coaching (one 2-hour session)

This service is for people who:

- have a reasonably up-to-date CV but who wish to hone it in order to apply for that really appealing job
- need help filling in a demanding application form

Quick review and feedback (30 minutes)

This service is for people who:

- are reasonably confident that their CV or application form is OK, but just want to make sure it is as good as it can be before sending it off

How to make the most of your coaching session

- Bring as much information about yourself as you can: current job description, appraisal forms, qualifications, etc.
- Bring as much information about the jobs you are applying for as you can: adverts, job descriptions, web page printouts, etc.
- Spend some time thinking about your strengths and key achievements.