



TOP 20 TIPS TO DEFEAT REDUNDANCY



COVID has a lot to answer for – not least of which is the sheer number of good people who have been consequentially made redundant. Here are some ideas that will help you on your next journey.

1. There is no stigma

The universal truth is that we are all living with the pandemic and the fall out it has caused. All employers will understand and probably be grateful you are on the job market as a result.

2. It's not personal

You need to understand that a rejection (or no response) to your application is not personal even though that can be how it will feel. Imagine you were an employer you cannot possibly accept all applications so accept that and move onto the next application with an employer who many need your skill set.

3. Take stock

Use this opportunity to make a list of your strengths and weaknesses. I have found a grid such as the one below is very useful to concentrate the mind:



So for example you may dislike cold calling but be good at it, or you may be weak at maths but like business planning. . . . The trick is to identify skills you are both good at AND enjoy doing. This will help give you both insight and direction.

| | |
|--------------------------------|-------------------------------|
| THINGS I AM GOOD AT | THINGS I LIKE DOING |
| THINGS I AM NOT GOOD AT | THINGS I DISLIKE DOING |



4. It's a full time job

Treat job hunting like a full time job – wake early and prepare as if you were tackling a normal day. Make lists of “prospects” and a plan for each day and work through, taking lunch and coffee breaks as if at work. This may be one of the hardest “jobs” you have had!



5. Revisit and update your CV

Most of us lose track of what is or isn't encouraged with a CV these days so to avoid doubt contact some recruitment firms (ideally those specialising in our industry) and ask for assistance and advice. Most will be more than willing to help on the basis that you may be a potential candidate now or in the future. You may also be able to pick their brains regarding who is recruiting and what their criteria may be. They are often in the know and may be able to spark ideas as well as tidying up and adding professionalism to your CV. Also don't be shy circulating your CV – it may sit for a while but could spark ideas with potential employers.

7. Review your list of accomplishments

Spend time reviewing your own personal and business accomplishments. It will act as a reminder as well as a confidence booster that you ARE good. It will also act as a buffer and help you cope better with rejections.

6. Social Media

There are so many social media tools like LinkedIn that you can utilise to spread the word and look for opportunities. You can write a blog or article and make it clear you are looking for work or be more direct. Rather than just post the fact you are looking for work ask your contacts and your network to forward that fact to their own networks. Even with just a fraction of your network doing this simple task you will access hundreds if not thousands of new opportunities and potential contacts.



8. Trade Bodies and Associations

We are blessed with many trade bodies and associations in this industry – they exist mainly to support the industry and its members. Remember employers will often approach them formally or informally wanting to know who is about and available for work. Do make full use of them and the resources that exist in person or on-line.

9. Newsletters and Trade Press

Contact the trade press and publishers of industry newsletters and get on their circulation lists. This will both keep you updated with the latest developments as well as offer insights and potential opportunities.



10. Zoom meetings

There are so many industry related events happening on-line that you can participate in. Some are business related; some social and many are free to attend. It will do no harm to be at those meetings and you can contribute or participate as you wish. Either way good to stay in contact with your peers and again can provide a source of leads for potential employers.

11. Mentor

You could do well to find yourself a mentor – this could be someone directly in your line of work or in a completely different role. Having a sounding board and someone to offer impartial advice and possible guidance is invaluable. Often they can see things you are too close to see.



12. Training

Use some of your day to update your skill set. You can take on new skills or simply refresh your existing skill set. Either way it will boost your confidence as well as your desirability with a potential new employer.

14. Interview practice

Remember that many interviews can be on line as well as face to face. Ask an agency or an old colleague to interview you. Practice makes perfect. Also consider your home setup in terms of lighting, microphone and background. Little touches that can make you appear literally in a better light than a potential rival candidate.

13. Make time for “YOU”

Look after your physical and mental health. Whilst expensive gym memberships may have to go, you can still exercise freely and watch your diet. Also find simple things that make you feel good – a coffee on the veranda, a walk in the woods, a bubble bath – whatever releases endorphins!



15. Build a hit list

Think about contacting previous employers as well as their competitors. They may have new vacancies or know of someone who does. My point here is that everyone will have some empathy with your situation (it could so easily have been them in your shoes!) and as humans we have a natural tendency to want to help others if we can.

16. Fantasy League

Build a list of employers you would love to work with. Carte blanche and just build a mini-database of roles you would imagine being fantastic to have. Speculative CV's are usually well received and you only need one yes!



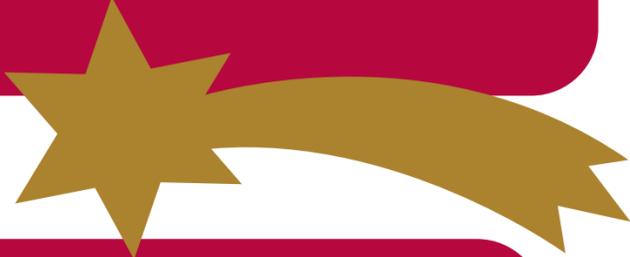
17. Temporary roles and Maternity cover

Consider as an interim solution covering for someone on maternity leave or take on a temporary role. Not only could this help financially but will get you back in the workplace and boost your confidence. How much easier is it to apply for a new role from a position of strength?



18. Confidence

Many of the previous points have at their root a way of elevating your confidence. Think about how you have faced and overcome obstacles in the past and absorb that energy. You may have achieved many amazing things that you have glossed over in the past - now is a good time to remember that. It will help you so much over the coming days and weeks. Just as a prospect can detect a smile on the phone, employers will be wowed by that inner confidence as opposed to someone who sounds defeated.



19. Distribution

We have all heard the expression that in life success often comes not from what you know, but from whom you know! The more people that know your situation the higher your success rate will be. Get out there, meet people, be on-line and be active. Daily.

20. Opportunity

All things happen for a reason. It's not always clear at the time what that reason is exactly. What I will leave you with is the thought that this could be the best thing that has ever happened to you. . . . 35 years ago I was made redundant from Yellow Pages, a job I loved and would never have voluntarily left. 35 years ago as an interim measure I set up Answers Training International. . . . I am still looking for something better to come along. . . .