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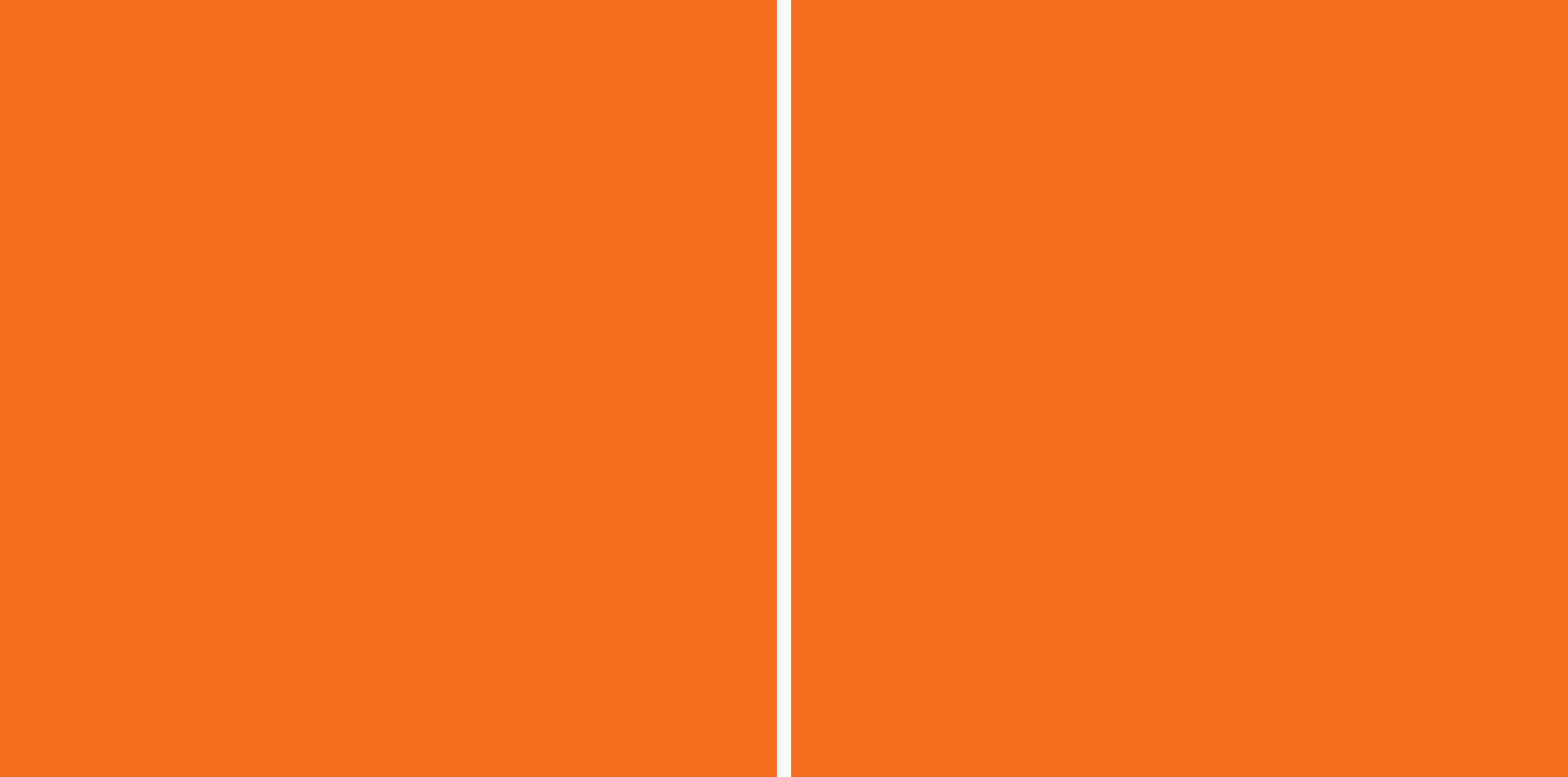
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It's the skills you build that stay with you

*How to improve
your employability
and personal brand*

pwc



The PwC Employability Guide

Much has changed since I joined the firm as a graduate trainee but the DNA of the business is still the same – the best people with the right blend of skills drive us to be number one by delivering a better and distinctive client experience. By attracting, developing and motivating the best people we will achieve our goal of becoming the ‘iconic’ professional services network of firms.



Ian Powell

Chairman and Senior Partner

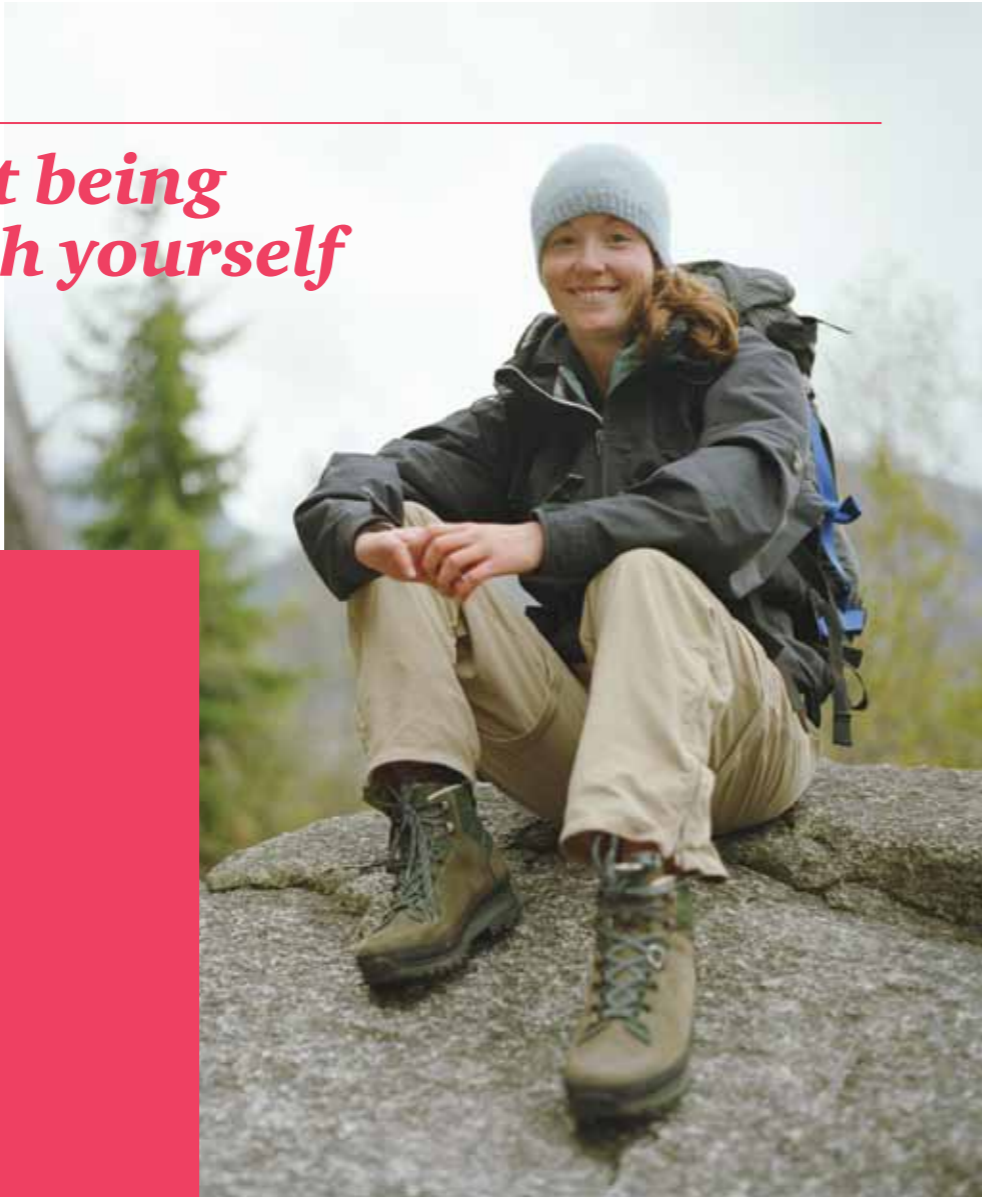
The skills you're developing today could launch you on a career packed with lifelong satisfaction. And this booklet will help you make the most of them. Firstly, it explains the different competencies you need to join us. You might have gained many of them through your studies. Others could have come from part-time work, summer travel or something else entirely. What's important is that

you can spot the skills we're looking for, and then come up with a good example (or two) to show us you've got them. Secondly, it helps you define and build your personal brand: the X factor that differentiates you and makes you valuable. The journey starts here.

It's about not being afraid to push yourself

1

Coach and develop yourself and others



Have you pushed yourself to achieve things that go above and beyond?

Have you ever changed the way you did something after getting feedback?

You're the kind of person who always wants to improve. So you'll be able to show us how much you've done to develop yourself – and to help others do better too. Think about the things you've done well and not so well. And tell us about the times you've given other people constructive feedback that made a difference. Skills like these could come from a whole host of different areas. You might have mentored a student at a local school. Or helped a friend to learn something new, like playing the guitar. Maybe you've set yourself standards that go above and beyond the demands of your studies, part-time job or voluntary work. Whatever the case, you'll be passionate about development – and able to prove it.

Have you taken the time to feed back to others?

Have you developed new skills outside your studies?

Have you had work experience or done voluntary work?

It's about getting your message across

Wherever you join us, you'll be working closely with all sorts of people. So you'll need to be able to get your point across and bring others round to your way of thinking. And you should be just as happy to listen to others' ideas and opinions. You'll have no problem expressing yourself clearly

both face to face and in writing, and that includes your application form. But more than that, you'll have had the confidence to present to an audience. Or you'll have written a document that made good things happen. You might have persuaded an organisation to sponsor a sports team. Or been a class or course representative. What's important is that you have plenty of examples to draw on – and that you know how to bring those examples to life for us.

Have you made something simple for others to follow?

Have you presented any of your coursework to a club or society?

Have you used your powers of persuasion to get funding or agreement for a proposal?

2

Communicate with impact and empathy

Have you ever spoken in front of an audience?



Have you written speeches, manifestos or business cases?

Can you think of a time when you made a point of taking on board different opinions?

It's about looking at things differently

Do you like coming up with new ways of doing things? Good. At PwC you'll benefit from our commitment to life-long learning – as long as you're always ready to learn, share and innovate, whether you're on a training course, collaborating with colleagues or coming up with ideas. That means we'll want to know how you do those things now. So tell us how you've made the most of different opportunities to learn – especially those that fall outside your studies. You might have passed on your know-how to people you worked with. Or suggested a way to make something more efficient. Perhaps you came up with an idea for a new kind of fundraising event. Or took up an evening class. And the most important thing of all? That you'll be committed to building on these qualities when you join us.

3

Be curious: learn, share and innovate

Have you used your initiative to achieve a goal?

Have you made time to learn something new outside of your studies?

Do you go to careers events at school that encourage knowledge sharing?

Have you shared what you know with other people you study with?

Have you ever come up with a new and better way of doing something?

Have you been to employer presentations or skills sessions to explore your career options?

It's about giving others a leg up

Have you taken part in a voluntary project that relied on everyone pulling together?

Do you belong to a sports team, club or society?

Have you been adaptable in order to work better with others?

Have you led a group?

4

Lead and contribute to team success

Do you know what qualities you can bring to a team?

If you like teamwork, you'll like working at PwC. And the better you can support, lead and get along with others, the better you'll get on here. You could have picked up the skills to do this in many different ways – the most obvious being as part of a sports team, club or society. Or you might have tackled a course-related project as part of a group or fitted into a new team at work. Just as importantly, you'll need to think about the skills you brought to the team. Did you negotiate to achieve a common goal? Motivate other team members? Adapt your communication style? Resolve any group disputes? If that sounds like you, then you could be well on your way to joining our team.

Can you think of a time when you worked in a team to achieve a common goal?



It's about getting on with everyone

5

Build and sustain relationships

If you can build relationships with clients, you'll be better placed to measure, protect and enhance what matters most to our clients. And to spot and win new business opportunities. Establish good rapport and not only are clients more likely to come back to you again and again; there's also a bigger chance they'll recommend you to other contacts. So naturally your ability to inspire loyalty and get on well with others can make a big difference to your career. There are lots of ways to show us you've maintained strong relationships with all sorts of different people – from keeping in touch with a contact you made on a work experience placement through to getting to know people on rival teams or clubs.

Have you got to know your careers adviser or course tutor at school or university?

Have you networked with people from other courses, schools or universities?

Did you get to know a customer really well?

Have you built good relationships with others?

Did you make and maintain useful contacts on a work experience placement?

Do you go to a club or society regularly, not just once a year?





“ Before you apply to us you need to know what we’re looking for. This booklet tells you what that is, helps you identify the skills you’ve developed during and beyond your studies, and explains just how transferable those skills are to every area of our business. Quite simply, your experiences and achievements not only enrich your life; they could also enhance your career prospects.”

***Sonja Stockton, Director, Recruitment
PwCLLP***

“ Academic study gets your foot in the door; employability skills push it open to a far wider range of opportunities. They make your potential contribution to our business unique. Consider these skills and experiences your personal brand.”

***Charles Macleod, Talent Leader
PwCLLP***

*It's about
being happy
to speak up*



6

*Show you have courage
and integrity*

*Can you think
of a time when
you worked well
under pressure?*

*Ever taken on
a mundane
task with real
enthusiasm?*

*Do you always
turn up
on time?*

*Do you put
100% into every
application
form or task
you're asked to
perform?*

*Have you handled
conflicts or
differences of
opinion well?*

Honesty and integrity are absolutely vital in a business like ours. They'll help you be open with your clients and the people you work with. And to deliver the best standards, adopt the right procedures and maintain the highest levels of confidentiality. What's more, they mean if something's not right, you won't be afraid to say so. How can you show us you have these qualities? Maybe you were just as professional on a routine task as you were on a big project. Perhaps you used tact and diplomacy to calm a difficult situation. Or you're the kind of person who's always punctual and isn't afraid to speak up if you think something's not right.

*Have you kept your cool
when dealing with a
difficult customer?*

It's about always having a plan B

At PwC, you'll need to make sure that standards never slip. That means you could well find yourself juggling quite a few different priorities or turning to a back-up plan if a project doesn't go quite as you expected. So you'll need to tell us about how you've managed your workload, made sure you met deadlines or stuck to a budget, and how you've used your initiative to deal with the unexpected. How might you have developed those skills? Certainly through your studies. But it could be that you managed your finances to fund a trip. Looked after the funds for a club or society. Organised a big social event. Or coped with more than a few different tasks in a part-time job.

Have you managed your money to achieve a long-term goal?

Have you ever put a back-up plan into action?

Have you juggled different priorities to meet a deadline?

Have you looked after an organisation's finances?

Have you handled lots of different pieces of coursework and deadlines at the same time?

Manage projects and budgets

It's about embracing change

You'll never stand still at PwC. Because business and client needs change all the time, you'll have to adapt to different ways of working and, through it all, remain 100% committed to delivering the highest quality work. So you must be able think on your feet and adjust to lots of different situations – without compromising on standards.

You'll always keep an open mind and you'll be logical enough to work out the best way forward if you meet a last minute hurdle. The proof? Maybe you've covered for a work colleague at short notice. Coped well with an unexpected piece of coursework or exam deadline. Or taken part in a scheme like the Duke of Edinburgh's Award that put you in a completely new environment.

Have you taken on board suggestions from others?

Have you been happy to stay late to get things done?

Have you picked up a shift at work at short notice?

8

Be open minded, practical and quick to adapt

Have you tried new things that are outside your comfort zone?

Have you adapted to changes at work?

Have you put yourself in a situation you're not used to?



It's about having a business brain

9

Build and use commercial and technical know-how



Have you looked into the kind of professional qualifications you might do with us?

Have you thought about who your dream client would be or what it would be like to be a CEO?

Have you gone the extra mile to understand how a company or industry operates?

Do you take an interest in business and current affairs?

Are you curious about what makes a business tick?

At PwC, you'll always be building your commercial and technical skills – mostly on the job and through training courses. But you'll also go looking for opportunities to develop your know-how, and think about where you could use it. So we'll want to know that you'll do your research. And that you'll always learn from what you've done. As a starting point, look into the professional qualifications you could study for with us. And find out more about our different business areas, and how you could add value to them.

Do you understand how your studies could make a difference to our business?

It's about going that bit further

Being passionate about what you do will help you deliver the results your clients want. Which is why you'll need to be someone who goes out of their way to come up with the right solutions. So what sort of skills and experience are we looking for here? You might have gone above and beyond expectations in a part-time or voluntary job – developing a real understanding of the business for instance, who its target customers are and who it competes with. Or perhaps you've had some ideas on how to make it more successful. You could've made a big contribution to a society or sports club – maybe you organised a social event that went with a bang? The key thing to remember is that your examples should convince us you'll always go the extra mile for clients.

Have you thought about how you can make a club or society even better?

Have you come up with ways to do things differently?

Do you take a real interest in your part-time job (paid or voluntary), how the company works and who its competitors are?

10

Being passionate about client service

Do you work hard to make things better?

Have you looked into how PwC operates as a business?

Have you ever gone out of your way to do something positive for others?



It's about standing out in a crowded market

Discovered you have some great employability skills? Good. Now start building on them. By identifying and showcasing your skills, you can develop a strong personal brand that clearly shows what you have to offer and helps you stand out from your peers.

We believe **personal branding** can be a powerful tool for professional success. So over the next few pages we share some of our top personal branding tips. If you put them into action every day, you'll soon start to reap the benefits.



Build your network

Never wait until you need a network to build one. Networking isn't something to do only when you need a new job or promotion. If you're ambitious and motivated it needs to be a regular part of your life. Just like friendships, the best professional relationships evolve naturally over time.

So think about what sorts of people you'd like to meet and talk to – whether for general advice or about specific job opportunities. Entrepreneurs? MBAs? Published writers? Teachers? People starting out in the job you'd like to pursue? Make a list. Then boost your chances of meeting them. You could email people you haven't seen in a while and ask if there's anything you could do to help them; go to a workshop, speech or networking event and introduce yourself to the speaker; or join a professional industry group on LinkedIn and contribute a valuable comment on a discussion thread.

Remember, after your meeting, be sure to follow up. Try sending a personalised LinkedIn connection request (not the generic message) within 24 hours of meeting someone. Or forward an article, link or information that relates to what you discussed when you met. And never underestimate the power of a simple 'thank you' whether that's in an email or a handwritten note.

Polish your writing skills

Even in these days of instant messaging, texting and Twitter, writing skills still matter. In a recent survey, nearly half of HR executives said that entry-level job candidates lack writing skills and attention to detail in their applications. So be sure to use proper grammar, capitalisation and spelling in all professional communications (that means no LOLs, BRBs or ROTFLs).

Sending an email? Decide whether it's the best channel to use. Sometimes a phone call or face-to-face meeting is more appropriate. Check you've spelt the name of the person you're emailing correctly. And avoid writing only about yourself. Too many "I's" can turn a reader off. Don't share too much personal information either.

Always be concise and to the point. Professional people are busy people so put the purpose of your email in the subject line and first paragraph. And remember that long sentences and long paragraphs are hard to read (especially on a computer or mobile screen) so break your thoughts up into short sections. Add a signature line at the bottom that includes your contact details and the URL of your professional LinkedIn profile. Finally, don't trust spellcheck. Before clicking send, always re-read what you've written for professionalism and accuracy.

Give your online image a makeover

In this digital age your online image is incredibly important and your web-based networking activities could help you land your dream job. So make your online presence work for you.

Beef up your LinkedIn profile by creating a strong profile headline that includes your career aspirations, any major leadership position and/or the industry you plan to enter. Fill the 'Specialties' section with keywords that relate to the kinds of jobs or internships you're after. Fill the 'Experience' section with internships, voluntary work, freelancing and part-time work – it's not just for full-time, paid positions. Use LinkedIn apps to show off your professional work and interests. And collect at least two recommendations.

Add your current work information to your Facebook profile – and 'Like' pages that relate to your professional interests. RSVP to professional events on Facebook and LinkedIn so you can show you're out there networking. And, as always, keep your Facebook profile free of anything that might damage the personal brand you're working so hard to build. Set your privacy to the max.

Use Twitter to follow companies and people you admire, and occasionally reply or retweet their messages. You might just get noticed. Tweet about events you're going to, books you're reading and articles you find interesting. Include your Twitter name or profile URL on your LinkedIn profile and/or your email signature line. And don't tweet anything inappropriate or too personal.

Perfect your pitch

You'll rarely have the time to tell someone your life story or list your every achievement. That's why your elevator pitch is so important. 'Elevator pitch' is a popular term for a quick summary of who you are and what you're looking for. You can use it everywhere from networking events and career fairs to cover letters and formal interviews. If it's good, it'll convey enough information and passion to convince the other person they want to carry on talking to you.

Be clear and concise. Highlight the most important aspects of your personal brand – like what you're studying, your key experience and what you hope to do in the future. And once you're happy with the content, work on the delivery. Practise, practise, practise – if possible, in front of a friend, family member or career services professional – and record yourself to see how you come across. Dress professionally. Smile. Make direct eye contact and say your name clearly. It's one of the most important things you want your listener to remember.

Stop talking after about 20 to 30 seconds and let the other person speak. After all, listening skills are important too. Above all, be enthusiastic. Recruiters consistently say that enthusiasm stands out so make sure yours shines through.

Make first impressions count

Make sure you make the right impression and project the right image by finding out what kind of clothes are appropriate for the industry you want to work in and investing in the best you can afford. When in doubt, err on the formal side. Research the organisation whose event or interview you're attending and work out why your skill set is a good fit. Then prepare at least three questions so the recruiter can see you've done your homework and are genuinely interested in learning more. And always ask for a business card from the people you meet so you can follow up after the event.

And never be fazed if someone says "Tell me about yourself" – remember to hone your elevator pitch.

Just had a formal job interview? Then send a thank you note or email inside 24 hours. And remember to work out what you did well and not so well so you can decide what you'd do differently next time. Events aren't just networking opportunities; they're also an opportunity to learn and improve.



It's about making the most of your employability

We're one of the world's leading professional services networks with expertise in lots of different areas. So there'll be many different ways for you to make the most of your **employability skills**. Whatever your background, you'll find plenty to tempt you over the next few pages. But for more details, visit www.pwc.com/uk/careers

Make the most of your talents

Whether you're a school or college leaver, about to graduate or looking to change career, you'll have lots of opportunities to explore in each of our business areas. If you want a better understanding of what's on offer and have a keen interest in business, our work experience programmes, known as Insight programmes, will help you decide whether a career with PwC is right for you. You'll find all our different entry routes over the page.



It's about knowing your options

We tackle a huge range of burning business issues and complex commercial challenges. And our ideas boost the performance of all sorts of organisations. So it's not surprising that we offer a massive variety of career paths. And as there are so many, you're bound to discover something that fits you perfectly.

For those leaving school or college, there are programmes in our Assurance or Tax practices. Or if you want to study accountancy at degree level, check out our University Partnership Degree Programmes which will put you on an accelerated route to qualification. Our Insight programmes for undergraduates, which range from a single day to eleven months, are brilliant springboards into the business world. Or join us on one of our graduate programmes in six different business areas.

School and college leaver programmes in Assurance or Tax

Both these routes are great alternatives to a traditional degree. You'll earn while you work towards a professional qualification. And as well as great technical skills, you'll develop in-depth business knowledge thanks to formal study, on-the-job experience and coaching from colleagues.



University Partnership Degree Programmes

These set you on a path to qualify as a Chartered Accountant and offer a host of benefits that include:

- a traditional University experience as a full-time student
- paid, integrated work placements within our Assurance practice during years two, three and four of your degree
- accelerated route to a Chartered Accountancy qualification with the Institute of Chartered Accountants in England and Wales as part of your learning
- developing a valuable mix of the vital business skills you'll need for a successful career
- a practical insight into how PwC works and what we do
- real exposure to our world-class client base
- relationships with experts at PwC that will stay with you throughout your career.

Do well and you'll get a job offer with us at the end of your degree and the chance to qualify as a Chartered Accountant just a year later. These PwC-endorsed programmes run at the Newcastle University Business School and Henley Business School at the University of Reading. Both put you a step ahead of your peers and well on your way to qualification by the time you graduate.

Find out more at:
www.pwc.com/uk/careers/schools

Insight Day

Pick up loads of information about our work and decide which of our career options interests you most on this highly interactive day. It's for everyone from school and college leavers to postgraduates.

Insight Academy

Lasting for three days, this programme for first-year undergraduates (or second years on a four-year degree) will boost your employability skills and give your career a jump start. You could also land an internship or business placement the next year.

Insight Internships

If you're in your penultimate year, build your know-how by working alongside specialists in your chosen business area for six weeks during the summer. There might be a chance to pick up some international experience in an overseas office and you could even go back to university with a firm graduate job offer.

Insight Business Placements

These six- and eleven-month placements in Assurance or Financial Advisory are for students who need to complete a placement as part of their degree and could lead to a full-time job offer.

Insight Graduate Placement

If you're serious about a career in Tax, this placement allows you to spend at least six months with us and then take some time out before joining full-time on a graduate programme.

Insight Partner Shadowing

On this programme, open to all undergraduates, you'll shadow one of our partners for a week. Impress us and you could well earn a place on our Insight or graduate programmes.

Career changers

It's your employability skills that are important to us, not your background. Like many other people, you might want to join us after launching your career in a completely different field. If you're thinking about changing direction, you'll find all our options are open to you.

Graduate programmes

You might be surprised by the variety of work you could get involved in if you join us as a graduate. We have six different business areas but whichever one you choose, you'll be tackling burning business issues and complex commercial challenges. So where do you start? Here's a brief outline:

Actuarial

Actuaries work with uncertainty. You'll analyse how future events – anything from a flood to fraud – could affect our clients. By calculating the risks and weighing up the odds of what might happen, you'll help them plan ahead.

Assurance

Join one of the market leaders in assurance and you'll learn how to analyse clients' business activities and tell them whether what they're doing is sustainable, profitable and legal. You'll also benefit from arguably the best general business training going.

Consulting

You'll give clients the practical, far-sighted advice that helps them work smarter and grow faster. And whether you're assessing new markets or recommending a new strategy, you'll be building a career in the fastest growing area of our firm.

Financial Advisory

Guide all sorts of clients through major deals, organisational changes and strategic decisions. You'll see close up how different businesses work, learn how to tackle all kinds of business problems and build a range of core skills.

Tax

Learn everything one of the UK's leading tax practices can teach you. Then apply your know-how to anything from preparing annual accounts to restructuring multimillion-pound property portfolios, and from buying a business to advising celebrities on the tax implications of their worldwide tours.

Technology

Our expertise covers everything from IT strategy, architecture and design to enterprise applications, sourcing, project management and IT operations. Whichever area you join, you'll get expert training and the chance to specialise in a sought-after discipline.

Find out more at:
www.pwc.com/uk/careers

It's deciding where you want to shine

Our people make us stand out as a firm. In fact, enthusiastic, switched-on, personable people are our biggest business asset. They reinforce our reputation and cement our client relationships. So we recruit the very best and invest heavily in them. But we also want you to be sure we're the right choice for you. So have a good look around our website. And once you've found a business area you think you'll thrive in, apply online – making sure you highlight all those employability skills we're so interested in.



It's about weighing up your strengths

On the following pages you can jot down where you are now in terms of your employability skills. List examples that show you already have the competencies we look for, or come up with a plan that will help you develop them. And remember, you could have gained the skills we're after in all sorts of different situations.

1
Coach and develop yourself and others

No Almost Yes

2
Communicate with impact and empathy

No Almost Yes

3
Be curious: learn, share and innovate

No Almost Yes

6
Show you have courage and integrity

No Almost Yes

4
Lead and contribute to team success

No Almost Yes

7
Manage projects and budgets

No Almost Yes

5
Build and sustain relationships

No Almost Yes

8
Be open minded, practical and quick to adapt

No Almost Yes

9

*Build and use
commercial and
technical know-how*

No *Almost* *Yes*

10

*Being passionate about
client service*

No *Almost* *Yes*
