



**University of
Sunderland**

EXPLORING YOUR PROFESSIONAL IDENTITY

Ashley Liddle
-Student Career and Skills Coach
-PhD Scholar-Practitioner

AIMS AND OBJECTIVES

By the end of this session, you will be able to:

- Identify the skills, behaviours, and knowledge required to 'be' and 'become' a professional
- Explore how employers look at your professional identity
- Understand how to address employability as a 'Scholar'
- Practically assess your own competencies
- Create a plan to showcase YOUR professional identity to prospective employers

WHO AM I?



SME Owner



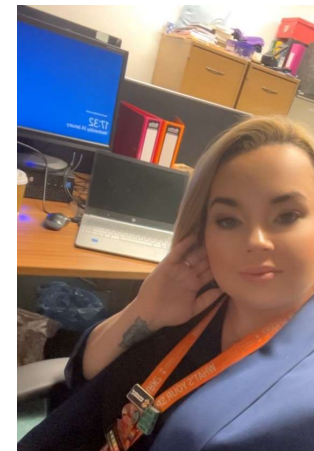
Student Career and Skills Coach
Employability & Enterprise Hub



Educator



2023 Graduate
BA (Hons) Business and Applied Financial
Management



PhD Researcher
The Transitional Development of Educational
Journeys: Scholar-Practitioner Identity Formation

WHO ARE YOU?

In pairs, find someone you **DO NOT** know and in no more than 3 sentences provide a quick introduction to who you are and why you are here

NAME

**ANY PROFESSIONAL EXPERIENCE
YOU HAVE**

WHERE YOU ARE FROM

**WHAT DO YOU WANT TO DO
BEYOND YOUR STUDIES**

**MOTIVATIONS FOR DOING
YOUR COURSE**

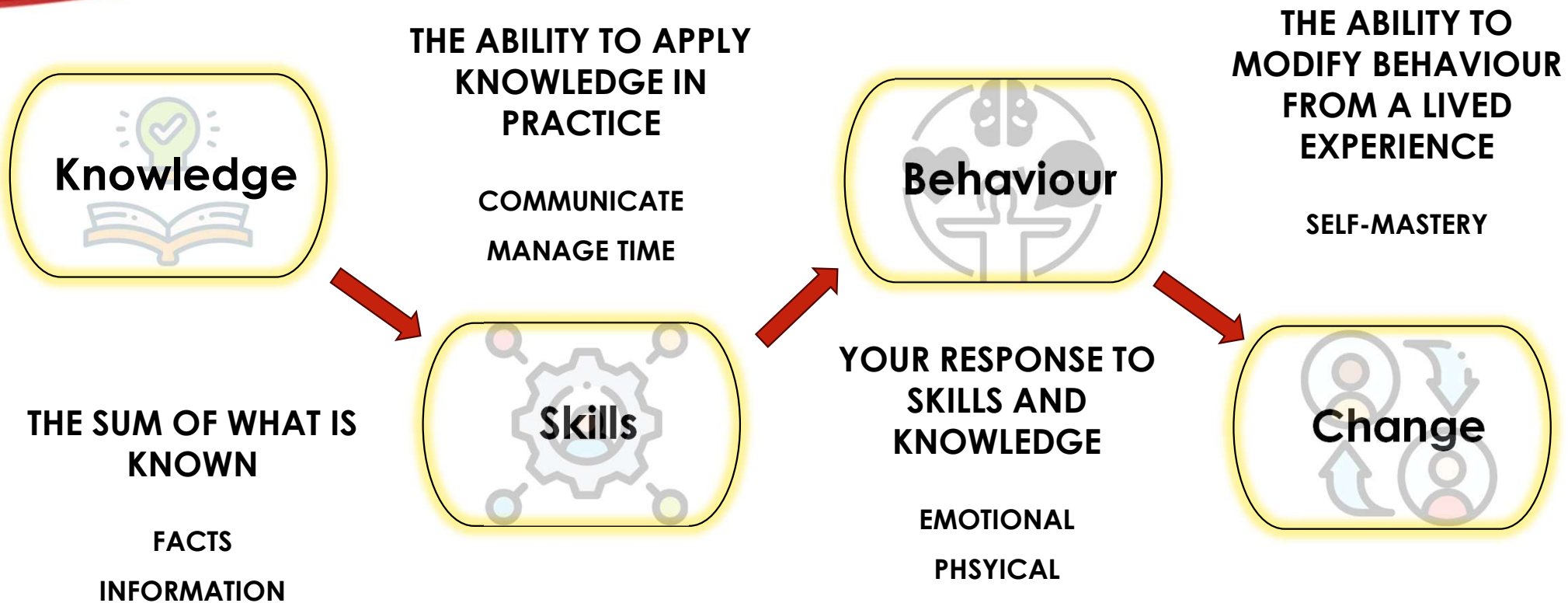
WHAT KNOWLEDGE, SKILLS AND BEHAVIOUR DO YOU POSSESS?

Using the Sticky notes provided, write down what you believe you already have and stick them to the board at the front of the classroom





WHAT'S THE DIFFERENCE?



CASE STUDY

Customers are consistently having a negative experience with call centre agents
Feedback highlights they lack empathy

Agents are scripted and aren't allowed to deviate and this decreases human connectivity

Managers believe it's a training issue

Reality:

Call centre agents don't lack skills of how to read scripts or recall information.



AN EMPLOYER'S EAGLE EYE

Does the candidate:

*Match the Job Criteria :
Essential/Desirable*

Evidence Competence

Have Positive Character Traits

Understand Business Etiquette



SKILLS TO FOCUS ON...

CLERICAL SKILLS

Operating computer software, taking notes, bookkeeping, telephone skills, managing records and data entry.

TIME MANAGEMENT

The ability to accurately gauge how long a project will take and to organise tasks accordingly. You can indicate your transferable skills by describing them, with supporting evidence, within your description of a previous role.

COMMERCIAL AWARENESS

The ability to demonstrate your interest and understanding of a wider commercial environment in relation to an industry, organisation or role.

COMMUNICATION

The ability to convey information in both oral and written form. This includes writing reports, giving presentations, e-mails, and taking an active role in meetings.

ADAPTABILITY

The ability to rapidly learn new skills and behaviours in response to changing circumstances.

LEADERSHIP

The ability to demonstrate the qualities of a leader by motivating and empowering others to work as a team and by confidently sharing their ideas and direction while communicating and delegating effectively.

INDEPENDENT WORKING

The ability to work self-sufficiently on an assigned task.

CONFLICT RESOLUTION AND NEGOTIATION

The ability to find satisfactory solutions that work for all parties involved in a dispute.

PROBLEM-SOLVING

The process of devising solutions in an appropriate way (logical, creative or flexible) both individually and as part of a team. . This is often associated with creativity.

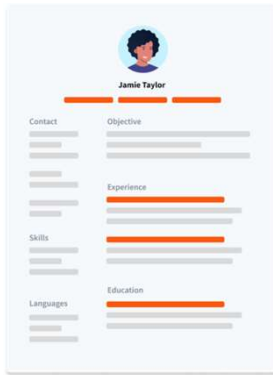
DELEGATION

The ability to assign tasks to other people.

YOUR PROFESSIONAL PASSPORT

Your CV/Resume serves 1 purpose:

A PROFESSIONAL SNAPSHOT FOR POTENTIAL EMPLOYERS



FACT: Employers typically make their first impression within 30 seconds of reading a candidates CV. SO MAKE IT COUNT!

YOUR DREAMS AREN'T BIG ENOUGH IF THEY DON'T SCARE YOU


To prepare for our next session, find and job vacancy/advertisement for your dream job and identify the knowledge, skills, and requirements the employer is looking for. Bring this with you tomorrow!



AIMS AND OBJECTIVES

You should now be able to:

- Recognise the essential skills, behaviours, and knowledge necessary for establishing and evolving into a professional
- Understand how employers perceive your professional identity
- Understand how to address employability as a 'Scholar'
- Evaluate your own competencies in a practical manner.
- Develop a strategy to effectively present your professional identity to potential employers.



**ANY QUESTIONS?
AND
THANK YOU**