**A Tiger does not proclaim his tigritude, he pounces!**

**Self-Advertising-**The Ministry of Defence is constantly informing employers about the strengths of employing Veterans. **But what is Marketing, and why do you need it?**

**Marketing Yourself-** Marketing is the message and action that causes messages and actions. Your CV, LinkedIn profile, Xing profile, Social Media profiles all **project you, the Tiger, into the world**.

**Persona Targeting-**Reach Job Searchers, Opinion Leaders, Business Owners, and more with your profile. Generate Activity; Raise Awareness - about you, your skills, your qualifications, your experience, your location and availability; Drive Brand Awareness – **you are the brand, it’s all about you, generate job leads that you can follow.**

**Job Fairs-**Attend employment exhibitions. Prowl the jobs jungle and hand out CV’s to recruiters, and employers, dress smart, look sharp, wear your regimental tie and Veterans badge – they work, **you are on parade for your future!**

**The Best-**MOD recruiting campaigns and its continued industry contact send the message that you are the best. **Your CV should certainly highlight your achievements.** Further blogs will go into more detail about your CV…

**They ask the Questions-**Effective performance at an interview is not a mystery, you will all have had to explain to or brief a senior officer at some stage, it is not much different. Interviews are a core of common questions that tick boxes. If you have got to interview, they already know a lot about you, and their questions will be to establish if you will fit into the company culture. Comprehend the purpose of interview questions and the answers, know your CV by heart. Your effectiveness is a fusion of both your knowledge of your CV and the company profile.

**Enjoy the interview, smile, share a joke, show that you have a sense of humour, be ready to tell your story, if it doesn’t work out, it’s still an experience in the bank and will prepare you for your next interview.**

**They ask the difficult Questions!-** Know what they are – Prepare! There are many sources of interview questions on the internet to study. Of course, you will not know exactly what questions they will ask. A classic is “what is your greatest weakness?”, There are some fantastically funny responses out there; I don’t recommend any of them. **Your best strategy is openness, honesty, and an answer that is a veiled positive.**

Tell me about yourself- Don’t reel off your CV, they have that, or a detailed life history. Give them a three-minute snapshot of why you are the most suited for the position. Be direct, cover why they should hire you, what your objective is, how your education and in particular how experience has prepared you for the role, also that you are a team player who supports not conflicts with the boss. That you are loyal, and the other qualities that make a good manager, rounding off with a focus on the positive direction of your life, supported with some examples. **Such a response should kill off other “difficult” questions.**

So, what are your skills?- Have them ready…

Transferable skills- will be important to the employer, think about what exactly they are. You might not realise it, but you will soon learn that Man Management in the Armed Forces is a science compared to Civvy Street. **It might be described as “people skills” avoid this hackneyed cliché.**

Knowledge-Based Skills- What did you acquire through education, and how did you successfully apply that, and **how you can implement it in the role you are being interviewed for?**

**Personal Traits-** You are reliable, flexible, friendly, hard-working, with a great sense of humour! (be careful how you deploy that). You are punctual, you collaborate positively, and are enthusiastic and trustworthy. You have the desire, dedication, discipline, and determination, with great patience. You are respectful and honest. You can be creative and versatile.

Employers love anybody who can bring Mentoring skills and can manage conflicts positively. **Anybody who can work productively with their colleagues to find a solution, reach agreement; is ethical, has integrity and can motivate and inspire all around will be highly valued.**

**The Interview Forum-**This is a place and event where you pitch your achievements, qualifications and skills, **as Unique Selling Points, at the same time displaying your best character attributes.**

**Good Luck Tiger!**

**Seek out companies that show a commitment to empower today's Veterans and encourage tomorrow's professionals. These companies will display the Armed Forces Covenant logo on their website. Progressive companies, that support the armed forces and who recognise the importance of leadership, discipline and perseverance — while seeking new and challenging roles within that will leverage your extensive skills and expertise.**