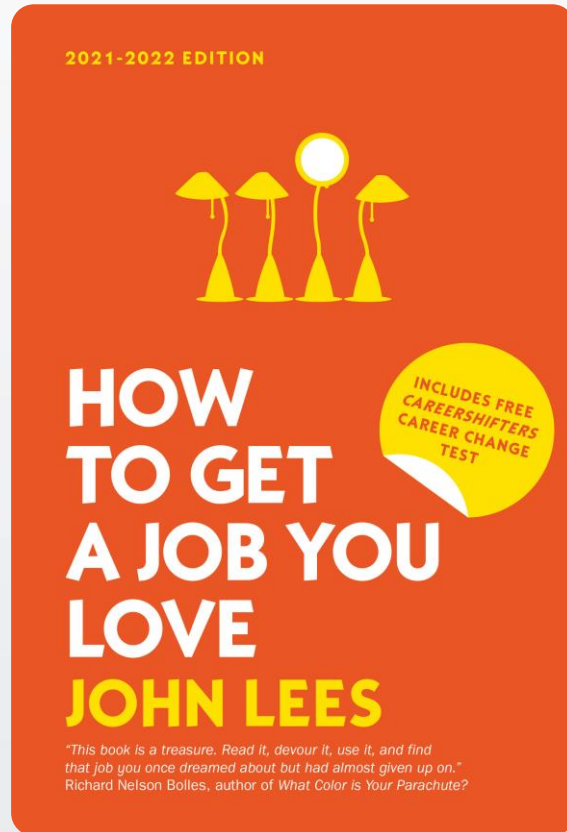


Coaching tools from  
*How To Get A Job  
You Love*





12<sup>th</sup> edition out later in 2023

Exercises we will focus on today:-

- Movie Trailer
- Rewind The Video

[fireworkcoaching.com/masterclass](https://fireworkcoaching.com/masterclass)



# Underlying principles

- Toolkit approach
- Exercises are conversations
- Responding to thinking stages
- Beware of having favourites

# Exercise 1 – Movie Trailer



## EXERCISE 1 - Movie Trailer

Think of a project or task (in work or outside work) that you are really proud of. Tell yourself the story: what was the challenge you faced? What did you do? What was the outcome? Now think of how you might make a 60-second movie trailer for this story.

What's the story?	What's the movie about? What would be a good title for your movie? Examples: <i>The day the system crashed.... Speaking without notes...Thinking on my feet....</i>
Quests and monsters	What was the challenge? What problem were you solving? How big was it? Example: <i>My boss was on holiday and I had to deal with our biggest customer who was fuming</i>
Lead actor	How do you feature in the movie trailer? What part do you play in the story? Example: <i>I was thrown in the deep end</i>

# How skills get lost

- Rehashed job description
- Other people's expectations
- 'I don't like talking about myself'
- 'I just'
- Wallpaper skills

# Exercise 1 – Movie Trailer (Alex)

What's the story?	Handling a tough audience unhappy with a recently published report.
Quests and Monsters	Anger in the room, a barrage of tough questions.
Lead Actor	Keeping my cool. Staying professional.
Zoom in on the Action	Dealing carefully with one question at a time, being polite and responsive.
Plot Summary	Half the audience won over. Agreeing next steps.
Final Frames	Improvising under pressure. Next time I'd take more support.

# Exercise 1 – Movie Trailer



## EXERCISE 1 - Movie Trailer

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# Breakout Room

## Exercise 1 – Movie Trailer

- How would you use this with clients?
- How might this exercise help clients?
- Difficulties/ challenges/ questions

# Feedback and questions on Exercise 1 – Movie Trailer

# I am the go-to person for...



- Where have you made a difference?
- How was success measured?
- What do other people recommend you for?



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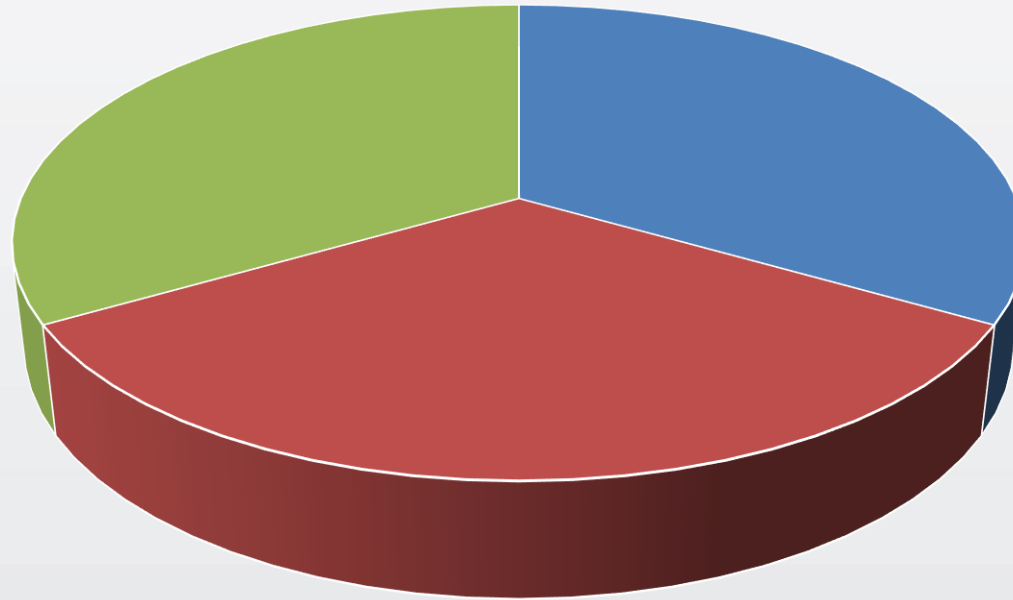


# Understanding the hidden job market



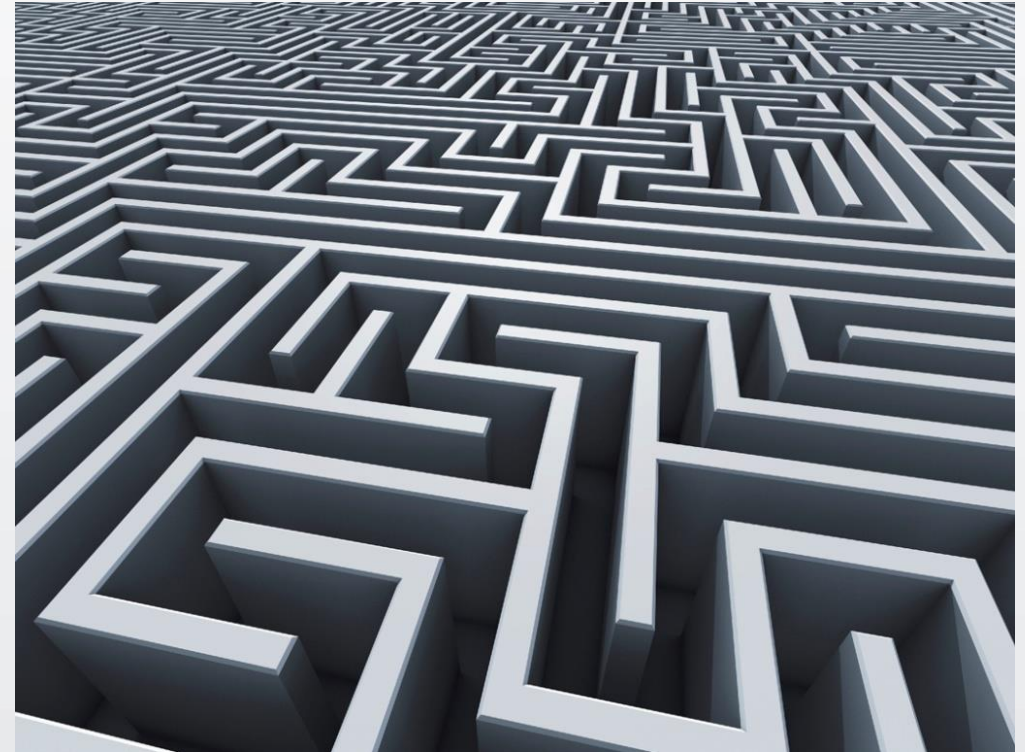
# How do people find jobs?

The rule of thirds



# The hidden job market

- Unadvertised
- Often filled by word of mouth
- Not handled by HR
- Response to:
  - Headaches
  - Opportunities





# Exercise 2 – Rewind The Video



## EXERCISE 2 - Rewind The Video

Imagine you've found a job you enjoy doing at least four days a week. It feels worth doing and engages you. Start by thinking what makes the job stimulating. Then rewind – what was the step that got you the job offer? What was the step before that? Work your way back to the first thing you did.

End result	<p data-bbox="937 694 1607 715">You've been offered a stimulating job that uses your best skills</p> <div data-bbox="1001 736 1727 1036"><p data-bbox="1014 743 1702 786">Write down 3 or 4 key features of this job that make it fulfilling. Skills? Know-how? Context of the job?</p></div>
Step 6	<p data-bbox="937 1079 1327 1100">What did you do to get the job offer?</p> <div data-bbox="1001 1136 1727 1315"><p data-bbox="1014 1143 1702 1165">Write down one skill or achievement you highlighted which led to a job offer.</p></div>

# Exercise 2 – Rewind the Video (Anna)

End result	Working with smart, motivated people on projects that make a difference to society, ideally drawing on my marketing background.
Step 6 – job offer	Demonstrating how I add value and bring amazing skills.
Step 5 – getting shortlisted	Matching requirements with focused, clear examples.
Step 4 – discovering the job	Having quality discussions with people in a range of target organisations.

# Exercise 2 – Rewind the Video (Anna) (2)

Step 3 – discovering the organisation	Fact-finding conversations with a range of people in (and on the edge of) the environment sector.
Step 2 – finding out about the work sector	Renewing relationships with former colleagues and fellow students
Step 1 – starting to explore	Focusing on what I'm really curious about. Learning to talk about myself, but also having an exploration script that keeps things flexible.

# Exercise 2 – Rewind The Video



## EXERCISE 2 - Rewind The Video

Imagine you've found a job you enjoy doing at least four days a week. It feels worth doing and engages you. Start by thinking what makes the job stimulating. Then rewind – what was the step that got you the job offer? What was the step before that? Work your way back to the first thing you did.

End result	<p data-bbox="932 686 1753 715">You've been offered a stimulating job that uses your best skills</p> <div data-bbox="998 733 1727 1033"><p data-bbox="998 733 1727 791">Write down 3 or 4 key features of this job that make it fulfilling. Skills? Know-how? Context of the job?</p></div>
Step 6	<p data-bbox="932 1079 1753 1108">What did you do to get the job offer?</p> <div data-bbox="998 1140 1727 1315"><p data-bbox="998 1140 1727 1169">Write down one skill or achievement you highlighted which led to a job offer.</p></div>

# Breakout Room

## Exercise 2 – Rewind The Video

- How would you use this with clients?
- How might this exercise help clients?
- Difficulties/ challenges/ questions

Feedback and questions on  
Exercise 2 – Rewind The Video

# Measuring success in the hidden job market



Your name comes up when  
you're not in the room

*“You’re going to tell  
me the answer is  
networking.....”*



*How do you honestly feel  
about the word  
NETWORKING?*

*What do you see yourself doing?*

# Does networking make you feel grubby?

Professional networking increases feelings of

- inauthenticity
- immorality
- dirtiness

- Casciaro, Gino, and Kouchaki



If you were looking for a job again, what would you do differently?

# Self-projection for the modest

- I really enjoy....
- I'm fascinated by....
- I've already discovered....
- I'd really like to find out more about...

