



We offer a variety of bespoke sessions, available for staff to book for their students. Below is an outline of topics we can cover and we are more than happy to work with you to make the session content bespoke to your programme or create new content. If you would like a member of the team to contact you regarding running a workshop please complete our workshop request form on advantage.

Career Coaching

Emotional Intelligence

The session is an overview of the five key skills that underpin EI, and how mastery over each one of them is essential to success in the workplace. Developing Emotional Intelligence is crucial to developing and managing a successful career. By developing Emotional Intelligence, it can be used as a catalyst for students to use their abilities, to make the best use of them, and to apply them.

Self-Awareness And Peak Performance

Peak Performance will support students to develop a deeper understanding and self-awareness to be able to perform to the maximum of their ability, to have that feeling of confidence, effortlessness and total concentration on the task. They will learn more about their self-imposed limits that damage their ability to reach their true capabilities and make the most of opportunities. The aims of the session are threefold; firstly, to identify their own internal barriers; secondly to identify the source of those barriers; and thirdly to challenge how real those barriers are and how they may be removed.

Career Planning

An introduction to the Careers & Enterprise Service

This session will provide a brief overview of the services that the careers and enterprise team offer to students and graduates. This is ideal to raise awareness of the range of services, support and resources on offer and how they can be accessed.

Career Planning and Options

In this session students will find different ways to plan their career, from undertaking some self-assessments related to career planning, establishing their own personal priorities in relation to their career and knowing and understanding the key elements of a career plan.

Is Postgraduate Study for Me?

This session is for undergraduates considering pursuing a postgraduate qualification. This session will look at the value of postgraduate study, the different types of postgraduate study routes available (taught and research), where to find opportunities, application procedures and sources of funding. The focus will mainly be on taught courses, but we will also touch on research degrees.



Maximising Your Time at University

This session will guide students through making the most of their time at university so they can look as attractive as possible to employers. Highlighting that university is about much more than getting a degree. Students will never again have this much free time and ability to make the most of it, with clubs and societies, sports and other extra-curricular activities all around. In this session we look at why students need to maximise their time at university, how it can be useful and what they can think about doing while they are here.

CVs, Applications & Interviews

Getting Interview Ready

Gain tips and ideas about how to prepare for job interviews to make students feel more comfortable and confident with the interview process.

Making Effective Job Applications

The session will cover content, layout, and how to sell skills, knowledge and experience in an application, whether on paper or online. It will cover the importance of and how to tailor job applications.

Personal Branding

Developing a personal brand will provide the tools to make the right impact with potential employers. By developing a brand, an increased self-awareness will allow students to successfully market themselves, effectively demonstrate their talents and develop a unique selling point that will give them the edge in the highly competitive employment market.

Preparing For Psychometric Tests

Graduate employers, large and small, are increasingly using tests in their recruitment processes. This session will provide an insight into what to expect of psychometric tests, increase confidence in how to prepare and provide an opportunity to sample and practice some common tests. It will also give an overview of resources available to practice further.

Writing A Winning CV and Covering Letter

This session will help students to create a CV and covering letter that communicates with impact. The session will cover knowing the common mistakes people make when writing their CV, thinking about how to communicate skills, knowledge and experience; understand the importance of content and presentation and know how to write a covering letter that is targeted to a specific job.



Jobs & Work Experience

Job Hunting That Works

It's not what you know but who you know...This session will provide an understanding of how the job market works and how job searchers can use this knowledge to broaden the strategies they use to approach the job market and land that graduate role. It will help students recognise that employers are all different and will approach looking for recruits in different ways, to know which approaches are most effective and recognise how networking can help.

Making The Most of LinkedIn

Find out what makes a good profile and how the effective use of LinkedIn can help to find opportunities whilst also developing a professional online identity. This session is aimed primarily at students who have set up a LinkedIn Profile and want to make the most of the online platform. During the session we will take a look at how and when LinkedIn can help students research opportunities and employers. The session will focus on developing a professional online 'digital' footprint and how to use LinkedIn to look for jobs and networking.

Preparing For a Recruitment or Careers Fair

What is a recruitment fair? What is it for? What do employers expect from students and graduates that attend recruitment fairs? All these questions and more are answered in this session which guides students through the do's and don'ts of how to impress at recruitment events! Careers Fairs are an invaluable way to meet with employers' face to face, find out more about organisations, discover job opportunities and most importantly of all, impress. This session will help people prepare for an upcoming fair and make the most of their time on the day!

Professionalism

What is professionalism, do you need it? YES! Being a professional in a chosen field means much more than being smartly dressed. Professionalism also has to do with how you conduct yourself. Employers want new workers to be responsible, ethical, and team oriented, and to possess strong communication, interpersonal, and problem-solving skills. Wrap these skills up all together and you've got professionalism. Students will learn how to develop professionalism and a professional approach to their career.

Using Social Media For Your Career

This is a session for those interested in using social media for career development, networking and job search. Social media used well can be a great way to make the most of connections, evidence employability and enhance job searching in a more creative way. This workshop will help those who have several social media accounts sitting idle because they're unsure of how to make the most of them. The session will explore the pros and cons of LinkedIn, Twitter, Facebook and Instagram and social media in general.



What Employers Want (Skills)

Have you got the key skills graduate employers look for? Graduate employers place a lot of emphasis on finding candidates with the right skills and competencies for their organisations. This session will cover the essential competencies required in your job applications and interviews to impress recruiters and get hired.

Why Do a Placement?

Placements can give students the skills, experience and knowledge they need to enter the graduate market. They look great on a CV and get students over the “I don’t have any experience.” problem. This session looks at the benefits of work based learning and why students should be looking to add these experiences to their CV to make them more employable in a competitive graduate jobs market.

Making the Most of your Placement

The session looks at developing a students’ self-awareness of their skills and abilities, setting goals and understanding what success looks like to make the most of their time on placement.

Work For Yourself

Business Basics

This session will introduce students to business basics and look at the fundamentals of setting up and running a business. They will learn about the importance of good market research, establishing their value proposition and determining their customer base. This session will also cover ways to go about business planning and participants will learn about why it is important to network for business.

Business Funding & Finance

In this session we will explore the concept of business finance, how to work out start-up costs and the importance of financial planning. They will learn about what records they will need to keep with examples of useful applications that make tracking expenses a breeze.

Business Idea Generation

In this session we will explore the processes that turns an idea into a business concept. They will learn how to foster and build great ideas, turning problems into solutions. Students will get a chance to experience an idea generation process and come up with a business pitch to communicate their final concepts.



Business Planning

Overview of business planning processes based on an innovative and simple approach as outlined in Business Model Generation text, written by Alexander Osterwalder & Yves Pigneur. In this session, we will cover the 9 building blocks of the Business Model Canvas: Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities and Cost Structures. This overview should give the student a starting point of things they need to consider when putting together their business plan.

Effective Networking

This interactive session will provide students with the key rules of effective networking, the follow up and referral process. They will learn how to network using social media, learn about elevator pitches and get a chance to practice their learning with other students.

Entrepreneurial Mindset & Skills

In this session students will learn all about entrepreneurial skills - the skills needed to start their own business and to launch a successful career. This interactive session will see students working with team members to identify different skills needed to start a business. We will explore the Facets Model and look at the benefits of being entrepreneurial in business but also in an organization.

Marketing

The success of any business relies on brand awareness, but many start-ups have little cash to spend on marketing. This interactive session will use action planning to enable participants to identify and explore ways in which they can not only raise the profile of their business, but also achieve a better understanding of their customers. We will cover effective ways to market a business and learn about using social media to aid in promoting their business. Using real world examples, best practice methodology and practical exercises this session will highlight how start-up businesses can build a successful marketing strategy.

Personal & Business Branding

In this session students will learn the importance of branding for them and their business. We will explore why it is important to be self-aware and project a positive image to employer/customers, through personal and professional interaction. We will look at ways to boost their personal and company profile by using personal branding techniques and social media to enhance their online presence.

Pitching Your Business Idea

Pitching is an important skill to develop, whether presenting a business idea to potential investors, or delivering a business presentation within the company they work for. This session will help them to think about how to plan, structure and deliver an effective pitch. We will cover organising content, positive body language and persuasive techniques to keep an audience's attention. Students will learn how to present their business case clearly and succinctly in 10 minutes or less.



CAREERS AND ENTERPRISE

Social Enterprise

This session will introduce students to the concept of “social enterprise”, why there is such interest in this model of business and why there is sometimes confusion around this model. The session will go into the range of business structures that this model can take and support participants make a better informed choice on whether creating a social enterprise is the best option for them! We’ll look at analysing national, political and policy drivers that affect enterprises and how a social enterprise differs from a private business.

Why Be Enterprising?

In this interactive session students will learn about the concept of entrepreneurship. We will focus on what it means to be enterprising and the skills they'll need to become a successful entrepreneur. They'll learn about the benefits of being self-employed and motivate students to put their business idea into action. This session will outline key personality traits and provide a chance for self-reflection, enabling them to identify areas to develop in order to run a business. We will utilise the Facets Model, for them to analyse how entrepreneurial they are based on their skill-set.

Working Freelance

An introduction to freelancing as a means of practicing their trade and selling their skills. This session will introduce the topics of freelancing, networking and business planning with video insight from professionals that work in the freelancing field in the North West of England.