



Outduction Case Study

Title	You're Hired! – Feb 2009
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Intended learning outcome	Increased awareness of specific skills required by employers, awareness of the impact of non verbal communication, increase in confidence levels, motivate
Problem statement (what did case study seek to address?)	To help final year students identify ways of improving their personal impact at interviews and in the working environment, and to motivate students by helping them to understand that they already have the skills and qualities employers look for they just need to be more confident of their abilities and in their approach to getting a job.
Context	All final year business and law students were invited to attend. The format of the event was mini conference style workshops led by external guests, followed by speed interviews with employers.
Activity	<ul style="list-style-type: none"> • Employer led skills workshops; Learning to Lead, Effective Interview Skills, Presentation Skills, Stand out from the Competition! – each an hour long, repeated twice to give students the option to attend two workshops. • Speed Interviewing; this provided a safe environment for students to practice their interview techniques and get instant feedback • Networking; students were given the opportunity to speak to employers, guests and recent graduates, to get insights, hints and tips of what to expect upon graduation and what they could do now to get ahead.
Issues	Main issues were getting students to sign up for the event – as it took place during reading week, so marketing had to be increased at various times leading up to the event.
Hot tips/key points for effective practice	Benefits to students to be communicated effectively, sessions to be interactive and 'fun' not lecture style, students to have to opportunity to meet with professionals and alumni to get hints and tips.