

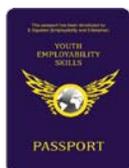
# E F O W U R World

## The A – Z of Employability

For the Knowledge Worker in the 21<sup>st</sup> century



'It not about a job, it's about a way of life'



YES

Youth  
Employability  
Scheme

*Education gives you Wings*

**Choice**

**Freedom**



## Introduction - Your Life is Your Business



*'Nothing is guaranteed to those who do nothing' – Anon*

The world is becoming more complex and technological advances have their benefits and downsides, a quick glance in any public space today, and we see people with their heads down looking at their smart phones. You may even be reading these lines on your phone, but without doubt on some sort of screen. We are now not only different from animals in that we have language but now we spend more time stationary than any other mammals, doing much of our daily to day tasks via screens. These screens are our vista on the world, for many an essential social tool that is crucial to interacting with friends real and virtual. Of course, these screens also offer opportunities to work from wherever we like and to potentially to earn income. But is it that simple, there are numerous online products that promise unlimited riches for very little effort, but most are simply money sumps that take funds and seldom deliver. The old cliché 'if it is too good to be true, it probably is'; in reality the best way to earn income and generate a lifestyle, through online/remote professional activities, that suits your needs and aspirations is to think of yourself as a business, hence the title of this introduction.

In a globalized world and with many new technologies the competitive realities calls for all of us to think in terms of our skills and how we can add value to the supply chain. All of us have needs and wants, but if we are to enjoy the lifestyles that we aspire to it is essential that we can be productive and to develop and mobilize skills that are in demand, or create new business start-ups. Thinking of your life as a business, allows us to answer questions like:

- Why would I hire you?
- How soon do you think you could add value to my business?
- What are your plans for the next three years?



These and other hard questions are becoming more common in the workplace interview and look at your skills base, seeking ways to develop and enhance them is key to becoming economically active and realizing your innate potential. Often the task seems daunting, and many teaching and learning programme are focused on content and subject based curricula. Fortunately, these situations are changing as schools, colleges and to some degree universities recognize their roles and responsibilities in making young people and adult learners more employable and/or more able to create their own jobs. In this **Employability A-Z** the E4 team has attempted to prepare you for a journey through employability and to springboard you into the E4 model, so you can start the journey to improve your life and to boost the business that is your life.

**How to use this guide** - This guide has been designed by the **Employability4 (E4)** Team to support your journey to improve your employability skills, develop your work experience, establish a professional development trajectory, access opportunities, etc. Work through the A – Z and then each of Appendices A – Z, this will give your professional development a boost and assist you in planning and developing an employability skills plan and open opportunities. Work through the A-Z step by step, do not rush and take time to consider what each represents and relate it to your own context and professional aspirations.

**Who** - This **Employability4 A-Z** is meant for people interested in improving their employability, parents who have children who are struggling to embark on a professional development processes, or teachers and community workers who are supporting the development of employability skills with groups of young people and/or adult learners.

**You can access all you need without spending any money**



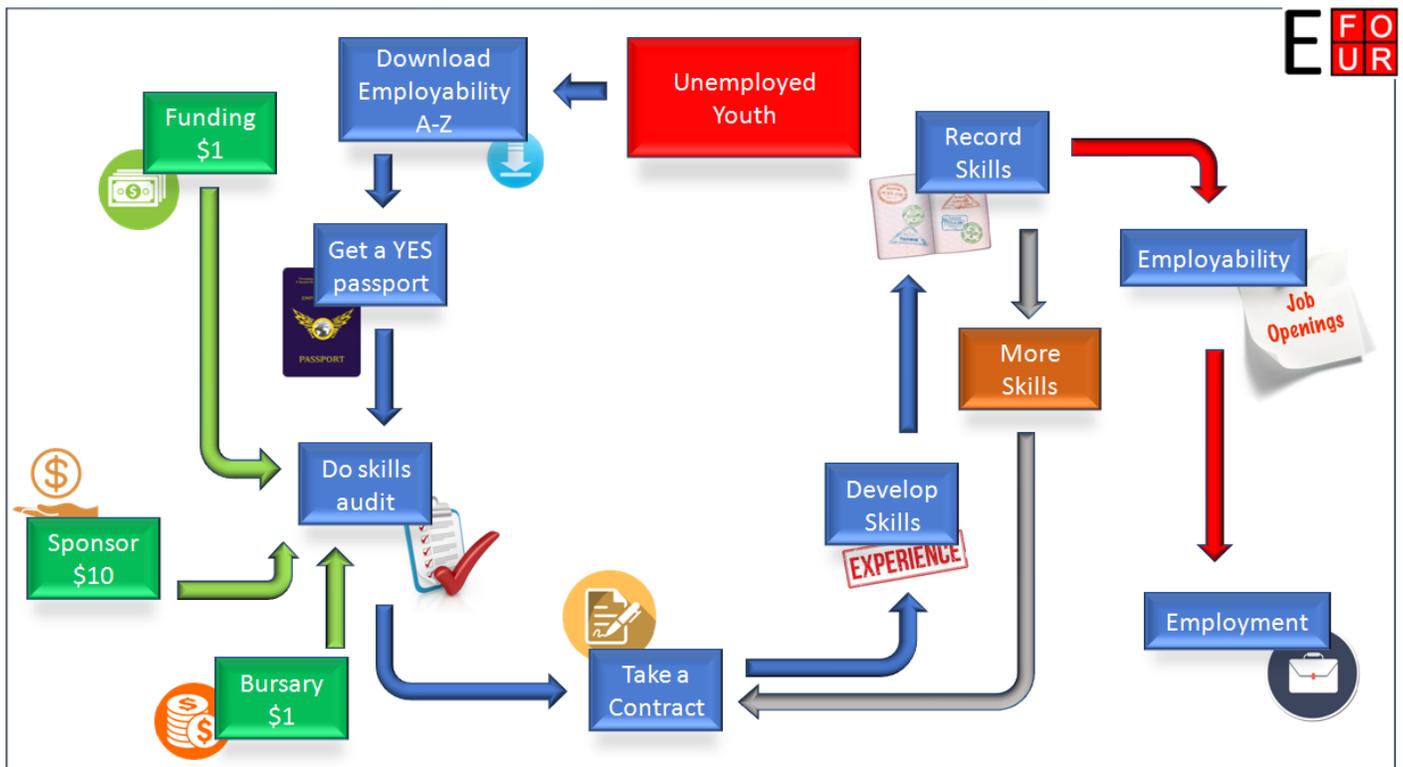
## How E4 Model Works

The E4 model has been designed to assist all who are interested in Employability and who have limited access to funds, teaching and learning opportunities, work experience and internship activities.

A committed E4 user will be able to develop their skills base, pursue opportunities, via the opportunity farm, InternZone and work experience area. Those interested in business start-ups will also find support materials and can apply the Enterprise 360 approach as developed by the E4 team.

The E4 model is a 12-step process, follow each step carefully.

The E4 user journey is represented below



*"Show me a person who loves their job and I will show you a person who has never worked"*

Anon.



## How to use this dock

### Steps

- 1** Visit one of the E4 Sites.
- 2** Register and download A-Z.
- 3** Work Through the E4 A- Z. Be sure to engage with E4 team via [help@employability4world.com](mailto:help@employability4world.com)
- 4** Get a YES Passport (Free online or you can buy the app).
- 5** Do the Skills Audit – access via E4 websites.
- 6** Populate your YES passport with your existing skills and experience.
- 7** Complete the Basic Skills assignments.
- 8** Using your Personal Development Plan, SMART Objectives explore the \$1 contracts.
- 9** Complete online Bursary form.
- 10** Explore the InternZone and identify opportunities (ensure you complete the required \$1 contracts).
- 11** Visit the work experience zone.
- 12** Populate your YES passport.

If you follow the 12 steps, engage and continually populate your YES passport you will have done some if not all of the following –

- Greatly increase your skill base.
- Opened new opportunities.
- Developed a business idea.
- Found suitable routes to a fulfilling and exciting professional development pathway.

## Before we get started

**The apps and the \$1 contracts are available to those that can afford them**

If you are not able to afford them you can apply for a \$10 bursary that will allow you to access 10, \$1 digital assignments

The on-line YES passport login is free. The bursary application can be completed online at

Employability 4 World

If you elect to purchase the app you will receive 3 x \$1 contracts free.



*'Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do'*

*Pele*

**Remember that you downloaded this Employability 4 A-Z as you are developing as a Knowledge Worker.**

***Your Key asset is your **Brain**, so treated it as such!***

**Let's get started!**





- A. **A**ccessing your potential
- B. **B**eing Prepared – Futurology as Reference
- C. **C**ultivating your Attitude
- D. **D**iscovering your passion
- E. **E**ngaging Professionally
- F. **F**inding your pathway
- G. **G**oal Setting
- H. **H**abit
- I. **I**nitiative is key
- J. **J**uggling for Success
- K. **K**nowing your limits
- L. **L**eaving a mark
- M. **M**anaging your time
- N. **N**ew skills
- O. **O**pportunity Farming
- P. **P**ublic Speaking
- Q. **Q**uestions are essential
- R. **R**eading
- S. **S**elf Confidence
- T. **T**aking Risks
- U. **U**nderstanding Supply Chains
- V. **V**ocabulary
- W. **W**orld and Oysters
- X. **X**- Factor in your Brain
- Y. **Y**our Personal Development Plan
- Z. **Z**enith as Goal - Time to get Started



Appendix A – Z



## A - Accessing your potential

*'There are no secrets to success. It is the result of preparation, hard work, and learning from failure'*

*Colin Powell.*

Everyone has potential to achieve what they focus on, with the right level of determination and perseverance. Often it may seem daunting and unachievable and this makes it essential that we focus on those areas and things that are likely to keep us interested and focused. Not all of us can be a Mark Zuckerberg or Richard Branson, but true wealth is not always about having lots of money, most people spend much of their lives with limited amounts of money but lots of happiness as they are engaged in activities that they enjoy.

As the quote above demonstrates, it is essential to realize what your passions are and then to pursue them. The **E4 Model** has been designed to offer a myriad of routes and options to allow the user to test different areas and to seek out what they enjoy doing and then to support them in the pursuit of this interest.

Resource

[How to achieve your Full Potential](#)

CLICK HERE

[5 Steps to reaching your potential](#)

CLICK HERE

## B - Being Prepared

*'To be prepared is half the victory'*

*Miguel de Cervantes*

In periods of rapid change, it is not always easy to be fully prepared, but there are actions that we all can take to ensure that we do all that we can to ensure we are as prepared as we possibly can be.

So how can we prepare? The **E4 Model** has as a backdrop the discipline of futurology, which put simply is a focus on the future (more on this in Appendix F). Today many of the job titles did not exist 10 years ago and in the next 10 there will be many jobs that do not yet exist i.e. In 1984 some predicted jobs titles were: Solar Energy Research Scientist, Laser Technician, Genetic Counsellor, Aquaculturist, Artificial Intelligence Technician, Ocean Hotel Manager. The only one from this list that we are yet to see is a Genetic Counselor but with the developments in DNA and the decreasing cost of having your genetic predisposition test, how long can it be?

Possible job titles for 2030 - Amnesia surgeon, Astro-banker, Brain signal decoder (mind reader), Chef-farmer (agri-restaurateur), Robotic earthworm driver, Holodeck trainer, Space junk recycler, Digital archaeologist - in fact, the Chef-Framer and the Digital archaeologist are already emerging. So being prepared is about watching how things are changing and considering what skills may be demanded in the future.

Think in terms of futurology as you build your personal development plan, and identify your SMART objectives, do not be afraid to let your imagination run free, what excites you about future technologies. Seek out resources.

Visit [www.2045.com](http://www.2045.com) and watch the video on the home page for an interesting take on how the future may unfold, how can we prepare for this?

**Resource**

**How to Reduce Your Stress by Being Prepared**

[CLICK HERE](#)

**How to Be Prepared for Anything**

[CLICK HERE](#)

## C – Cultivating your Attitude

*'Some people dream of great accomplishments, while others stay awake and do them'*  
**Anonymous**

Attitude is everything, no successful person has enjoyed success without having the right attitude.

How do we cultivate attitude? Unfortunately, it is not a quick fix and requires careful consideration and planning. Yes, those boring words, but many of us are over ambitious and have the attitude, 'by 30 I will be a millionaire, by 40 I want to retire'. But words require action and often we set ourselves up to fail, with unrealistic aspirations and goals.

Unrealistic goals are the assassin of positive attitude. Consider the example of new year's resolutions, the gyms are full in January of new people with new found attitude to get fit, these tappers off quickly as the realization that it requires commitment. The best oxygen for attitude is success, and this is best achieved by having small limited goals and then building on small successes.

For example, allocate one hour a day to focus on your employability skills, identify the areas you want to develop and seek to use that hour to engage with activities that will allow you to achieve and develop these skills.

Start by doing the skills survey that can be found at the [skill audit](#).

**Resource**

**4 Ways to Cultivate a Better Attitude About Your Life**

[CLICK HERE](#)

**Developing the Right Attitude**

[CLICK HERE](#)

## D – Discovering your passion

*'People who are passionate about what they do reach financial comfort and wealth more often than those who are not'*

**Jean Chatzky**

The greatest wealth is job satisfaction, or put more simply as we have seen, from the quote in this section and others, those that enjoy what they do are often more successful.

The best way to think about this is to chase the pleasure and not the paper i.e. the money. But for many people it is often difficult to find their passion in terms of working and professional activities. This is a good reason to try lots of different things, often we think that we will not enjoy something only to discover once we are engaged that it (whatever it may be) results in more enjoyment than expected.

The **E4** Team likes to call it the falsification job approach, i.e. when I am sure what I do not like, I get closer to learning what I do like. It's better to say I tried that and did not like it than to say I do not think that I will like it.

Ask any successful public speaker and they will say when they started out they thought they would hate public speaking.

Resource

**How to Find Your Passion in 5 Creativity Exercises**

[CLICK HERE](#)

**4 Practical Ways To Find Your Life's Passion And A Career You Love**

[CLICK HERE](#)

## E – Engaging Professionally

*'A professional writer is an amateur who didn't quit'*

**Richard Bach**

We often hear people say of others that they are very professional, but what does this mean and how can we ensure that we maintain a suitable level of professionalism.

In these times of rapid change and cultural norms that differ from context to context, it is essential to be prepared and be aware of what is expected from us in any situations that we may encounter. For example, although the suit and tie is becoming anachronistic, some workplaces still demand a smart dress code. Ask questions of people who are in the areas that are of interest to you. Do not be afraid to approach people in the coffee shops and other public places and ask them about what work they do and try and learn as much from these short exchanges.

If you have access to professionals, like teachers, school managers, or lecturers ask them of their experiences and what different work places expect. There are, of course, some basics like punctuality, correct dress, politeness, reliability, honesty and integrity.

For example, if you are attending an interview or a meeting a professional will always allow time for unexpected problems travelling to the venue, perhaps arriving with 30 minutes to spare and then going for coffee nearby.

Excuses do not a professional make, taking responsibly and being committed to delivering quality always is the mark of a consummate professional. Feel free to ask any questions you may have by sending a mail to the E4 team at [help@employability4world.com](mailto:help@employability4world.com)

Resource

**Resources: 10 Ways To Be Professional at Work**

CLICK HERE

**What it means to be Professional**

CLICK HERE

## **F** – Finding your professional pathway

*‘Have the end in mind and every day make sure your working towards it’.*

**Ryan Allis**

When last did, someone ask you what you want to do with your life. Do not stress your answer too much, as Baz Luhrmann says in the famous Wear Sunscreen song ‘The most interesting people I know didn’t know at 22 what they wanted to do with their lives, some of the most interesting 40-year-olds I know still don’t’.

Finding the correct route is less about the routes that are out there and more about what you are passionate about and finding ways to mobilize your passion in a productive way. Working through different tasks and exercises, taking on jobs and opportunities that may not look suitable initially will help you find what works for you. Think of it as using the falsification approach, as mentioned above, to your development, ‘if I know what I do not like, I get closer to what I do like’.

The E4 model aims to create a myriad of different online tasks and other activities to assist students/learners to find the best options for them in terms of their interests and help find where their passions can be applied productively. Take some time to research different pathways, review resources and then look at your YES passport and areas that need development, select a set of suitable \$1 assignments, and complete.

If you cannot afford \$1 contracts complete a bursary form that can be accessed at [www.employability4world.com](http://www.employability4world.com) and if you need assistance in completing the bursary form contact the E4 Team for assistance.

[A Career Poster](#)

CLICK HERE

[Wear Sunscreen](#)

CLICK HERE

## G – Goal Setting ‘Let’s Get SMART’

*‘If you feel there’s something out there that you’re supposed to be doing, if you have a passion for it, then stop wishing and just do it’*

*Wanda Sykes.*

Getting organized is the sub-text of this **Employability4** A-Z, so why did we not have it as a section? Well because if you are reading these lines then you have recognized the need to get organized. Using this A-Z is a good start and finding how best to develop your plan of action, and create a professional development plan.

So how do we best engage in a goal setting exercise? Let’s start by getting **SMART** – *‘Being smart is a choice’*

- **S = Savvy** - Understanding what employers want and know how to be the best
- **M = Motivated** - Employers want someone who stands out from the crowd
- **A = Armed** - Good education, good work experience, good social skills, good preparation
- **R = Ready** - Know the basics
- **T = Tenacious** - Never give up and **NEVER** let anyone talk your goals down
- 

These are key if we are looking to secure employment, develop opportunities or other remuneration activities. If we are seeking to develop our own project, social enterprise and/or business start-up, our **SMART** goals maybe:

- **S = Savvy** - Understanding what our potential customers want and who our competitors are?
- **M = Motivated** - Be determined to follow through even if the business ideas proves in the end not to be viable. Lessons learnt will **NEVER** be lost.
- **A = Armed** - Effective research, good networking, good social skills, good preparation
- **R = Ready** - Research all relevant avenues, know the basics
- **T = Tenacious** - Never give up and **NEVER** let anyone talk your goals down

Being tenacious is key - always remember

*‘You have to pass failure to get to success in many contexts’*

So now that we are thinking smart let's set some **SMART** objectives.

- **S**pecific (simple, sensible, significant).
- **M**easurable (meaningful, motivating).
- **A**chievable (appropriate, attainable).
- **R**elevant (reasonable, realistic and resourced, results-based).
- **T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).

Using this framework, apply it to a professional development plan using the **E4** model, for example:

- **Specific** -Complete the skills survey and plan YES passport population
- **Measurable** -Submit survey and have a structured plan
- **Achievable** -Engage with resources and the Employability A - Z
- **Relevant** -Focussed on my skills development and assist with fining my passion
- **Time bound** -3 days.

Do not spend too much time trying to develop each aspect, just be honest and ensure that each meets these various criteria.

Resource

**7 Must Read Life Lessons from Benjamin Franklin**

**SMART Goals**

CLICK HERE

CLICK HERE

## **H** – Habit

*'Quality is not an act, it is a habit'*  
**Aristotle**

Habit is often seen as a negative thing, we all have bad habits and these tend to get the bulk of our attention, but as bad habits develop we can also develop good habits. Think of the type of good habits that will support your professional development. The well-known list of the 7 habits of successful people are:

1. Be Proactive
2. Begin with the end in mind
3. Put first things first
4. Think Win-Win
5. Seek first to understand, then to be understood
6. Synergize
7. Sharpen the Saw

The first three focus on self-mastery and moving from dependence to independence; next three address teamwork, collaboration and communication skills, while moving from independence to interdependence. While the final habit focuses on continued growth and improvement.

**Resource**

**7 Habits of Highly Effective People**

[CLICK HERE](#)

**6 Stages and 16 Tips for Developing Good Habits**

[CLICK HERE](#)

## **I** – Initiative is key

*'Initiative is doing the right thing without being told'*  
**Victor Hugo**

Most employers see initiative in a very positive light, especially when it is aligned with the roles and responsibilities of an individual within a company and/or project structure. While if you are building a project, or trying to start a business, having initiative is essential to meeting the **SMART** objectives that you will have set for your activities.

Showing initiative, calls for a willingness to take risks and thus requires planning and thought, as with everything addressed in the A -Z always think through the motivation and what end you hope to achieve when showing initiative.

**Resource**

**Initiative - The Key to Becoming a Star Employee**

[CLICK HERE](#)

**10 Tips for Adding Value by Showing Initiative**

[CLICK HERE](#)

## J – Juggling for Success

*‘Your positive action combined with positive thinking results in success’  
Shiv Khera.*

The nature of many of our lives is that things have become much more complex, between demands of our social networking activities, need to develop skills and capabilities, through to family and friends and daily responsibilities, we have to juggling a myriad of demands.

Key to the message in this **Employability 4** A-Z is the importance of planning and setting manageable goals, there is no point in having unrealistic goals and setting yourself up to miss these targets and aspirations. There are some key points that can help you with all the demands:

- Develop your set of **SMART** Goals
- Maintain your focus on the tasks that support the achievement of these **SMART** Objectives
- Recognize there will be set backs and somethings may fall through the cracks
- Do not allow peer ‘put downs’ to set you back – not everyone wants you to get ahead – ‘*The Tall Poppy Syndrome*’
- Learn to enjoy the rewards of effort, for effort sake
- Continue to work on your self confidence
- Develop learning and skills through steps
- Enjoy and understand the value of rules

This **Employability4** A-Z may be coming a bit of rule book but the **E4** Team want to encourage you to develop your own plan and processes, using this document as a loose guide. If you need some support, feel free to send a help request to [help@employability4world.com](mailto:help@employability4world.com)

One of the key skills that we all need to develop is to be able to say no and to prioritize. The ability to say no is something that can help with demanding lives and expectations, taking on tasks that meet your **SMART** objectives and support your goals and aspirations is the best way to develop the ability to say no. ‘I would be keen to do that, but at present it does not fit with my skills development plans’.

Of course, this does not extend to those household and other tasks that we have to complete on a day-to-day level – even the **E4** Team hate household chores.

Resource

**Too Many Balls in the Air? Learn How to Perfect the Juggling Act**

CLICK HERE

**How to set priorities**

CLICK HERE

## K – Knowing your limits

*'Success is not final, failure is not fatal: it is the courage to continue that counts'*  
**Winston Churchill.**

Most of us suffer from an inability to say no, especially when we are trying to succeed and get ahead. Knowing what our limits are is an excellent quality when setting our goals, accepting assignments and aspirations. Many people battle to recognize their limits and consequently, end up setting themselves goals that are difficult to achieve.

For example, when people join a gym they often overdo their training and it can result in a decrease in motivation to continue attending. When setting, your goals start with small manageable ones and as you achieve them take the next steps. If you aim to get fit, maybe start with 5 pushups every day for a month and then add 5 extra each month, within 6 months you will be doing 30 push-ups a day comfortably.

See Zenith goals and zenith ladders Z below.

### Resource

[Seven Ways to Say 'No' and Keep Good Relations](#)

[CLICK HERE](#)

[How to Discover Your Sweet Spot](#)

[CLICK HERE](#)

## L – Leaving a mark

*'I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent'*

**Thomas Edison**

With growing levels of competition in the workplace and business start-up landscape, being able to leave a mark is key.

For example, at a recent prestigious internship selection weekend one of the participants, in an exercise, noticed that all the others were reluctant to take the lead on a hard task and grabbed his opportunity. On being selected for one of only 12 UK positions with a global hardware company, he was told that that moment was what got him selected. The relevant manager then proceeded to outline all his weaknesses that they had spotted. He had made his mark and the rest was now incidental and he had an opportunity to correct these.

***So always keep an eye out for opportunities to make your mark in a positive way.***

50 Simple but Powerful Habits to Leave Your Mark

[CLICK HERE](#)

How to Leave a Mark on People

[CLICK HERE](#)

## M – Managing your time

*‘Striving for success without hard work is like trying to harvest where you haven’t planted’*  
**David Bly**

Time is truly our greatest resource and it is not renewable, which calls for careful consideration and planning. There is that word again, which runs through this **Employability 4 A-Z, PLANNING**, as the cliché goes ‘Fail to Plan, is planning to fail’. Central to the effectiveness of your planning is how to allocate your time.

Effective people are always effective in their use of time. There are many rules and guidelines that we can all follow, see resources link below, but the key is to decide what your priorities are and then to plan your **SMART** objectives and allocate your time. One of the key lessons to learn is that being productive with your time means the leisure periods are more enjoyable as they feel like a reward, and carry less guilt.

How often have you been taking some time out and throughout that time you kept thinking ‘I should be doing my homework’. The best leisure time is the time earned through an effort to achieve a goal. By spending your most valuable resource, your time, coherently and against a plan is the best way to achieve your goals and help keep you motivated.

How to Manage Time with 10 Tips That Work

[CLICK HERE](#)

Work Smarter, Not Harder: 21 Time Management Tips to Hack Productivity

[CLICK HERE](#)

## N – New skills

*‘Everyone has a chance to learn, improve, and build up their skills’*  
**Tom Peters.**

The E4 Team has developed a model around 8 organizing areas, as shown in the YES passport. These are:

- Self-management / Taking responsibility
- Working effectively with other people
- Business and customer awareness
- Decision-making and Problem-solving
- Initiative and enterprise
- Communication and Literacy
- Numeracy
- Using ICT

These organizing areas are structured per the contemporary frameworks associated with employability skills. On the E4 platforms you will find 10 basic skills contracts that will allow you to develop and secure some of your YES stamps and start to build your CV.

Some of the skills you may already have and, you can already start populating your YES passport. Once you have your stamps highlighted you can get the YES app and/or access \$1 contracts (with the app you get three free \$1 contracts to get you started).

**Remember** - Should you not be able to afford the costs, complete a [bursary form](#) and submit it to the E4 Team. The form can be found on E4World and other E4 sites.

Always be seeking opportunities to improve and enhance your skills, the resource below gives a full list of some new skills that you can consider. The E4 Team is determined to support all committed students and learners and should you have any issues or need help and guidance send a help request to [help@employability4world.com](mailto:help@employability4world.com)

Resource

**88 News Skills to Learn Today**

CLICK HERE

**What are 21st century skills?**

CLICK HERE

## O – Opportunity Farming

*‘Opportunities multiply as they are seized’  
Sun Tzu*

An opportunity is much like a dandelion, embrace them or in the case of the dandelion blow and it generates many more opportunities or potential dandelion plants. The **E4** team has developed the **Opportunity Farm** which can be found on the Moodle. Here different projects are listed, advertisements for internships, work experience, etc. can be found and these will be regularly updated.

You are encouraged to visit the farm to add an advert of your own, offering your services and/or what skills you might offer other projects. If you are planning a project/business start-up this will be a good area to find likeminded users who could work with you to develop your ideas and start new projects.

This is a good area to build your skills and experience to prepare for access to the Basecamp Based InternZone. If you are seeking to secure a Basecamp bursary you **MUST** spend time in the Opportunity Farm area having worked with a project team and/or developed, you own business idea or project.

### Resource

**How To Create Your Own Luck**

[CLICK HERE](#)

**The Best Opportunities Are the Ones You Create for Yourself**

[CLICK HERE](#)

## P – Public Speaking

*‘Public speaking, for me, or speaking even in front of handful of people is my greatest fear’  
Bill Clegg.*

For most people their greatest fear is of public speaking, think of how you feel about it? Like this and other things that we fear, the best way to overcome the fear is to confront it. This can be done in small steps, for example, when working in a group how many times do you shy away from being the one to report back? What best way to mark yourself out than to say ‘I will do it’. These group works are usually for smaller audiences and as you get more comfortable you can try a bigger audience.

Yes, the first time may be a bit nerve wracking, but the second, third and fourth time, it gets easier and easier, until you do it naturally.

20 Public Speaking Tips of the Best TED Talks

CLICK HERE

Seven Principles of Effective Public Speaking

CLICK HERE

## Q – Questions are essential

*'Successful people ask better questions, and as a result they get better answers'*

**Tony Robbins.**

More people think of asking questions are a factor in classrooms or other learning processes, but in the workplace the role and importance of questions can never be overstated.

More especially in the emerging modern remote learning and digitally based communication environments. Being clear and understanding the expectations of any assignment is key to being productive and meeting expectations. No question is 'silly' as it allows all parties to be clear of what needs doing, by when and how.

Developing your SMART objectives is greatly enhanced when you ask questions at every stage. If you have any question that cannot be answers at the **FAQs** on **E4World** feel free to send the question to [help@employability4world.com](mailto:help@employability4world.com)

The Importance of Asking Questions to Promote Higher-Order Competencies

CLICK HERE

The Importance of Questioning

CLICK HERE

## R – Reading

*‘Reading is to the mind what exercise is to the body’  
Joseph Addison.*

Reading is an essential skill, not just for pleasure but also in terms of the changing characteristics of the workplace, research and accessing growing media, email, online messages, etc. makes the ability to read and absorb information quickly a highly-valued skill for a knowledge worker.

Developing as a knowledge worker makes it essential that you keep your mental stimulation as high as possible, think about how you use your time. Reading all the news feeds of your friends may be very interesting but does it generate mental stimulation at a level that improves your productivity, your ability to add value in the supply chain? Reading is also a key tool for developing your vocabulary.

### Resource

**10 Benefits of Reading: Why You Should Read Every Day**

[CLICK HERE](#)

**8 Science-Backed Reasons to Read a (Real) Book**

[CLICK HERE](#)

## S - Self-Confidence

*‘Believe you can and you’re halfway there’  
Theodore Roosevelt*

Self-confidence is an essential factor for a knowledge worker; and many of us suffer at some stage from lack of confidence. This is natural, no one is confident in everything they do.

In planning your professional development pathways, be sure to explore ways and opportunities for building your self-confidence. Key to developing your confidence is setting manageable and realistic goals, but also to recognize that failure is a natural part of success.

### Resource

**Building Self-Confidence**

[CLICK HERE](#)

**How to increase your self-esteem**

[CLICK HERE](#)

## T – Taking Risks

*“Leap and the net will appear.”*  
**Zen Saying**

All humans have natural fear and flight responses to situations, but as a knowledge worker, it is essential that we embrace risks and recognize that risk taking is necessary, if we are to realize our ambitions and aspirations.

As Winston Churchill says elsewhere in this **Employability4** A-Z, ‘failure is not fatal’, we need to acknowledge that as knowledge workers we will make mistakes, but it how we learn from these errors and adjust our plans to ensure that we grow stronger and better at addressing our challenges and achieving our **SMART** objectives.

Resource

**7 Reasons Why Risk-Taking Leads To Success**

[CLICK HERE](#)

**Take A Risk: The Odds Are Better Than You Think**

[CLICK HERE](#)

## U – Understanding Supply Chains

*‘It’s not the organisations that are competing it’s the supply chains that are competing’*  
**Anon.**

The backbone of all human societies are supply chains, even most primitive human settlements had to rely on supply chains, although they were very short, of course, today supply chains are complex, global and long. How you are going to fit into these supply chains is central to the plan you are now exploring.

Knowledge workers are central to effective modern supply chains, and even the horror stories of artificial intelligence replacing humans are fiction when faced with the roles of knowledge works. Having made the decision to be a knowledge worker, it is key that you focus on how supply chains are changing, and what skills these emerging and new supply chains are likely to demand.

Resource

**5 Examples of Some of the best Supply Chain Management**

[CLICK HERE](#)

**Supply Chain: Meaning, Example and Benefits (With Diagram)**

[CLICK HERE](#)

## V – Vocabulary

*'Vocabulary is a matter of word-building as well as word using'*  
**David Crystal**

The toolbox of a knowledge worker is language and the use of language, to communicate effectively, to transmit and access complex ideas and concepts. With a wide vocabulary, a knowledge worker is well armed to tackle the demands of the modern workplace, interact in teams and share ideas and concepts more effectively.

Resource

**Develop your Vocabulary and Donate Rice**

[CLICK HERE](#)

**Easy Ways to Improve and Expand Your Vocabulary: Seven Tips for Learning New Words**

[CLICK HERE](#)

## W – World and Oysters

*'Anyone who has never made a mistake, has never tried something new'*  
**Albert Einstein**

Many of you would have heard the saying, 'The world is your oyster' and while this is invariably true it misses one of the key aspects of how pearls are produced by oysters.

A pearl is developed through a grain of sand entering the oyster, and inside the oyster the grain irritates the oyster which constantly tries to get rid by coating it in mother of pearl. Think of a loose tooth and how you are not able to leave it alone, this constant irritation of the grain of sand leads to the production of a pearl.

Thus, yes the world is our oyster but we need to work at it, the grain of sand can be your basic motivation and then you constantly work at it, like the oyster does and so you grow your own pearls. Think of it in terms of opportunities, make the most of them and plug away as the oyster does to the grain of sand.

Resource

**12 WAYS TO MAKE THE MOST OF OPPORTUNITIES**

[CLICK HERE](#)

**How to make the most of Life's opportunities**

[CLICK HERE](#)

## X – X- Factor in your Brain

*'One may walk over the highest mountain one step at a time'*

**Barbara Walters**

Few people know how the brain works in terms of learning new things, and while it is a complex process, it can be simplified as follows.

The brain is the most complex thing we have ever found, it consists of close to 100 trillion connections. When we learn new information, new connections fire, and if we make sure that those new connections fire regularly over a short period the knowledge becomes hard wired into our brain.

Think about your home language and how you speak it without thinking, i.e. it is hard wired into your brain. So the overriding goal of a knowledge worker: **'To hard wire their brain'** this makes you more able to retain information, share it quickly and become more valuable to the supply. So, your X-Factor is your brain, building your business which as a knowledge worker is effectively founded around your brain, is your key focus.

Read, build skills and apply yourself to this hard wiring process.

Resource

**100 Trillion Connections: New Efforts Probe and Map the Brain's Detailed Architecture**

[CLICK HERE](#)

**How to Hardwire Your Brain for Happiness**

[CLICK HERE](#)

## Y – Your Personal Development Plan (DevPlan)

*'What we fear of doing most is usually what we most need to do'*

**Ralph Waldo Emerson**

To make the identification of your **SMART** Objectives and goals easier it may be helpful to construct your Personal Development Plan (PDP). Having a plan is essential to anything we choose to tackle and is often the most neglected aspect of any business start-up, project or programme, as it can be frustrating and time consuming. But as Benjamin Franklin said 'If you fail to plan, you plan to fail', so take the time and develop a plan.

Here is an example developed by one of the students who worked with the **E4** team and is now enjoying significant success in his chosen profession. This table uses the students own words, and small errors have been included to demonstrate that it's not the way it is presented but the content. This document would be for your personal use only, so worry less about how you say it and more about what it says and what it means you need to do.

## DevPlan Table Example

Personal Development Objective	What	How	Assumptions
The creation of robust career development pathway that builds on my strengths and addresses my weaknesses and opens access to global employment and development opportunities	Undertake a robust personal SWOT analysis (see App H)	Basic report on my professional strengths and weaknesses	Allocate time and be brutally honest
	Explore key areas of professional interested within my selected industry field	List possible professional development routes	Suitable routes are identified; use all resources available to me
	Map existing skills against skills for each area	Full skills map for each area and gap identification exercise	Engage with peers, teachers, professionals, etc./seek opportunities to improve knowledge of industrial sectors and future changes
	Explore skills development opportunities	Create skills development	Suitable opportunities to develop skills effectively
	Seek and Embrace all opportunities to expand skills	Participate in extra curricula activities, seek internships and other work experience activities	Actively work to find suitable opportunities
	Effectively record all new skills developed	Populate my YES Passport and update <a href="http://vizualize.me/Profile">http://vizualize.me/Profile</a>	Skills developed through on-going commitment
	Create new opportunities through effective networking	Professional networks expanded	Suitable networking opportunities are attended and actively participated in

This table is a great starting point and you can almost adopt it as it stands, but making it your own and focused on what and how you will do the same will be a valuable exercise. You may also prefer to use the one in the second resource link below.

Resource

**Personal development planning: What you need to know**

[CLICK HERE](#)

**What is a Personal Development Plan?**

[CLICK HERE](#)

## Z – Zenith as Goal - Time to get Started

*The greatest reward in becoming a millionaire is not the amount of money that you earn. It is the kind of person that you have to become to become a millionaire in the first place'*

**Jim Rohn**

If you are to realize your potential and secure a professional development trajectory that is suitable for a knowledge worker you need to aspire for your zenith and the best time to start in Now! Remember it's all about your brain, this is your key asset so let's get hardwiring for success.

See Appendix Z for more details.

Resource

**Human Brain: Facts, Functions & Anatomy**

[CLICK HERE](#)

**Neuroscience Insight: How to Break Bad Habits**

[CLICK HERE](#)

## Next Steps

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