



# **JOB SEEKERS AND CAREER GUIDANCE MANUAL**



**Prepared by the Manpower Research and Statistical Unit (MRSU)**

**Ministry of Labour, Social Security and  
Human Resource Development  
BARBADOS**

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# JOB SEEKERS AND CAREER GUIDANCE MANUAL

## Introduction

Welcome to the **Job Seekers and Career Guidance Manual** of the Ministry of Labour, Social Security and Human Resource Development. This document has been prepared with the intention of providing guidance to students, career planners and job seekers, as they seek to enter the world of work. This document was originally published by the Ministry in 1993, but has been updated to be more relevant of today's modern and dynamic work environment. The need to obtain and retain employment is a critical aspect of the lives of practically all adults throughout the world and consequently, the Ministry is of the view that the collection of jobs and career-oriented information must be disseminated to the general public.

Planning for and finding employment can in many respects be a full-time venture in and of itself but, if done correctly, can ultimately lead to long term success. Even then, it still must be stressed that the acquisition of a job represents only one step in the overall employment goal. At all times (particularly for young persons), careful consideration should be given to the identification of individual goals and career objectives. Once these goals and objectives have been established, realistic approaches and action-steps to attain these goals can then be outlined. In the workplace in particular, all reasonable efforts must be made to nurture and maintain a sound working relationship between fellow employees and the employer. Though this may sound simplistic, this step in reality requires a fair amount of dedication and perseverance. It is with such issues in mind that this document has been prepared, with practical advice offered on pertinent topics such as job search, writing a résumé, preparing for an interview and maintaining a job.

Ultimately, it is intended that the guidelines found in this manual can play a pivotal role in assisting a job seeker in landing a desired job, thereby increasing the chances that a bright and rewarding career can be nurtured and developed.

The Ministry now takes this opportunity to thank those who have contributed to the formulation of this document, particularly the members of the Ministry's tripartite Labour Market Information Advisory Committee. Good luck and please do not hesitate to contact the research section of the Ministry

of Labour, Social Security and Human Resource Development, in the event that there are any queries, comments or suggestions.

### **The Reality of the 21<sup>st</sup> Century Labour Market**

Like any other market for the trading of goods and services, the labour market is in a continuous state of flux, with both employers and workers entering and exiting the work environment at various points in time.

In terms of the supply of labour:

- Some students are graduating from secondary and tertiary institutions and are immediately entering the labour market;
- Workers are moving from one job to the next;
- Persons are retiring and re-entering the workforce in other capacities;
- Persons are entering the job market due to changes in their social circumstances such as divorce or the death of a spouse;
- Foreign Nationals may be seeking to engage in temporary employment in an area in which there may be skills shortages; and
- Persons may be constantly entering and exiting a job due to the seasonality of their work e.g agricultural and construction workers

In contrast, from the perspective of the demand for labour:

- Employers in sectors that have become uncompetitive are either downsizing or closing their establishments and laying off workers;
- Overseas businesses may be seeking to establish local operations and as a consequence, may have a need for skilled workers;
- A small business owner that is reaping financial success may discover that he is unable to meet increased demand for his product or service and he might need to hire additional employees; and
- Employers may be opening a new factory or expanding their operations at their main business location

Employers and workers engaged in the above mentioned scenarios are literally interacting with each other on a daily basis and the status between being employed and unemployed can change in an instant. Therefore, it is essential that all persons desirous of entering the labour market be provided with access to timely and relevant information, in order to engage in a meaningful employment opportunity that makes maximum use of their skills

and competencies. Attaining this goal would necessitate that persons should take all reasonable measures to equip themselves in a career that is not only relevant, but in which they have a definite interest.

This recommendation is particularly applicable to young persons under the age of twenty-five, who may not have the necessary skills, knowledge, experience and certification to compete with their older counterparts. This is why the youth unemployment rate is often significantly higher than the general unemployment rate and the primary reason why young persons that do get hired are usually obliged to commence their work careers with lower-paying entry-level jobs.

These factors reflect the reality facing persons, (especially younger ones), who are desirous of finding employment in a modern work force. Training and re-training, obtaining relevant certification, committing to lifelong learning and observing trends and developments within their chosen employment areas are just some of the vital action steps that workers of today must undertake if they are to face and successfully overcome the challenges associated with participating in the 21<sup>st</sup> century labour market.



### **A Note to the Youth: The Importance of Work**

***The decisions that you make today, can have an impact on the rest of your life!!***

The above quotation, though simple, is particularly relevant to career planning. The choice of career path is absolutely vital, as it has an impact on tangible and intangible factors such as self-esteem, satisfaction, confidence, personal growth and of course, financial reward. Therefore, it is always advantageous to identify career options that:

- (i) stimulate your interest;
- (ii) are expected to be in demand over the medium to long term; and
- (iii) suit your competencies and abilities to the greatest extent possible.

Naturally, career paths can change over time as you grow older, but it is always advisable to establish a basic idea of what you desire out of a career and make plans accordingly.

A final point needs to be stressed on the issue of choosing a career. It may ultimately be self-defeating to be employed in a job with a high level of financial benefits and that is in demand, but which is not gratifying. Several jobs require eight hours of work and the average work career may last between thirty and forty years. One can therefore conclude that a large portion of a person's life (their waking hours in particular) is spent at the workplace. In light of this fact, it would therefore be to one's advantage to engage in work that is not only challenging and pays well, but that is also enjoyable and fulfilling.

At the end of the day, life is too short to be spent pursuing a career that you do not enjoy!



## **Initial Questions to be Considered for the Job Search Exercise**

In addition to goal setting, job seekers that are desirous of entering the job market should be prepared to ask themselves frank, honest, probing questions about their future employment ambitions. These questions would include the following:

- What do I enjoy doing?
- What am I good at doing?
- Do I have the requisite certification to pursue my ideal career or do I have to undertake additional training courses and programmes?
- How important is money to me?
- What do I have to offer to a potential employer?
- Do I have any alternative career choices?
- Do I have the educational background necessary for the job?
- Will there continue to be a demand for the type of work that I choose?
- Do I possess important “soft” skills such as problem solving, time management, good organisational ability, conflict resolution etc.?
- Am I confident enough in my own abilities to become a risk-taking entrepreneur?
- What will I do if I don’t immediately acquire my ideal job?
- Where would I like to be in the next five to ten years?

The supply of honest answers to questions such as these can supply you with a basic assessment of your strengths, weaknesses and skills gaps. Just as importantly, the responses can also provide assistance in helping you to map out a structured pathway towards the attainment of your short, medium and long term goals.







## **Ten Common Mistakes that some Job Seekers Make**

In a tough and dynamic labour market, the job seeker must pursue all reasonable avenues to distinguish themselves from the crowd in obtaining employment. The task of looking for employment will often involve a number of regular, continuous activities such as networking with friends, communicating with members of social clubs, writing application letters, preparing for and going to interviews.

In attempting to secure employment however, there are a number of critical errors that may be made, which could ultimately serve as obstacles to securing the desired job.

Some of the more common mistakes are:

- **Personal appearance is poor:-** First impressions do matter and the need for the Job Seeker to be neat and tidy when interacting with a potential employer is paramount
- **No Research into the History of the Organisation:-** During the course of an interview, it is likely that you may be asked a question that tests your knowledge of the organisation. Being unprepared for such a question demonstrates a lack of preparedness and can harm your prospects of being hired.
- **Showing nervousness and a lack of confidence:-** In addition to personal appearance, attention needs to be paid to how you carry yourself. A firm handshake, eye contact and good posture whether sitting or standing, will be observed by many employers

- **Being Aggressive:-** There is a fine line between being assertive and aggressive! At all times, you should watch your approach to others and your tone of voice, particularly when liaising with a potential employer.
- **Being late for a Job Interview:-** This is a mistake that must be avoided at all costs! Lateness for an interview gives a bad impression of you to the prospective employer and insinuates a lack of regard for the time of the interviewer. At the earliest possible opportunity, determine what mode of transportation will be used to arrive at the establishment. Ideally, you should aim to arrive at the establishment at least ten minutes early, in order that you can settle in and calm yourself.
- **The inability to express yourself clearly:-** When at an interview, think through each question and try to provide clear and concise responses to questions which are posed. Also avoid giving one-word responses, as the potential employer will be interested in your ability to articulate yourself and to think through issues in a structured and thoughtful manner.
- **Making your former employer look negative:-** Regardless of the circumstances surrounding your departure from a previous workplace, it is always best **not** to make disparaging remarks about a former employer. In addition to making you appear bitter and vengeful in front of the interviewer, it also raises questions about your ability to get along with others, as well as your ability to solve conflicts.
- **Submitting an incomplete and untidy application form:-** Always take care to answer all questions on any provided application form to the best of your ability . Submitting a form that is untidy and ambiguous shows a lack of attention to detail and may send the signal to your prospective employer that you might be untidy and disorganised in your approach to your work assignments.
- **Showing a general lack of interest:-** Body language is extremely important, especially when interacting with a potential employer. Displaying a healthy level of enthusiasm to your prospective employer can signal to them that you have the right attitude for the job and will approach your assigned work tasks in a positive manner.

- **Lack of clear career-oriented goals:-** A job seeker's dearth of clear and well-articulated career goals may be recognised by an observant interviewer and send the signal that there is a lack of vision with regards to personal development, coupled with an absence of structure and organisation in respect of your life and future career path



### **Preparing for Entry into the Workforce:- Choosing that Ideal Career**

As alluded to in a previous section, there are a number of factors that can be considered in maximizing the chances of securing employment in a desired area. You must do an honest evaluation of your work-related goals, as well as your strengths, weaknesses, skills and abilities. In as far as possible, you should then seek to identify an occupational area that is in sync with these areas. Naturally, there may be more than one occupational area in which you have an interest. Therefore, to narrow the array of choices down to the ideal occupation, you would need to conduct some additional investigations into your identified areas. The research could encompass some of the following factors:

- List of tasks performed by persons in that occupation;
- Qualifications needed by a person to effectively perform in the occupation;
- Training necessary to become more efficient;
- Conditions of work (e.g. sitting/standing, indoors/outdoors, timeframe under which job is usually performed, overtime, flexi-time, need for drivers license etc.);

- Salary/wage, vacation leave and other benefits
- Soft Skills required;
- Opportunities for advancement;
- Future expectations (expansion/reduction of job opportunities);
- Supervisory responsibilities; and
- Related Occupations

Ready responses to several of the above factors can be garnished through the use of tools such as the International Standard Classification of Occupations (or ISCO for short). This classification is essentially a “dictionary” of occupations and is produced by the International Labour Organisation (ILO). Such a resource can be downloaded through the website of this entity. In addition, professional associations for occupations such as engineers, architects, surveyors and accountants can also be helpful sources of occupational information.

The use of a comprehensive table, to compare and contrast the responses across desired occupations, could be beneficial in assisting you to narrow your choice down to that one ideal occupation to which you may be best suited. For ease of reference, a table similar to the one provided below could be formulated.



**Choosing your Ideal Occupation**

<b>Choosing Your Ideal Occupation</b>				
	<b>Occupation "A"</b>	<b>Occupation "B"</b>	<b>Occupation "C"</b>	<b>Occupation "D"</b>
<b>List of tasks performed</b>				
<b>Qualifications needed</b>				
<b>Training</b>				
<b>Salary/Wage</b>				
<b>Conditions of work</b>				
<b>Soft Skills required;</b>				
<b>Opportunities for advancement;</b>				
<b>Future expectations</b>				
<b>Related Occupations</b>				



## **The Job Search:- Finding Employment in a Competitive Labour Market**

For many job seekers, conducting job search can be a particularly challenging, time-consuming and sometimes distressing experience. This experience can easily be exacerbated if the job seeking individual is under pressure to meet financial obligations and is constantly on the receiving end of letters informing him or her that there are no vacancies at the organisation to which he or she has applied. Indeed, for most persons who may be entering the labour market for the first time, the goal of obtaining their “ideal” job may have to be balanced with the more realistic prospect of immediately securing getting “less preferable” employment, in order to secure some much needed income. Moreover, job search is not just a one-time event and in today’s world, more people are changing jobs at a faster rate than in the past.

This section seeks to introduce the reader to some of the more popular approaches utilised by job seekers to obtain employment and attempts to offer some useful tips that may lead to an easier job search exercise:

**Networking:** Constantly liaising with friends, family, former co-workers, mentors, colleagues in church, sports clubs and other social organisations automatically expands your chances of hearing about suitable job openings. In addition to new jobs becoming available because a business might be expanding, persons in established jobs are always leaving for reasons such as retirement, or to pursue more lucrative opportunities elsewhere.

Always seek therefore to maintain a good rapport with the contacts in your network and remember to remind them periodically of your need to be provided with information on a job opportunity. Contact with professional associations (architects, engineers, etc.) within your area of specialty is also a potential avenue that should be established and developed.



**Advertisements via the radio, newspaper and television:** Though the use of these traditional forms of media have been around for years, they remain relevant and are still regarded to be some of the more effective means of securing information with respect to possible employment opportunities. As in the case of networking, you will want to ensure that your checking of these media sources is regular and continuous (at least three to four times per week, if it is not possible to do these searches every day).

**The Growing Role of Social Media:** The use of social media tools such as *Facebook* and *LinkedIn* can serve to be excellent mechanisms to advertise yourself, your skills, your competencies and your accomplishments.

Equally as important however, is the need to avoid the placing of profane language, highly personal and illicit information on these sites, as prospective employers in today's world ***are likely to use these means to do covert research into your background.*** Ultimately, such messages will not reflect well on you as the type of individual that they would want to bring into their establishment.

**Participating in Job Fairs:** Once the date, time and location of an upcoming job fair becomes known, every attempt should be made by the job seeker to attend. For a such as these provide job seekers with the opportunity to (i) introduce themselves (ii) focus on their strongpoints that separate them from their competition and (iii) put themselves firmly on the radar of a wide array of potential employers and recruiters. At these events, one should be appropriately dressed (as if attending an interview) and should seek to carry some form of identification, along with a number of updated copies of résumés.

**Registering with Public and Private Employment Agencies:** These types of agencies can prove to be particularly useful, from the perspective that they can help the individual improve their employability, through the provision of guidance and counseling and career planning tips, in addition to placing the person in suitable employment. In Barbados, the National Employment Bureau (NEB) is the name of Government's employment agency and is located on the first floor of the Warrens Office Complex in Warrens, St. Michael.

**Direct Employer Contact (otherwise known as Cold Calling):** In some cases, it may be beneficial to make direct contact with an employer and make a query as to any job opportunities that may arise. This could be done by (i) calling the establishment (ii) stating the reason for your call and (iii) finding out the name of the most appropriate person to contact. Once the name is obtained, you might make direct contact with them through the telephone or electronic mail. In some instances (such as construction sites, workshops, garages and stores), you may turn up at the actual location and ask to speak with the person in charge. If you make the decision to use this approach:

- Speak clearly;
- Use correct grammar;
- ***Briefly*** mention your unique competencies, skills and work experience
- Give your name and contact;
- Be polite;

**Usage of the Yellow Pages and Company Websites:** The use of the yellow pages in the telephone directory can provide a job seeker with vital information such as the names, telephone numbers and addresses of literally hundreds of business establishments. Such information can be particularly useful when seeking to make direct contact with the employer.

Similarly, in the case of websites, you can be provided with crucial additional information such as the goals and objectives of the business, as well as the goods and services that they offer to the public. In addition, websites of employment agencies should be frequently researched in the event that new and suitable vacancies arise that may be of interest to you.

**Advertise Yourself:** It is becoming increasingly commonplace to actually advertise yourself in media such as the newspaper and on the radio. This approach should be actively considered, as the supply of concise information



that speaks to your qualifications and work experience, may be heard and acted upon by a potential employer who is seeking to acquire someone with your unique skills-sets.

**Job Attachment Programmes of Training Institutions:** For young students seeking employment after their studies, active participation in such initiatives provide valuable real-world job experience in an actual work setting. Just as importantly however, is the fact that such arrangements can serve to be a gateway with the employer, for a more long-term employment opportunity. In some instances, even if a permanent opening is not currently available, the students can benefit from having a positive referral for another company, where a suitable vacancy may exist.

**Being Vigilant:** You should endeavor to be more observant of “Help Wanted” signs in the doors of shops and other establishments. In addition, you may want to pay attention to possible developments, such as (i) stories in the media informing of foreign businesses seeking to establish local branches of their operations, or (ii) local businesses that are seeking to expand their offerings.

Naturally, it would be one’s advantage to employ as much of these methods as is practicable, in order to significantly increase the probability of a successful job search. Finally it must be underscored that care must be exercised when utilizing some of the job search methods such as direct contact with the employer. Though persistence is usually a positive attribute, ***the job seeker should always try to find the delicate balance between being persistent and being overbearing to the employer.***





## **Writing an Effective Job Application Letter**

In most instances, the job application letter (sometimes known as the cover letter) will serve as the first formal point of contact between a Job Seeker and a potential employer. Many employers pay significant attention to this document and extreme care must therefore be taken, to ensure that the letter is concise, well-structured and free of grammatical errors. From this document, you are able to (i) introduce yourself to an employer and (ii) state in summary what special skills, knowledge, experience and competencies are possessed, that make you the best fit for a possible job opening.

In addition, any awards or notable accomplishments that you may have attained during your previous work life can be briefly alluded to as proof of your talents and potential. Such information can provide an analytical employer with an extra impetus to scrutinise your attached résumé with a finer level of detail. Generally speaking, the better prepared the cover letter, the greater will be the chance that you will be able to differentiate yourself in the eyes of the employer and stand out from the rest of your competition. Moreover, it may be useful to note that though there is no universally accepted standard for the length of a cover letter, it is suggested that this document be kept to approximately one page.

The below section has been prepared with the intention of providing useful tips as to how to formulate this important document. It is then followed by an array of varying cover letters prepared to take account of different scenarios and types of job seeker. These are now supplied as follows:

## **Recommended Format for a Typical Cover Letter**

<b>Address:</b>	Personal (right side of page), Business (left side of page)
<b>Date:</b>	Under personal address on the right
<b>Salutation:</b>	Greeting – Dear Sir/Madam, or the use of the name of a person if known – e.g. Dear Ms. Johnson – Dear Mr. Archer.
<b>E-mail:</b>	Try to avoid the use of casual sounding email addresses

## **The Introductory paragraph**

Under the letter's introductory paragraph the following points should be actively considered:

- Inform the employer as to how you learned about the job opening within the organization
- Include the title of the job for which you are applying
- If responding to an advertisement, indicate when the advertisement was seen or heard
- Express your interest in being considered for the job

## **The Body of the Letter**

Always remember that your written cover letter should be designed to fit into the particulars of the job you have applied for and the needs of the organization. In this section, it would be advantageous to:

- Outline your qualifications
- Outline your work experience
- Emphasise your educational and professional training
- List some of the core skills and competencies that are of direct relevance to the job opening
- State your primary accomplishments that can be relevant to the position mentioned. In listing these accomplishments however, one must always be careful to find the “happy medium” between being confident and coming across as being arrogant
- Demonstrate that you have acquired a general understanding about the operations of the organisation

- Adopt an enticing writing style to encourage the employer to read your résumé, as well as to stand out from your competition
- In a situation where you are applying for a post which is a complete career change, indicate this to the employer, showing your strengths in the particular areas of interest within the job and why you are suited for it
- Try to reproduce some of the key action verbs used by the employer in the advertisement to show that their needs can be effectively matched by your skills, competencies and prior work experience

### **The Conclusion of the Letter**

In concluding the letter, you can:

- Indicate that you are available for an interview, reiterating that your experience and skills are the right fit for the organisation
- Reaffirm your interest in the position available
- Indicate how you can be contacted by telephone or email, in the event that further information on your application is desired
- Always thank the employer for their consideration in this matter
- Provide the names of two references
- Remember to type your name and sign above it. Include your first name and surname with relevant title (Mr., Ms., Dr. etc.) at the end

## **Examples of Job Application Letters**

Any person that has perused a number of job seeker and career guidance handbooks, will soon come to realise that there are endless styles of cover letters that can be formulated. Nevertheless, one would observe that regardless of style, there tends to be common features (highlighting of skills and competencies and matching them to the requirements of the job) that would be present in most of these letters.

Four examples of these letters have been formulated and tailored to the needs and preferences of varying categories of job seekers, such as (i) the seasoned and experienced worker and (ii) the young person with little experience of participating in the labour market. These different styles are now illustrated over the next couple of pages.

**Example 1:-**depicts a typical, traditional cover letter, with a common style and structure that would be familiar to many employers. The style of writing is formal in nature and is tailored more towards someone that would have prior employment experience.

**Example 2:-**highlights a professional, but notably less formal style of writing. Here again, the core contents of a typical cover letter (introduction, identifying job-fit skills between the position and the job seeker, etc.) are present. It is also noted that with this style, the contact information is not explicitly supplied in the letter (should be supplied in the résumé which should be attached). This style is also tailored towards someone that might already have prior employment experience.

**Example 3:-** This letter is tailored towards a person who may be employed and is referred by a third party, who may already be known by the prospective employer. Like the first two, the essential components are covered.

**Example 4:-** This is tailored to young persons that are desirous of obtaining employment, but that have little to no employment experience, few noteworthy certifications and that may still be students at secondary or tertiary institutions.

## **EXAMPLE 1**

### **LENNY JOSEPH**

#32 Hibiscus Drive, Prior Park, St. James• E-mail: [lenjos@gmail.com](mailto:lenjos@gmail.com) Tel: (246) 439-9999

---

The Personnel Manager  
Alexandra Company  
Roebuck Street  
Bridgetown

March 1, 2016

Dear Mr. Callender,

This letter serves to express my interest in being considered for the position of Senior Customer Service Manager, posted in the Orion newspaper on February 27, 2016. This job opening represents an appealing employment opportunity and I believe that my skills-sets and experience will make me a competitive candidate for this position.

Some of the key attributes which I possess that would serve me in good stead for this opening include, but are not limited to the following:

- Provision of ability to manage and coordinate the work of subordinates
- Provision of exceptional customer service for all customers
- Driven to attain excellence
- Strong verbal and written communication skills
- Ability to work under pressure and with little supervision
- Eagerness to learn new things

Notwithstanding the above mentioned factors, I am hardworking, creative, energetic and passionate about my work, exactly the type of person with whom you would like your customers to interact. Having already worked in a number of similar positions, I also provide an expansive breadth of experience that gives me the flexibility and versatility to perform under any number of challenging circumstances. For additional information on my work experience, I now invite you to peruse a copy of my enclosed résumé.

I hope to discuss these issues in further detail with you by way of a possible interview, as I am confident that I could provide value to you and your customers as a member of your team.

At your convenience, I can be reached via the above mentioned contact information, or on my cell phone at 246-235-5555. I thank you in advance for your time and I do look forward to speaking with you about this employment opportunity in the not too distant future.

Yours sincerely,

Lenny Joseph

**EXAMPLE 2**

Department of Human Resources  
TCP Financial Services  
Wavell Avenue  
Black Rock  
St. Michael

February 1, 2016

Dear Mr. David,

When I read your advertisement in the media pertaining to the position of Deputy Financial Manager on the Morgan Lewis job site, I couldn't help but to notice the striking similarities between your requirements and my skills, knowledge and experience.

Though my attached résumé supplies my strengths and achievements in comprehensive detail, I have also sought to list some of your specific requirements for the position and compare them with my applicable skills:

You require	I offer
Ability to manage and coordinate the work of subordinates	Experience in supervising 30 office employees at multiple levels and ensuring staff efficiency
Ability to strategically plan, develop and monitor the organisation's financial budgets	Proven experience in planning annual financial budgets and monitoring the variances between actual and planned expenditure
The analytical skills to prepare the company's cash flow statements and other financial reports	Proven experience in preparing timely financial reports for General Managers and Chief Executive Officers
Problem-solving and decision-making abilities	Success in solving numerous issues impacting on the financial well-being of past establishments such as preparing records for review by auditors, formulating financial projections, etc.

Since my competencies and expertise fit your requirements so closely, I firmly believe that I am one of the people you'll want to see. I intend to contact you to follow up on this letter and ascertain whether we could arrange a meeting. In the meantime, please feel free to contact me at linda@live.com or 246-429-9999. I look forward to our meeting and I thank you for your time and consideration.

Yours sincerely,

Belinda Seale (Ms.)

**EXAMPLE 3**

Lot #68 Tamarind Drive,  
Holetown  
St. James  
March 1, 2016

Mr. Henry Farley  
Plans Publicity Inc.  
Edgecumbe  
St. Philip

Dear Mr. Farley,

This letter is written out of a recommendation made by Ms. Nicole Francis of Francis Advertising, that I contact you regarding the Public Relations Executive opening within your firm.

In my current capacity as an Advertising Officer for North East Magazine, I have developed my talent and acquired a significant amount of experience as a public relations writer. With the firm's small staff complement, I have had to perform a wide array of duties, including researching and writing articles on a variety of topics, developing the editorial format, formulating individual story concepts and supervising production.

Prior to my present position, I was actively involved in the local public relations industry, through my employment with Clarke and Associates. During my tenure at that establishment, I prepared numerous press releases and media guides, as well as managing several major direct mail campaigns.

I am a highly focused and motivated individual, essential attributes which have resulted in me obtaining promotions to positions of greater responsibility throughout my career. I was actually promoted from Assistant Advertising Officer, to Advertising Officer at North East Magazine within six months of joining the company.

I am eager to speak with you about the contribution I could make to your firm. I will contact you during the week of March 28, 2016 to determine whether we can identify a mutual time and date to get together and discuss the possibility of scheduling an interview.

I thank you in advance for your kind consideration.

Yours sincerely

Marcus Gittens



**EXAMPLE 4**

#15 Cottage Development,  
St. Thomas.

January 29, 2016

Mrs. Michelle Watson  
Personnel Manager  
Tech-Controls Development Inc.  
High Street  
**BRIDGETOWN**

Dear Mrs. Watson,

In response to your advertisement in the Daily Reporter newspaper of January 27, 2016, I am writing to you in connection with an application for the vacancy of Information Technology Technician within your company.

I am twenty years old and attended the St. Thomas Secondary School from 2010-2015. I obtained passes at the CSEC Level in Information Technology, English, Mathematics, Geography, Principles of Business and Principles of Accounts. I also was a member of the cadet corps and the vice-captain of the school's cricket team.

I was unemployed for the first six months after leaving school and during that time, pursued a further course in computer studies. Since then, I have been employed on a temporary basis as a Clerical Officer with Nelson and Company Ltd.

I have a passion for the area of Information Technology and with access to a personal computer at my home, have used it to hone my skills in the area. In addition, I have been a member of the Welchman Hall Youth Club for the past five years and at present, am serving as the club's Treasurer.

I am very interested in working for your company and at your convenience, can be contacted at 246-437-9999 for an interview. Miss Mary Smith of Arch Hall, St. Thomas and Mr. Robert Jones of Maxwell, Christ Church have agreed to be my referees. I shall be willing to provide any further information which you may require. Thank you for your time and I look forward to hearing from you.

Yours sincerely,

DAVID R. PARKER

## **Formation of a Letter of Application for a Position not Advertised**

In some instances, a job applicant may wish to apply for a vacancy that may not have been advertised. Indeed, they may even be unsure as to whether a vacancy does exist at all within the targeted institution. With such an approach, the format and major contents of the cover letter would be similar, with the exception of the introductory paragraph.

In such a scenario, a possible introductory paragraph could commence:

*“This correspondence serves to confirm my interest in querying whether a position of “.....” is currently available within your firm.”*



## Writing of an Effective Résumé

### Introduction

The word *résumé* has its origins from the French language and essentially translates to a term meaning “*a short descriptive summary*”. A *résumé* is basically a brief written account of a person’s (particularly someone applying for a job) work experience and also encompasses that person’s:

- employment goal
- educational background
- professional qualifications
- special training received
- special skills
- membership in professional associations, clubs and social organisations
- special achievements, honours and awards
- recreational interests such as hobbies, sports played, membership in social clubs, etc.
- references

Though the word *résumé* is often interchangeably used with the term “*curriculum vitae*” there actually exists some meaningful differences between the two. Whilst both instruments summarise an individual’s work experience and skills-sets, the *curriculum vitae* (or C.V) will often be longer, more detailed and supply more categories of information. Additional categories of information included may consist of (i) publication of books, papers and articles (ii) presentations delivered at workshops, seminars and symposiums and (iii) a special body of research that has been undertaken by the applicant. As such, C.Vs will usually tend to be utilised by persons affiliated with universities and colleges.

When used in conjunction with a cover letter, the information provided in a *résumé* should serve to provide a potential employer with a significant overview of a prospective candidate’s skills, work experience and competencies. Furthermore, they can collectively assist the employer in making a more informed determination as to whether that person would indeed be a good “fit” for a possible vacancy within their company.

## **Fundamentals of Good Résumé Writing**

As with the case of the cover letter, though there is no one standard, universally accepted format for the writing of a résumé, there will be core features and a common basic structure that will be familiar to most employers. In terms of ideal length, typical résumés will be about one-to-three pages. In formulating that résumé, here are six helpful guidelines that you can employ to prepare a résumé of a high standard:

### **Point #1**

#### **Highlight Accomplishments and Special Awards earned**

It is very likely that if you are responding to a job opening in the media, that there are other candidates vying for the same position. It is imperative that you do things that not only highlight your uniqueness, but that separate you from your competition in the minds of employers. Hence, you should always seek to demonstrate how your skills and competencies have made your prior workplaces more efficient and competitive. In today's competitive world, it is simply insufficient to just "rehash" tasks and duties you would have performed on a previous job description. The employer will want to see **how** you have used your initiative, skills and experience to either (i) solve a challenge or (ii) make a work process or activity more efficient. Therefore, clear, practical examples of your problem solving abilities, or instances in which you have used your initiative to obtain a desired result should be included in the document. Additionally, any awards received from reputable agencies or professional associations (e.g. Duke of Edinburgh Awards, the 4 H Club, Girl Guides Association, etc.) will clearly demonstrate to the employer that you have partaken in past activities that are worthy of recognition by local, regional and international agencies.

### **Point #2**

#### **Align your Résumé to Tasks Provided in the Vacancy**

In preparing the résumé, you should endeavor to review the list of skills and duties for the job opening and then evaluate how they compare against your own skills and duties that you have performed in past employment. You should then present your material in such a way that it works to your

advantage. ***Ensure that the strongest and most relevant skills, qualities and experience are prominently featured.*** For some specific vacancies, you might possess experience that is both extensive and relevant, but the certification requirements of the job may not seamlessly match those that you currently have. In light of such a scenario, you should place your work experience in a prominent position. The same approach can be used if you possess outstanding skills and qualifications, but have relatively little work experience.

In addition, search the notice for the vacancy for key “action verbs” such as “*assembled*” “*programmed*” “*designed*” and “*monitored*” and where applicable, tailor your résumé to include such verbs.

### **Point #3**

#### **Do not Exaggerate**

Always endeavor to be as factual and as accurate as possible in reporting on your skills, abilities and achievements to a potential employer. Remember that there is every chance that a vetting process may be in place and that the prospective employer may make direct contact with your former workplaces, ***without consulting you!***

### **Point #4**

#### **Underscore your non-remunerated work experience**

In today’s fast paced and competitive world, the reality is that employers in general ***do*** lean towards employing workers that have prior work experience and that can be fitted into the business operation within a short turnaround time. As a consequence, young persons that may have just left secondary school or that may have recently graduated from a tertiary institution may be concerned about their lack of practical work experience. In such instances, such persons would be advised to place emphasis on experience that may not necessarily have been remunerated. To this end, initiatives such as those mentioned below should be prominently highlighted within the résumé:

- (i) work attachments
- (ii) job apprenticeships
- (iii) volunteer work

- (iv) summer jobs
- (v) membership in social organisations and
- (vi) extra-curricular activities

Activities such as these serve as concrete indicators of your aptitude and attitude towards preparing yourself for entry into the work force. They also highlight the likely presence of critical skills that are needed by virtually any employer, such as teamwork, organisational ability, discipline and problem solving

## **Point #5**

### **Presentation of Information**

*Always remember that presentation is extremely important!*

In putting your information onto paper, always use a font that is easy on the eyes. As such, font types such as **Arial**, **Calibri**, **Verdana** and **Cambria** are simple, straightforward styles to use and are easy to read. In terms of actual size, a font between ten and twelve points is usually ideal. Indeed, using an **eleven-point font** often serves as a happy balance between being easy to read and placing as much information as you can onto the résumé.

Ideally, limit typing in bold print to your name and section headings of information presented (work experience, training etc.). You should also seek to begin each task in your work experience section with an action verb.

## **Point #6**

### **Proofread your Résumé**

Request one or two trusted persons to read your résumé. Not only might they pinpoint grammatical errors that you may have overlooked, but they may come up with suggestions for improving the structure of the document. You should also remember to update your résumé as soon as there has been a new development in your career history.

## **Preparing your Résumé - Information Hints**

Now that the fundamentals of good résumé writing have been listed, a basic framework of a résumé is supplied below, that seeks to provide guidance as to the type of information that should be included under each major section heading. This is then followed by examples of a functional and a chronological résumé, two of the more common types of résumés that are well known to employers.

### 1. **Personal Data:**

- NAME:** Type in Capitals in centre of page. Use middle initial if any. You may place your name in bold print.
- ADDRESS:** Directly under name.
- TELEPHONE:** Directly under address.
- E-MAIL ADDRESS:** In today's electronic world, this feature is now commonplace. Use an email address that is professional sounding and which cannot be construed as being casual, rude or vulgar in nature.

**\*Sex**

**\*Age**

**\*Date of Birth**

**\*Citizenship**

*The information categories with an asterisk are usually optional.*

### 2. **Employment Goal**

What is your long-term vision for your career.

### 3. **Education/Training**

Commence with the most recent educational institution you attended and the most recent qualification obtained. Include:-

- name of educational institutions attended, starting with tertiary institutions
- timeframe of attendance at institutions
- training programmes and courses taken that may be applicable

- to the requirements of the vacancy
- degrees, diplomas or certificates obtained
- scholarships or any other academic awards received
- information on whether you are pursuing further studies

4. **Special Skills**

Technical skills that you deem to be relevant to the job opening should be listed e.g. typing, shorthand, computer skills, knowledge of a foreign language, etc.

5. **Employment History/Work Experience**

List temporary, part-time and any permanent jobs you have held. Include also relevant volunteer activities.

Provide the following information:

- names and addresses of previous employers, starting with most recent
- period of employment for each
- title of position held
- duties and responsibilities of the position
- highlight instances where you were able to use your talents, initiative and skills to solve a particular problem or implement a specific initiative

6. **Activities and Interests**

This component is of special interest to young persons. Since many school leavers would have limited work experience, this section would provide a clearer picture of you as a well-rounded individual.

- membership in clubs or organisations (past and present), as well as positions of leadership
- volunteer activities (if not included under work experience)
- sports
- hobbies.



## 7. **References**

When asked for referees, you can provide:

- Name:
- Position/Occupation:
- Address: (Business)
- Telephone: (Business and home)
- E-mail Address:

References may be selected from the following areas:

- Employment: a previous employer
- Academic: a teacher or head of your school or training institution
- Personal: a long standing family friend , Justice of the Peace or Minister of Religion

You must always request permission of individuals before listing their names as referees. Be sure to have their correct titles, addresses, and ensure that they are spelt correctly.

## Types of Résumés:- Functional and Chronological

### Introduction

The Functional and the Chronological résumés are two of the more widely used types of résumé formats. Though both instruments will provide the reader with the same key résumé categories such as employment goal and educational background, the functional résumé tends to emphasise work experience and skills, as opposed to highlighting the chronological work history of the job applicant. Furthermore, the functional résumé will seek to de-emphasise gaps in a person's employment history and will outline the transferrable skills of persons seeking to change their jobs or careers. In short, this kind of résumé is particularly suitable for persons who for whatever reason, have gaps in their work history, are reentering the work force, or who may be looking to change careers.

It must be noted by the job seeker however that in many instances, ***the overview of the chronological work history of the applicant is of importance to a potential employer who is looking to choose a candidate.***

In addition, though it may supply your experience, the functional résumé does not necessarily mention what you can actually do. As a consequence, such résumés may be looked upon with suspicion by employers, as they could give the impression that the applicant is trying to

- (i) conceal some adverse event that may have occurred in their work career or
- (ii) cover up the fact that in reality, they may not have as much experience as is being stated in the résumé.

The Chronological résumé on the other hand is particularly useful to employers who are seeking to assess the work experience of prospective employees. It supplies the employer with an understanding of experience and skills acquired over work history and most importantly, shows natural progression over time, as the person moves from one aspect of his or her career to the next. The primary disadvantage is that employment gaps in the applicant's work history will be exposed in the usage of this format.

An example of a Chronological résumé is supplied below, along with an example of a Functional résumé. Please note that in highlighting the

differences in format between the two types of résumés, the same example is utilised.

## Example of Chronological Résumé

### **CHRISTOPHER WILKINSON**

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#64 Seclusion Terrace, North View Road, St. James, Barbados

Email: cwilkinson@yahoo.com

Tel. Nos.: (246) 448-3246 (Home) (246) 316-1357 (Cell)

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#### **PERSONAL**

**Sex:** Male

**Nationality:** Barbadian

**Date of Birth:** August 10, 1982

**Marital Status:** Single

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#### **EMPLOYMENT OBJECTIVE**

To utilise my skills, competencies and experience in pursuing a career, where I can not only attain professional growth, but where I can make a viable contribution towards the further development of this nation's building and construction industry.

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#### **EDUCATION**

**The Excalibur University, Scotland, United Kingdom** 2009-2010  
MSc in Civil Engineering

**University College of the Caribbean, Brighton, Barbados** 2004-2008  
BSc. in Building and Civil Engineering (Upper Second Class)

**The Sherman Technical College, Barbados** 2000-2002  
Associate Degree in Applied Science, Building and Civil Engineering

**The Beardson Secondary School, Barbados** 1993-1999  
Caribbean Examinations Council (CXC) – General Proficiency Level –  
Mathematics, Physics, Chemistry, Biology, English Language, English Literature,  
Technical Drawing, Geography

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#### **PROFESSIONAL TRAINING**

**Diploma in Construction Management** September, 2015  
American Society of Civil Engineers (United States of America)

**Certificate in Geotechnical Engineering** January, 2014  
Royal Society of Civil Engineers (United Kingdom)

**Diploma in Project Management** May, 2013  
Sherman School of Management and Business (Barbados)

**Certificate in Bridge and Dam Construction** October, 2011  
Canadian Institute of Civil Engineers (Canada)

---

## **WORK EXPERIENCE**

**Project Manager**

**October, 2013 - Present**

### **Grayfields Construction Services Inc.**

- Conducts comprehensive risk assessments of projects
- Represents the organisation at progress meetings organised with the clients, funding institutions and other key project stakeholders
- Provides advice to the client with respect to any construction related challenges that have arisen
- Organises and coordinates the activities of the various categories of professionals and technicians that are simultaneously working on the project
- Ensures that all project deadlines are met to the satisfaction of the client
- Supervises staff members to ensure that all construction quality standards are met
- Utilises Information Technology (I.T) systems and project software to track the progress of employees, as well as the flow of supplies and materials to the construction site
- Evaluates and recruits sub-contractors that have submitted tenders for the construction process
- Monitors the work of sub-contractors to ensure that guidelines are adhered to and that subcontracted activities are submitted within stipulated timeframes
- Oversees the costing and invoicing of the activities associated with the project

**Senior Engineer**

**February, 2011 - October, 2013**

### **Linkages Civil and Construction Works Inc.**

- Investigated and specified construction methods, materials and quality standards for the building of the Bath bridge in Bath, St. John
- Assessed and analysed the integrity and stability of several building structures, to ascertain whether they were in conformity with safety standards
- Designed and supervised the building of the structure of the gateway canal in Chalky Mount, St. Joseph
- Advised on the design of flood control and waste-disposal systems for various public and private sector organisations
- Researched and established control systems for various building structures, to ensure compliance with various safety and environmental standards
- Organised and directed the maintenance and repair of several existing civil structures such as bridges and airports
- Tested the durability of various types of materials used in the construction process, to ensure that they were in keeping with established quality standards
- Tested soil and rock to ensure their adequacy and sustainability for the laying of foundations

**Junior Engineer**

**September, 2008 – January, 2011**

**McCarthy's Building Works Ltd.**

- Researched and formulated cost estimates and prepared budgets, as well as work timetables
  - Assisted the Senior Engineers in overseeing various types of construction projects from conception, through to completion
  - Liaised with Senior Engineers to ensure that quality construction standards and the use of proper construction techniques were utilised in all projects
  - Assisted the Senior Engineers in monitoring construction projects, to ensure compliance with building and safety regulations
  - Prepared internal and external reports for clients, stakeholders and the relevant Government Ministries, pertaining to the progress of projects
  - Met with project clientele and stakeholders, to address issues that arose during the construction process
  - Ensured that all construction related activity complied with legal requirements, building and safety codes, and other regulations
  - Conducted weekly reviews with architects, engineers, and other construction specialists, to determine whether sufficient progress was being made on assigned construction projects
- 

**SKILLS, COMPETENCIES AND ABILITIES**

- Ability to work as part of a team
  - Good analytical skills
  - Excellent oral and written communication skills
  - Excellent report writing skills
  - Good time management,
  - Good project management skills
  - Good organisational ability
  - High level of proficiency in using various computer applications
  - Excellent problem solving and conflict resolution skills
  - Good Interpersonal skills
- 

**RECOGNITION AND SPECIAL AWARDS**

Young Engineer of the Year - *Caribbean Society of Professional Engineers* (2012)

Award of Excellence in Public Relations – *Sherman Technical College* (2002)

Top Cadet in Drill and Marksmanship – *Beardson Secondary School* (1999)

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## **COMMITTEES/ORGANISATIONS**

Member of the Caribbean Society of Professional Engineers	2010 - Present
Head of the Barbados branch of the Royal Society of Civil Engineers	2014 - Present

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## **ACTIVITIES**

Avid sports fan. I enjoy an array of sports including football, cricket, chess and table tennis.

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## **REFERENCES**

Mr. Alvin Jarret  
Managing Director  
Jarret's Construction and Engineering  
Moon View  
**ST. PHILIP**  
Tel. No.: 420-9999

Dr. Sylvester Collymore  
Senior Engineer  
Sun Construction Ltd.  
St. Davids  
**CHRIST CHURCH**  
Tel. No.: 467-0001

## Example of Functional Résumé

### **CHRISTOPHER WILKINSON**

---

#64 Seclusion Terrace, North View Road, St. James, Barbados

Email: cwilkinson@yahoo.com

Tel. Nos.: (246) 448-3246 (Home) (246) 316-1357 (Cell)

---

#### **OBJECTIVE**

To utilise my skills, competencies and experience in pursuing a career, where I can not only attain professional growth, but where I can make a viable contribution towards the further development of this nation's building and construction industry.

---

#### **PROFILE**

**Focused, dedicated, results oriented professional**, with over seven years of experience in planning, implementing, monitoring and reporting on a vast array of building and construction projects, both in Barbados and in other countries throughout the region.

**Passionate and enthusiastic** about successfully completing and delivering quality projects to clientele on time, within budget and within the boundaries outlined in all relevant safety and environmental regulations.

**Excellent team-building skills** with a special ability to explain the requirements of projects to sub-ordinates and to inspire them to work together, in the overall long term interests of the organisation.

---

#### **SKILLS SUMMARY**

- Ability to work as part of a team
  - Good analytical skills
  - Excellent oral and written communication skills
  - Excellent report writing skills
  - Good time management,
  - Good project management skills
  - Good organisational ability
  - High level of proficiency in various computer applications
  - Excellent problem solving and conflict resolution skills
  - Excellent Interpersonal skills
- 

#### **PROFESSIONAL EXPERIENCE**

##### **TECHNICAL ABILITIES**

- Supervises staff members to ensure that all construction quality standards are met
- Utilises Information Technology (I.T) systems and project software to track the progress of



- employees, as well as the flow of supplies and materials to the construction site
- Investigated and specified construction methods, materials and quality standards for the building of the Bath bridge in Bath, St. John
  - Assessed and analysed the integrity and stability of several building structures to ascertain whether they were in conformity with safety standards
  - Designed and supervised the building of the structure of the gateway canal in Chalky Mount, St. Joseph
  - Tested the durability of various types of materials used in the construction process to ensure that they were in keeping with established quality standards
  - Tested soil and rock to ensure their adequacy and sustainability for the laying of foundations

### **PLANNING AND ORGANISATIONAL ABILITIES**

- Evaluates and recruits sub-contractors that have submitted tenders for the construction process
- Monitors the work of sub-contractors to ensure that guidelines are adhered to and that subcontracted activities are submitted within stipulated timeframes
- Organised and directed the maintenance and repair of several existing civil structures such as bridges and airports
- Assisted the Senior Engineers in overseeing various types of construction projects from conception, through to completion
- Conducted weekly reviews with architects, engineers, and other construction specialists, to determine whether sufficient progress was being made on assigned construction projects

### **COMMUNICATION SKILLS**

- Represents the organisation at progress meetings organised with the clients, funding institutions and other stakeholders with an interest in the project
- Provides advice to the client with respect to any construction related challenges that have arisen
- Liaised with Senior Engineers to ensure that quality construction standards and the use of proper construction techniques
- Met with project clientele and stakeholders, to address issues that arose during the construction process

### **OTHER ABILITIES**

- Oversees the costing and invoicing of the activities associated with projects
- Researched and formulated cost estimates and prepared budgets and work timetables
- Conducts Risk Assessments associated with construction projects

- Supervision and monitoring the work activities of subordinates
- 

### **EMPLOYMENT HISTORY**

**Project Manager - Grayfields Construction Services Inc.** – Maxwell, Christ Church

**Senior Engineer - Linkages Civil and Construction Works Inc.** – Husbands, St. James

**Junior Engineer - McCarthy's Building Works Ltd.** – Boscobelle, St. Peter

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### **EDUCATION**

**The Excalibur University, Scotland, United Kingdom -**  
MSc in Civil Engineering

**University College of the Caribbean, Brighton, Barbados**  
BSc. In Building and Civil Engineering (Upper Second Class)

**The Sherman Technical College, Barbados**  
Associate Degree in Applied Science, Building and Civil Engineering

**The Beardson Secondary School, Barbados**  
Caribbean Examinations Council (CXC) – General Proficiency Level –  
Mathematics, Physics, Chemistry, Biology, English Language, English Literature,  
Technical Drawing, Geography



## **Preparing for the Job Interview**

After waiting for what may have seemed like an eternity and seeing your fair share of “no vacancy” responses from employers, you have received a much anticipated telephone call, requesting you to come for a job interview.

Even in today’s dynamic and fast-paced world, the job interview still remains the primary method used by employers to assess a candidate’s suitability for filling a vacancy. In most cases, several persons will be interviewed for the same job. Therefore, it is critical to identify and implement necessary measures that will allow you to stand out from your fellow competitors. In order to be able to show your prospective employer that you are the person that is ideally suited for the position, you need to be prepared both physically and mentally. This section now seeks to provide a number of measures that could be used in order to better prepare for the interview and thus, improve your chances of success in being hired for the job for which you have applied.

## **Before the Day of the Interview**

1. Find out as much as you can about the job for which you are applying e.g. duties, responsibilities and the skills required. Find out about the business e.g. objectives of the firm, products produced or sold, services offered, size, future plans, financial stability and the exact location of the office to which you are to report for the interview. Obtain brochures and reports if possible. You can also conduct additional research on the company by accessing their website on the internet.

2. Prepare yourself mentally by thinking of some possible questions you may be asked. You may think of brief answers to these questions as well. If possible, ask someone to assist you by going through a mock interview. Examples of practical interview questions are provided on page 45.
3. Prepare a brief list of questions (preferably 2-3) to ask your interviewer. The answers to these will help you to determine whether you want the job. Asking challenging questions will make a positive impression on your interviewer. However, be aware of asking any sensitive questions that may likely cause embarrassment to the interviewer or the interviewing panel.
4. Place all the information and documents to be taken to the interview in one envelope or file. You may need the following:-
  - academic qualifications - degree, diploma, certificate
  - an extra copy of your résumé
  - testimonial
  - birth certificate
  - I.D. card
  - passport size photo, certified by persons such as an Attorney-at-Law, Medical Doctor, Justice of the Peace or Minister of Religion

You will also need a pen and notebook in which you would have written your questions and in which you may need to write a note during the interview.

5. Check the time, date and place of the interview and also estimate how long it will take you to reach that place. Allocate an extra ten or fifteen minutes travelling time, to account for unexpected traffic delays. If you are going to be using public transportation to reach the destination, you may need to leave a bit earlier.
6. Find out the dress code of the work place, so that you will be appropriately dressed for the interview. Whilst certain jobs may require employees to be casually dressed when hired, it is always best that job applicants are professionally attired for the interview.

7. The issue of body piercings and exposed tattoos have become problematic and could potentially alter the outcome of an otherwise successful interview. It is recommended that these be either removed and/or covered when entering a professional setting.
8. Prepare your clothes. (See section on appearance on page 50). Make sure that you have everything you need so that you will not be late for the interview. Dress conservatively and try to avoid bright colours and overly stylish clothes. Both men and women should follow the basics of good grooming with respect to hair and make-up. Jewelry and accessories should be worn in moderation.
9. Get a good night's rest so that you will look and feel refreshed on the day of the interview.



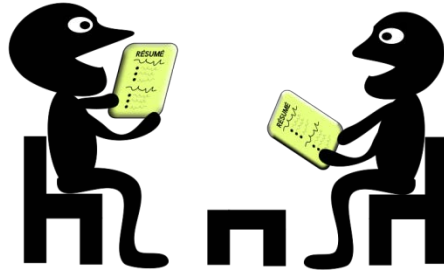
### **Hints for Participating in the Job Interview**

Now that you have conducted research into the company and have been informed as to the time and place of the interview, here are some helpful factors to consider before you partake in this meeting with your potential future employers:

1. ***Never be late for a job interview!*** If there are any doubts in your mind as to the date, time or venue, you may wish to contact the company, to re-confirm these specifics and to ensure that there isn't any misunderstanding on your part. Endeavour to arrive at the work

- place about ten minutes early.
2. If you are placed in a waiting room prior to the interview, always ensure that you place your cell phone on vibrate or turn it off completely, in order to avoid any embarrassing interruptions.
  3. Body language is important and will be observed by the interviewer(s). Smile and maintain a positive image. Upon being invited into the interviewing room, shake hands firmly with all those present and speak clearly. Display an aura of confidence in your conversations and maintain eye contact at all times.
  4. At all costs, avoid responding to questions posed with vague, one-word or one-line answers. Employers will be trying to obtain an insight into your thought processes and will be keen to hear how you would approach different challenges that you might be faced with. Be articulate in your responses and if relevant, you can bring up examples of how you approached a similar challenge or problem in your previous work history. Demonstrate to the employer that you are capable of being thoughtful and analytical in answering questions that are posed to you.
  5. The interview is the forum where you “**sell yourself**”. Ensure that the interviewer is informed of your strengths and skills sets and that they are made aware of all of the benefits that you can bring to their company if you are hired. Here again, you may wish to inform them of practical examples where you helped your employer to solve a particular problem or where you assisted in making a particular work process more efficient.
  6. Regardless of how you may personally feel about a past employer, ***always avoid making adverse sentiments about that employer during the interview.*** Nothing positive can arise out of making disparaging comments and you may be perceived as being bitter and vindictive, qualities that a potential employer will **not** want to bring into his or her establishment.
  7. Speak clearly and use standard English when you are communicating with the potential employer.

8. Always be prepared to ask some questions if provided with the opportunity. These will demonstrate your clear interest in the organisation and your desire to obtain more information about it.
9. Even though you may be invited to feel “at ease” **never** call the interviewer(s) by their first name.
10. Unless the topic is raised by the interviewer(s) themselves, avoid raising the sensitive issue of salary and benefits. This could always be discussed if you are successful and are offered the position.
11. ***Do not exaggerate your qualifications or your achievements.*** If research is conducted by the employers into your background and your claims are not found to be credible, your level of trustworthiness can be seriously damaged.
12. Do not keep a bag or handbag on the desk. They should be placed in your lap or on the floor beside you.
13. Do not interrupt or dominate the conversations with the interviewer(s).
14. Always thank the interviewer(s) for their time at the end of the meeting. You may wish to give consideration to sending the interviewer a brief “Thank You” note, either by way of an e-mail or a short handwritten note.
15. You may also wish to do a self-evaluation exercise, to assess what you did right and what aspects should be improved upon, in preparation for the next interview.



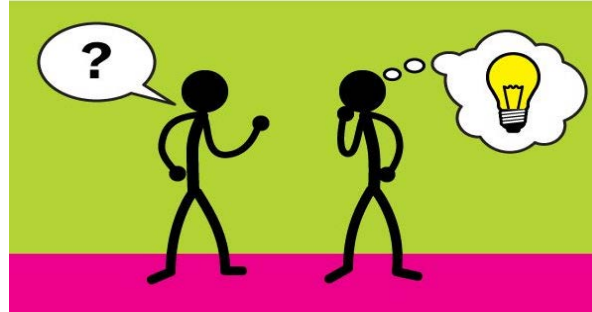
## Questions the Interviewer may ask

Here is a list of questions which are frequently asked during an interview. You may wish to peruse them and discuss your possible responses to them in a mock interview with family, friend or trusted confidante.

1. How would you describe yourself?
2. What do you know about our company and why do you want to work for us?
3. Have you had any previous experience in this type of work?
4. What do you know about the position?
5. What skills, competencies and attributes do you possess that would make you successful for this job?
6. Can you provide us with an example of one instance where you used your initiative and your talents to solve a workplace challenge?
7. Give us an example of a decision which you made that ultimately, redounded to the benefit of your company.
8. In your opinion, why do you believe that you are the best possible candidate for this position?
9. How do you work under pressure?
10. Do you prefer working with others or on your own?



11. What would you consider to be your strengths and weaknesses?
12. Can you accept criticism or supervision without getting upset?
13. How do you feel about working overtime?
14. Are you a member of any professional associations or social clubs?
15. Do you possess any supervisory or administrative experience?
16. Where do you see yourself in five years and how do you plan to reach that goal?
17. Would you take further training if it were required for this position?
18. Would you be willing to travel if requested?



### **Questions you may ask the Interviewer**

After the interviewer(s) has exhausted their list of questions, they may provide you with the opportunity to pose some questions to them. If there are any lingering issues about which you are unclear with respect to the job opening, this is now the chance to remove any ambiguity. The following are some questions you may wish to ask of the interviewers.

1. What will my responsibilities be?
2. Are the major clients of the organisation locally based or overseas?
3. What are the possibilities for advancement?
4. Will I have to undergo further training?
5. Does the organisation provide training?
6. Does organisation facilitate persons who want to further their education or receive further training?
7. With how many people will I be working and to whom will I be directly reporting?
8. Is safety equipment required and if so, do I have to supply my own?
9. How many people does this company employ? Is the company planning to expand?

10. What are the working hours? Will the person in this position be required to work overtime?
11. Is there a handbook available that articulates company policy for employees?
12. When would the person who gets the job be required to report for work?
13. When vacancies arise within the company, are employees the first to be considered?
14. What are the major challenges currently confronting the organisation?
15. When may I expect to hear from you about your decision?

### **Handling Rejection**

During your job search exercise, it is likely that you will receive some letters which begin “We regret to inform you.....” Use this positively. Out of such responses, you may seek to:

- Find out why. Examine the letter carefully.
- Call the employer and ask tactfully for feedback.
- Take courses which may help to improve your knowledge and skills
- Obtain the support of family and friends
- Accept any temporary offers for jobs which may not be your first choice
- Get involved in volunteer work
- Keep active physically and do activities you enjoy
- DO NOT GIVE UP

Always remember that the job search exercise is an experience that all workers have to go through and that you will be eventually successful.



## Job Maintenance

**Finally!** You have received the anticipated news that you have waited on for weeks, possibly months! As opposed to receiving that dreaded letter informing you that you were not successful in your interview, you receive a telephone call stating that you have been offered the job and they are requesting that you report to work from next week. Based on the strength of your résumé and cover letter, coupled with your confident performance at the interview, you have made a positive impression on your new employers and they now regard you as the ideal candidate to assist them in growing and developing their business. Yes, this is indeed a good feeling and you have all rights to be elated and thankful, as you seek to begin this new and hopefully exciting chapter in your life.

However, securing the job you wanted only represents one step in your long-term quest for career advancement. There are still some important factors to consider that if implemented, could help you to not only secure, but grow in the job. This section deals with the critical issue of job maintenance and seeks to provide practical examples of positive behaviours that should be embraced by the new entrant to the workplace.

Some of these behaviours are now provided below in a bit more detail:

**Punctuality:-** Strive to be punctual every day. Being a few minutes early gives you more time to prepare and plan on what you will focus your efforts on for that day. In the event that you will be late for work, allow your supervisor and/or the company's personnel manager to know that you will not be able to arrive at work on time. ***More importantly, you should always offer to make an arrangement with your supervisor, to replace the lost time.*** In any respects, take note that it does not come over as being professional, when a worker arrives at work half-an-hour to an hour late and then is the first person through the employer's door at the scheduled closing time.

**Attendance:- *Once you are in good health, turn up for work everyday!***

Whilst we all are prone to be bitten by the sickness bug on occasions, we must always be cognisant of the amount of time we spend away from the workplace. Habitual absenteeism is frowned upon by ***all employers*** and may be construed as an inability to cope with the job. It may also cause the employer to question the level of responsibility and commitment you feel towards your job.

Minimise the time spent away from the workplace by scheduling appointments in such a way, that the least possible amount of time is taken out of your assigned work hours.

**Appearance:- *Closely observe the dress style of your supervisors and your fellow work mates, particularly those within your department.*** If they are conservatively dressed for work every day, you should endeavor to dress in a similar fashion. Whilst workplace policies on dress will differ across industries (and even across organisations in the same industry), you should generally try to avoid wearing:

- (i) excessively bright colours
- (ii) overly stylish, short and tight fitting clothing and
- (iii) outlandish hairstyles, with two or more colours

Remember, there still exists a clear distinction between dressing for a social function and dressing for the world of work.

Additionally, in many offices in both the public and private sectors, there tends to be an observance of a casual Friday. Again, take the cue from your supervisors and your work colleagues in observing how to dress on this day.



**Respect:** Give respect to all persons at all levels of the workplace, from the General Manager, through to the Cleaning Attendant. This statement is made in equal measure when it comes to transacting business with the customers of the workplace. It is important to remember to treat others as you would wish them to treat you. When this simple but critical principle is applied, you will soon come to realise that the respect given to others will be repaid to you in-kind.

**Good Manners:-** There is an old saying that goes *“good manners will open doors that the best education will not”*. Regardless as to the period of time and irrespective of the type of business, an employee that displays outstanding manners will very likely be held in the highest regard. What may seem to be small courtesies, such as saying “good morning” and “thank you” are critical when dealing with people, particularly for customers that are spending their hard-earned money at the place where you are employed.

**Good Conduct:-** You must strive to conduct yourself in an exemplary manner at all times in the workplace. Always remember that your supervisors and your work colleagues are quietly observing your behaviour, whether it is explicitly said or not. With that in mind, you must accept that in a work setting, there will always be differences of opinion, especially with persons in seniority. When such instances occur, keep calm when presenting your side of the issue *and always be mindful of your tone of voice.*

Finally, no matter the cause, or how pressurized the circumstance may be, *always avoid the use of profanities.*

**Responsibility:-** Accept any responsibility involved in your job. Complete assigned work tasks to the best of your ability, whilst aiming to be thorough and efficient. Be neat and well organised in your submission to your supervisor. Just as importantly, take deadlines assigned by your supervisors seriously and make all reasonable steps to meet them. If it appears that you

will not meet the assigned deadline for whatever reason, communicate this to the supervisor at the earliest possible opportunity. If you are unsure as to how to proceed with a task that has been assigned to you, do not be hesitant to ask a trusted colleague (or the same supervisor) for guidance.

**Initiative:-** From day one, try to become familiar with all of the duties and responsibilities which you are expected to perform. Once you are comfortable that you have done this, you should endeavor to discover ways to improve your job performance by identifying more efficient processes and methods. It would be advantageous however, to discuss such proposals with your supervisor, as well as colleagues who you may need to help with the implementation of your idea.

**Cooperation:-** If you have the time and wherewithal to assist a fellow colleague (or even your supervisor) with a work-task that may not fall directly under your purview, do not hesitate to help. Such an attribute is highly desirable by employers, as they demonstrate your flexibility and willingness to assist others in getting a work-task completed. This is a quality that can place you in good standing, when opportunities for advancement within the company arise.

**Avoidance of Gossip:-** You will soon come to discover that in a workplace, adverse comments made against a fellow colleague often tend to get back to that very same colleague. These situations create strife, cause ill feelings, mistrust and tension between yourself and the person that was talked about. Avoid placing yourself in such unfavourable situations. If a colleague is doing something (or not doing something) with which you don't agree, it might be best to discuss the source of contention directly with that person. If that person happens to be your supervisor, or a person in seniority, it might be best to ask for a brief private meeting to discuss the matter.

In addition, always avoid placing adverse statements on social media, especially if it pertains to your workplace or to your work colleagues.

**Pursue Opportunities for Furthering your Training:-** Always keep abreast of new trends and work processes that may have an impact on your business, as well as your job. Try to take advantage of learning opportunities that are offered by your workplace.

**Learn from your Mistakes:-** Accept the appropriate level of responsibility if you commit an error during the course of conducting your duties. Use mistakes as a learning opportunity and try to avoid repeating them. ***Most importantly, never let a colleague take the blame for a mistake that you yourself have made.***

**Honesty:-** This is exceptionally important when dealing with the management of company funds and other company assets such as vehicles and equipment. Always remember that behaviours such as stealing, falsifying records, breaking confidentiality and being disrespectful to customers are serious offences that can result in heavy punitive measures being taken against you. Be aware that in practically all workplaces, it is a grave offense to use the company's resources for your personal use. The committing of such offenses can easily result in your immediate dismissal from the business.





## Entrepreneurship

### The Case for Entrepreneurship

You have made the decision that working for someone else is not an option that you would wish to embrace and furthermore, you have either (i) a great business idea or (ii) a skill-set that is in demand, which you would like to develop. If you are one of the persons possessing such a mindset, you are likely to be an ideal candidate for becoming an entrepreneur. Successful entrepreneurs can serve to be vital contributors to a nation's growth and developmental prospects. They are visionary in their views and can often pinpoint plausible approaches to tackling complex social and economic challenges. They are creative and are willing to incur the risks necessary in order to bring their ideas into reality. Without a doubt, persons with such mindsets think outside the proverbial "box".

This section has been prepared with the intention of outlining entrepreneurship as a credible alternative to the pursuit of the traditional, paid employment opportunity. The key characteristics of an entrepreneur are highlighted, along with entrepreneurship's advantages and disadvantages. Some of the more popular economic endeavours they pursue in Barbados are listed. The section then concludes by supplying contact information for agencies that cater to the funding, technical and operational needs of prospective entrepreneurs.



## Characteristics of the Entrepreneur

In commencing upon your quest to become a successful entrepreneur, you need to be determined to adopt the mindset that you will overcome all potential obstacles which you face. You must also be prepared to do your research, in order that you can choose a business idea that is right for your potential market. To a greater or lesser degree, entrepreneurs tend to:

- be highly motivated;
- have generous amounts of patience;
- be able to get on with people;
- have good business acumen;
- pay attention to detail;
- have good oral skills;
- be energetic.

More specifically, successful entrepreneurs tend to possess several common traits. Some of these traits include the following:

- **They are committed to the attainment of their cause.** They fully understand that in order to achieve their goals, sacrifices (in terms of time, finances, etc.) will often have to be made. They do not crumble during troubling times, but they tend to stay focused on the achievement of their objective.
- **They are risk-takers.** They accept that dealing with various types of risks is “par” for the course and they put feasible plans in place (insurance, extra storage capacity, etc.) to lower their exposure to risks.
- **They are confident people.** There is a strong belief amongst many persons that entrepreneurs are often gifted academic geniuses. The

reality however, is that they are more likely to be well-rounded individuals, who are willing to go the extra mile to make a venture that they believe in succeed. They are confident in their abilities and talents and are willing to utilise them to meet their goals and objectives.

- **They are resilient.** Though they experience their fair share of adversity like everyone else, they are able to endure and ultimately overcome setbacks and obstacles that are placed in their path.
- **They are innovative.** Entrepreneurs have a unique ability to both (i) discover plausible solutions to longstanding challenges and (ii) identify new approaches to making old processes more efficient and effective. They tend to look at problems from a variety of angles and put structured, methodical plans in place to address such problems.
- **They are results-oriented.** Entrepreneurs tend to set clear goals for what they want to achieve and are focused on the attainment of those goals through measurable results.

### **Advantages of Becoming an Entrepreneur**

When compared to paid employment, a number of benefits to pursuing the entrepreneurship option can be realized. These include the following:

1. You are provided with the golden opportunity to make a living from doing something that you actually love (and not just tolerating)
2. You will have the flexibility of setting your work hours, how long you work and when you will open your place of business.
3. The more successful your business, the greater leverage you will have in paying yourself the level of remuneration you desire.
4. You have the scope to shape the business, develop it and ultimately, chart its destiny as you see fit.

## **Disadvantages of Becoming an Entrepreneur**

Without seeking to discount the advantages associated with entrepreneurship, you must also be mindful of the potential shortfalls:

1. You will not have the “security” of receiving a weekly or monthly pay check. Moreover, at times you will likely experience tremendous fluctuations in income, from one month to the next.
2. You may have to work very long hours, particularly as you seek to get the business off the ground.
3. The start-up phase may at times appear to be burdensome, as there may be very few persons to share the work load with. Such a scenario may be exacerbated, especially when large orders for your product or service are received.
4. There are considerable financial risks involved, ranging from non-payment by customers, to not obtaining the full financial support you need from the funding institution.

## **Getting Started as an Entrepreneur**

Once you have clearly identified your business idea, you will need to ascertain what will be the demand for your product or service and make a determination as to what resources (materials, equipment, capital etc.) you would need, to commence your business. The start-up costs associated with those resources is another crucial factor to be considered.

Additionally, one of the primary action steps that you will need to undertake is the conduct of a feasibility study. This study will guide you in making a determination as to whether your idea is viable and will serve to be the basis on which funding institutions make their determination as to whether to provide you with financial assistance. Such institutions will be especially interested in the probable income you estimate will be generated and will want to be assured that the investment they make in your business will be repaid, at the agreed upon level of interest.

Making an accurate estimate of probable income from the business is also important from the perspective that you are then in a position to make comparisons with the revenue streams you could receive if you pursued alternative arrangements (eg. using your skills and talents to work for a firm). From this comparison, you could then make an informed decision as to whether you should further pursue your dream.



## **The Business Plan**

The business plan is essentially a written guide where the prospective entrepreneur identifies his business goals and outlines in detail a structured plan that would assist him in attaining those goals. The plan will address an array of factors that will be of concern to the funding institution that is being requested to assist with the financing of the project. Such factors may include the following categories:

1. Executive Summary
2. Business Name & Location
3. Description of the activities of the Business.
4. Products to be sold or service to be offered
5. Assessment of the Market
6. Ownership structure
7. Financing Needs
8. Estimate of Start-up Costs

9. Marketing Arrangements
10. Operations Plan
11. Human Resources to be utilised
12. Loan Repayment Schedule
13. Projected Income Statement

## **Select Areas in which Entrepreneurs are Tending to Establish Businesses in Barbados**

This section seeks to provide an overview of those key economic areas in which entrepreneurial opportunities are being pursued in Barbados. These areas are further categorized according to the broad economic sector.

### **In Agriculture**

Agro-Processing  
Greenhouse Management  
Hydroponics  
Fish Farming  
Rearing of livestock and production of vegetable crops

### **In Wholesale and Retail**

Establishment of bars, restaurants, boutiques and recreational facilities

### **In Cultural Industries**

Production of juices (Mauby, Sorrel)  
Preparation of local food dishes  
Production of condiments, herbs and spices  
Preparation of toiletries such as lotions and soaps

### **In Information Technology**

Website Development  
Establishment of E-payment Systems  
Development of Apps

### **In Energy**

Retrofitting of Homes and Commercial Enterprises with energy saving devices



## **Conclusion**

This section pertaining to the critical issue of entrepreneurship is intended to provide an appreciation and general guidance to those aspiring entrepreneurs, as to what activities are usually involved when arriving at the decision to start a business. There are other vital aspects that need to be embraced, such as the maintenance of proper accounting records and conducting market research. To obtain additional information on starting a business, a selected list of agencies that cater to the various needs of Entrepreneurs in Barbados is now provided below:



## Agencies in Barbados Catering to the Needs of Entrepreneurs

NAME OF AGENCY	WEBSITE ADDRESS	TELEPHONE CONTACT	MAILING ADDRESS
Barbados Entrepreneurship Foundation	<a href="http://www.barbadosentrepreneurshipfoundation.org">www.barbadosentrepreneurshipfoundation.org</a>	(246) 621-2130	Director Barbados Entrepreneurship Foundation Woodland Great House <b><u>ST. GEORGE</u></b>
Barbados Investment and Development Corporation	<a href="http://www.bidc.org/">www.bidc.org/</a>	(246) 427-5350	Director Entrepreneurial Development Division Barbados Investment and Development Corporation Fontabelle <b><u>ST. MICHAEL</u></b>
Barbados Small Business Association	<a href="http://www.sba.bb/">www.sba.bb/</a>	(246) 228-0162	Chief Executive Officer Barbados Small Business Association Pelican Industrial Park Princess Alice Highway <b><u>ST. MICHAEL</u></b>
Barbados Youth Business Trust	<a href="http://www.youthbusiness.bb">http://www.youthbusiness.bb</a>	(246) 228-2772	General Manager Barbados Youth Business Trust 1st Floor Equity House Pinfold Street Bridgetown <b><u>ST. MICHAEL</u></b>
Caribbean Centre of Excellence for Sustainable Livelihoods	<a href="http://www.coeslye.org/">http://www.coeslye.org /</a>	(246) 622-1344	Managing Director Caribbean Centre of Excellence for Sustainable Livelihoods Southwinds Dayrell's Road <b><u>CHRIST CHURCH</u></b>
Enterprise Growth Fund Limited	<a href="http://egfl.bb">http://egfl.bb</a>	(246) 417-5900	Chief Executive Officer Enterprise Growth Fund Limited Westgate Monteith Gardens Barbarees Hill <b><u>ST. MICHAEL</u></b>
Fund Access	<a href="http://www.fundaccess.org">www.fundaccess.org</a>	(246) 228-1366	General Manager Fund Access City Building Pinfold Street Bridgetown <b><u>ST. MICHAEL</u></b>
Youth Entrepreneurship Scheme	<a href="http://www.yes.gov.bb">www.yes.gov.bb</a>	(246) 621-2737	Manager Youth Entrepreneurship Scheme Ministry of Culture, Sports and Youth Sky Mall Haggat Hall <b><u>ST. MICHAEL</u></b>

## **Selected Occupational Areas in Demand over the Short-to-Medium Term**

One of the most unfortunate scenarios impacting upon persons in today's competitive labour market occurs when students at training institutions invest their time, effort, energy and financial resources *in pursuing a training programme for a career for which there is little to no demand*. Such instances can lead to unemployment, under-employment and general frustration, as the student might then be compelled to accept a job that in no way, makes use of his or her acquired skills-sets and competencies. To effectively address the consequences that are associated with such an occurrence, it is necessary that accurate and timely information on the general needs and requirements of employers in the labour market be disseminated.

This section seeks to provide the reader with a selection of specialist areas that are expected to be in demand by the country over the short to medium term. It must be categorically stated that this information is not intended to either force or compel a person into studying a particular subject area. Rather, it is more intended *to guide and inform* as to some of those areas where there will be a better chance of gaining employment, due to the labour market's demand for workers in these types of areas.

The list below has been compiled primarily out of discussions held with umbrella associations and employers, where their responses to the critical issue of occupational areas in demand within their sector were solicited. The information is presented and grouped into sectors that are deemed to be critical to the future economic and social development of Barbados. They include:

- (i) International Business and Financial Services
- (ii) Hospitality
- (iii) Cultural/Creative Industries
- (iv) Manufacturing
- (v) Agriculture
- (vi) Health and Wellness
- (vii) The Green Economy
- (viii) Construction
- (ix) Other General Areas

### **International Business & Financial Services**

1. Financial and Investment Analysis
2. Fund and Portfolio Management
3. Risk Management
4. Wealth Management
5. Accounting (various designations)
6. Intellectual Property and Copyright Law
7. International Business Law and Law of the Sea
8. Forensic Accounting

### **Hospitality**

1. Cultural Heritage Tourism
2. Tour Guiding
3. Food and Beverage Management
4. Culinary Arts (Executive Chefs)
5. Event Management

### **Cultural/Creative Industries**

1. Conservation Studies and Heritage Management
2. Gaming and Animation
3. Culinary Arts (preparation of uniquely Barbadian foods, herbs, condiments, etc.)
4. Multi-media Design
5. Film Directing
6. Mobile Applications Development

### **Manufacturing**

1. Machine Operators
2. Chemical, Electrical, Mechanical and Process Engineering
3. Food Technology
4. Quality Assurance Management

## **Agriculture**

1. Agri-Business Studies
2. Entomology
3. Bio-Technology
4. Food Crop Research
5. Horticulture

## **Health & Wellness**

1. Gerontology
2. Physical and Rehabilitative Therapies
3. Epidemiology
4. Urology
5. Care Giving
6. Pathology

## **The Green Economy**

1. Photo Voltaic Engineering and Installation
2. Renewable Energy Technology
3. Water Resource Management
4. Waste Management

## **Construction**

1. Engineering (Geotechnical, Civil, Electrical and Structural)
2. Carpentry and Masonry
3. Joinery
4. Welding
5. Electrical Technology

## **Other General Areas**

1. Procurement Management
2. Technicians (all types)
3. Curriculum Development
4. Computer Forensics and Security
5. Sports Management and Nutrition

## **Personality Types – An Introduction to The Myers Briggs Type Indicator (MBTI) Model**

Regardless of nationality, ethnicity, gender or other defining demographic, every person on earth is a unique individual with their own personality, value systems, attitudes and behaviours. There do exist however some traits that can be dissected and placed into general categories. The Myers Briggs Model is a unique mechanism that can lend assistance in forming assessments about varying personality types. It can help a person deepen their self-awareness and when applied, can match you to a career that best fits your personality type. This is a credible alternative to the traditional approach of investing in a career, where a career was simply chosen without any consideration to the personality traits necessary to be effective in that occupation.

The model is based on four preferences:

1. E or I (Extraversion or Introversion)
2. S or N (Sensing or intuition)
3. T or F (Thinking or Feeling)
4. J or P (Judgment or Perception)

### **Preference #1:- Extroverts (E) or Introverts (I)**

Extroverts are usually more talkative, generally outgoing and like to mix and interact with people. Introverts are more reserved, tend to think quietly and are generally comfortable with being alone.

### **Preference #2:- Sensors (S) or Intuitives (N)**

This preference deals with the way information is assimilated and processed. Sensors are pragmatic and pay attention to facts, specifics and detail. Intuitives on the other hand prefer to focus on the “big picture” and look at situations for the way they “could be.”

### **Preference #3:- Thinkers (T) or Feelers (F)**

Thinkers are logical and reasoned in their way of thinking and tend to make decisions based on detailed analysis. Feelers on the other hand are likely to make decisions based on feelings and tend to be caring, compassionate and mindful of the impact the decision may have on other people.

### **Preference #4:- Judgers (J) or Perceivers (P)**

Judgers tend to be structured and methodical when it comes to planning and organisation. Perceivers on the other hand, thrive on being spontaneous and tend to be more casual in their approach to finishing tasks in a timely fashion.

### **Applying the MBTI Model**

In identifying their unique personality type, a reader would initially review each of the four preferences listed and assess which of the listed types best describe themselves. The reader would then combine these four preferences to obtain their type E.g: having preferences for I and N and F and P gives a personality type of INFP.

There are sixteen Myers Briggs personality types. The true strength of the MBTI model is that it can indicate which job categories are **best suited** for each of the sixteen different personality types. To illustrate the usefulness of the model, a chart is provided below, which matches the “ideal” job categories to each of the personality types.

## Popular Career Choices by Type

<p><b>ISTJ (14%)</b> <i>Take Your Time and Do It Right</i></p> <p>Steelworker Veterinarian Police / Detective Accountant / Auditor Manager / Administrator Military Officer Engineering Technician Efficiency Analyst Estate Planner</p>	<p><b>ISFJ (11%)</b> <i>On My Honor, To Do My Duty</i></p> <p>Physician: Family, GP Dietician / Nutritionist Teacher: Preschool, Elem. Guidance Counselor Librarian Nurse Optician Clerical Supervisor Probation Officer</p>	<p><b>INFJ (2%)</b> <i>Catalyst for Positive Change</i></p> <p>Psychologist / Psychiatrist Clergy Novelist / Playwright Human Resources Teacher: English/Drama Educational Consultant Social Worker Mediator Speech Pathologist</p>	<p><b>INTJ (3%)</b> <i>Competence + Independence=Perfection</i></p> <p>Computer Programmer College Professor Chemical Engineer Lawyer / Judge Architect Scientist: Management Consultant Strategic Planner Investment Banker</p>
<p><b>ISTP (6%)</b> <i>Doing the Best with What I've Got</i></p> <p>Farmer Construction Worker Pilot Computer Specialist Banker Intelligence Agent Park Ranger Engineer Police / Security</p>	<p><b>ISFP (6%)</b> <i>It's the Thought That Counts</i></p> <p>Administrative Assistant Fashion Designer Chef Physical Therapist Beautician Landscape Designer Storekeeper / Clerk Dental Assistant Bookkeeper</p>	<p><b>INFP (4%)</b> <i>Still Waters Run Deep</i></p> <p>Minister / Priest Musician / Composer Psychologist / Psychiatrist HR Development Educational Consultant Social Worker / Counselor Writer / Editor / Reporter Artist / Entertainer Teacher: Special Ed, Art</p>	<p><b>INTP (5%)</b> <i>Ingenious Problem Solvers</i></p> <p>Researcher Computer Programmer Chemist / Biologist Lawyer Financial Planner Mathematician Technical Consultant Artist / Photographer College Professor</p>
<p><b>ESTP (6%)</b> <i>Let's Get Busy!</i></p> <p>Paramedic / Firefighter Pro Athlete Auditor Field Sales Rep Optometrist Marketing Professional Promoter Stockbroker General Contractor</p>	<p><b>ESFP (7%)</b> <i>Don't Worry, Be Happy!</i></p> <p>Lifeguard / Rec. Attendant Child Care Worker Sales Representative Travel Agent Receptionist / Secretary Promoter / Fund-Raiser Respiratory Therapist Film Producer Waiter / Waitress</p>	<p><b>ENFP (7%)</b> <i>Anything's Possible</i></p> <p>Journalist Character Actor Marketing Consultant Advertising Director Corporate Trainer Teacher: Drama / Music Counselor / Psychologist Musician / Composer Photographer</p>	<p><b>ENTP (5%)</b> <i>Life's Entrepreneurs</i></p> <p>Politician Sales Manager Venture Capitalist Systems Analyst Market Researcher Strategic Planner Management Consultant Advertising Director Newscaster / Reporter</p>
<p><b>ESTJ (11%)</b> <i>Taking Care Of Business</i></p> <p>Teacher: Trade/Technical Project Manager School Administrator Factory Supervisor Executive Military Officer Public Official Bank Officer Insurance Agent</p>	<p><b>ESFJ (11%)</b> <i>What Can I Do For You?</i></p> <p>Nurse / Phys. Therapist Pediatric Medicine Teacher: K-12 Retail Owner / Operator Athletic Coach Flight Attendant Hairdresser Office Manager Home Economist</p>	<p><b>ENFJ (4%)</b> <i>The Public Relations Specialist</i></p> <p>Writer / Journalist Psychologist / Counselor Clergy / Priest Entertainer / Actor Marketing / Public Relations Recruiter Trainer / Consultant Teacher: College Physician: Family, GP</p>	<p><b>ENTJ (4%)</b> <i>Everything's Fine – I'm in Charge</i></p> <p>Executive / CEO Investment Broker Business Consultant Attorney / Judge Sales Manager Credit Investigator Marketing Personnel Computer Professional Franchise Owner</p>

**Remember: All 16 types can be successful in any profession.**

## Selected Pointers on Job Search for Persons Living with Disabilities (PLWD)

### To Inform or Not to Inform

The process of acquiring a job can be a challenging experience for many people. Certainly, it is not easy (especially if you are unemployed and faced with numerous financial obligations) to identify suitable job opportunities for which you feel qualified and attend an interview, only to be informed afterwards that you were not successful in your application. This challenge is often exacerbated when it comes to persons living with disabilities (PLWD). It must be underscored that like any able bodied person, persons living with disabilities have the same wants and needs, especially when it comes to seeking employment and making a living to support themselves and their dependents. In light of such wants and needs, they must therefore be afforded every opportunity to use their skills, talents, experience and abilities, to make a valuable contribution towards the economic development of their country.

Like with able bodied people, first contact with a potential employer will usually occur by way of résumés and cover letters. At the outset however, ***it must be mentioned that there are some varying views on mentioning a disability within your documents.*** From one perspective, there might be the risk that an un-informed employer may have acquired some false, pre-conceived stereotypes about what PLWD can or cannot do at their workplace, especially if the disability happens to be a visible one. On the other hand, disclosing the disability can assist the potential employer in providing reasonable accommodation and equipment, to facilitate the performance of PLWD on the job.

### Accentuate the Positive

If a decision is taken to reveal your disability in the job application process, it should be brief and placed near the end of your cover letter or résumé. If called for an interview, you should indicate to the employer that you are capable of performing the core functions that are associated with the job, once you are provided with the requisite tools necessary to function in that job. ***In any respect, focus on your strengths and abilities and highlight to the***



*potential employer how you will use your skills, knowledge and competencies to further develop and advance the establishment.* It could further be beneficial to inform the employer of any specific equipment, tools and other resources that you will need to effectively perform the job tasks that the position requires.

However you decide, whatever you decide, it is important to be confident and comfortable in demonstrating what you have to offer an employer. More specifically, you might wish to:

- Focus on your **abilities**, rather than your disabilities
- Make mention of any special accomplishments and/or rewards that you may have acquired
- Highlight any specialised skills-sets (such as sign language) on your résumé
- Identify involvement in organisations or groups for PLWD, especially if you hold any leadership roles
- Discuss your disability openly and candidly with the employer, especially if questions about your ability to perform core job functions arise
- Educate and inform the employer about your disability and your determination to successfully complete work assignments.



### **A Final Word of Advice to the Unemployed**

Unemployment is one of the more serious socio-economic problems confronting the countries of the world, regardless of their level of advancement. Levels of poverty are exacerbated as unemployed persons are compelled to buy less goods and services, which often may be of lower quality. It has an adverse impact on your family life and other social relationships, as as you may be faced with the unpleasant financial challenge of acquiring even the most basic of necessities. There is also the psychological effect, as depression, low self-esteem, anger, frustration and feelings of failure may start to manifest themselves.

It is out of the need to combat the negative emotions associated with unemployment, that you must adopt effective coping mechanisms. Arguably, the most important resource that you must have is a positive *frame of mind*. Though the self-doubt and other negative emotions associated with a bout of unemployment are completely natural and understandable, it is essential that these emotions be eventually replaced with more positive attributes such as tenacity, zeal, confidence and hope. Moreover, engaging in discussions and taking helpful advice about the situation with family, friends and loved ones is one of the primary steps that you can take in addressing the range of feelings that you are experiencing.

In any respect, try to remain as positive as possible and always remind yourself that better days are just around the corner. Have faith in your own abilities and always believe that though you have encountered a couple of unwanted obstacles, your fortune can change for the better, literally in an instant.

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