

The job market is constantly changing, locally and nationally. The impact of rapidly developing digital technologies is challenging traditional ways of working. Most forecasts agree that there will be a significant focus on developing a blend of technical training, hands-on experience as well as ‘softer’, work skills. Employers want candidates who:

- Are genuinely motivated, enthusiastic and committed
- Demonstrate good maths, English and digital skills
- Present themselves professionally including dress and attitude
- Are self-assured, can self-manage, use initiative, are pro-active and take responsibility
- Are able to analyse, use logic, reason and think creatively
- Communicate effectively in person, via phone, email, and social media

Employers are keen to find out more about you and how committed you are to an Apprenticeship with them. After all, they will be investing in developing you and your future career.

When they meet with you they will want to know why you have chosen the subject, why you want to do an Apprenticeship and where your interest began. Being prepared is key.

Research the industry you want to go in to, understand your interests and strengths, but don't forget about the areas you would like to develop too. You will need to be able to demonstrate this through your CV and also during an interview.

You need to have an understanding of the attitude and behaviour's needed for the workplace *and* be able to show them in action. You also need to have a good level of self-awareness; i.e. have an understanding of your interests, strengths and areas for development.