



5 WAYS TO STAND OUT WHEN YOU'RE JOB SEARCHING

Everyone is unique. We have our own strengths, interests, passions and special things we bring to our workplace and job.

When you're applying for a job, here are some key ways you can make sure you stand out and communicate your uniqueness.

1. Do your research

Making yourself stand out starts with understanding what the hiring employer is looking for.

Are they looking for specific skills and experience? A particularly personality type or communication style? Are they hiring for attitude over experience and looking for someone who is keen to learn on the job?

Be sure that **what** you communicate about yourself and **how** you communicate it – is matched to what the employer is looking for.

This starts with a detailed review of the job advertisement and/or job description. Pull out key words and phrases – and think about how you can demonstrate your fit to the role and organisation.

2. Customise your application

To make your application stand out, use recent examples of your experience that are directly relevant to the role description and tasks involved.

To demonstrate your 'fit' in terms of approach, attitude and personal style.

Don't forget to leverage feedback you've received from previous managers or colleagues.

3. Communicate your story, focus on achievements

A standout CV doesn't simply list skills and responsibilities.

It demonstrates achievements, communicates your personal values and how you approach your work. Tell the reader what motivates you (your personal 'why'), how you build relationships and what you hope to achieve if you get the job.

4. Be yourself in the interview

When you get to the interview stage, it's important to simply be yourself and let your personality come through.

Not only will this allow the hiring manager to get to know you, it will also help you relax.

5. Follow up

After the interview, a simple thank you email or note adds a personal touch that is sure to make you stand out from the crowd.

Got an interview coming up? Take a look at our [8 practical tips to help you prepare for a job interview.](#)



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"Be yourself, everyone else is already taken"

Oscar Wilde