

A modern office interior with glass walls, wooden stairs, and red armchairs. The text is overlaid on the image.

ENNIS&CO GROUP

Career development resources:

A guide to landing the perfect role

CONTENTS

About Ennis & Co Group	3
Introduction	4
CV guidelines	5-8
Personal Branding	9-10
Networking advice	11-14
Skill Development	15
Interview Preparation	16-18
Headhunter list	19-20

ABOUT US

ENNIS&CO
GROUP

ENNIS&CO GROUP

EXECUTIVE SEARCH

Connecting amazing brands with amazing individuals

Ennis & Co Executive Search is trusted by many of the world's leading automotive and mobility brands to source, acquire and develop their senior executives.

INTELLIGENCE

Supporting business growth with bespoke talent solutions

We offer bespoke, intelligence-based talent research and market insights to support organisations with their resourcing strategies, using evidence-backed data.

INVESTMENT

Nurturing innovation for the future of the industry

Beginning in early 2024, we will offer financial investment and business support to start-ups through our global network of senior, multi-disciplinary Associates.

INTRODUCTION

Drawing on our many years of experience in executive search for the automotive and mobility industry, we have produced this guide to help you in your search for new roles and opportunities.

We offer advice on how to:

- Create a compelling CV and showcase your key achievements
- Manage your personal branding on social media
- Network effectively with existing contacts and build new relationships
- Prepare for job interviews

In addition, we provide a list of useful contacts to support your search for the perfect role.

We hope you find our insights useful and wish you luck on your career progression journey.

The Ennis & Co team

CV GUIDELINES

A guide to the perfect CV

It is a known fact that recruiters spend an average of about 10 seconds reading your CV before deciding whether it will be shortlisted or rejected. This means that your CV must grab the recruiter's attention and make it as easy as possible for them to assess your suitability quickly. It will need to include the following:

Contact details

Your CV should be headed with your name and contact details (usually an email and/or telephone number). Do not write "curriculum vitae" at the top, as some recruitment software may assume that this is your name.

Profile

This is always read by recruiters and is the earliest opportunity for you to show that you have exactly what they're looking for. Include the key skills and experience you have that are relevant to the job. Avoid discussing your personal qualities or softer skills unless you can back them up with evidence. For example, instead of stating you have "strong interpersonal skills", write, "My strong relationship management skills resulted in the retention of clients in the face of extreme competition."

CV GUIDELINES

A guide to the perfect CV continued...

Employment history

Include these details in reverse chronological order. It should not just be a summary of your job description. Highlight activities you were involved in that relate directly to the job for which you are applying. Include achievements such as how you met or exceeded any targets set, and how you added value to the organisation. This could include additional income you helped to generate, costs you reduced, any improvements in quality you made, or the introduction of new ideas.

Wherever possible, try to quantify your achievements. For example, “My marketing idea generated a 10% increase in market share”. For each role, you should find a way to demonstrate that you had a positive impact.

Relevant skills and experience

If your earlier career history or experience is more relevant than your current role to the job for which you are applying, then use a heading such as ‘Relevant skills and experience’ to organise the information and evidence that shows your relevant capabilities. Make sure this appears on the first page of your CV – usually before your employment history. Recruiters will only bother to read the second page if they are already convinced by the first page that you can do the job.

Additional information

Further relevant information may include languages, IT skills, voluntary work etc. Only include hobbies if they are directly relevant to the job or highlight an impressive achievement.

CV GUIDELINES

A guide to the perfect CV continued...

What to include in your CV

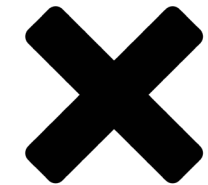
- ❑ Name
- ❑ Mobile telephone number
- ❑ Personal e-mail address
- ❑ Your rights to work, where relevant
- ❑ Employment dates and roles

What NOT to include in your CV

- ❑ Date of birth
- ❑ Religion
- ❑ Referees
- ❑ Marital status
- ❑ Sexuality
- ❑ Number of children

- ❑ Skills, qualifications, knowledge
- ❑ Training, professional memberships
- ❑ Examples of achievements, awards, etc.
- ❑ Relevant additional information, e.g. voluntary work

- ❑ Political affiliations
- ❑ Reasons for leaving employment
- ❑ Any conflict or disputes
- ❑ Hobbies and interests, unless relevant to the role for which you are applying



CV GUIDELINES



Our copywriting & CV expert

Olivia Goss

Proofreader & copywriter | Olivia Goss Copy
<https://www.oliviagoss-copy.co.uk/>
olivia@oliviagoss-copy.co.uk

Olivia creates content for brands and publishers and provides proofreading and copywriting services for organisations across sectors, from large corporations to individual authors. She has worked with a broad range of clients in addition to Ennis & Co, including Jaguar Land Rover, Superhero Series powered by Marvel, and various marketing and events companies.



+12 3456 789101

JO DONOVAN

CHIEF SALES & MARKETING DIRECTOR

SUMMARY

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CAREER HISTORY

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PERSONAL BRANDING

Your online presence is one of the first things employers will view , often before even meeting you, so it is important to create a positive impression. Your personal brand determines how you are perceived by others online. It needs to present you as someone who is both authentic and professional.

Monitor and manage your online reputation

LinkedIn is the best platform to maintain your professional brand and is a key source of information used by recruiters to search for potential job candidates. Before you start looking for your next role, take time to update your profile, including your latest skills and work experience..

Updating your profile photo is very important. As executive search specialists, we see so many profile photos that are out of date, blurry or do not present the candidate in the best light. Your profile photo should be taken within the last five years and should be a high-quality, well-lit head-and-shoulders portrait. Remember, a smile does not make you unprofessional.

Part of managing your online presence is having control of things that you **don't** want to influence your personal brand. It is a good idea to check the security settings on any personal social media to ensure your content is private. Its also a good idea to Google yourself to identify any media that needs removing or editing, if possible.

PERSONAL BRANDING

Engage with your network and community

Creating a professional online presence is not just about how you present yourself. Your activity in the industry and your interactions with your network will also be scrutinised. Share your opinion, comment on trending topics in the sector and engage with your contacts. You will be surprised how much this is valued and how this will not only give employers a greater understanding of you as an individual, but also how this can open up new opportunities.

Showcase your skills and achievements



Your LinkedIn profile is a great way to highlight your professional achievements. While many LinkedIn members use the platform's recommendations feature, you could go further by uploading content to provide additional information about the various stages of your career journey. An excellent way to showcase your talents to potential employers is to upload a presentation detailing your achievements in each role. Another way to put yourself in the spotlight is simply to create a post. If you've won an award or completed a project, why not share your news with your network.

NETWORKING ADVICE

The best way to network

1. Have a goal

Too many people attend networking events on the off chance that they might bump into someone who might possibly be able to introduce them to someone who could benefit their career. You don't have time for this! Your networking needs to be targeted, and quality is much better than quantity.

2. Lighten up

Of course, you need to come across as professional, knowledgeable and credible. However, it is possible to do that without leaving the impression that you are always deadly serious.

3. Relax

There's a great phrase in sales: "People buy from people". More accurately, perhaps, people buy from people that they like. The best networkers are able to relax, engage in small talk and enjoy the conversation. It is all about connecting with people and developing a rapport.

NETWORKING ADVICE

The best way to network

4. Getting things going (“Do you want a coffee?”)

Breaking into a group can be tricky and should be considered the choice of last resort. People on their own are easier to approach, as are people in pairs when they are standing at 10 to 2 (the so-called ‘open-two’). The natural ice-breaker is to be had at the refreshments table. Pour yourself a coffee and then ask the person next to you in the queue if they would like a coffee. If it’s a ‘yes’, offer them yours.

5. Body language

Dr Desmond Morris, the celebrated observer of human and animal behaviour, identified three distinct stages of interaction when people meet for the first time:

- Eye to body (make sure you look the part)
- Eye to eye (but don’t stare!)
- Hand to hand (make sure it’s firm and dry, and don’t maintain contact for too long)

NETWORKING ADVICE

The best way to network

6. Get their names right

While concentrating on the three stages of interaction, there is every chance that you will miss or forget the person's name when they first tell you.. Make a point of repeating their name as soon as they introduce themselves, and then use it three or four times in the first couple of minutes to lodge it in your memory.

7. It's all about the chit-chat

Questions like “How's business?” or, “What are your principal challenges over the next 12 months?” might seem like a sensible way to kick off a conversation, but they are a bit too clinical and mean you're missing out the crucial ‘self-disclosure’, which is the process through which we establish a rapport with others. Small talk is an important bonding ritual, so a bit of preliminary weather talk will help establish a connection.

8. Make sure you listen

Don't obsess about delivering a scintillating ‘elevator pitch’, or waxing lyrical about your latest deal or project. If you're too preoccupied with what you want to say, you'll fail to listen to what you're being told. Good conversationists are good listeners.

NETWORKING ADVICE

The best way to network

9. Be memorable

What's your thing? What will people remember most about you? Or will people just have a vague recollection about talking to some commercial lawyer or head of sales at a networking event? Worse still, will they forget about you altogether? Usually, it is the personal stuff that sticks in people's memories – what you are wearing, what football team you support, your unusual hobby. This is another good reason why should let your conversation go beyond the strictly corporate.

10. Follow up

You are not going to want to follow up with everyone you meet at an event, but when you do, you need to keep control of the process. Exchange business cards, tell them you've enjoyed talking to them and have been really interested in what they have had to say. Tell them that it would be great to catch up at some point so you can find out more. When they say, "Sure that would be great" (and it's culturally unacceptable for them to look you in the eye and say, "No"), tell them that you'll give them a ring in a few days' time to put a date in the diary. Salespeople call that the 'assumptive close', and it works a treat.

SKILL DEVELOPMENT

Skills are the new currency of the workplace,. If there are gaps in your knowledge, be proactive and develop your skills to stay up to date with changes in your industry. Below are some resources which may be beneficial...

[London Business School | Senior Executive Programme](#)

Duration – 2 weeks Location – in-person, London

Designed for highly accomplished senior executives from around the world with an average of 15 to 20 years' management experience. Sharpen your capabilities in leadership, strategy, change and impact to achieve unrivalled results at the top tier of your organisation.

[Executive Networks](#)

Global 1000 Human Resources Leaders trust Executive Networks to facilitate safe, meaningful and innovative peer conversations. They host round-table discussions, biannual meetings, webinars & dinners focusing on all things HR, talent acquisition, D&I and leadership.

[Imperial College Business School | Short Executive Programmes](#)

Short executive courses for individuals across all stages of their career to make you and your organisation more competitive and sustainable. A wide range of short courses in topics including Finance, Innovation, Leadership, Strategy, and Health.

INTERVIEW PREPARATION

Employer

Researching the employer shows you have a genuine interest in the organisation. What opportunities do they have in the market? What challenges do they face? Who are their competitors? What major projects have they recently completed? What is their culture like? What are their values?

Where to look

- Industry media
- The organisation's website and social media platforms
- Associated organisations
- Awards
- Google & Glassdoor reviews

The role

Understanding the role will help you tailor your responses and allow you to provide evidence to demonstrate exactly how you are a suitable candidate. Read the job description, make a note of each requirement and jot down examples of how you fulfil each of them, so that you're ready to discuss them in your interview. This is your opportunity to sell yourself.

Connect with people in similar roles to better understand what is expected from you.

INTERVIEW PREPARATION

Interview panel

Finding out about who will be interviewing you can ease nerves and also help you tailor your responses to areas of particular interest to the interviewers.

Where to look

- Check the email inviting you to the interview
- LinkedIn
- 'About us' section of the company website
- Ask the recruitment agency

Questions

Although it may seem obvious to anticipate what questions might come up and to prepare your answers in advance, many candidates neglect this. This form of preparation is fundamental. Common interview questions you may be asked include:

Why do you want to work for us? What makes you believe you are suitable for the role? What kind of leadership style do you have? Where have you exceeded your commercial targets?

It's also good idea to jot down any questions that you were unable to answer during your research to ask in your interview.

What will the future of the organisation look like? What will be the biggest challenges in this role? How would you describe the workplace culture? What will the career progression opportunities look like?

INTERVIEW PREPARATION

Interview task

Interview tasks are often forgotten about when preparing for an interview but they provide an opportunity to set yourself apart from other candidates. Tasks could include a written task, a skill test or a group activity. In our experience, candidates will often be tasked with preparing a presentation for the interview panel. This could be a personal presentation, such as why you are suitable for the role, or an exercise in presenting a business plan relevant to the role.

Presentation task tips

- Focus on keeping the audience engaged
- Incorporate the company colours and branding
- Present your findings in multiple formats – graphs, video, images
- Include quotes from your findings, giving your points authority.

LIST OF HEADHUNTERS

Heidrick and Struggles

Address: 40 Argyll Street, London, W1F 7EB
HQ telephone: +44 (0)20 7075 4000

Russel Reynolds

Address: Almack House, 28 King Street, London, DW1Y 6QW
HQ telephone: +44 (0)20 7839 7788

Spencer Stuart

Address: 16 Connaught Place, London, W2 2ED
HQ telephone: +44 (0)20 7298 3333

Egon Zehnder

Address: Nova South, 160 Victoria Street, London, SW1E 5LB
HQ telephone: +44 (0)20 7943 5900

LIST OF HEADHUNTERS

Southgate Consulting

Address: Bakers Yard, Ardington, Oxfordshire, OX12 8PT
HQ telephone: +44 (0)1235 863 525

Kornferry

Address: Ryder Court, 14 Ryder Street, London, SW1Y 6QB
HQ telephone: +44 (0)20 7024 9000

Odgers Berndtson

Address: 20 Cannon Street, London, EC4M 6XD
 9 Brindley Place, Birmingham, BI 2HS
HQ telephone: +44 (0)20 7529 1111 (London) +44 (0)12 1654 5900 (Birmingham)