

CHAPTER 1 · 7 EXERCISES

POSITION YOURSELF FOR THE NEXT ROLE

(at your level, nobody doubts you can do the job)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/1/.

TRY THIS 10 minutes · once

THE "TELL ME ABOUT YOURSELF" TEST

Set a timer and record yourself answering "Tell me about yourself", as you would in an interview tomorrow. Then listen back and note three things. How long did it take? How many sentences were about the past, and how many about what you'd do in the new role? Did you mention a single result with a number? Keep the recording. You'll compare it with your new answer in Point 6.

TRY THIS 15 minutes · once

YOUR TARGET AND RESERVE

Write your target sentence using Figure 1.1, then your reserve target. Run both through the reality test. If either fails, write the next step that would get you there, and make that your target for this search.

★ **CORE ACTIVITY** 25 minutes · once · in the lesson

THE CAPABILITY AUDIT

Choose the three or four capabilities your target role is really hired for. For each, write your single best piece of evidence, rate it, and decide one action.

CAPABILITY	MY BEST EVIDENCE	STRONG / SOME / GAP	ACTION IN THE NEXT EIGHT WEEKS

TRY THIS 15 minutes · once

LEVERAGE, RISK AND THE FIVE PS

Write your leverage in two or three specific lines. Write the biggest risk to your move, and your answer to it, in one line each. Then complete the table: what you **need** (your deal-breakers) and what you **want** (your wish list, where you have room to compromise).

THE FIVE PS	I NEED (DEAL-BREAKER)	I WANT (WISH LIST)
Pay and package		
Purpose: what the work achieves		
People: manager, team and culture		
Place: location, hybrid working, travel		
Progression: where it leads in two to five years		

TRY THIS 20 minutes · once · in the lesson

THREE ACHIEVEMENTS AND YOUR STORY

Write your three achievements using verb, scope and result. Check each one: does it start with a verb that shows *your* role? Does it include a number? Then write your three-sentence career story. Read the story aloud. If the third sentence doesn't follow naturally from the first two, your target or your story needs another look.

TRY THIS 10 minutes, then daily for a week

YOUR PITCH, OUT LOUD

Write your pitch using Figure 1.4. Count the words. Underline every softening word and decide whether it's doing any work; if not, delete it. Say the pitch out loud three times, and record the third. Compare it with your recording from Point 1. Then say it once a day for a week, until it sounds like you on a good day rather than like something you've learned.

YOUR POSITIONING STATEMENT

Bring everything from this chapter together on one page. This is the reference point for the rest of the book: every application, every conversation and every offer will be checked against it. In Chapter 4, you'll turn it into one consistent message across your CV, LinkedIn and introductions.

MY POSITIONING STATEMENT	
My target role, in one sentence	"I'm looking for a _____ role in _____, at _____, where I can _____."
My reserve target	
What they hire for, and my evidence (Strong / Some / Gap)	
My three signature achievements	
My three-sentence career story	
My thirty-second pitch	
My leverage	
The biggest risk, and my answer	
My non-negotiables (the five Ps)	
My priority actions for the next eight weeks	

Don't worry if parts of it feel provisional. In Chapter 2 you'll test your target against the real market, and in Chapter 3 you'll strengthen your evidence. Update the page as you go.

CHAPTER 2 · 5 EXERCISES

KNOW THE MARKET BEFORE IT KNOWS YOU

(test the dream against reality)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/2/.

TRY THIS 45 minutes · once

THE TEN-ADVERT SCAN

Find ten current adverts that match the target sentence on your Positioning Statement. Copy the requirements from each into one document. Highlight every skill, qualification or experience that appears in at least half of them. Those highlighted items are what the market means by your target role.

★ **CORE ACTIVITY** 20 minutes per advert · in the lesson

THE JOB-ADVERT DECODER

Choose the three adverts from your scan that you'd most like to apply for. For each one, complete the decoder.

MUST-HAVES	DO I HAVE IT? ✓ / PARTLY / ×	MY EVIDENCE
NICE-TO-HAVES		
THE HIDDEN PRIORITY		
DECISION: APPLY NOW · CLOSE A GAP FIRST · NOT FOR ME		

TRY THIS 30 minutes · once

THE SALARY RANGE FINDER

SOURCE	ROLE TITLE AND LOCATION	SALARY OR RANGE

The typical range for my target role is _____ to _____. Given my experience, I sit near the bottom / in the middle / near the top, **because** _____.

TRY THIS 20 minutes · once

YOUR SKILLS-GAP ACTION PLAN

GAP	QUICK, MEDIUM OR LONG?	HOW I'LL CLOSE IT, AND BY WHEN

TRY THIS 20 minutes, plus preparation · once

ONE INFORMATIONAL CONVERSATION

Think of one person doing your target role, or something close to it: a former colleague, a friend of a friend, a LinkedIn contact or someone from a professional group. At senior level, a partner at a search firm that recruits for your target role is also worth a conversation, even when there's no vacancy. Ask for twenty minutes, by phone or video. Ask them:

1. How did you get into this role? 2. What does a typical week look like? 3. What do the best people in this role do differently? 4. What would you look for if you were hiring for it? 5. Is there anything you'd advise someone with my background to do first?

Afterwards, send a short thank-you message the same day. Then update your Positioning Statement and your gap plan with what you learned.

CHAPTER 3 · 5 EXERCISES

YOUR EVIDENCE BANK

(the single most useful thing you'll build)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/3/.

TRY THIS 10 minutes · once

DUTY OR RESULT?

Take your current CV, or your last job description. Mark every line D (duty) or R (result). If most lines are D, this chapter will transform your applications.

TRY THIS 30 minutes · over a few days

THE ACHIEVEMENT INVENTORY

Go through each role you've held in the last ten years, including board, trustee and committee roles, secondments and significant projects outside your main job. For each one, aim to write at least three CAR achievements. Use these prompts if you're stuck: What did I improve? What did I start? What did I save (time, money, effort)? What did I fix? Who did I help, and how? What was I praised for? What would have gone worse without me?

ROLE	CHALLENGE	ACTION (I...)	RESULT

Aim for fifteen achievements in total. You won't use them all, but you'll choose from them for every application.

TRY THIS 15 minutes · once

THE NUMBERS HUNT

Go back through your achievement inventory. For every result without a number, ask: How many? How much? How often? How long? How much faster or better? Add a number, or an honest estimate, to as many as you can.

TRY THIS 10 minutes · once

THE MODESTY CHECK

Write down the three lines your inner critic uses most often about your achievements.¹ For each one, ask: whose voice does this sound like? A former manager, a teacher, a culture that taught you not to boast? Then rewrite each line the way a respected colleague would describe the same piece of work to a hiring panel. Keep the colleague's versions next to your evidence bank.

1. Adapted from Shaun Simpson, *Why Should I Give a Monkey's?* (2024), Exercises 24 and 25.

★ CORE ACTIVITY 60–90 minutes · in the lesson

EIGHT STAR STORIES

Choose your eight strongest achievements from the inventory. Write each one as a STAR or STARR story, using a fresh copy of this sheet. Then read each story aloud and time it: aim for around two minutes.

STORY TITLE (A SHORT NAME YOU'LL REMEMBER)	
Situation	
Task	
Action (what I did, step by step)	
Result (with numbers)	
Reflection (optional)	
Competencies it covers	

Finally, list your eight story titles against the eight competencies above, and tick every competency each story covers. Any competency without a tick is a story you still need to find.

CHAPTER 4 · 4 EXERCISES

YOUR PERSONAL SEARCH PLAN

(a plan you can actually keep)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/4/.

★ **CORE ACTIVITY** 20 minutes · in the lesson

PART 1 · SHARPEN YOUR POSITIONING

Start from the pitch in your Positioning Statement from Chapter 1. Replace any evidence that Chapter 3 has bettered, and check the target still matches what you learned in Chapter 2. Write three versions using the formula, read each aloud, and choose the one that sounds most like you. Then shorten it until nothing in it is wasted.

MY POSITIONING, IN TWO SENTENCES

TRY THIS 15 minutes, then daily for a week

YOUR THREE LENGTHS

Write your ten-second line and your hundred-word bio, and update your thirty-second pitch. Say the two spoken versions out loud every day for a week, without reading, until they sound natural rather than learned. You'll build a longer, two-minute version for interviews in Chapter 8.

TRY THIS 30 minutes · once

THE LINKEDIN HEADLINE REWRITE

Rewrite your headline using this pattern: **professional identity | main strength or speciality | the value you bring**. For example: "Head of Engineering (Payments) | Scaling teams in regulated fintech | 5 → 14 engineers, release time halved." Then update your About section with a first-person version of your positioning statement.

★ CORE ACTIVITY 40 minutes · in the lesson

PART 2 · YOUR 12-WEEK SEARCH PLAN

Set your weekly targets, then block the time in your calendar, as you would any important appointment. Write down when and where you'll do the work.

WEEKLY ACTIVITY	MY TARGET PER WEEK	WHEN AND WHERE I'LL DO IT
Tailored applications		
Conversations with contacts and search consultants		
New outreach messages		
Follow-ups		
Informational conversations		
Interview practice		
Skills gap work (from Chapter 2)		

Then set up your Application Tracker with these columns: organisation · role · source · date applied · contact name · next action · next action date · stage · notes. Review it every Friday: what did I do, what moved, what's my plan for next week?

CHAPTER 5 · 6 EXERCISES

TARGET EMPLOYERS AND THE HIDDEN JOB MARKET

(stop waiting for the right advert)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/5/.

TRY THIS 15 minutes · once

MAP YOUR WEAK TIES

List twenty people you know a little: former colleagues, old classmates, people from clubs, friends of friends, past managers, clients, neighbours. Next to each, write where they work now and what they do. You'll be surprised how many work in, or near, your target field.

★ CORE ACTIVITY 60 minutes · in the lesson

YOUR TARGET LIST OF THIRTY

ORGANISATION	FIT (1–5)	ACCESS (1–5)

Continue to thirty on a fresh sheet or in the Application Tracker. Then choose your top ten: high fit, and the best access. Those ten are where you'll focus your outreach this month.

TRY THIS 30 minutes · once

TWO NAMES FOR EACH TOP-TEN EMPLOYER

For each organisation in your top ten, find two people: ideally one in your target team and one who's a mutual contact or alumnus. Add their names, roles and how you found them to your tracker.

TRY THIS 20 minutes · three messages

THREE OUTREACH MESSAGES

Using the five-line pattern, write three messages to people on your list. Read each one aloud. Can it be shorter? Is the ask small enough? Send them this week, and note the date in your tracker so you know when to follow up.

TRY THIS 20 minutes each · five this month

FIVE CONVERSATIONS

Aim for five informational conversations this month. After each one, note in your tracker what you learned, who they suggested, and when you'll get back in touch. Send a thank-you message the same day, mentioning one specific thing they said.

TRY THIS 30 minutes · once

YOUR SEARCH-FIRM SHORTLIST

Find two or three search firms or specialist recruiters who place people in your target role. Ask people in the field which ones they rate, and check who ran recent appointments you admire (they're often named in press releases). Send each a short note with your ten-second line, your target and your CV, and ask for twenty minutes to understand their market.

CHAPTER 6 · 4 EXERCISES

THE CV THAT GETS SHORTLISTED

(written for the skim, and the system)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/6/.

TRY THIS 15 minutes · once

REWRITE YOUR PROFILE

Write a new profile in three or four lines, using your positioning statement and your single strongest result. Remove every adjective you can't prove. Read it and ask: if this were the only part of my CV someone read, would they want an interview?

TRY THIS 30 minutes · once · in the lesson

THE BULLET REWRITER

Take every bullet on your current CV that starts with "Responsible for", "Duties included" or "Involved in". Rewrite each one as verb, action, result, using your achievement inventory. Add a number wherever you honestly can.

★ **CORE ACTIVITY** 2 hours · once, then 30 minutes per application

YOUR MASTER CV

Build your master CV from your evidence bank. Include every role from the last ten to fifteen years, with all your strongest CAR achievements. Then create your first tailored version for one real advert from your Chapter 2 scan, and check it against the tailoring checklist.

TAILORING CHECKLIST		✓
The profile names the role, or the type of role, in the advert		
The advert's must-haves are visible on page one		
I've used the advert's key words where they truly describe me		
The most relevant bullets come first in each role		
It's two pages or fewer, in a clean, standard layout		
There's no photo, date of birth, or unexplained abbreviation		
The file is named clearly, e.g. Firstname-Surname-CV.pdf		

TRY THIS 10 minutes · once

THE ATS-SAFE CHECK

Save your tailored CV as plain text, or paste it into a plain email. Does everything still appear, in a sensible order? If text from boxes, columns, headers or graphics disappears or jumbles, an ATS may struggle too. Use the plain version from the template library for online application systems.

CHAPTER 7 · 5 EXERCISES

COVER LETTERS, FORMS AND SUPPORTING STATEMENTS

(the part most candidates rush)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/7/.

TRY THIS 30 minutes · once

THE COVER LETTER PLANNER

For one real advert, plan your letter before you write it. Paragraph 1: what specifically attracts you? Paragraph 2: which two or three pieces of evidence from your bank best match their must-haves and hidden priority? Paragraph 3: one confident closing sentence. Then write it in under 350 words.

TRY THIS 20 minutes per question

A 250-WORD STAR ANSWER

Choose one of your eight STAR stories and write it as a 250-word answer to a typical form question. Count the words in each part. If the situation takes more than 50 words, cut it; if the action takes fewer than 120, add detail about what you did and why.

THE CRITERIA MATCHING GRID

For one real role with a person specification, complete the grid before you write a word of your statement.

CRITERION (ESSENTIAL / DESIRABLE)	MY EVIDENCE (WHICH STORY OR ACHIEVEMENT?)	COVERED IN MY STATEMENT? ✓

Then write your statement criterion by criterion, using short STAR-style paragraphs. Check every row has a tick before you submit.

ONE SPECULATIVE LETTER

Write one speculative letter to a named person at an organisation on your target list. Keep it under 200 words, mention one specific reason you're contacting them now, and ask for a short conversation.

TRY THIS 15 minutes · once

THE SOUNDS-LIKE-ME TEST

Take one paragraph you've drafted, with or without an AI tool. Read it aloud. Underline every word or phrase you wouldn't naturally say in an interview. Replace each one with your own words.

CHAPTER 8 · 3 EXERCISES

PREPARING FOR INTERVIEW

(most interviews are won before you walk in)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/8/.

TRY THIS 2 hours · before each interview

THE INTERVIEW RESEARCH SHEET

QUESTION	WHAT I FOUND
What does the organisation do, and for whom?	
What's changing for them right now (growth, problems, new services)?	
What does the team I'd join do, and what problem is this role solving?	
Who's interviewing me, and what's their background?	
What do they say their values are? Where's my evidence for each?	
Two things I could mention that show I've done my homework	

★ CORE ACTIVITY 60 minutes · in the lesson

THE QUESTION PREDICTOR

REQUIREMENT FROM THE ADVERT	LIKELY QUESTION	MY STAR STORY

Then add the questions almost every interview includes: "Tell me about yourself", "Why do you want this role?", "Why are you leaving your current job?", "What are your strengths and weaknesses?" and "Do you have any questions for us?"

TRY THIS 20 minutes, then practise daily

YOUR THIRTY-SECOND AND TWO-MINUTE VERSIONS

Tailor your thirty-second pitch to a real role, then write the two-minute version. Time yourself saying it. Then record it, listen back once, and cut anything that doesn't point towards this job. Practise it until it sounds like a conversation, not a speech.

CHAPTER 9 · 5 EXERCISES

PERFORMING AT INTERVIEW

(calm enough, clear enough, and memorable)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/9/.

TRY THIS 10 minutes · before every interview

THE FIRST-FIVE-MINUTES REHEARSAL

Before your next interview, rehearse the opening out loud: your greeting, an answer to "How was your journey?" and your thirty-second pitch. Run through it twice. The first few minutes are the part you can prepare most completely, so make them automatic.

★ CORE ACTIVITY 45 minutes · in the lesson

THE RECORDED MOCK INTERVIEW

Choose six questions from your question predictor in Chapter 8. Record yourself answering them on your phone or laptop, one after another, without stopping. Then watch it back once, and score each answer.

QUESTION	CLEAR STRUCTURE? (1–5)	RESULT STATED? (1–5)	ABOUT 2 MINUTES?

Pick the weakest answer and record it again. Most people improve noticeably on the second attempt, which tells you something useful: practice works.

TRY THIS 5 minutes · once

THE SPEED CHECK

Record yourself answering one question. Count the words in one minute of your answer. If it's much more than 150, practise the same answer more slowly, with a short pause after each sentence, until it feels comfortable.

TRY THIS 10 minutes · once

THE CURVEBALL DRILL

Ask a friend to put five unexpected questions to you, or use the random question generator in the lesson. Answer each one with a short pause, a clear point and a link to a real strength. The aim isn't a perfect answer; it's staying calm and structured when you're surprised.

TRY THIS 15 minutes · after every interview

THE THANK-YOU EMAIL AND DEBRIEF

DEBRIEF QUESTION	MY NOTES
Which questions did they ask?	
Which answer went best, and why?	
Which answer would I change, and how?	
What did I learn about the role or the organisation?	
Next step and date	

CHAPTER 10 · 5 EXERCISES

WHEN THE REJECTIONS COME

(rejection is data, not a verdict)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/10/.

TRY THIS 10 minutes · after each rejection

FACTS, NOT STORY

After your next rejection, write down two things separately. **The facts:** "I wasn't offered the job after the second interview." **The story I'm telling myself:** "Nobody will ever hire me." Then ask: what's a more accurate, more useful story? For example: "I reached the final two out of many applicants. Something at the second interview didn't land. I'll ask what."

TRY THIS 10 minutes · after each interview rejection

THE FEEDBACK REQUEST

Write a three-sentence feedback request you can adapt: thanks, a specific question, and a line saying you'd be glad to be considered for future roles. Keep it in your template folder and send it within a few days of every interview rejection.

THE REJECTION REVIEW

STAGE	HOW MANY REACHED IT?	RATE TO THE NEXT STAGE
Target organisations identified		
Applications or approaches made		
First interviews		
Final interviews		
Offers		

Where is the biggest drop? Write one sentence: "My search is weakest at the _____ stage, so for the next four weeks I'll _____."

THE COMPARISON LOG

For one week, note each time you catch yourself comparing your search with someone else's.¹ Write who and what you compared, what you couldn't see behind it, whether the comparison helped you, and a fairer comparison (usually: your search now against your search a month ago). At the end of the week, count how many comparisons actually helped. Most people find the answer is close to none.

1. Adapted from Shaun Simpson, *Why Should I Give a Monkey's?* (2024), Exercise 18.

TRY THIS 15 minutes · once

WRITE YOUR SETBACK CARD

MY SETBACK CARD

Three things I've achieved in my search so far	
What I'll tell myself (a fact, not a slogan)	
Will this matter in five minutes, five days, five weeks, five years? ³	
One person I'll talk to	
One small action I'll take within 24 hours	
How I'll rest, without guilt	

Keep it on your phone or in your wallet. Use it the next time a rejection knocks you off course.

CHAPTER 11 · 4 EXERCISES

OFFERS, NEGOTIATION AND REFERENCES

(the conversation most people skip)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/11/.

TRY THIS 20 minutes · per offer

THE FULL-PACKAGE CHECK

For any offer you receive, fill in every row of the table above. Then check it against your deal-breakers from Chapter 1. Does it meet all of them? Which of your "wants" does it meet?

★ CORE ACTIVITY 30 minutes · in the lesson

THE OFFER COMPARISON

FACTOR	OFFER A	OFFER B OR CURRENT JOB
Base salary		
Pension (employer %)		
Bonus (typical)		
Holiday days		
Flexibility		
Development		
Fit with my Positioning Statement (1–5)		
My gut feeling (1–5)		

TRY THIS 20 minutes · once per offer

YOUR NEGOTIATION PLAN

MY NEGOTIATION PLAN

My target figure	
My acceptable figure	
My walk-away point (private)	
Market evidence	
My strongest reasons (two or three)	
If salary can't move: what else I'll ask for	

TRY THIS 15 minutes · once

THE REFERENCE BRIEFING NOTE

Write a short note for each referee: the role you've applied for, the job description, two or three strengths or achievements that are relevant, and a thank-you. Send it when you give their name to an employer.

CHAPTER 12 · 6 EXERCISES

YOUR FIRST 90 DAYS, AND CELEBRATING YOUR PROGRESS

(winning the job is the start, not the end)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/12/.

TRY THIS 15 minutes · when you resign

YOUR RESIGNATION LETTER

Write a resignation letter of no more than five sentences: your decision, your final day, one genuine thank-you, an offer to help with the handover, and a warm close.

TRY THIS 30 minutes · during your notice

THE HANDOVER NOTE

List every responsibility, project and recurring task you have. For each one, note its status, the next step, the key contact and where the information is kept. Share it with your manager at least a week before you leave.

★ **CORE ACTIVITY** 45 minutes · in the lesson

YOUR 30-60-90-DAY PLAN

STAGE	MY GOALS	HOW I'LL KNOW I'VE SUCCEEDED
Days 1–30 · Learn		
Days 31–60 · Contribute		
Days 61–90 · Lead		

Share a version of this with your new manager in your first week, and ask what they'd add or change.

TRY THIS 20 minutes · in your first week

THE STAKEHOLDER MAP

List the people whose support you'll need to succeed: your manager, key colleagues, people in other teams, clients. For each, note what they need from you, how they like to work, and when you'll meet them in your first month.

THE REPEAT JOB-READINESS CHECK

STATEMENT	TYPE	TODAY 0–4	START 0–4
I can't describe the job I want in one sentence.	C		
I apply for roles because they're available, not because I want them.	C		
I struggle to say what I've achieved, with numbers.	E		
I don't have stories ready for "Tell me about a time when...".	E		
I send more or less the same CV to every job.	A		
Most of my applications get no reply.	A		
I only apply for advertised jobs and never contact people directly.	A		
I get interviews, but not offers.	I		
I accept the first salary I'm offered.	I		
I feel my experience is worth less than it really is.	—		
Total (out of 40)			

Copy across your scores from the start of the book. Where have they fallen most? What did you do that made the difference?

YOUR VICTORY LOG

Write down at least twenty things you achieved during your search, large and small: the first outreach message you were nervous about sending, the interview where you said your pitch in thirty seconds and stopped, the offer you negotiated.² Then keep the log going in your new role, one line a week. It will write your next appraisal, your next promotion case and, one day, your next Positioning Statement.

2. Adapted from Shaun Simpson, *Why Should I Give a Monkey's?* (2024), Self-appreciation Exercise 1.

CHAPTER 13 · 3 EXERCISES

ASSESSMENT CENTRES, TESTS AND PRESENTATIONS

(when the interview is only one part of the day)

Print a fresh copy for every application. The free interactive lesson for this chapters are at attprofessionallanguageservices.com/dream-job/.

TRY THIS 15 minutes · once

MAP THE COMPETENCIES

If you have an assessment centre invitation, list the competencies they've named. Next to each, write which exercise is most likely to test it, and what a strong performance would look like. Treat the day as several small chances, not one big test.

TRY THIS 10 minutes · before the day

YOUR THREE GROUP PHRASES

Write down three phrases you'll use to help the group: one to suggest a plan, one to summarise, and one to bring someone in. Practise saying them aloud so they come naturally on the day.

THE ASSESSMENT CENTRE REHEARSAL

Choose a likely presentation topic for your target role, or use one from the employer. Prepare a five-minute presentation using the structure above. Record yourself giving it, with a timer. Then ask a friend to ask you three questions you haven't prepared for.

CHAPTER 14 · 2 EXERCISES

VIDEO, PHONE AND RECORDED INTERVIEWS

(when the room is a screen)

Print a fresh copy for every application. The free interactive lesson for this chapters are at attprofessionallanguageservices.com/dream-job/.

TRY THIS 15 minutes · the day before

THE CAMERA CHECK

Do a test call with a friend, or record yourself on the platform. Check: can they see your face clearly, at eye level, with good light? Can they hear you without echo? Is there anything in the background you'd rather they didn't see? Have a back-up plan, such as your phone number, ready to share if the connection fails.

★ CORE ACTIVITY 30 minutes · once

THE RECORDED ANSWER

Set a timer: thirty seconds to think, two minutes to answer. Record yourself answering three typical questions on your phone, looking at the camera. Watch them back once. Did you start strongly, finish with a result, and stay within time? Record the weakest one again.

CHAPTER 15 · 2 EXERCISES

CHANGING CAREER

(your experience counts, once you translate it)

Print a fresh copy for every application. The free interactive lesson for this chapters are at attprofessionallanguageservices.com/dream-job/.

★ CORE ACTIVITY 45 minutes · once

YOUR TRANSFERABLE SKILLS TRANSLATION

Take ten adverts in your new field (Chapter 2). List the skills and phrases that appear most often. Then go through your achievement inventory (Chapter 3) and rewrite your strongest achievements in their language, without exaggerating.

WHAT I DID, IN MY CURRENT FIELD'S WORDS	THE SAME ACHIEVEMENT, IN MY NEW FIELD'S WORDS

TRY THIS 20 minutes · once

YOUR "WHY THE CHANGE?" ANSWER

Write a three-part answer: what you've done (and what you loved about it), what you've learned about the new field and why it fits you, and what you've already done to prepare. Practise it until it takes about a minute.

CHAPTER 16 · 2 EXERCISES

RETURNING AFTER A BREAK

(your gap is part of your story, not a hole in it)

Print a fresh copy for every application. The free interactive lesson for this chapters are at attprofessionallanguageservices.com/dream-job/.

★ CORE ACTIVITY 15 minutes · once

YOUR GAP STORY IN THREE SENTENCES

PART	MY SENTENCE
What the break was	
What I did or learned	
Why I'm ready now, and why this role	

Say it aloud until it feels calm and natural. It should take about thirty seconds.

TRY THIS 30 minutes · once

WHAT'S CHANGED?

Read ten current adverts for your target role. List anything that's new since you last worked: software, qualifications, methods, words. Choose the two most important and plan how to update them in the next month.

CHAPTER 17 · 1 EXERCISE

WORKING IN THE UK AS AN INTERNATIONAL CANDIDATE

(the unwritten rules, written down)

Print a fresh copy for every application. The free interactive lesson for this chapters are at attprofessionallanguageservices.com/dream-job/.

★ CORE ACTIVITY 20 minutes · once

THE UK CONVENTIONS CHECKLIST

Check your CV against the table above. Remove anything in the left-hand column. Add a one-line explanation for every qualification a UK employer might not recognise. Ask a UK-based contact in your field to read it and tell you what's unclear.

CHAPTER 18 · 2 EXERCISES

PROMOTION AND INTERNAL MOVES

(the job you want may be down the corridor)

Print a fresh copy for every application. The free interactive lesson for this chapters are at attprofessionallanguageservices.com/dream-job/.

★ CORE ACTIVITY 45 minutes · once

THE INTERNAL CASE FOR PROMOTION

MY CASE	NOTES
The role I want, and why now	
Three results that show I'm already working at that level	
How my work supports the organisation's priorities	
What I'd do in the first 90 days of the new role	
Any gaps, and how I'm closing them	

TRY THIS 10 minutes · before the conversation

THREE QUESTIONS FOR YOUR MANAGER

Prepare three questions: "What would you need to see from me to be ready for [role]?", "What's the most important thing I could develop in the next six months?" and "How can you help me get there?" Book the conversation this month.
