

ESOMAR

Community Circles

**Global Community Circle
Under 35s | 4 June 2020**

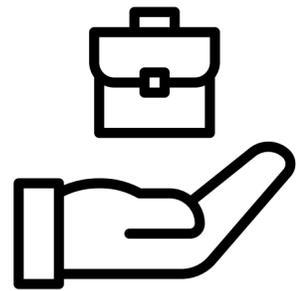
Follow up – Tips and Findings



Follow up - Tips and Findings



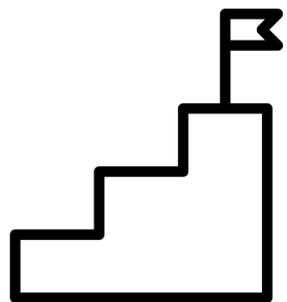
**1. Hints & Tips
for Graduates**



**2. How to begin to
think about a career
in the longer-term**



**3. What types of skills
can you focus on?**



**4. How can you
stay relevant on
the job as a young
professional?**



**5. Resources for building your
profile and letting the industry
know who you are**



Hints & Tips for Graduates

ESOMAR

Despite the difficult employment situation globally at the moment, there are steps we can take to continue to learn, develop our CVs, and expand our networks;

A good place to start is within the network that you have developed so far;

Believe in yourself and never jeopardise your self-confidence!

There is certainly shyness and uncomfortableness around reaching out to your network and contacts, but it's worth it – after the first two or three times, you also get used to it (and remember you can use family and friends to practice!)

If considering further academia with a focus on developing new tools, this is worth doing to learn something and also show the resilience required to complete a PhD, for example;

As everyone is now working remotely, a trend which is likely to continue beyond this year, don't be too constrained by location!



How to begin to think about a career in the longer-term

ESOMAR

Flexibility during this time is key – if you find your ideal of where you want to be in future, think of the small steps you can take to get you there;

Reflecting on the long-term possibilities will help make you more directional and feel more in control of what you want to achieve;

Look at the market at the moment, and try to think of where it may be going – now there is a focus on everything digital, so it could be time to invest some time in developing skills related to that;

If you have an idea of where you'd like to be, it's worth reaching out to people that are already in that area to find out more about what is happening in the industry;

Try not to offer your services for free if possible, unless it is for a charitable or beneficial cause – instead, see what is happening in that field and build your profile;



What types of skills can you focus on?

ESOMAR

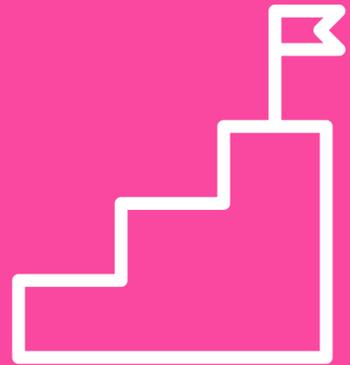
In the US there was a poll among consumers, asking which skills they believed would be most important: technical, emotional, or soft skills – unsurprisingly, technical skills were chosen by the vast majority;

In the context of our industry, however, emotional and soft skills are the ones that we can foster and add value, as it is more likely that most of us have the basic necessary technical skills;

It's not just about emotional intelligence, but also about attitude! From the industry's recruitment perspective, employers are looking for people that have the right attitude to pull projects together and work quickly with data;

From the recruitment perspective, it has also been seen that jobs recently have wanted people that can provide insight – this is inherently about both attitude and emotion;

Showing resilience and agility is especially important in this environment, and don't underestimate the power of curiosity, especially in our industry!



How can you stay relevant on the job as a young professional?

ESOMAR

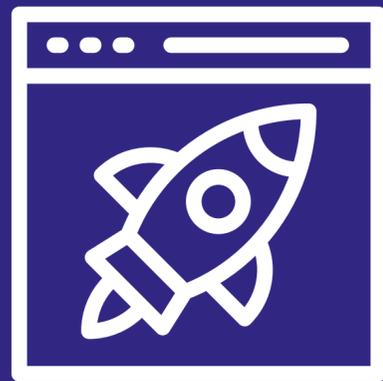
After a few years' experience in the industry, you can truly begin to find your niche and develop your personal brand;

Find what moves you, be your unique self, and build up your profile based on that;

In many organisations there is an ear for positive change and for contributing positively to society, so stand up for what you believe in even when it is difficult;

Think about what you can contribute not only to the sector, but to the culture as a whole – what in your work allows you to do that? If that does not yet exist, you can also try to carve out your own unique role and place within the organisation;

Whilst work is a big part of life, there are opportunities to carve out different spaces around it and investing time in hobbies that allow you to explore what you are passionate about – perhaps there are innovative ways to bring these into your role in future;



Resources for building your profile and letting the industry know who you are

Do you have a new idea you want to explore, research that caught your eye, or a new point of view you'd like to share with the community?

Send your proposal to contact@researchworld.com

Would you like to organise digital events together with the ESOMAR team?

Reach out to yes@esomar.org

Do you have any questions about the current recruitment environment?

Reach out to Liz Norman via www.elizabethnorman.com

You can also search for your next role via the ESOMAR Job Board.

Find thousands of opportunities via www.mrweb.com/jobs/esomar