

EXPLORE

PLAN

PG Skills: Commercial awareness - the know-how that gets you hired

APPLY

Connecting you
to your future

HOUSEKEEPING

- If you join with your microphone enabled please stay muted unless instructed to unmute
- Please keep your webcam switched off throughout
- Please join with your full name if possible
- If you lose audio at any point, click on the blue circle telephone/headphone symbol to leave and rejoin
- You can use the public chat box to ask any questions
- Paper and a pen will be useful for activities

**Please note:
This webinar
is being
recorded**

CAREERS NETWORK IS HERE FOR YOU

- 1:1 guidance support:
 - You don't need to have career ideas or a plan to come and talk to us: we help people who have no idea where to start as well!
 - To book an appointment, ask a question, have an application checked etc., please email careersenquiries@contacts.bham.ac.uk
- PGT-specific opportunities:
 - Professional Development Award <https://canvas.bham.ac.uk/enroll/BNYYHJ>
 - Mentoring <https://intranet.birmingham.ac.uk/mentoring>
- PGR-specific opportunities:
 - Career Mentor Beyond Academia <https://canvas.bham.ac.uk/enroll/M7WCDE>

PRESENTERS

Katie Hoare: PGR Entrepreneurial Development Officer

Holly Prescott: PGR Careers Adviser

What we'll cover...



**What is
commercial
awareness and
how to develop it**

**The benefits of
commercial
awareness
from an
employer's
perspective**

**How to apply
this to your
job
applications
and interview
preparation**

COMMERCIAL AWARENESS

‘Commercial awareness is an understanding of what a company needs to do to be profitable, be successful, and serve its customers well. With it, you know your organisation's core values, biggest competitors, key stakeholders, and current business challenges. You also know the organisation's strengths and weaknesses, and you can apply that information to make sensible decisions.’

QUIZ

- 1) Which of the following employ one or more 'business analysts?'
- a. University of Birmingham
 - b. British Airways
 - c. The United Nations
 - d. Sydney Opera House
 - e. Birmingham Museums Trust
 - f. The Church of England



VOCAB TEST

1. Stakeholder	A. A measurable value that demonstrates how effectively an organisation or individual is achieving key objectives
2. Blue chip	B. Anybody who can affect or is affected by an organisation, strategy or project
3. Recession	C. The total value of everything produced by all people and companies in the country. (Best measure of a country's economy.)
4. Inflation	D. The value of all goods and services made by a country's residents regardless of production location
5. KPI	E. Period used by Government for accounting & budget purposes
6. Financial Year	F. A period of temporary economic decline
7. GDP	G. Companies or shares considered a reliable investment
8. GNP	H. The rate at which prices for goods and services is rising

ANSWERS

1. Stakeholder	B. Anybody who can affect or is affected by an organisation, strategy or project
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QUESTION 3

What happened to GameStop shares?

Why?

QUESTION 4

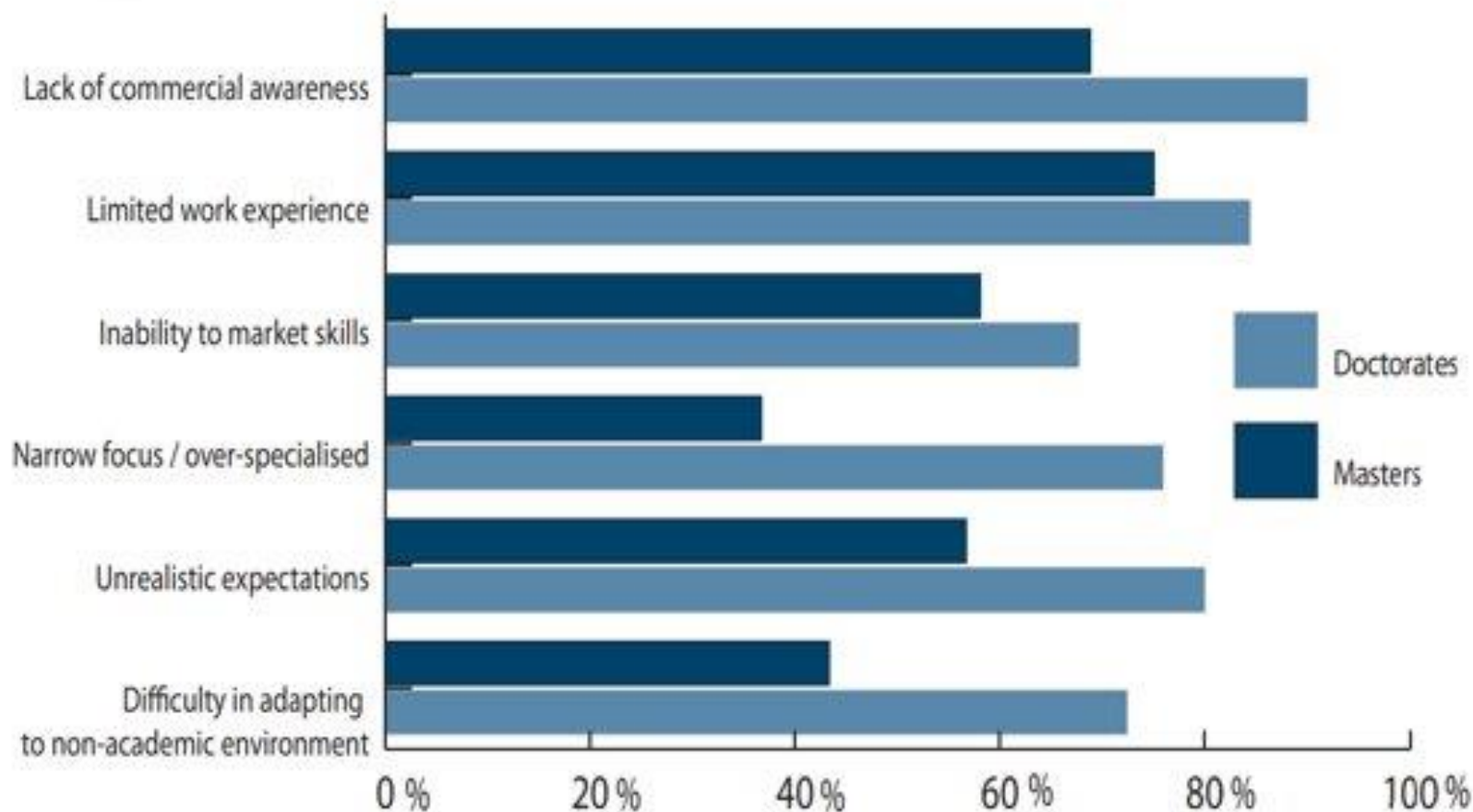
Why has retailer French Connection been in the press recently?

- A) Going out of business
- B) Had 2 takeover offers
- C) Staff complaints over pay during lockdown

BENEFITS OF CA

- Shows understanding, knowledge and interest in an industry
- Shows enthusiasm for working with a particular company
- Allows you to discover whether you do have an interest in working within a specific industry or company
- Can help you identify new opportunities
- Develop other skills (communication, research, critical thinking and organisational skills)

Issues for employers when seeking to recruit Masters and Doctorates

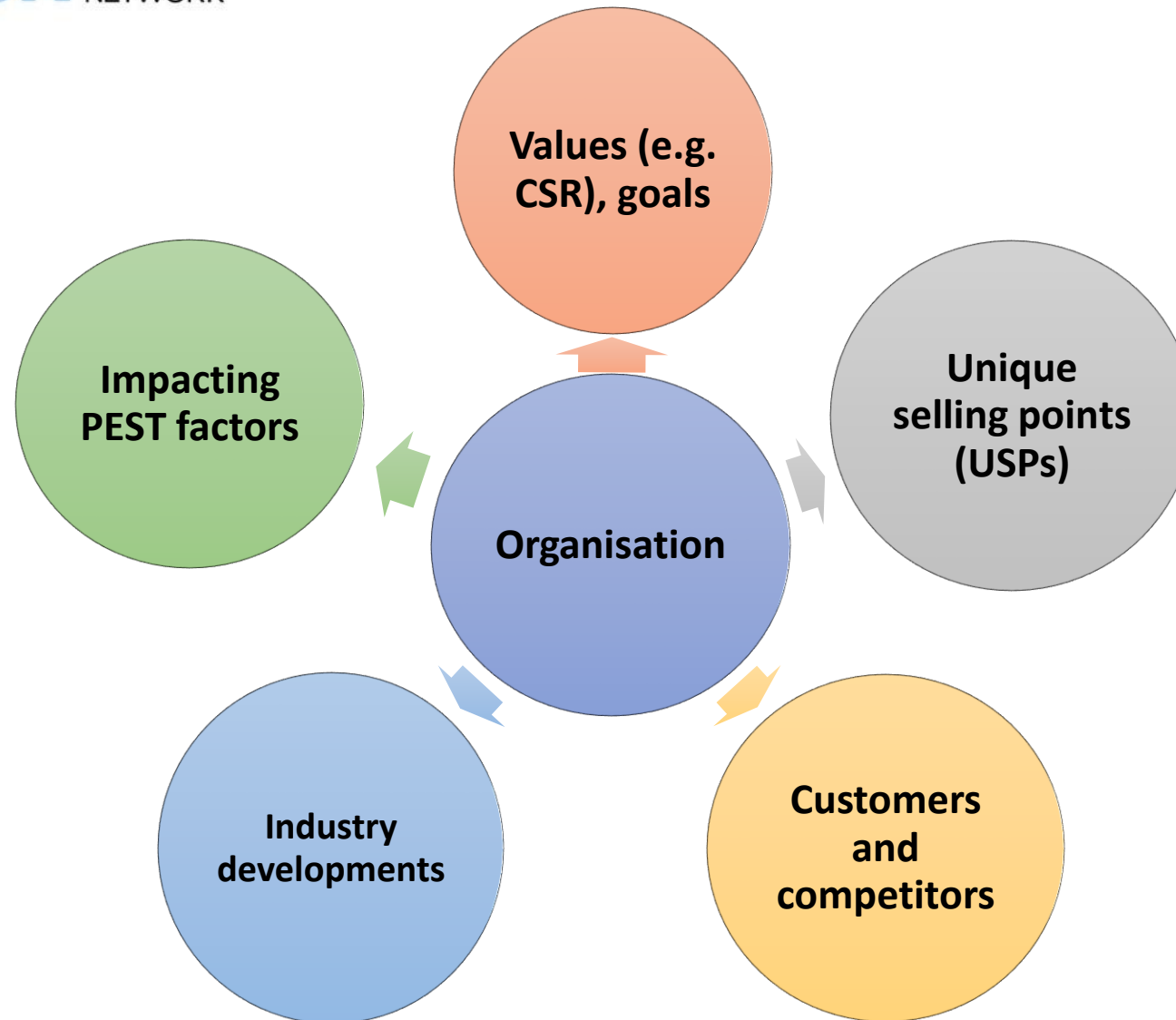


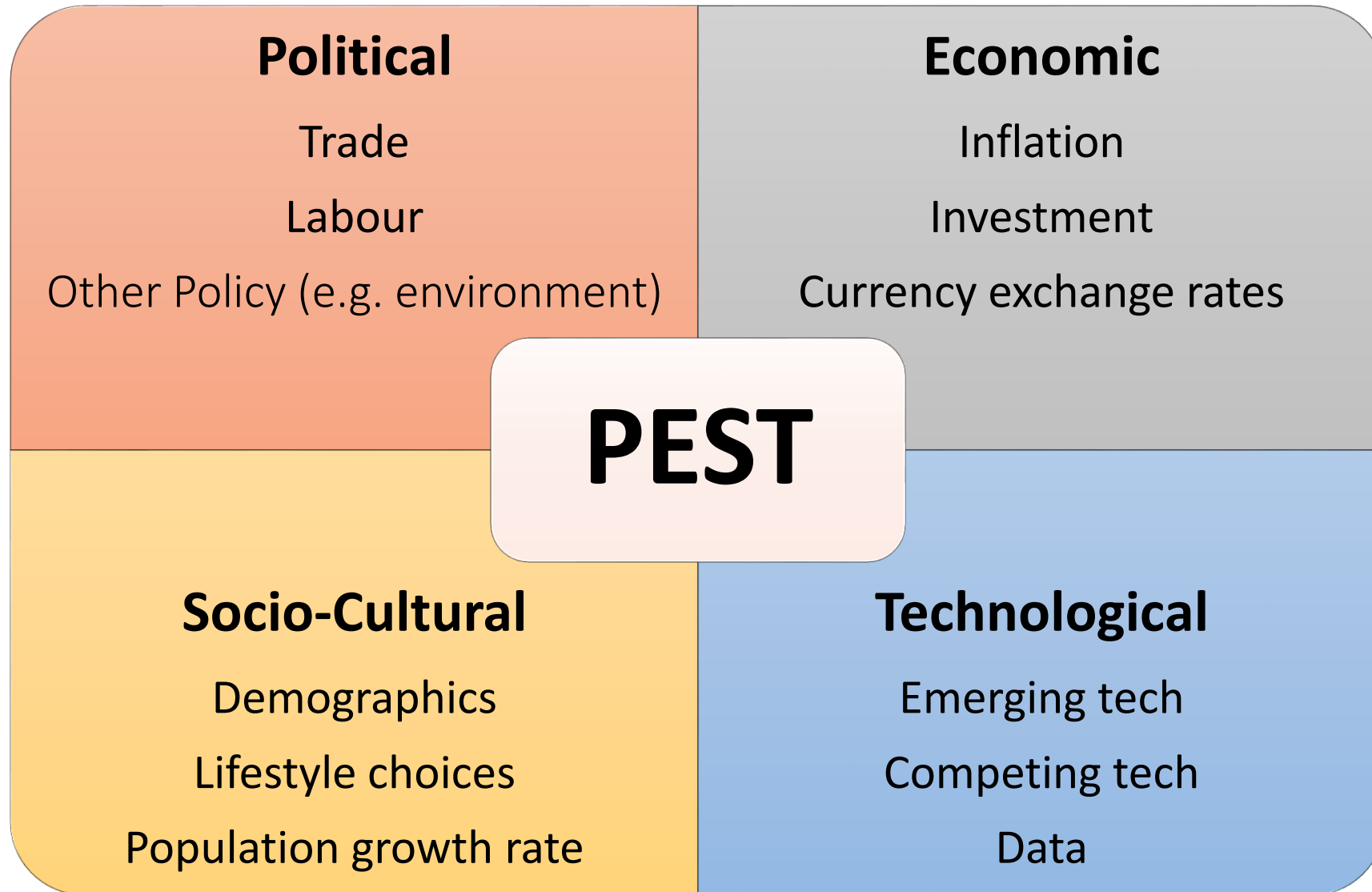
- Postgraduates often lack work-wisdom, which is a loose collection of requirements based around commercial nous, understanding of the market, willingness

HIGHER EDUCATION

Commercial awareness is important in HE too:

- Individual University level – priorities, strategy, ranking, culture
- Competitive market, National & International
- Political – policy, drivers, public/media opinion
- REF, TEF, KEF, NSS, OfS, UKRI – KPIs
- Research bids – knowing sources & funders, horizon scanning, current needs i.e. Gov Industrial Strategy





WHAT DOES THIS MEAN IN YOUR SECTOR?

- 10 minutes
- Choose a sector you are interested in
- Note down some PEST circumstances impacting on your sector



**Be a
PEST**


FEEDBACK

- Share some PEST examples for your sector
- Did you find it easy or difficult to think of things?
- Did this exercise help you understand more about the sector?



**Share
your
thoughts**

JOB DESCRIPTIONS

Our Remediation Services team are looking for enthusiastic Environmental Graduate Consultants. At AECOM our  Remediation Team has one of the largest environmental site investigation and assessment divisions in the UK&I with an unprecedented global footprint, serving clients in many sectors including property and development, oil and gas, industrial and manufacturing, transportation and the public sector.

Requirements

For this role you will ideally hold an MSc Hydrogeology or similar, Environmental Science, Environmental Engineering. A strong undergraduate degree should be within Chemistry, Geochemistry, Engineering Geology, Geophysics, Geography, Earth Science, Environmental Engineering/Science, Environmental Bioscience. Studies must have a focus on Hydrogeology.

You will also have the following:

Knowledge:

- Practical application of geological and hydrogeological concepts
- Chemistry
- Working knowledge of MS Office applications.
- You must have an interest in contaminated land

Skills:

- Willingness and ability to work outdoors in sometimes challenging conditions.
- Good interpersonal/teamwork, organisational and communication skills, comfortable liaising with clients, colleagues and sub-contractors alike.
- Flexible with working hours and locations, frequent travel within 1 – 2 hrs drive of home office, and occasionally further afield.
- Willingness and ability to learn and rapidly master new tasks and work under pressure, responding to changing project and programme demands.
- Strong research and report writing (including web-based research).
- Good Microsoft Office skills essential such as Word, Excel & PowerPoint
- Ability to communicate effectively to internal and external clients, both verbally & in writing with the confidence to engage with a variety of people (clients, colleagues, stakeholders and sub-contractors alike) and the aptitude to rationally explain, explore and discuss technical issues and capture feedback
- Excellent numerical skills
- Ability to structure & prioritise work effectively through close cooperation with the team as a whole
- Ability to work in a team and independently without losing initiative & focus.
- Solid attention to detail and thorough approach to work.
- **Commercial awareness** for business development, marketing, and proposal preparation.

Desirable

- Field investigation experience.

Firm Description



Penningtons Manches Cooper is a leading UK and international law firm which provides high quality legal advice tailored to both businesses and individuals. Today, we have 130 partners and over 880 people in total across our UK and international offices.

We are a full service firm with high ranking lawyers in a multitude of practice areas. Through a strong team ethic and an emphasis on collaboration, we are able to use our extensive technical knowledge and unparalleled market insight to solve complex legal and strategic issues.

Among our clients we count multi-national corporations, public companies, professional partnerships, banks and financial institutions as well as private individuals, owner managed businesses and start-ups.

The firm has enjoyed substantial growth in recent years, including the merger with shipping, international trade and finance specialist Thomas Cooper in July 2019. We have a continuing commitment to excellence and a drive for innovation alongside our expanding international footprint.

We believe that a varied workforce generates vitality for our firm. We focus on representing the diversity of our people and creating an inclusive culture that enables everyone to reach their career potential by being their true selves.

Training Contract Programme

Our training contracts are designed to offer trainees a breadth of experience and consist of four seats that are rotated every six months, with the aim of providing trainees with as much exposure as possible to our business and clients. During your training contract, we will work with you to ensure that your career aspirations and interests are met, all while learning from recognised experts, taking on real responsibility and interacting with great colleagues.

We offer training contracts in London, Basingstoke/Reading, Cambridge, Guildford and Oxford. You can find out more about the seats available in each location on our website. Please note that available seats will vary at each rotation.

What are we looking for?

We are looking for dedicated, diverse candidates with a strong academic record and **commercial awareness**. You should be passionate about law, a great team player and have exceptional communication skills.

We welcome applications from all degree disciplines and from applicants at all stages of their careers – we see the

Duration: 12 months

Start date: February 2021

Location: UK – close to a Siemens Digital Industries office.

Working hours: Full time



During the current global health crisis, the priority for Siemens Digital Industries Software is the health and wellbeing of our entire community including current and future employees, which may add time to our hiring processes. We appreciate your patience and invite you to [visit our website](#) to learn more about how Siemens is responding to the pandemic.

Discover Siemens Digital Industries Software!

Are you a highly numerate individual looking to gain some industry experience? We are looking for a driven and motivated graduate!

Siemens Industry Software has a new opportunity for an Intern to join us **ASAP** on a **12-month, full time, paid** internship to support our globally distributed team.

The Strategic Planning Support intern would initially be home based with the aim to be based in one of our UK offices Monday to Friday once they re-open.

This position is an exciting chance for someone to network frequently between senior business leaders of the Siemens worldwide organisation and supporting our **Global Strategy and Planning** team in the execution of our go-to-market strategy. Alongside your role, we will teach you softer skills such as communication, collaboration, **commercial awareness**, digitalisation and innovation. We also offer plenty of opportunity to develop your career.

Siemens recognises that building a diverse workforce is essential to the success of our business. We strongly encourage applications from a diverse talent pool and welcome the opportunity to discuss flexibility requirements and workplace adjustments with all applicants to encourage agile working, flexibility and innovation.

Responsibilities:

- Supporting Country Planning projects as needed.
- Capturing, reporting and structuring of market analysis data.

IN APPLICATIONS

- Worked with **academics** and **students** to set up a **postgraduate seminar** at my **university** on the topic of careers outside of **academia**

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Vs.

- **Partnered** with senior **leaders**, industry representatives and peers to establish **training events** to prepare scientists for **industry careers**

IN INTERVIEWS

- *'What are the current main global challenges facing Higher Education?'* (Funding Support Officer, University of Birmingham)
- *'How have you been engaging with cultural content during lockdown?'* (Curatorial Officer at Wolverhampton Art Gallery)
- *'What do you know about Network Rail's safety vision?'* (Planning Analyst, Network Rail)
- *'Who would you say are our main competitors?'* (Analyst, 4D Pharma)
- Case study interviews: *'Company X's revenue is increasing but profits are falling. What might be the problem and how could it be fixed?'* (Consultant, IQVIA)

THE APPRENTICE INTERVIEW

<https://www.youtube.com/watch?v=kbkyrdAydOE>

COMPANY ANALYSIS

Think of a company that has been in the news recently and type it in the chat box



**Be a
SWOT**

SWOT analysis

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NETWORK



IMPROVING YOUR CA

- Specific company websites
- Social media e.g. LinkedIn, company's Facebook, Twitter
- News:
 - FT – [ft.com](https://www.ft.com)
 - Reuters – [reuters.com](https://www.reuters.com)
 - BBC – [bbc.co.uk](https://www.bbc.co.uk)
- Set up Google alerts

IMPROVING YOUR CA

- TV programmes (The Apprentice, Dragon's Den, Newsnight, The Last Leg, The Mash Report, Have I Got News For You)
- Journals and industry publications e.g. The Economist, professional association newsletters
- Library resources: Keynote & MarketLine Advantage
- U21 & PwC Innovation Challenge
- Masters Consultancy Challenge (PGT only)
- Postgraduate Enterprise Summer School (PGR only)

After this event you will receive an email requesting some feedback (it only takes 2 minutes)

At such a challenging time we really want to deliver what you need.

We look forward to welcoming you to future events.



Tell us what you found useful so we can do more of it.

Tell us what we could do differently and we'll make changes.



ANY QUESTIONS?

Contact us via careersenquiries@contacts.bham.ac.uk

www.intranet.birmingham.ac.uk/careers/pg

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