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Career Development Centre



Postgraduate Study Provides

Maynooth University Build Your Own Brand

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StyleSavvy.ie

A&L Goodbody



- A&L Goodbody at a Glance
- Our Clients
- Our Programmes
- Build Your Own Brand



A&L GOODBODY AT A GLANCE

700

EMPLOYEES

91

PARTNERS

30+

TRAINEES HIRED
EACH YEAR



PRESENCE IN 6
INTERNATIONAL OFFICES

30+

SPECIALIST
LEGAL AREAS

OVER
€3M


















WORTH OF PRO BONO
LEGAL ADVICE SINCE 2013



6 YEARS

VOTED 'BEST GRADUATE
RECRUITER IN LAW'

Our Market Recognition

 <p>IRISH LAW FIRM OF THE YEAR 2017</p>	 <p>IRISH LAW FIRM OF THE YEAR 2017</p>	 <p>IRELAND'S MOST INNOVATIVE LAW FIRM 2016</p>	 <p>MOST POPULAR GRADUATE RECRUITER IN LAW 2012-2017</p>	 <p>Irish Law Firm of the Year 2017</p>	 <p>INDEPENDENT LAW FIRM OF THE YEAR 2017</p>	 <p>Ireland Law Firm of the Year</p>
 <p>Irish Tax Firm of the Year 2017, 2015 & 2014</p>	  <p>No.1 Irish M&A Law Firm</p>	  <p></p>	 <p>EUROPEAN CORPORATE DEAL OF THE YEAR 2017</p>	 <p>Best Firm in a Diversity Category Ireland 2017</p>	 <p>IRELAND'S M&A LEGAL ADVISOR OF THE YEAR 2016</p>	 <p>BANKING AND FINANCE AWARD 2016</p>
 <p>IRELAND'S IP LAW FIRM OF THE YEAR 2016, 2014 AND 2013</p>	 <p>RESPONSIBLE & SUSTAINABLE BUSINESS</p>	 <p>BEST WORKPLACES IRELAND 2014 - 2017</p>	 <p>Top 100 Global Law Firm</p>	 <p>TIER 1 IN ALL 6 PRACTICE AREAS</p>	 <p>Tier 1 ranking in 22 practice areas</p>	 <p>ADVISED ON 'DEALS OF THE YEAR 2016' IN 7 OUT OF 7 CATEGORIES</p>

Our Client List

A&L Goodbody

A&L
LG



Are we recruiting?

▪ Trainee Solicitor Programme

- Closing date for applications – Monday, 16 October

▪ LawStart Days

- Closing date for applications - Friday, 17 November

▪ Summer Intern Programme

- Apply from Monday, 2 January – Friday, 16 February 2018

▪ Maynooth University Legal Placement Programme

- Apply via the Law Faculty in Maynooth University





- How to create a professional image
- Interview Style
- The Corporate Side of Style
- Maintaining a Personal Brand
- Your life online: Ensuring digital image equals reality
- How to sustain a Workable Lifestyle
- Mood versus Mindset

StyleSavvy®

‘StyleYourLife’

Create a Professional Image | **Maintain** a Personal Brand

Sustain a Workable Lifestyle

What do we want when we enter the workforce?



- *“76% of employees under 35 in the UK and Ireland cite **career progression** as a key to job satisfaction.”*

Quadrant 1 Talent Management UK 2017

- *“**Career Advancement** is the single most important factor in millennial workplace selection, above salary and benefits.”*

Boston College 2017



We know what the majority of graduates want.....



So how do you get it?

StyleSavvy®

Dependent on these 3 factors:

- Creating a Professional Image
- Maintaining a Personal Brand
- Sustaining a Workable Lifestyle

Creating a Professional Image



- Less influenced by trends and more influenced by environment
- Corporate style does not change with the trends
- Trends are adapted to suit a corporate environment
- Dresscode dictates

- The corporate world has a professional dresscode
- There is some room for manoeuvre or individual interpretation
- Q: *Can I wear this to work?*



For the Girls...

StyleSavvy.ie

- ✓ **Heels:** from kitten to 4 inches – never a platform
- ✓ **What to Wear:** Dresses, pencil skirts, tailored trousers
- ✓ **On the Top:** silk shirt or blouse, cotton fitted top, fine knit jumper
- ✓ **Pair with:** a cropped jacket or blazer
- ✓ **Tights?** Yes: opaque or nude
- ✓ **Accessories?** Yes – this is where you can show your individual style
- ✓ **Grooming:** beware of chipped nail polish



For the Guys...

StyleSavvy.ie

- ✓ **Leather shoes:** black only, laced or slip on. Keep it classic
- ✓ **Suits?** Yes, but in understated colours and heavier fabrics – navy is the most flattering colour
- ✓ **Separates?** Yes – if a more relaxed dresscode has been advised for an event or workday
- ✓ **Shirts:** fitted but not tight, avoid white if you are pale – choose pastels
- ✓ **Ties:** Add colour and interest here – an inexpensive way to change up your look
- ✓ **Cufflinks?** Not necessary

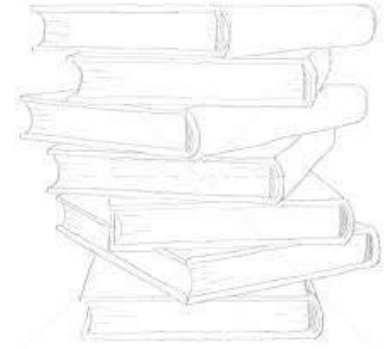


First, you have to get the job...



Interview Style

- This is the time to hit the nail on the head
- Your image reflects your competency and professionalism
- Dresscode dictates – This is not the time to stand out
- Be memorable in what you say, not what you wear
- Hint at your personal style using your accessories



What to Wear

For the Girls...

StyleSavvy.ie

- A dress – less margin of error in terms of tucking and co-ordinating. This will be your interview ‘uniform’. Cap sleeve, or else add a cropped jacket
- Second interview – opt for separates
- Always heels, if at all possible
- Bring a large but neat bag with your documents
- Wear a watch – this shows you are mindful of timekeeping
- Jewellery – one or two pieces to suit your style



www.zara.com



www.BettyandBiddy.com



www.mango.com



What to Wear

For the Guys...

- Always a suit - navy is the most advisable colour
- Shirt in a pastel tone - light blue preferable
- Add contrast with a tie - consider a subtle pattern
- Shoes polished or cleaned
- Socks in a block colour – avoid pattern
- Document case or satchel, less formal than a briefcase
- Again, wear a watch to show an awareness of timekeeping





Marks & Spencer

Maintaining a Personal Brand



- Dress like you mean business
- Your colleagues give you a promotion, not your clients
- Always fitted....this does not mean tight
- Never creased
- Neat and smart

- Derives from your social media profile
- A highly important influence on your career in the time of optimum career creation (25-35)
- Vet your social media presence...today
- Your online profile is the only representation of you, when you are not there to represent yourself

f Search Facebook



Laura

Home



General

Security

Privacy

Timeline and Tagging

Blocking

Language

Notifications

Mobile

Public Posts

Apps

Ads

Payments

Support Inbox

Videos

Timeline and Tagging Settings

Who can add things to my Timeline?

Who can post on your Timeline?

Friends

Edit

Review posts friends tag you in before they appear on your Timeline?

On

Edit

Who can see things on my Timeline?

Review what other people see on your Timeline

View As

Who can see posts you've been tagged in on your Timeline?

Friends of Friends

Edit

Who can see what others post on your Timeline?

Friends of Friends

Edit

How can I manage tags people add and tagging suggestions?

Review tags people add to your own posts before the tags appear on Facebook?

On

Edit

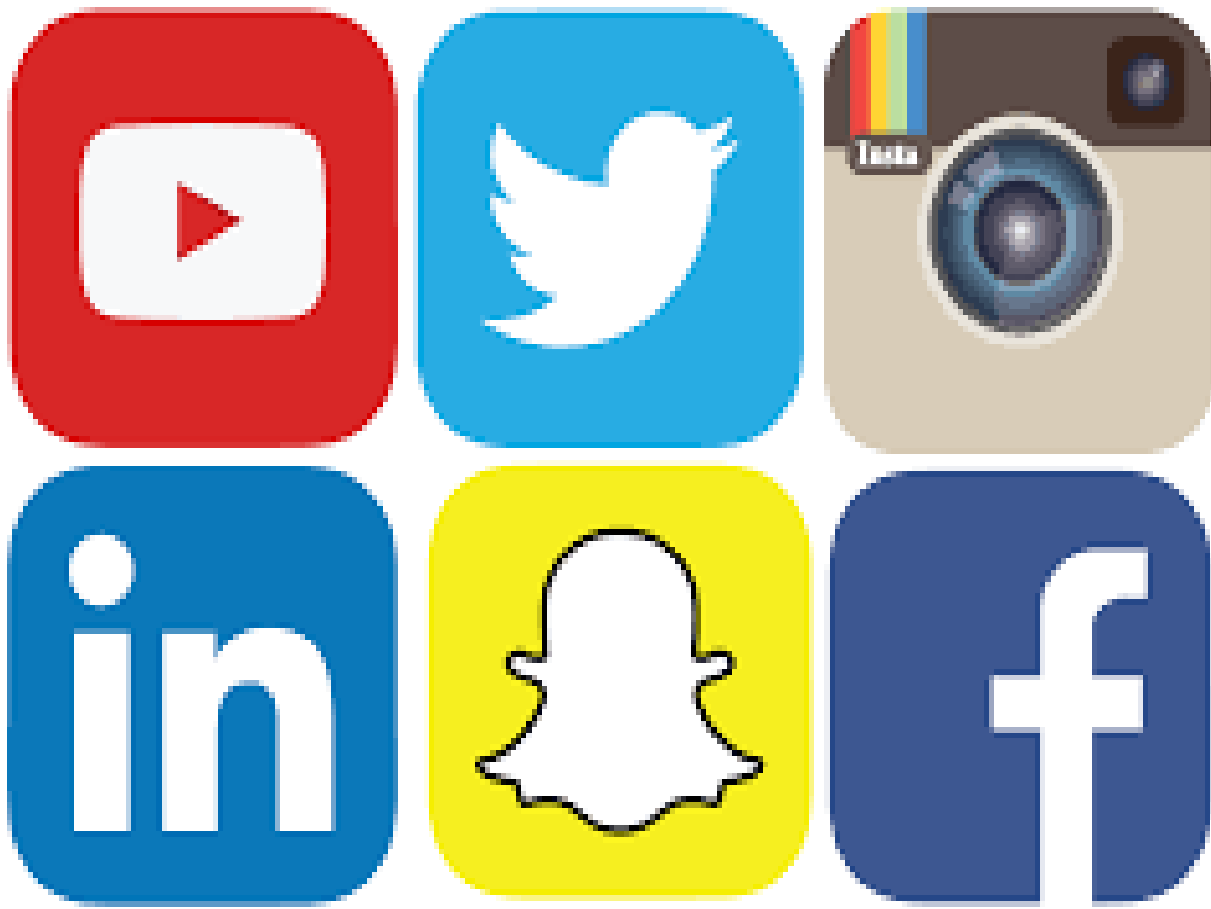
When you're tagged in a post, who do you want to add to the audience if they aren't already in it?

Friends

Edit

Who sees tag suggestions when photos that look like you are uploaded? (this is not yet available to you)

Unavailable



- Identifying Triggers - The 'Fung Shui' effect
- Social Scheduling - The Anti Calendar
- Brain Training - when learning is fun and life is interesting
- Social Media – Usage vs. Productivity, Mood vs. Mindset

- *“Outer order contributes to inner calm”* Gretchen Rubin, author, *The Happiness Project*
- What are your triggers?
- Tidy room, clean car, organised inbox?
- What allows you to feel that you are succeeding ?



- Make a realistic plan
- Set yourself up to succeed
- Reschedule and edit as necessary...life is what happens when you're busy making plans





- What is our most precious commodity?

Time to ourselves;

time when we choose our own activities and surroundings

- So, how do we focus on what time we have available, rather than the time we don't...?
- The Anti-Calendar...
- Highlight
- Prep and Schedule

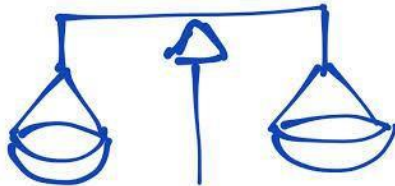


- When was the last time you learned something for fun?
- The benefits of learning for interest, rather than learning for obligation...
- Self esteem
- Talking point – among friends
- Interview skill – when asked for a fun fact
- Increased neuroplasticity

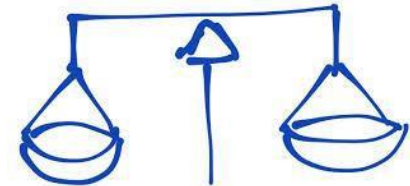


'The benefit that a person could have received, but gave up, to take another course of action'

Sleep



Social



Soul

StyleSavvy®

- Usage vs. Productivity
- Mood vs. Mindset



HOW MUCH TIME DO PEOPLE SPEND ON **SOCIAL MEDIA?**



AVERAGE DAILY TIME SPENT ON SOCIAL



YOUTUBE

40 MINUTES



FACEBOOK

35 MINUTES



SNAPCHAT

25 MINUTES



INSTAGRAM

15 MINUTES

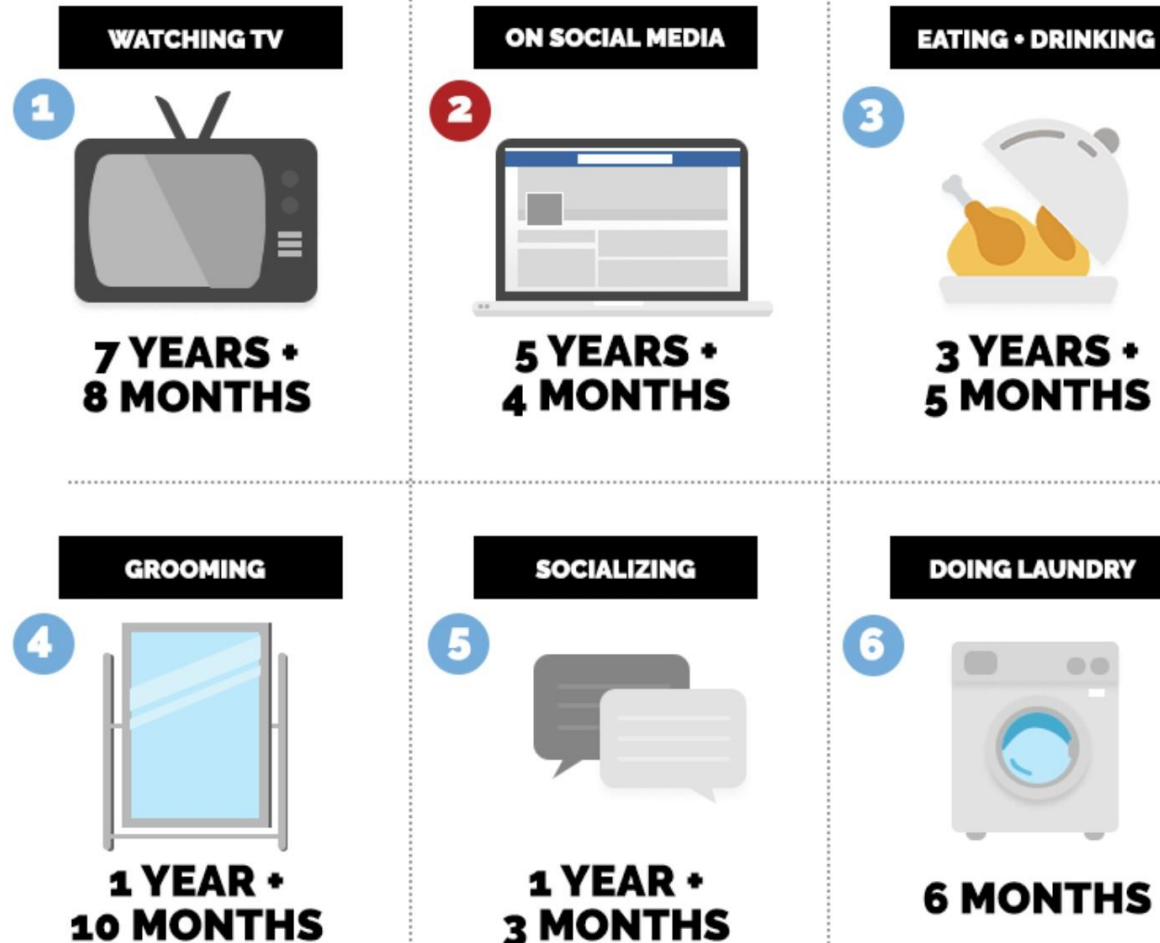


TWITTER

1 MINUTE

Source: Businessinsider.com

SOCIAL RANKED WITH DAILY ACTIVITIES



Source: Businessinsider.com

- Monitor your mood and your mindset when interacting with these platforms
- Are they markedly changed by a platform...before and after visiting?
- 2 factors:
 1. FOMO – Fear of Missing Out
 2. ‘The Cost of Caring’



- Creating a Professional Image = initial considerations
- Maintaining a Personal Brand = being consistent
- Sustaining a Workable Lifestyle = priorities and mindset

StyleSavvy's Success Secret:

→ Prioritise

→ Determine

→ Inform

→ Organise

→ Succeed

StyleSavvy®

