

## Suggestions for improving confidence

**Consistency of adviser / trainer:** In order to build trust, rapport and mutual understanding, it is crucially important that the same person deals with the customer. This may seem a simple point; however, the value of building a relationship with your customer will be crucial in gaining their trust.

**Empathy and understanding:** A customer-centred approach (where the customer makes the decisions) where you employ effective listening (link to Rapport Building) and empathise with the situation of your customer is an important step in relationship building. You should try to appear non-judgemental, open and positive.

**Reflecting on past experiences:** By encouraging your customer to reflect on past work, learning and personal experiences, confidence can be greatly enhanced. Often, individuals will remember skills and learning experiences that they had participated in, which they had either forgotten or felt were no longer relevant.

**Carrying out a skills analysis:** A simple skills analysis which encourages your customer to write down and list the different skills they have gained over their working / personal life can be a powerful tool in building confidence. It also helps them to see the skills they have that can be transferred from one job to another. (Link to Identifying Transferable Skills section) This visual representation helps them see the wealth of skills, knowledge and experience they have gained over a period of time.

**Preparing a CV:** (link to CV preparation subsection) The skills analysis exercise can also help your customer build a strong CV. For many, it will be the first time they have had to create one, so explaining the different types of CV, such as functional and skills-based, will be of real benefit to them.

**Job searching techniques:** (link to Job search subsection) You may find that some customers you deal with have recently left a job that they had been in for a number of years. It is, therefore, worthwhile establishing their knowledge of current recruitment practices. Explaining how to complete an application form for a position which has a person specification may be completely new, so spend the time to help your customer learn. Support in preparing for an interview (link to Interview preparation and techniques subsection) can also help build confidence.

**Identifying suitable learning opportunities:** (link to Training: The Basics sub section) Finding learning and development opportunities that meet the needs of the customer is crucial to developing confidence. The consequences of matching the customer with learning that does not suit their needs or interests can lead to complete disengagement.

**Suggesting volunteering:** Volunteering can provide a means of gaining new skills and helping help customer improve self esteem and develop confidence. A volunteering role provide a means of gaining new skills and and help build It

is worth suggesting your customer tries a volunteering role. Volunteering can help 50+ customers gain new skills and feel they are able to make a contribution, thus improving their self esteem and building their confidence.