YOUR EMPLOYABILITY NARRATIVE

Employability development is about engaging in a range of experiences and reflecting on those experiences to consider the learning gained from them and how they will guide future performance. The important next step is to bring all the learning together to realise your employability.

When you see the word 'experiences', they mean all the challenging and new situations that you have faced where you have learned something. Working part time in a café may be a more general experience and a key learning opportunity because of a whole bunch of things that you may experience. You may encounter challenging or new experiences during that part time job such as dealing with difficult customers, learning to make coffee, collaborating with your work mates, or managing your workload as a student and part time worker.

However, you are not just a series of experiences. What makes you employable is the sum of all your experiences which come together to form your overall employability. Think of your employability like a 'brand'. Every brand has its own narrative - or story - which incorporates all the elements that contribute to the brand, for example, aesthetics, performance, celebrity endorsements, popularity, or prestige. Therefore, when you choose to purchase one product over another, you are buying into a product's narrative.

Your employability also has a narrative.

In the career development literature, the term used is 'career narrative'. This is about using your experiences and understanding of your strengths to assist with career planning. The term is concerned with the 'story' you tell about yourself and how this relates to your career decisions.

In this context, the term ‘employability narrative’ is used to refer to how your experiences come together to create your individual employability brand. This brand should conceptualise who you are and what you have to offer an employer. It should include your learning from the experiences you have engaged with throughout your degree, defining moments that have contributed to your employability and your career aspirations, and your strengths and how they can add value to an organisation.