



THE NIDO COLLECTION

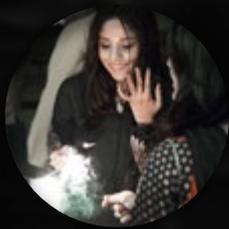
THE CAREER EDITION



MASTERING LINKEDIN

Read-up on 5 ways to immediately improve your LinkedIn profile.

on page 3.



FESTIVE GUIDE

Discover the best festive spots in London plus plan your New Year's Eve.

on page 8



SPECTATOR

All of the highlights from Halloween, Diwali and Movember.

on page 10.

CHANTAL CANTLE

[HEAD OF HUMAN RESOURCES AT NIDO]

With 16 years of experience under her belt, Chantal Cantle knows what it takes to have a successful career. As Head of Human Resources for The Nido Collection, we couldn't imagine anyone else introducing this month's Career edition.

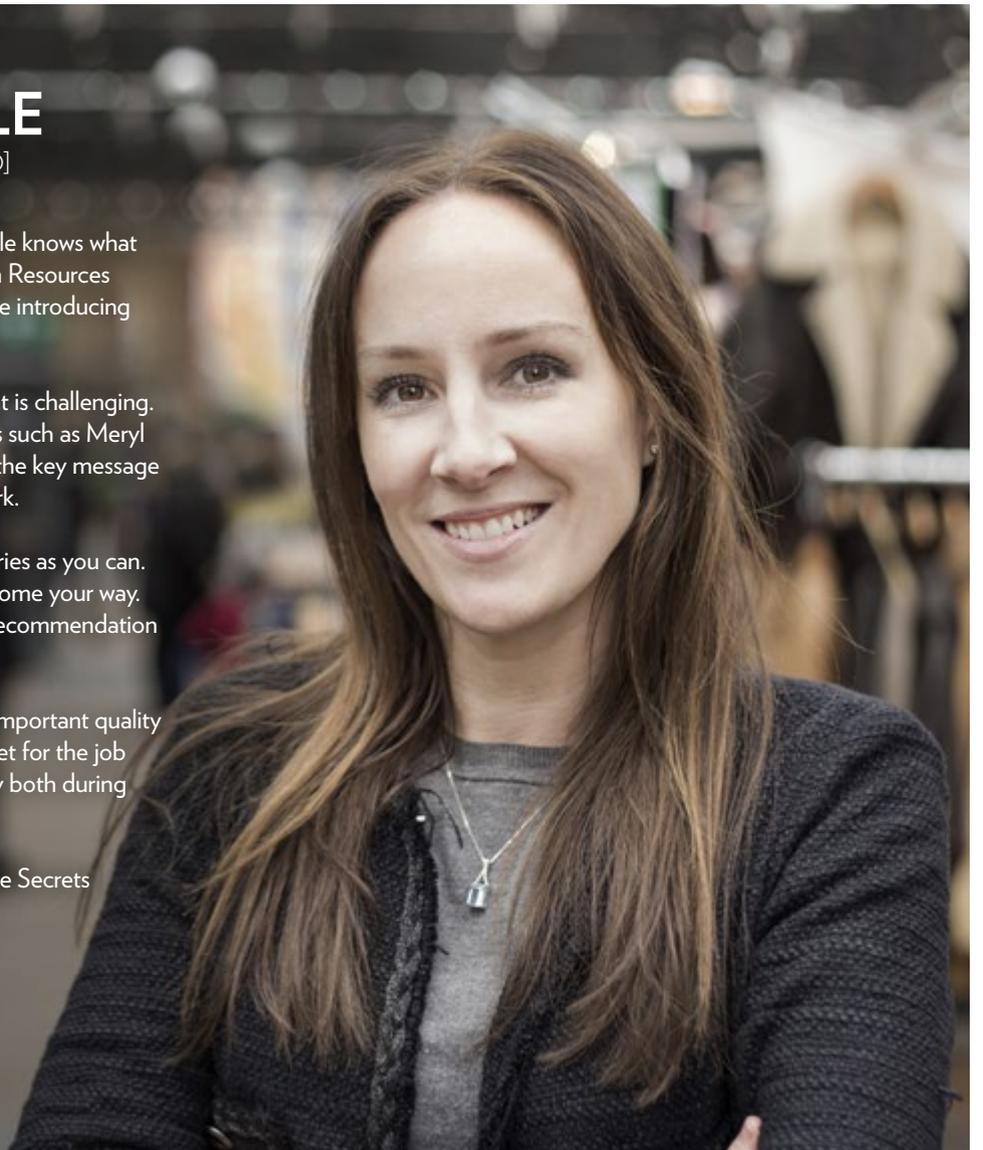
"Graduating from University and embarking on the job hunt is challenging. Having worked across numerous industries and companies such as Meryl Lynch, Marsh & McLennan and Standard Chartered Bank, the key message I can pass on from my experience is to network.

Meet as many interesting people in a wide range of industries as you can. By doing this, you'll be amazed at the opportunities that come your way. From my own experience, when recruiting in any industry, recommendation is the best tool for selection.

I've interviewed hundreds of people and the first and most important quality when hiring someone is whether they have a good skill set for the job and the second is all about personality. If you can convey both during the interview - you're hired.

For more tips on networking and interviewing, see the Secrets of a Headhunter article on page 4."

Chantal



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MASTERING LINKEDIN

LinkedIn is quickly becoming an employer and employee's best friend. Its networking, job hunting and profile capabilities outweigh anything else on the market. With over 100 million users, why wouldn't you use it? Here are a few tricks on how to make the most out of LinkedIn.

1. CONNECTING

When connecting with valuable and influential people on LinkedIn, use a personal introduction. Remind them of how and when you met by using the 'personal note'. This will make you personable and more importantly, memorable.

For quick connections with peers or classmates, skip the 'how do you know this person' step when inviting them to connect.

Click on the 'connect' button from the search results page, instead of the profile. No questions asked and you won't have to label the connection.

2. NETWORKING

Joining groups on LinkedIn is the best way to network. Statistics show that your profile is 5 times more likely to be viewed by others if you're active within groups. Being involved in groups also gives you permission to reach out to individuals and invite them to join your network plus you won't need a premium membership to connect.

3. JOB HUNTING

Job hunting can be tricky on LinkedIn especially if you're connected with people at your current company. If you are job hunting through LinkedIn, be aware that all of your connections have visibility of your activity broadcasts. These can be turned off through the 'privacy & settings' tab if you're not comfortable with having a live feed of your activity.

While you are searching, make sure to set-up daily or weekly email updates for all of your job criteria. That way LinkedIn does the research for you.

4. CUSTOMISE

Customise your profile. LinkedIn works the same way as a search engine does by picking up keywords, so when writing your profile, make sure to target 5 key skills/keywords you want to highlight. When including and repeating these keywords, your profile will become more searchable for companies looking for the same skill sets.

Customise your URL. Editing your URL in LinkedIn not only boosts your own brand awareness but looks much better on CV's and email signatures. We recommend changing the URL to your full name, keeping it simply yet efficient. Do this through the 'edit URL' function within your profile page.

5. EXPERIENCE

Don't include everything in the 'experience' tab. Strengthen your profile by adding projects, publications and volunteering experience to it. This gives you the opportunity to highlight specific experiences you'd like others to see. You can also add colleagues to each project created and customise the URL per project; making your profile more organised and searchable.

For more LinkedIn advice, keep a look out for upcoming workshops at Nido in the new year.



SECRETS OF A HEADHUNTER

Get comfortable because this could be the most important 5 minutes of your day. Understand what companies are looking for and learn how to amaze in an interview. This is the key to landing THE job.

Meet Kelly Scott, Head of Commercial Practice at True North Executive Search. Kelly's role is to place candidates in a multitude of industries from mainstream blue chips, tech start-ups, and hospitality to banking and entertainment industries. The goal is connecting people to their dream job.

Like many of us, Kelly wasn't always sure what she wanted to do. Coming out of the University of Gloucestershire, she entered into a graduate programme in order to help find her career direction. As a result of this programme, her path became clear and she entered head first into sales. A year ago, after almost 15 years in commercial sales, Kelly took on a new role in headhunting and hasn't looked back since.

A huge part of Kelly's role is relationship building and networking with potential and existing candidates and clients. She expresses that networking is a crucial part of the job-search process at any stage in someone's career.

"My advice for networking is to connect with as many people as possible. Start with your classmates, lecturers and professionals you meet via internships. Look to your desired industry for further networking opportunities like career fairs, industry talks and target key figures within the sector. People like to help so don't be afraid to ask."

Kelly explains that the key to marketing yourself well during a job search is having a great CV and utilising LinkedIn. Even though it does not replace a CV, LinkedIn can be an incredibly useful tool for increasing the visibility of yourself to potential employers and candidate hungry headhunters.

Here are a few of Kelly's LinkedIn tips for attracting the right attention:

TIP 1. HEADSHOTS:

Use a headshot which will show off the professional qualities employers are looking for. Avoid any holiday or group photos.

TIP 2. KEYWORDS:

Think about the keywords which are likely to appear in your aspiring job's description and use them in your LinkedIn profile. This will make you more searchable to your desired audience.

TIP 3. PLATFORM:

Remember that while LinkedIn is widely used in the UK; mainland Europe uses an alternative version called Xing.

Kelly interviews numerous candidates a day and stresses that the key to a successful interview is preparation. Having worked with a vast range of industries, she's come to understand that companies look for proactive people. Displaying in an interview that you're able to see the bigger picture and that you've proactively researched the company, shows your desire for the role and ambition as a candidate.

Prior to the interview, Kelly advises to:

"Ask for a copy of the job description and research the key skills required and examples for each point. You should also investigate the 'company purpose' or mission statement as this will help you understand what kind of behaviours you will need to show during the interview."

As part of her business development role, Kelly researches new potential companies, their corporate culture and meets with their employees. It's important for her to understand how each company works in order to find the right candidate to fit with the culture. Kelly recommends that you do the same before an interview or prior to accepting a position within the company.

"Try to speak to an existing employee who can tell you about the culture as this will provide some of the most valuable insight about the role you're interviewing for and remember that the company needs to be a right fit for you too."

Kelly often puts people in contact with existing employees for this reason so don't be afraid to ask your headhunter or the company's Human Resources department. Alternatively, asking the right questions during the interview can help to gain clarity. Questions about career progression, company growth and employee turnover can give you a good insight.

Unfortunately, in the majority of cases there is only one role available. Part of Kelly's role involves delivering the bad news. She explains that,

"Being unsuccessful at a job interview is a reality at some point in your career. Finding out what went wrong and asking for feedback can be helpful in making the right changes in order to be successful next time around. Having the ability to learn from your mistakes and improve is the difference between being successful and not."

As part of our Career series, Kelly will be hosting a CV workshop for residents in the new year. Stay tuned to the Nido LinkedIn page as event details will be announced in the coming months.



CAREER SERIES

We've created a full schedule of career focused events this year. From CV Workshops to Powerful Presenting, our seminars are designed to prepare you for a prosperous career. Network with industry experts in your field, learn key entrepreneurial skills and challenge ideas like the power of content in business.

See our Facebook page or speak to our Events Team for information on upcoming career series plus event photos.

www.facebook.com/NidoStudentLiving



KYLE EICK

[ASPIRING AEROSPACE ENGINEER AND NIDO SPITALFIELDS RESIDENT]

WHERE IS HOME FOR YOU?

I was born in Des Moines, Iowa USA but I call a lot of places home. I attended High School in Bismarck, North Dakota, spent 6 months in Delft, The Netherlands while studying abroad and worked in Hsinchu, Taiwan for 3 months for my undergrad research project.

SO WHAT BROUGHT YOU TO LONDON?

I'm studying a Master of Science in Aerospace Engineering at Queen Mary University of London.

THAT'S QUITE A DEGREE. WHAT INSPIRED YOUR INTEREST IN AEROSPACE ENGINEERING?

From a young age, I've always liked to tinker with things so I knew I was destined for engineering. It wasn't until High School that I found my passion for Aerospace Engineering. Competing in The National Rocketry Competition in Washington D.C. is what opened my eyes to aerospace. I go back every year to see old friends and to see what the next generation are developing.

HAVE YOU EXPERIENCED A DEFINING MOMENT IN YOUR CAREER SO FAR?

I think my defining moment would have been when I was selected for NASA's prestigious Propulsion Academy last year. I was one of 12 people selected from 1,200 applicants.

I never thought I would actually get chosen for the programme. When applying, we were given a deadline of 4pm. On the day of the deadline, I was still editing my essay at home in Iowa. I suddenly realised that the deadline time was in Eastern Standard Time which was 4 hours ahead of Iowa time, meaning I had 30 minutes to complete the assignment. It was a close call but thankfully I got it submitted in time.

YOU'VE MET A LOT OF INTERESTING PEOPLE. WHAT'S THE BEST PIECE OF ADVICE YOU'VE EVER RECEIVED?

A retired astronaut and guest lecturer during my undergraduate degree at Iowa State University said that the most important thing in life is to develop and protect your reputation.

EVERYONE FAILS AT SOME POINT IN THEIR CAREER. HOW HAVE YOU DEALT WITH FAILING AND OVERCOME IT?

I was selected to be a group leader of a design project for Boeing. I struggled with managing the group dynamic and was asked to step down as group leader. Unfortunately group politics are unavoidable but I learned not to undervalue the importance of a team, as with different personalities come new ideas.

RECOMMENDED READING

See a few of our recommended reads for embarking on your job search. Let us know your favourite publications on www.nidostudentliving.com/blog/recommended-reading



[BOOKS]

There are thousands of books on CV and portfolio creation, interviewing and gaining career success. We've skipped over these and recommend a few which will help to analyse your skills in and outside of the boardroom. Two New York Times Best Seller must reads are *Quiet* by Susan Cain and *Thinking Fast and Slow* by Daniel Kahneman.



[INDUSTRY PUBLICATIONS]

Every industry offers specific publications, it's just about finding them. The more you know about your sector, the better prepared you are when it comes to internships, interviews and career progression. A few of our recommended reads are *Computer Arts* for design, *The Edit* for fashion and *Forbes* for finance and investment.



[BLOGS]

Take your pick from the millions of blogs out there. Whatever the industry, you'll be able to find someone talking about it. From fashion and tech to medicine and dancing. Blogs can be informative and inspirational. Some of our favourites are: *Career Sherpa*, *Brazen Life*, *The Branding Muse* and *Undergrad Success*. If listening is more your thing, check out your University or Monster podcasts.



[SOCIAL MEDIA]

Use social media as a quick reference. This allows you to stay up-to-date with industry or company happenings quickly and efficiently. This is a great way of understanding a company, staying up to date on vacancies and networking with important individuals. If you're making contact, make sure you've got something to say and it's the right platform for it.



THE UPSIDE OF FAILURE

FAILURE: a person or thing that proves unsuccessful.

The definition is clear but does failure have to be negative in this day and age?

We asked 3 successful professionals how they've dealt with failure and if it's something to be feared. See what they said.

"If you don't make mistakes, it shows you're not pushing yourself or doing things differently, you're just replicating things that have been done before. I don't actually like calling it failure, it's about learning from your mistakes and finding new opportunities."

SABAH NAQUSHBANDI

[GLOBAL HEAD OF MARKETING FOR MR. PORTER]

"Success and failure are part of life, whether it's associated with work or your personal life. You need to learn from mistakes and play up to your strengths. Do this by seeking out a mentor who can give you objective feedback and career advice."

CHANTAL CANTLE

[HEAD OF HUMAN RESOURCES AT THE NIDO COLLECTION]

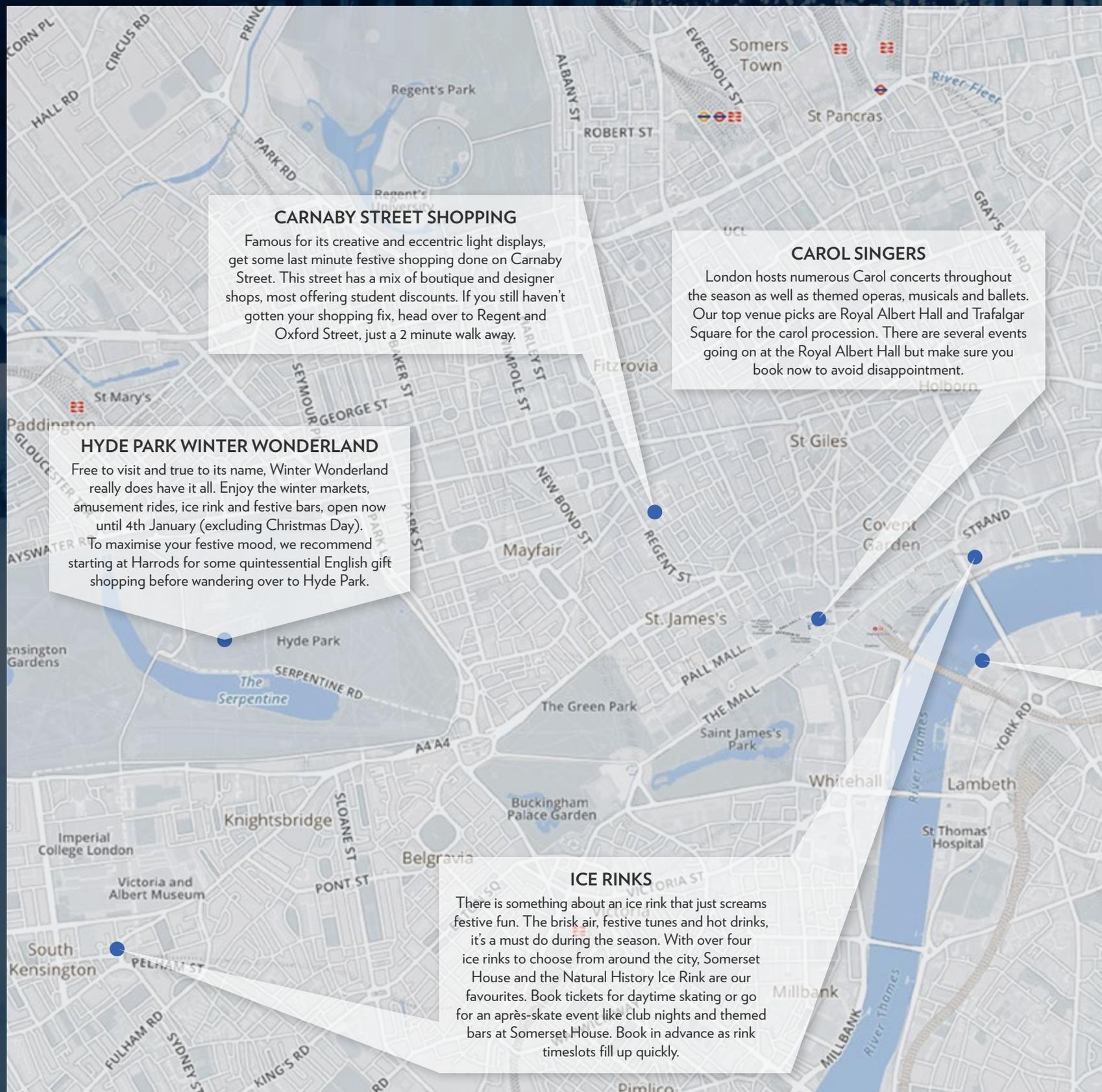
"Receiving a 'no' for a position is not a personal thing as it can sometimes just mean 'not now'. Failing is part of reality but the key is not to take rejection personally. Confidence and preparation are key when interviewing. Research, rehearse, video practice and reviewing with others will give you the confidence you need when entering your next interview."

KELLY SCOTT

[HEAD OF COMMERCIAL PRACTICE FOR TRUE NORTH EXECUTIVE SEARCH]

WHERE TO GO THIS DECEMBER

WHETHER YOU'RE STAYING IN TOWN THIS SEASON OR HEADING HOME FOR THE HOLIDAYS, MAKE SURE TO MAKE THE MOST OF OUR FULL GUIDE TO DECEMBER IN LONDON



CARNABY STREET SHOPPING

Famous for its creative and eccentric light displays, get some last minute festive shopping done on Carnaby Street. This street has a mix of boutique and designer shops, most offering student discounts. If you still haven't gotten your shopping fix, head over to Regent and Oxford Street, just a 2 minute walk away.

CAROL SINGERS

London hosts numerous Carol concerts throughout the season as well as themed operas, musicals and ballets. Our top venue picks are Royal Albert Hall and Trafalgar Square for the carol procession. There are several events going on at the Royal Albert Hall but make sure you book now to avoid disappointment.

HYDE PARK WINTER WONDERLAND

Free to visit and true to its name, Winter Wonderland really does have it all. Enjoy the winter markets, amusement rides, ice rink and festive bars, open now until 4th January (excluding Christmas Day). To maximise your festive mood, we recommend starting at Harrods for some quintessential English gift shopping before wandering over to Hyde Park.

ICE RINKS

There is something about an ice rink that just screams festive fun. The brisk air, festive tunes and hot drinks, it's a must do during the season. With over four ice rinks to choose from around the city, Somerset House and the Natural History Ice Rink are our favourites. Book tickets for daytime skating or go for an après-skate event like club nights and themed bars at Somerset House. Book in advance as rink timeslots fill up quickly.

FESTIVE FUN AROUND TOWN

London is one of the best places to be during the festive season. From winter markets to ice rinks and festive shopping, let our map guide you through the holiday season in London.



COLUMBIA ROAD FLOWER MARKET

If you're on the hunt for a Christmas tree or wreath this year, Columbia Road Flower Market is the place to go. Only open on Sundays, Columbia Road gets packed with Christmas tree vendors and flower stalls. Enjoy the evergreen scents while listening to the street buskers play out your favourite festive tunes. Free entry but bring cash as you won't leave empty handed.

SOUTHBANK WINTER FESTIVAL

Wrap-up before heading to this open-air market. With stalls in traditional wooden chalets, enjoy the skyline views, warming drinks and unique gifts. It's free to roam but make sure to bring cash as most stalls won't accept credit card. The Southbank will also be hosting musical and choral events throughout the season, see their website for more information.

CELEBRATING NEW YEARS EVE IN LONDON?

See what's going on in and around London on New Year's Eve and start planning your night out.

[FIREWORKS ON THE THAMES]

Join over 50,000 people on London's Southbank to ring in the New Year. Presented by the Mayor of London, this fireworks display set against the London Skyline is one of the biggest in the world. Celebrations carry on until 12:45am with a live DJ set. Tickets cost £10 and are available now.

[WINE & DINE WITH A VIEW]

Enjoy a quieter evening with some fine dining at one of London's many top restaurants. Book a table with a view at Duck & Waffle, the Shard or the Oxo Tower to enjoy some fine food and fireworks. Make sure to book a reservation now as tables go quickly.

[CELEBRATE WITH THE BEST VIEW IN LONDON, AT THE KITCHEN]

Stay in and sip champagne from the 32nd Floor of Nido Spitalfields. Get 360 degree views of London's firework displays without the crowds and cold weather. Seating is limited and booking is mandatory. Email nido@bennetthay.co.uk to reserve a table.

[DJS, DANCING AND STROBE LIGHTS]

New Year's Eve is one of the biggest club nights of the year. This year there are heaps of club events planned in a range of locations from the O2 to secret candlelit locations. Alternatively head to one of the more well-known clubs for special DJ sets such as Cargo, KOKO or Fabric. Booking is recommended.

[COMEDY CLUBS AND CULTURE]

If fireworks or clubs aren't your thing, book an evening show. From comedy clubs to West End shows, most venues put together a New Year's Eve package lasting well into the night. Check out the Timeout website for events around London, booking details and pricing.

SPECTATOR

[ALL HALLOWS' EVE]

Halloween saw all 3 Nido residences unite at Spitalfields with make-up artists, canapés, apothecary cocktails and our resident DJ. The After Party was spent at Libertine Club with dancing into the early hours.



BEST MAKE-UP OF THE NIGHT



LIZA AND ANNA SHOW THEIR HALLOWEEN STYLE



SPITALFIELDS RESIDENTS ENJOYING THE EVENING



THE SKELETONS OF NOTTING HILL



THE LADIES OF SPITALFIELDS GATHER TOGETHER



MERYAN PREPARES FOR THE PARTY



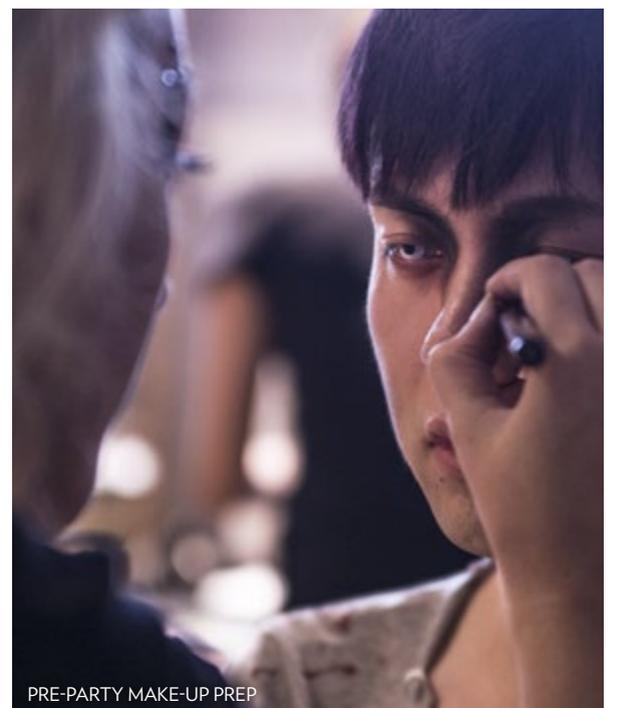
THE CIRCUS OF NOTTING HILL RESIDENTS



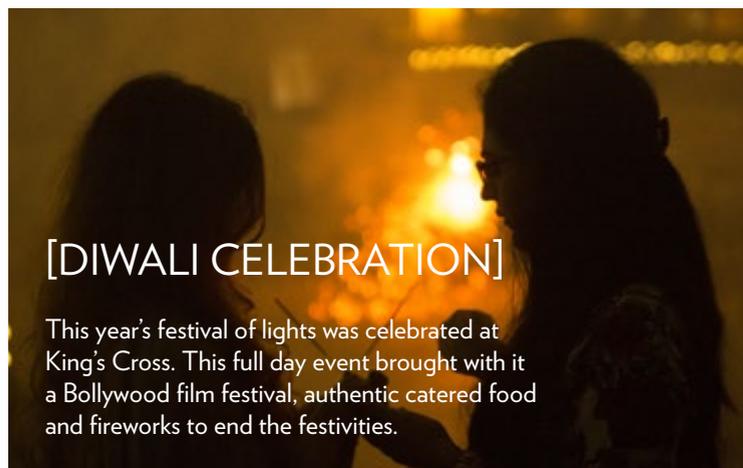
ANOTHER SCREAM SEQUEL?



A CORPSE BRIDE AND A MUSICIAN



PRE-PARTY MAKE-UP PREP



[DIWALI CELEBRATION]

This year's festival of lights was celebrated at King's Cross. This full day event brought with it a Bollywood film festival, authentic catered food and fireworks to end the festivities.



LIGHTING SPARKLERS TO CELEBRATE



VIRAL AND SAIYAM SMILE FOR THE CAMERA



MALVIKA AND GARIMA ENJOY THE EVENT



VASUDHAA AND POORVI POSE FOR A PHOTO



NIDO KING'S CROSS RESIDENTS PREPARE FOR THE FIREWORKS



THE LADIES OF KING'S CROSS ENJOY THE FIREWORKS.



[MOVEMBER SOCIAL]

This Mexican Movember Social was hosted by King's Cross and saw sombreros and 'stashes galore. All in support of Cancer Research.



TOO MUCH 'STASH?



SNEH AND HARISH ARE PHOTOBOOTH READY.

JOB HUNTING BY NUMBERS

Graduating from university and entering into the working world can be a daunting transition. Find out what people don't tell you at University about CV writing, job hunting and interviewing.

CV



92% of shortlisting decisions are made solely on the contents of your CV.

engineering

SPELLCHECK YOUR CV:

1 spelling or grammar mistake and your CV will be thrown away immediately.

To avoid this, ask at least 2 people to review your CV, they'll find mistakes you may not have.



5-7 seconds is the average time spent looking at your CV so make sure it stands out.

Attract attention by including keywords that are relevant to the role in the introduction paragraph.



76% of CVs are ignored if your e-mail address is unprofessional.

Creating a separate account will allow you to track important emails from your professional email address.

JOB SEARCH

SOCIAL MEDIA & JOB SEARCHES

85% of hiring managers will check you out on LinkedIn 

44% of employers look at Facebook profiles of potential hires 

27% of employers check out job candidates actively on Twitter 

The average job search lasts **18 weeks**



If you're starting to lose your confidence, look into CV workshops or seminars for a pick-me-up.

Start networking and get a referral. **8.6 out of 10** employers surveyed ranked referrals as the best source for quality job candidates.



Begin connecting with the 106 different nationalities in your building.

INTERVIEW



33% of 2,000 bosses surveyed claimed that they know within the **first 90 secs** of an interview whether they will hire someone.

With less than 2 minutes to prove yourself, practice out-loud what you're going to say before you get there.

TOP 3 QUESTIONS YOU'RE MOST LIKELY TO BE ASKED

- 1** TELL ME ABOUT YOURSELF
Create a strong 2 sentence opener to avoid rambling.
- 2** WHY DID YOU LEAVE YOUR LAST ROLE?
Keep this short and sweet. Focus on the positives.
- 3** WHAT DO YOU KNOW ABOUT OUR COMPANY?
Make sure you do your research.

TOP NONVERBAL MISTAKES MADE AT A JOB INTERVIEW:



67% failure to make eye contact



38% lack of smile



33% back posture



21% crossing arms over their chest