

Using video and storytelling to increase employability skills



By Clive Robertson

Video can be used to enhance the processes of gaining employment. It can change the way people engage with prospective employers, via Video CV or online interview, it can be used as a training tool to improve a candidate's performance.

Video can also be used creatively to enhance a person's employability. Participatory Video and digital storytelling can be used to work with people (particularly those who are vulnerable or face additional challenges) to improve confidence and a wide range of communication and storytelling skills. Video can act as a process to engage with a form of personal branding using participatory videos' ability to explore issues and identify ways forward or digital storytelling's approach to building a narrative or personal story.

Participatory Video can help people understand what they have to offer, encourage motivation and build confidence. Participatory Video can help develop and identify a wide range of skills in participants which are highly valued by employers.

Employment skills can generally be described as falling into three categories; transferable skills, hard skills, and soft skills. Work experience and hard skills stated on the CV help get an interview. The soft skills may successfully land the job.

Transferable skills include the ability to motivate others or deal with obstacles and crises. They may include skills learned from life experience or in past employment that can be applied apply to other jobs, e.g. able to meet deadlines, multi-tasking, managing staff, problem solving, creative thinking etc.

Hard Skills are generally learned and may include some type of certification. They are specific, teachable abilities relevant to a specific job, e.g. an accountant's skills might include financial planning, budgeting and financial reporting. More general hard skills could include First Aid, knowledge of computer software programs, catering knowledge, etc.

Soft or adaptive skills include being flexible and able to adapt to changing situations. They also include personality characteristics such as: team player, honest, reliable, flexible, motivated, etc.

Online training videos highlighting skill development can also help people look at their skills and help develop an idea of what they have to offer.

For example the video 'Employability Skills - All Eight Skills' by [Andrea Evans-McCall](#) aimed at people with learning disabilities explores how young people benefit from having opportunities to learn about working, to develop the skills they need to succeed in employment and build self-efficacy and self-belief. Where this is done well there are benefits for the individual in increasing their employability and for employers in helping them recruit.

<https://www.youtube.com/watch?v=vGjNI16pxn8>

Some skills can be measured but others are much more difficult to quantify. It's clear however that using video methodologies can successfully be used to impact on the participants skill levels.

For more information on how video can be used in skill development contact:

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