

### ACTIVITY 2.3.3



To meet an employer's needs you have to know the business they are in. Developing specialist knowledge of sectors such as retail, construction, or financial services is a key factor in successful employer relationships. Having job brokers (staff) who know the relevant industry, the skills it needs and the industry "jargon" will instil a sense of confidence and give them the key. This means having professional staff that can learn quickly, or employing people with direct industry experience.

What are the key business sectors that could be managed by your capabilities? Why? What are their main needs and expectations that could be addressed by your services? Write down here the main points of interest to you together with any ways that "specialist knowledge" of sectors may impact on your work as a Job Broker. Discuss your thoughts with your group members.