

Study 2022

APPLYING FOR JOBS WHILE UNEMPLOYED.

**Application training for jobseekers.
What works well? What can be improved?**

WORKING ON YOUR APPLICATION SKILLS WHILE YOU'RE UNEMPLOYED? MAKES SENSE.

APPLYING FOR A JOB FOR THE UMPTEENTH TIME AND GETTING A REJECTION CAN BE DEMORALISING. AFTER SO MANY REJECTIONS, FEELINGS OF SELF-DOUBT AND MOSTLY COMPLETELY UNFOUNDED FEARS KICK IN. THAT'S WHY IT'S GOOD TO BE PERFECTLY PREPARED FOR THE APPLICATION PROCESS. BUT THIS IS PRECISELY WHERE MORE WORK IS NEEDED, ACCORDING TO THE RESULTS OF THE LATEST STUDY BY IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES.

The importance of job application training is widely acknowledged. Although the majority consider themselves to be well prepared for the application process, application training is considered important. Almost 63% are generally motivated to undertake such training. And that's despite the fact that 83.4% indicate that their applications are already very carefully prepared. This shows that many jobseekers are willing to work on their skills and their application.

Almost all respondents who have already undertaken job application training stated that the first priority during training was rewriting their CV. However, when it comes to personal needs, targeted preparation for an interview is much more important for successful application training than rewriting your CV and cover letter. And preparation for salary negotiations is also desired more often than it is actually offered in job application training.

When it comes to the added value that job application training should offer, job seekers particularly want more assurance and self-confidence. Only then is the actual preparation for the interview and the prospect of a concrete position or job placement mentioned.

Many job application training courses are not tailored enough. Only one in ten respondents is very satisfied with the job application training they have completed. 46.6% are fairly or very dissatisfied. Almost half were not able to apply what they had learned. This is partly due to the discrepancies between the required course content and the content actually discussed during job application training.

Our conclusion: In order for job application training to be considered a success, it must first and foremost teach greater assurance and self-confidence and prepare participants for real-life job application situations. In a direct comparison, optimising applications is less important than strengthening soft skills. Application training should therefore focus on individual coaching rather than general training.



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JOB APPLICATION TRAINING IN UNEMPLOYMENT.

FOUR IMPORTANT TAKEAWAYS.

**ONE IN TWO HAS
ALREADY UNDERTAKEN
JOB APPLICATION TRAINING.**

53.5%

have already completed
job application training
or are in the process
of doing so.

78.3%

feel generally well
prepared when it comes
to applying for jobs.

**MANY ARE PREPARED FOR
THE APPLICATION PROCESS.**

62.6%

are fairly or very
motivated when it comes
to application training.

**MOTIVATION FOR JOB
APPLICATION TRAINING
IS GENERALLY HIGH.**

53.5%

are fairly or very satisfied
with the job application
training they have
already completed.

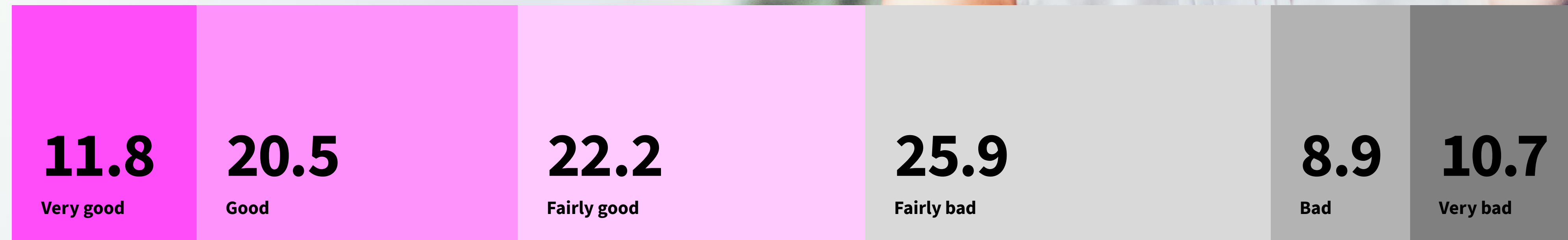
**ONLY HALF ARE
ACTUALLY SATISFIED.**

FACTS ABOUT JOB PROSPECTS AND APPLICATIONS.

CONFIDENCE PREVAILS.

Slightly more than half of respondents (54.5%) see their prospects for a new job as positive. This is in contrast to 45.5% who rate their chances as fairly poor to very poor.

How do you rate your prospects for a (new) job in general? In %



54.5

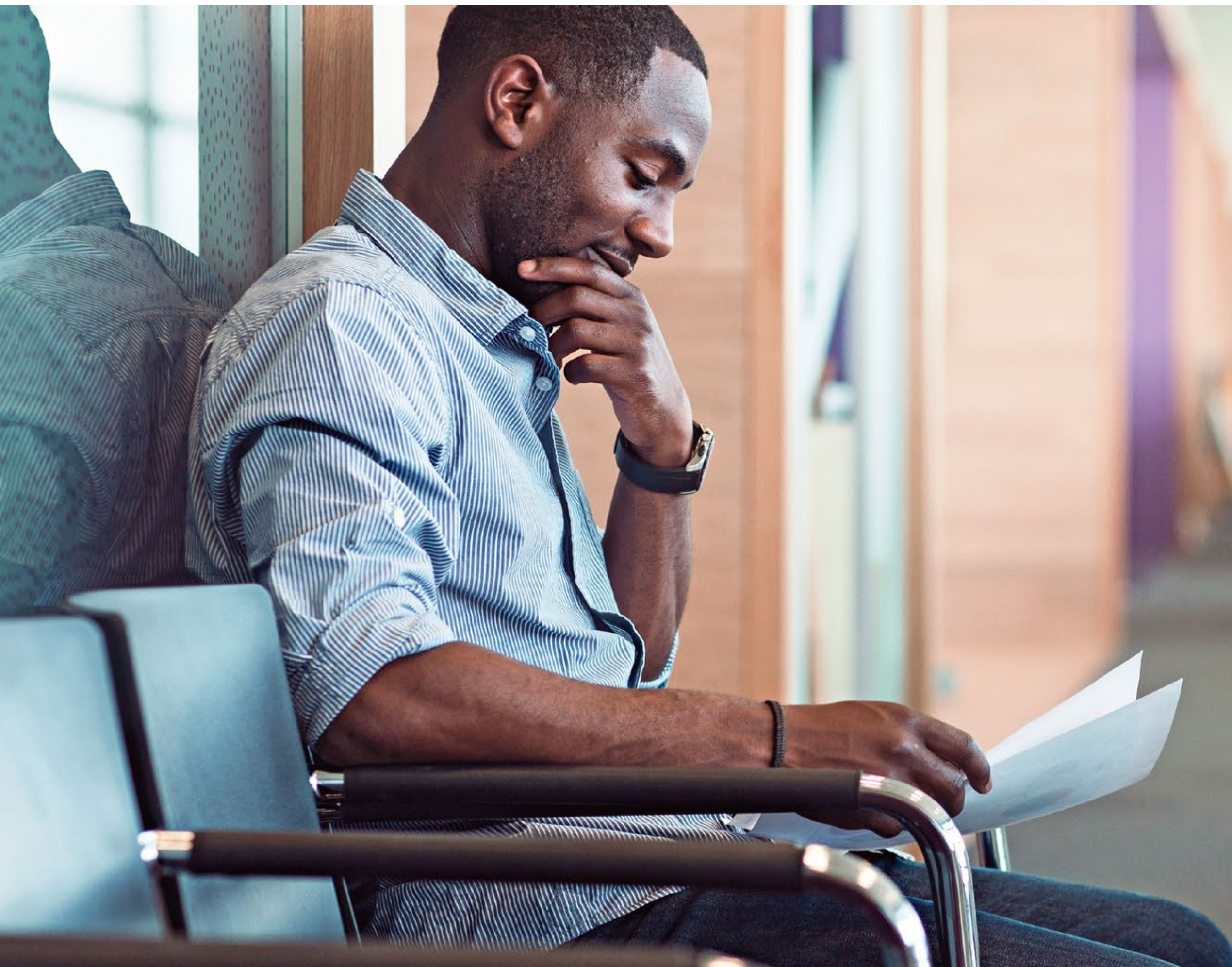
45.5

WELL PREPARED FOR THE FUTURE. AND FOR JOB APPLICATIONS.

In general, the jobseekers interviewed consider their preparations to be positive – especially when it comes to well-written applications and the application process itself.

To what extent do you agree or disagree with the following statements?

In %: top 3 box on a scale of 1 to 6 (strongly agree / agree / somewhat agree)



74.7

“I feel very confident about my strengths and skills.”

78.3

“Generally speaking, I feel well prepared for the application process.”

73.3

“I feel confident in my communication and how I come across.”

83.4

“My application documents are very well written.”

EXPECTATIONS OF JOB APPLICATION TRAINING.

MORE SUCCESS

WITH APPLICATIONS.

**MOTIVATION FOR JOB APPLICATION TRAINING?
TENDS TO BE HIGH.**

When it comes to job application training, just under 63% of respondents are generally motivated. However, almost one in ten are also very unmotivated to complete job application training.

How would you generally describe your level of motivation in relation to job application training? In %

37.4

Rather unmotivated / unmotivated / very unmotivated

62.6

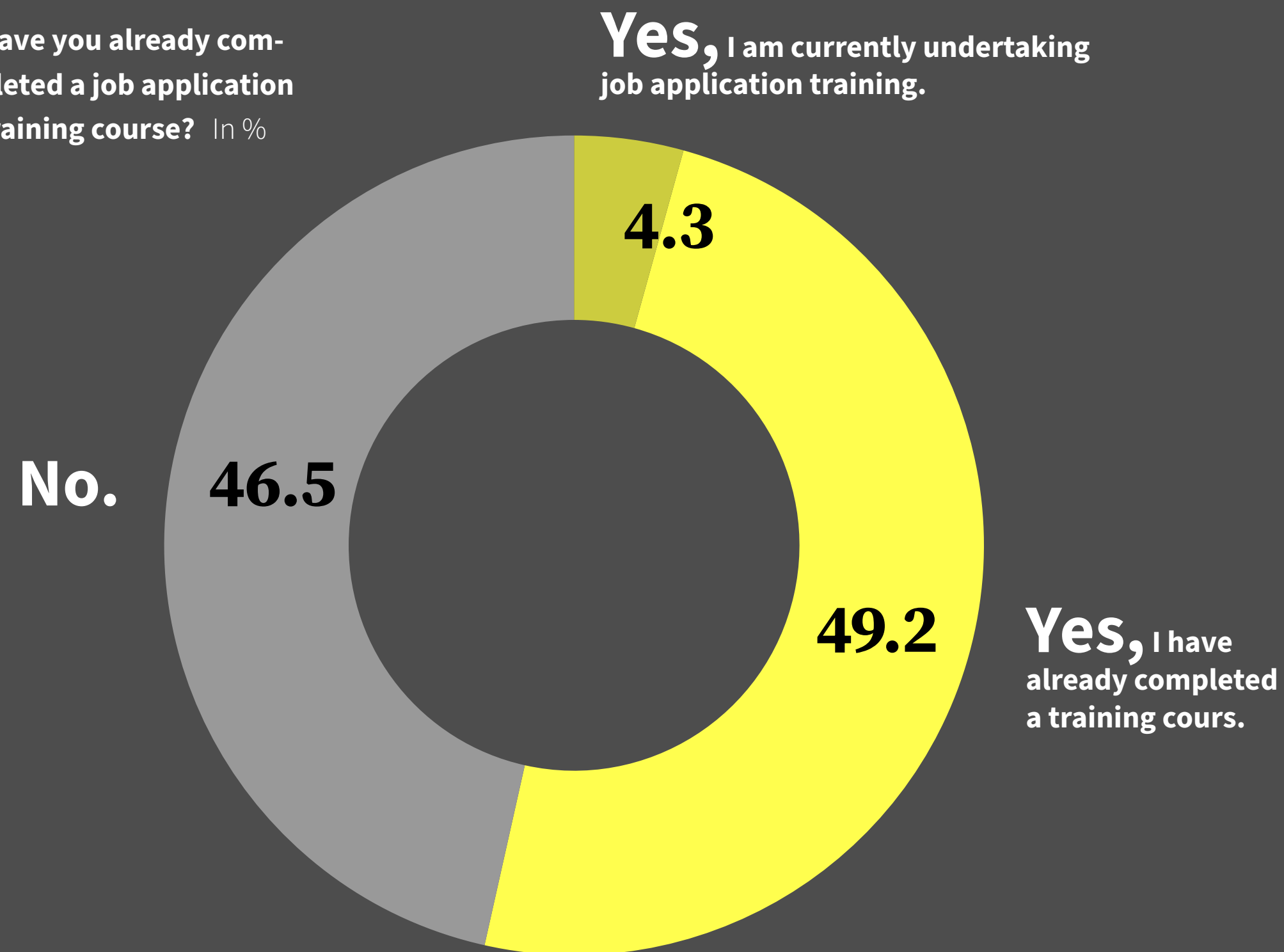
Very motivated / motivated / fairly motivated



WHO PARTICIPATES IN JOB APPLICATION TRAINING?

More than half of the jobseekers surveyed have already completed job application training or are in the process of doing so. The other half have not yet undertaken any training. More than half of these do not intend to undertake job application training in the near future.

Have you already completed a job application training course? In %



WHO PAYS FOR THE JOB APPLICATION TRAINING?

85.3%*

of respondents state that the job application training was financed by an employment agency / job centre.

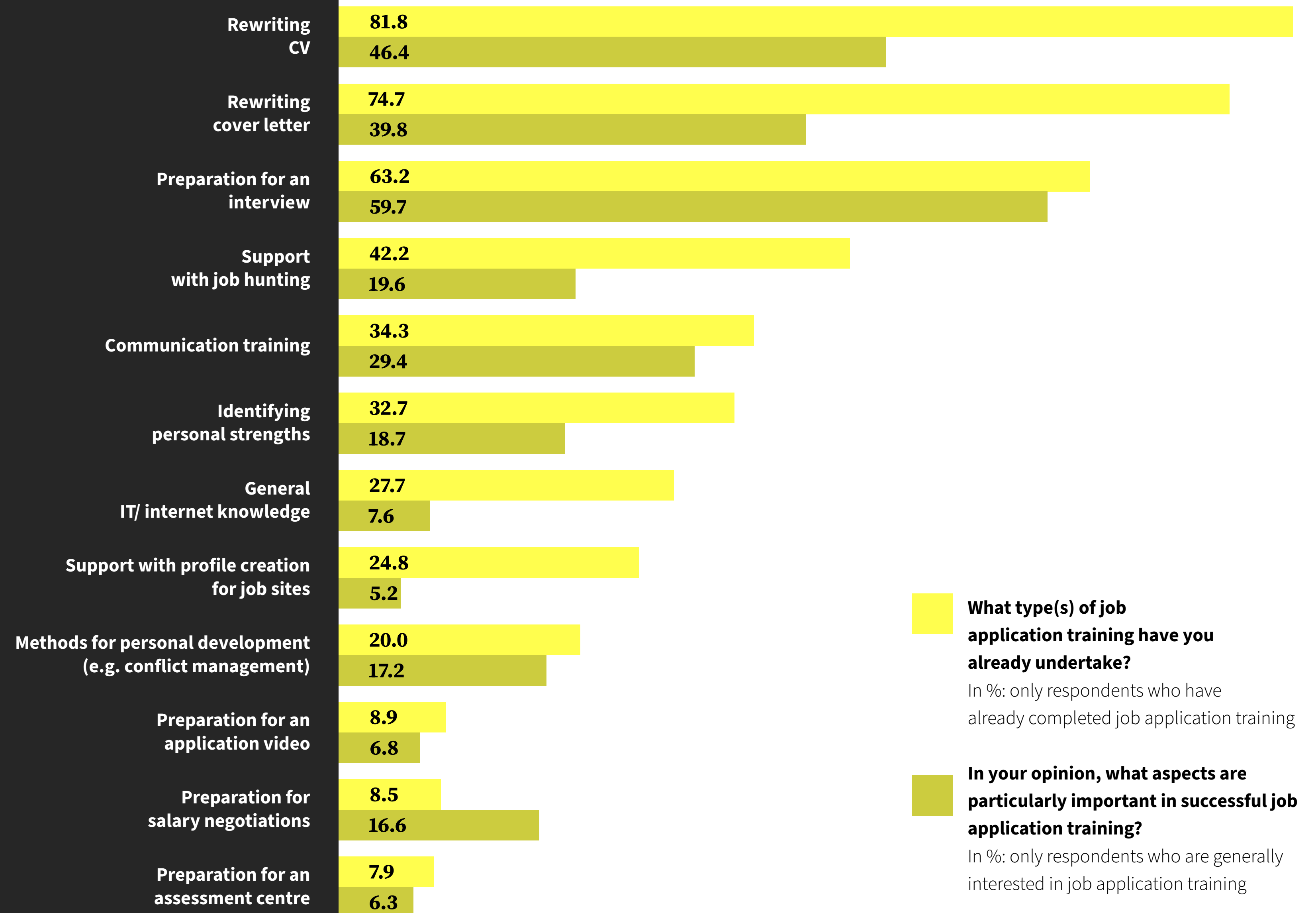
* Was the job application training financed by an employment agency / job centre?

Only respondents who have already completed job application training

CONTENT OF THE JOB APPLICATION TRAINING COURSE: THE FACTS ONLY PARTLY MATCH EXPECTATIONS.

Rewriting the CV and cover letter are the most frequently mentioned aspects covered in job application training. Preparation for interviews was only mentioned in third place by the respondents.

However, almost 60% of respondents think that preparation for a job interview should be taught. Rewriting their CV or cover letter comes secondary to this.



What type(s) of job application training have you already undertake?
 In %: only respondents who have already completed job application training

In your opinion, what aspects are particularly important in successful job application training?
 In %: only respondents who are generally interested in job application training

THE ADDED VALUE? MORE (SELF-)ASSURANCE.

More assurance and self-confidence are the most frequently mentioned aspects when it comes to the added value of job application training. Then comes good preparation for a job interview or the possible prospect of employment.

What do you expect from job application training, or what added value does job application training have to offer you in order for you to consider it a success? Open question; grouped; top 10 answers; only respondents who are generally interested in job application training



“

After long periods of unemployment and/or having numerous job applications rejected, gaining self-assurance and self-confidence in job application situations is a key factor in ensuring jobseekers do not give up despite the many obstacles and the prospect of further rejections.”



Prof. Dr Immanuel Ulrich
Professor of Higher Education Didactics and Psychology at IU International University of Applied Sciences

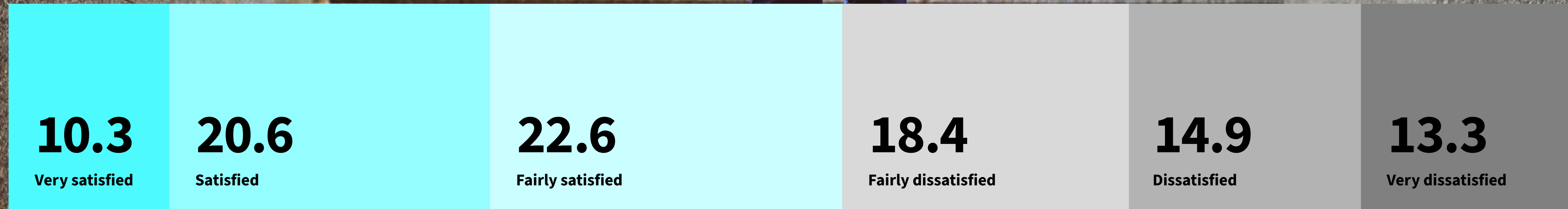
EXPERIENCE OF APPLICATION TRAINING.

STILL ROOM FOR IMPROVEMENT.

When it comes to satisfaction with job application training, the respondents are divided into two camps. Half tend to have a more positive attitude, the other half are fairly or very dissatisfied. **Only one in ten was actually very satisfied with the job application training.**

Generally speaking, how satisfied were you with the job application training?

In %: only respondents who have already completed job application training



53.5

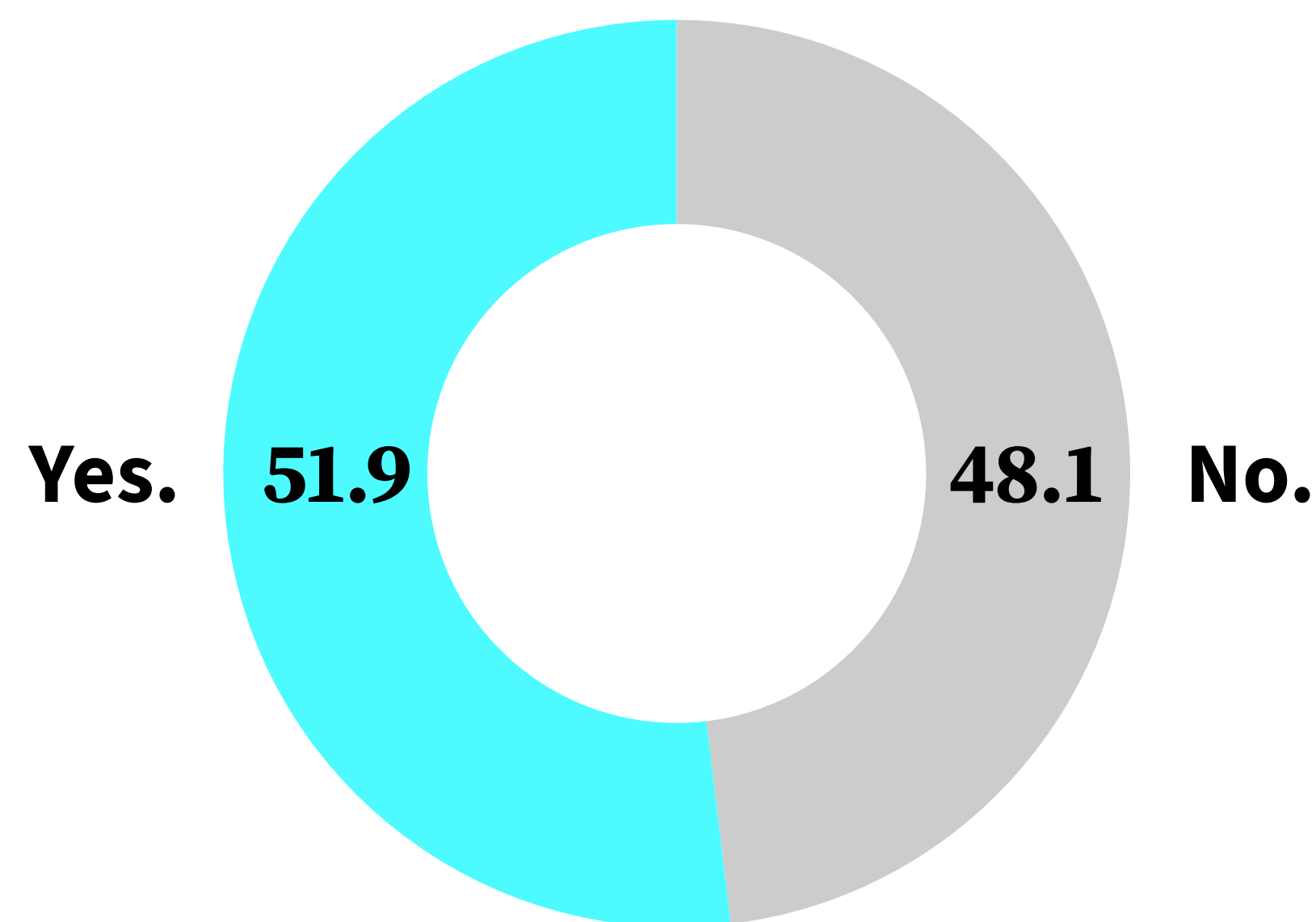
46.6

WHAT ARE THE BENEFITS OF APPLICATION TRAINING?

Only about half state that they have already been able to use what they have learned in a real-life job application situation. The other half have not yet been able to apply it. The main reasons for this are that what they learned during job application training was not helpful enough, and some respondents have not yet been invited to a job interview.

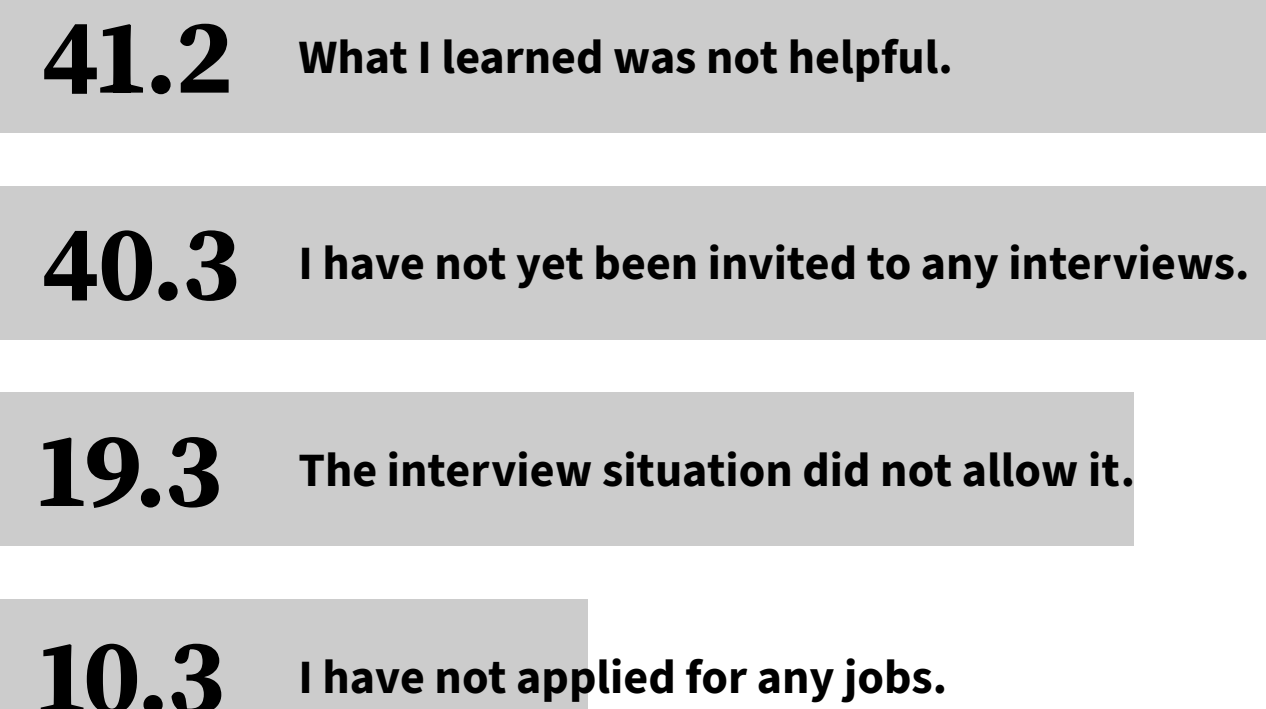
Have you already been able to apply what you learned during job application training in a real-life job application situation?

In %: only respondents who have already completed job application training



Why were you not able to apply what you learned?

In %: top 4 answers; only respondents who have already completed job application training and have not been able to apply what they learned



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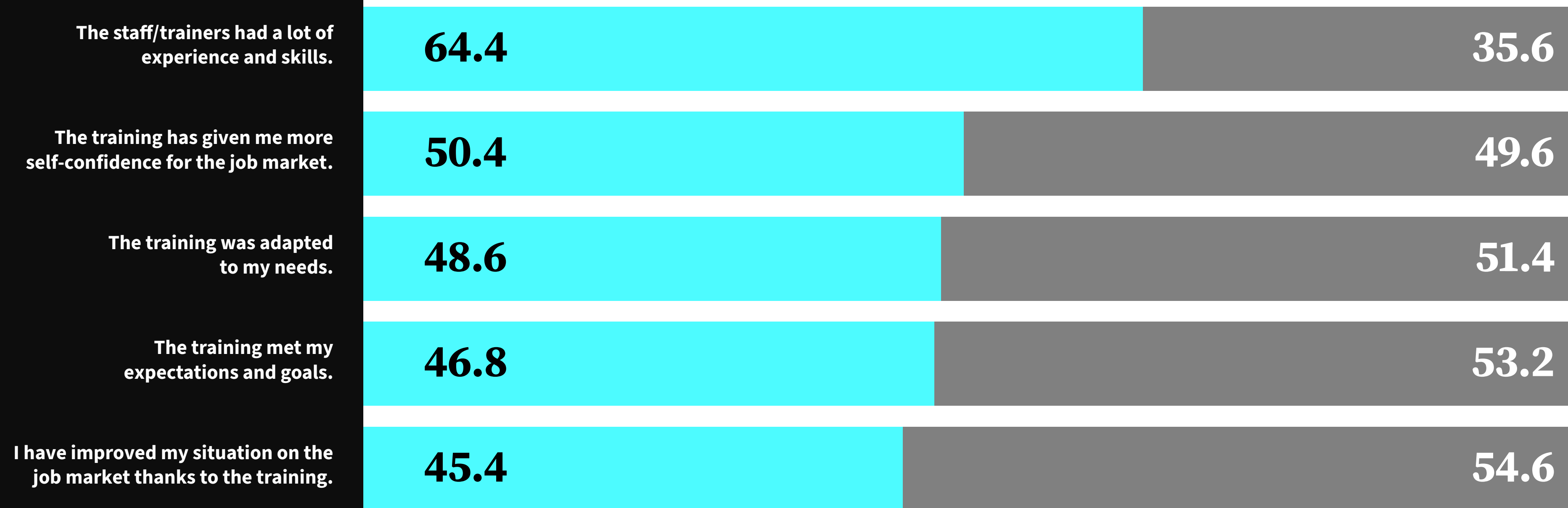
In order to be offered a job, both steps of the application process – the written application and the interview – usually have to be successfully completed. Jobseekers want help with both steps, but the latter in particular, in the form of job application training. While many job application training courses prepare participants well for the first step, the second step – interview preparation – is still lacking in one in three job application training courses. The job application training courses currently on offer are therefore only perceived to be of limited help.”

SKILLS AND INDIVIDUALITY SCORE HIGHLY.

More than 64% of respondents somewhat or strongly agree that the staff or trainers on the job application training course had a lot of experience and skills. **However, almost 55% of respondents also state that their situation on the job market has not improved particularly or even at all as a result of the training.**

To what extent do you agree or disagree with the following statements?

In %: only respondents who have already completed job application training



COMpletely AGREE / AGREE / SOMEWHAT AGREE

SOMEWHAT DISAGREE / DISAGREE / STRONGLY DISAGREE



“
**OVERALL,
JOB APPLICATION
TRAINING COURSES
ARE HEADING IN THE
RIGHT DIRECTION,...**

...but they can still be improved in terms of how they meet jobseekers' wishes. Target-group-specific, modular formats are suitable for this – jobseekers only choose the modules they need. Application training for written applications can easily take place in an online format, where participants can rewrite their documents directly on their PC. Job application training to prepare participants for an interview, on the other hand, needs to take place in person so that all participants can practise for the interview there and then. The nature of the industry – for example, banking versus construction – must also be taken into account.”

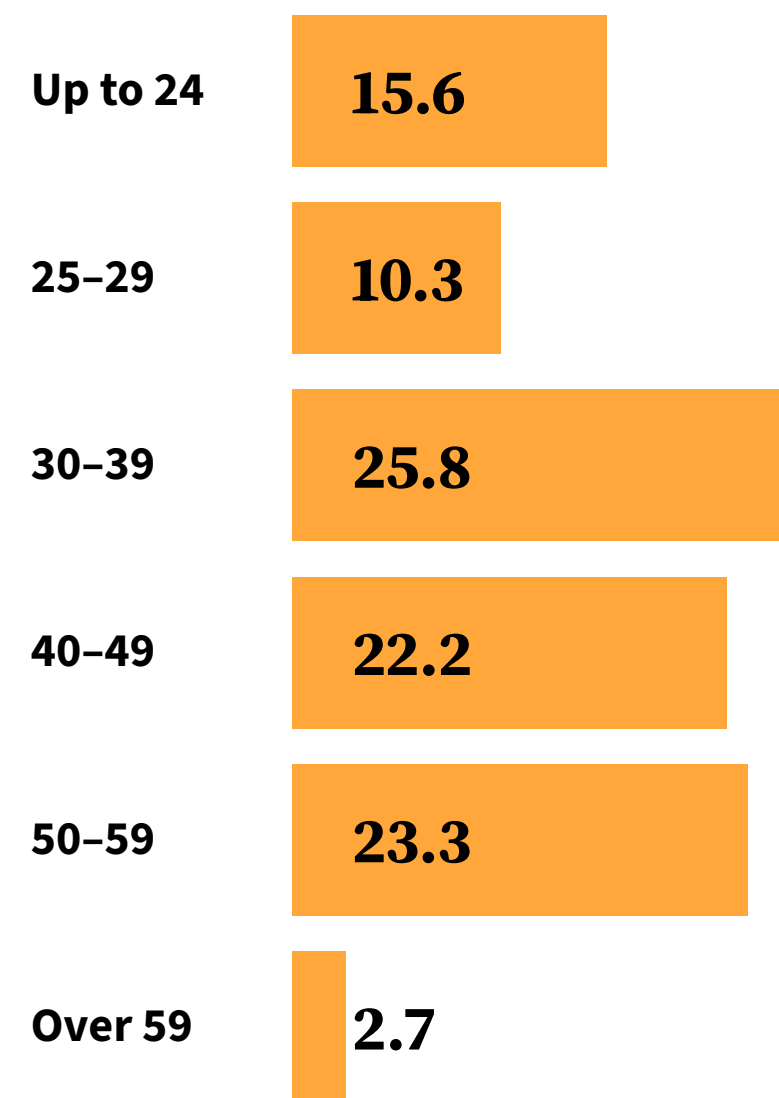
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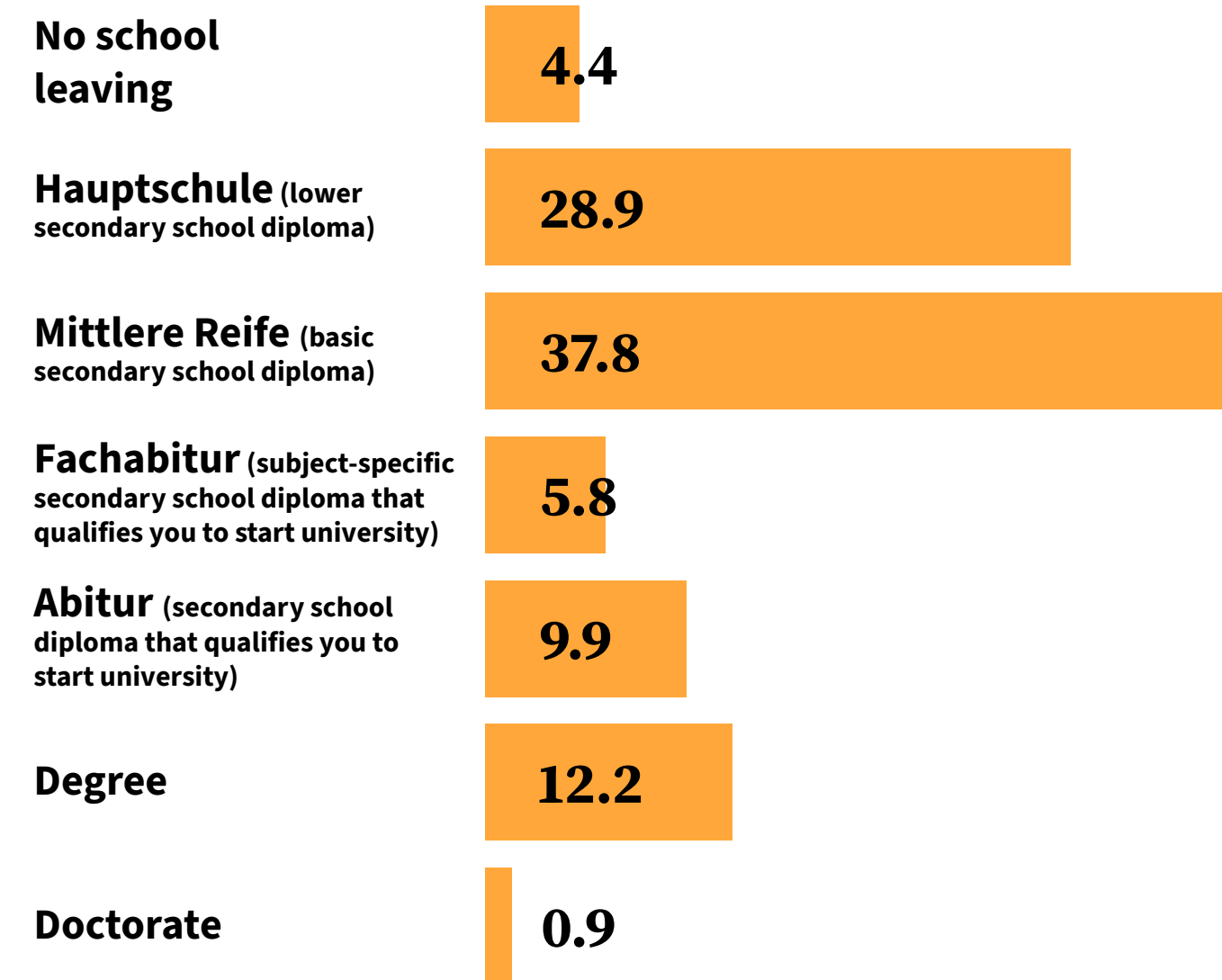
FACTS ABOUT THE STUDY PARTICIPANTS.

ABOUT THE STUDY.

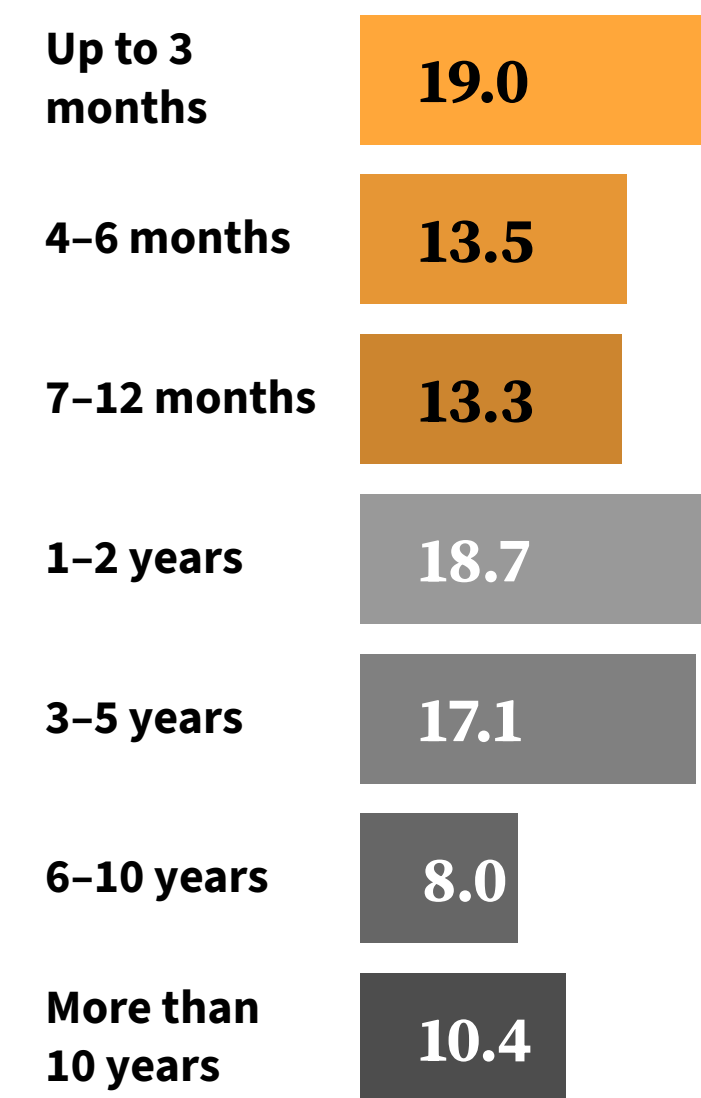
AGE In %



HIGHEST QUALIFICATION In %



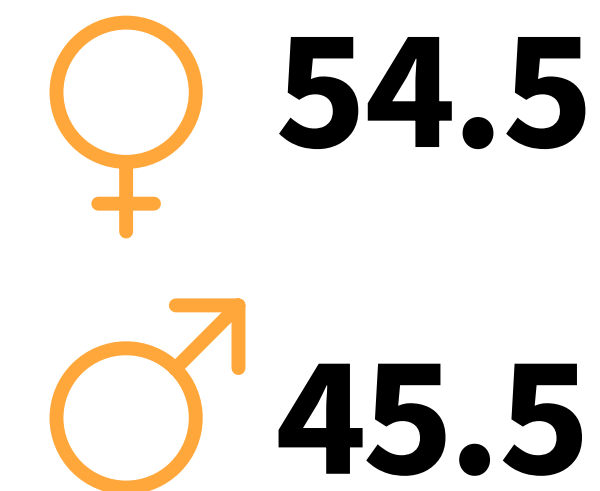
HOW LONG HAVE YOU BEEN SEEKING A JOB? In %



1,026 Respondents

Target group: Jobseekers
in Germany

GENDER* In %



*Although gender requires more than a binary classification into female and male, the data currently available for such an analysis is limited. In general, the numbers are too small to allow a statistically significant breakdown by additional variables. Therefore, for the purposes of this study, gender is considered in a binary system.

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