

Challenges of The Modern Job Market

Economic pressures

→ cautious hiring & restructures

Rapid tech change

→ skills obsolescence

High application volumes

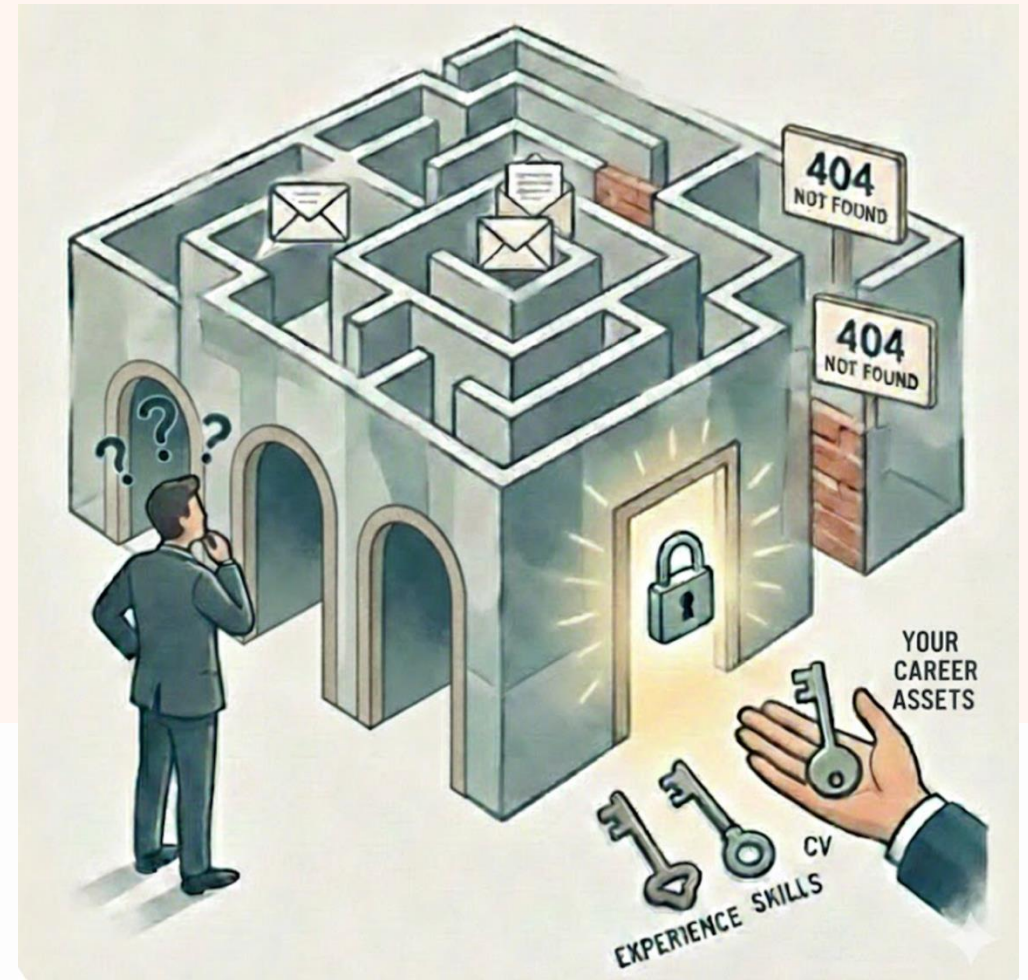
→ automated screening
→ seconds for human review

The Job Search Maze

How does it feel for a job seeker?

Fewer Doors, Crowded Paths leading to the Dead Ends,
Shifting Walls, Silent Responses.

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**Equip yourself with AI tools to
navigate the Maze smarter**

Updating your CV

How do you decide what stays and what goes?

My experience is more than two pages.



Change the starting point

Take a moment to reflect upon your skills and experience.
Your career past versus your career future.

Using AI as a mirror

- Stronger self-awareness.
- Ideas on how to improve your CV.
- Insights about potential roles.



Try a prompt / ChatGPT, Claude, Gemini

[upload your latest CV]

Act as a job-market analyst. Review my professional experience, without evaluating it against a specific role.

Identify:

- *my core skills and capabilities*
- *transferable skills, unique experiences*
- *my organisational seniority level*

*What a recruiter is likely to see in me as a candidate?
What **types of organisational** or /and business challenges I'm best suited to address?*

PRO TIP



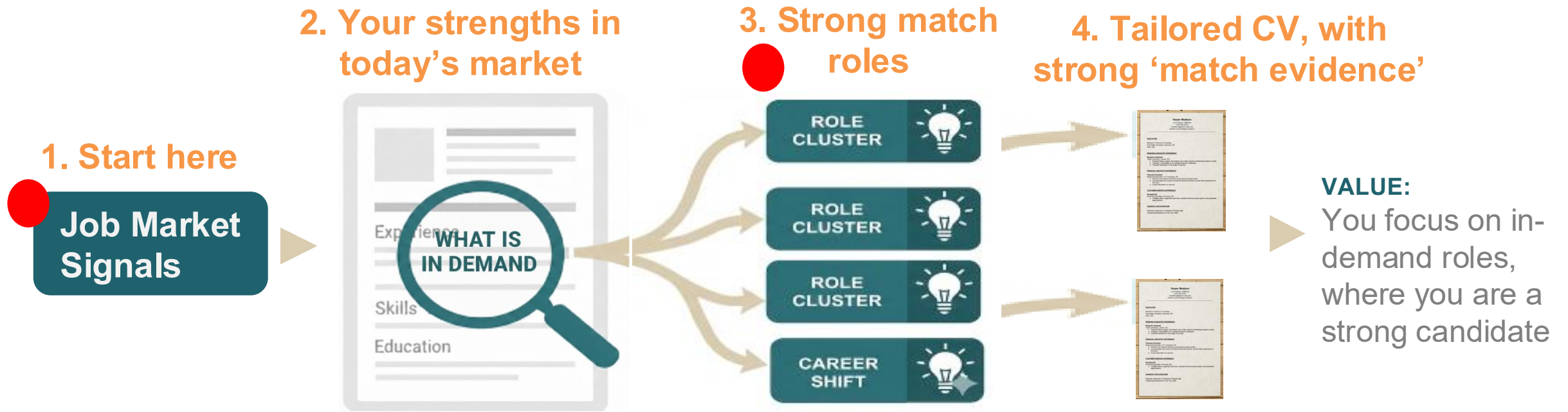
Listen to a podcast about your career

Two speakers are having a conversation about your career, skills, and unique experiences.

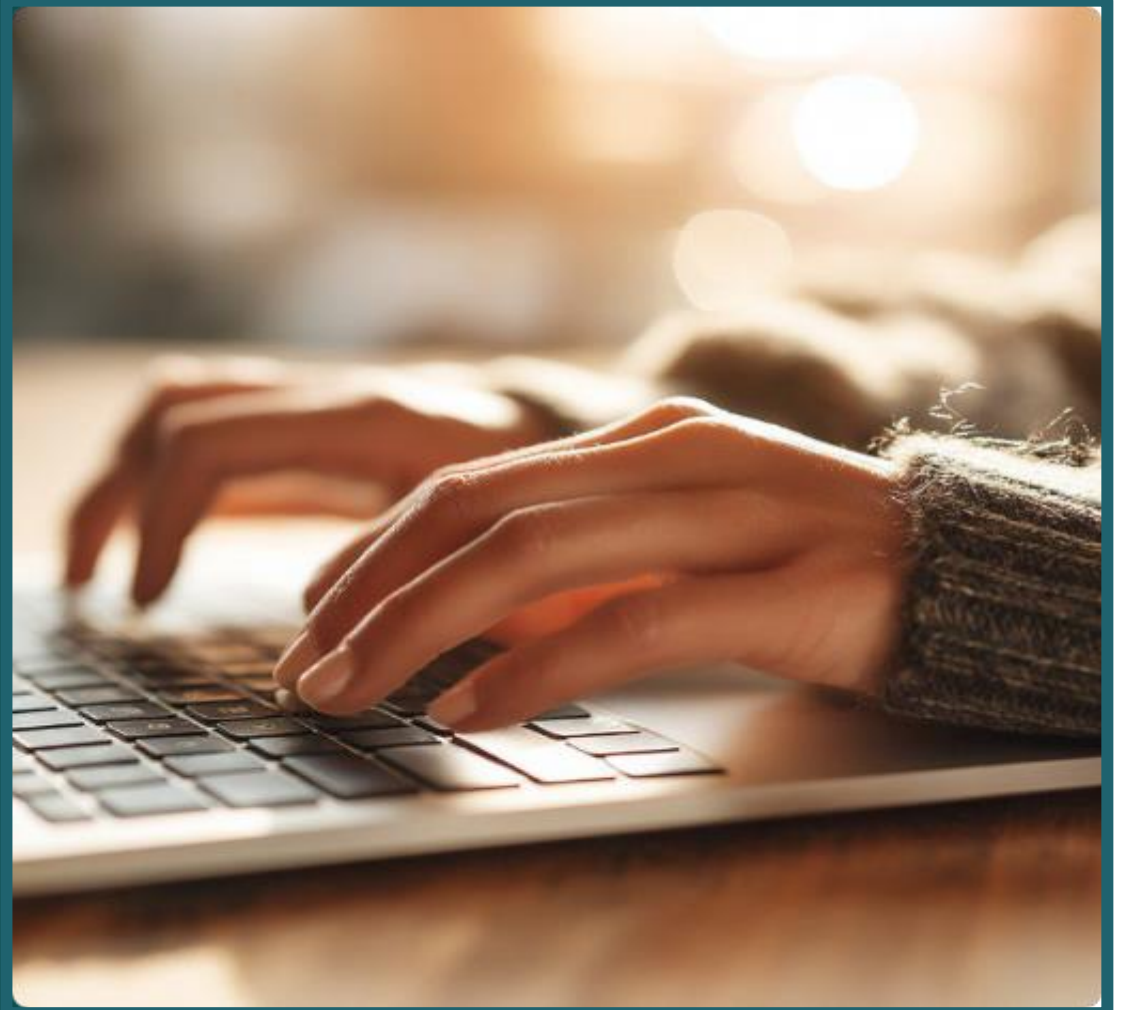
-> Upload your CV into **NotebookLM** -> Choose 'Audio' in the Studio menu -> listen.

Reverse engineer your job search

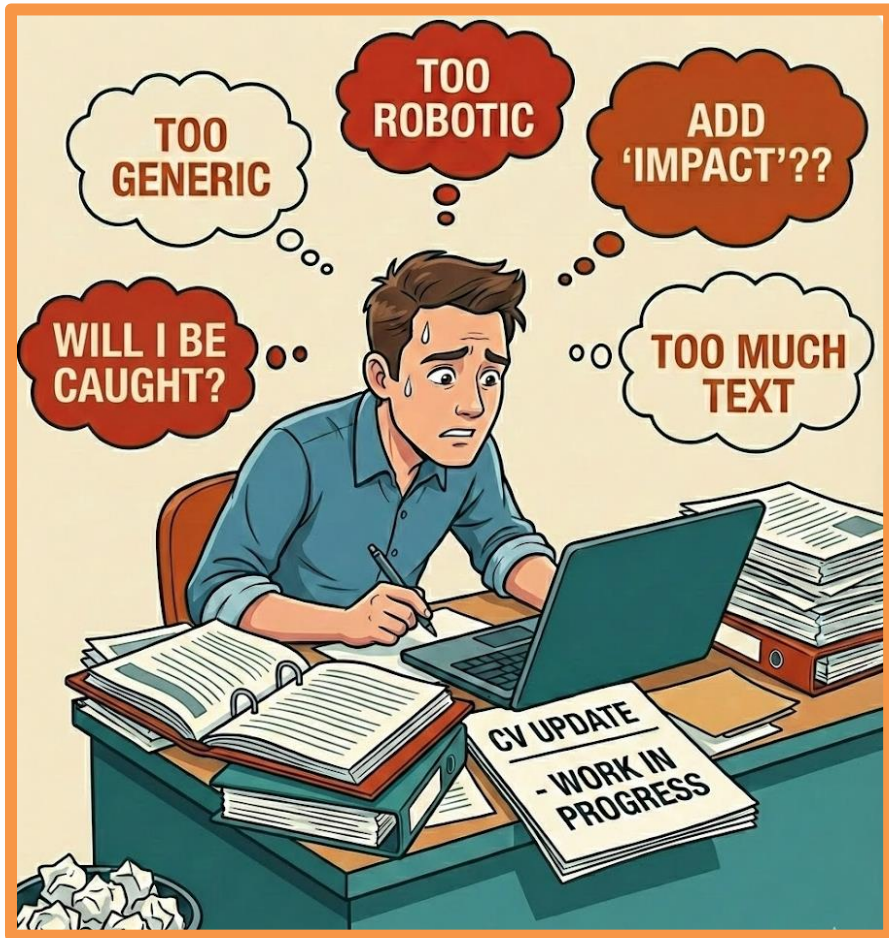
1. Research job market signals – **what are the industry challenges? what employers are looking for?**
2. Review your experience through that lens.
3. Define clusters of in-demand roles, with similar skill-set, you can apply with a strong match.
4. Create cluster-focused CV, providing strong ‘match’ evidence.



Tailoring your CV



Work smarter. Keep your authenticity.



- ▶ **Use AI ethically and responsibly.**
-> AI is a tool that can help with efficiency, clarity, depths. Not to sound as someone else. Judgement and accountability remain yours.
- ▶ **AI to assist you, not to write for you, not to speak for you.**
-> Ask for feedback, insights, examples. You must be able to tell your story in interviews.
- ▶ **Prompt AI to be your mentor, not a ghostwriter.**
-> Polish your actual writing and interview skills.

Never put credibility of your CV/ application at risk.

Mass applications don't work anymore

Respect your time: **assess your fit before you apply**—to **focus your time** on roles that genuinely make sense and **to make the match obvious**, both to systems and to people.

Step 1

Extract what matters most to the recruiter.

[Insert job description]

Assume the **perspective of a recruiter** for this role.

Analyse the role and identify **the top 3-5 priorities a recruiter will be looking** for reviewing a CV.

Consider critical skills, experiences, outcomes, and keywords, explicit and implicit expectations of the role.

Output as a clear, prioritised list of key evidence points.

Explain your reasoning.

Worth applying?
Reflect.

Step 2

Assess strengths and weaknesses of your CV.

[Insert your CV]

Assume the **perspective of a recruiter** for this role. Review my CV against the role:

Provide:

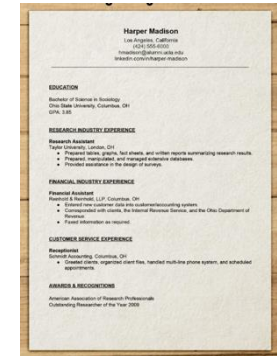
1. **Strengths** – examples of what shows strong evidence of match.
2. **Gaps** – areas where my CV does not clearly show I meet the role requirements.
3. Assess from **ATS perspective**.

Provide **high-impact actionable recommendations** to make my CV stronger.

Worth applying?
Reflect.

Step 3

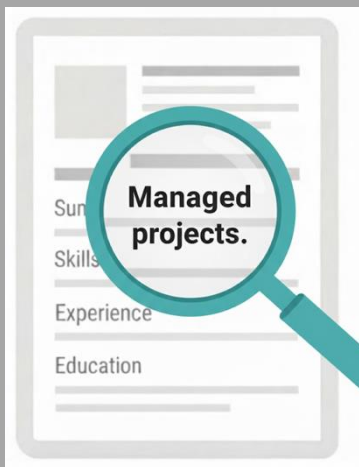
Tailor your CV with precision.



VALUE

- ✓ Job fit evidence at a glance
- ✓ Gaps addressed
- ✓ Efficient applications

Use AI to avoid 'CV noise'



- Managed procurement process improvement initiative.

COMPARE

- Directed a cross-departmental initiative to streamline procurement processes across three teams, reducing processing time by 25% and improving compliance with government policy.

Try this prompt

*Act as a recruiter for... [role, context]. Help me to turn this bullet point in my CV **into a statement that would show my impact and leadership skills** [specify skills]. Provide **3 examples**.*

PRO TIP Use AI as your coach – boost your interview skills

*Act as a career coach. Help me to turn this bullet point in my CV into an accomplishment - **give me a structured list of questions, I could answer** to come up with a CV-ready achievement statement. **Ask me questions one after another.***

Use AI to build the 'bridge'

PRO TIP

Sometimes the job spec uses words you don't use. AI helps bridge that gap.

Prompt

*Help me **rephrase** my 'Stakeholder Management' bullet point to specifically address the '**Cross-Government Collaboration**' requirement.*



Outcome

Led cross-departmental engagement across government agencies to ensure cohesive implementation of policy and programme objectives.



VALUE: Your CV resonates with recruiters / hiring managers for this role.

Preparing for an interview

Predict Questions.

Practice Answers.



First Interview – Recruiter's perspective

A **short, high-stakes** interview where the objective is not depth, but **rapid signal extraction**.
Recruiter's perspective – **Will I feel confident to present this candidate to the hiring manager?**



Prompt 1 – extract decision criteria

[insert role spec, organisation, website link]

Act as an experienced recruiter with strong expertise in the industry and professional area of this role.

You are screening candidates for this role.
In a 30-minute first interview, what would be your primary **decision criteria**?

What do you need to know to **confidently move a candidate forward**?



Prompt 2 - predict the recruiter's questions

[insert your CV]

Based on the above, please review my application for this role. Assume you have only **30 minutes** for the **first** screening interview.

Assume you are **under time pressure** and want to **gain** clarity regarding the **candidate's fit, credibility, and potential risks**.

What are the **5 most important questions** you would ask?

Explain **what you are actually testing** with each question.

If relevant, add context to the prompts: organisation, sector, country / cultural context.

A Safe Space to Practice.

✂️ **Prompt 3** – Set up AI to be your interviewer and a coach.

Continue acting as an **experienced interviewer** for this role. I want you to run a mock interview.

Ask me **one interview question at a time**.

After each answer:

- 1) **Critique** my answer against the interviewer's expectations and role requirements
- 2) Ask **a probing follow-up** question, that would address any weaknesses or gaps in my answer.
- 3) **Suggest** how it could be stronger (without rewriting it for me)

Do not move to the next main question, or provide feedback until I answer the follow-up question.

At the end provide **feedback and improvement recommendations summary** for each answer, suggest improved answers.



AI Interview Simulator

TIP: Speak your answers with the mic. Use 'Read Aloud' for feedback / ChatGPT & Gemini

Connect to learn more

Helping people develop resilient careers built for growth, change, and lasting fulfilment.

Thank you



Olga Popovtseva
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Appendix

Develop your CV



What are the best options for working on a CV with AI?

1. The Switch

A master Word document and jumping between different AI tools choosing the best for a task.

2. ChatGPT with Co-editing Frame

Upload text. Prompt to open as a document to co-edit inside the chat -> AI assistance while keeping full control.

3. Embedded Assistant

MS Word + integrated Copilot extension for direct suggestions.

● Step 1: Market signals

What employers are hiring for?



VALUE FOR YOU:

- ✓ Areas /roles / skills which will give you a strategic advantage

A prompt example

Act as a labour-market analyst specialising in [industry / sector / professional area, seniority level].

Research and provide a report that includes:

1. **Top challenges** that organisations are experiencing.
2. **Top in-demand job roles** currently being recruited for.
3. Skills, qualifications, and **experience most frequently requested** by employers (in job postings or industry reports).
4. Trends in hiring activity: highlighting **areas with rising or declining demand**, including industries, companies and roles.

*[Specify, if needed] Analyse labour-market **data from the last [X] months** in the [country], using job boards, employer surveys, and industry reports.*

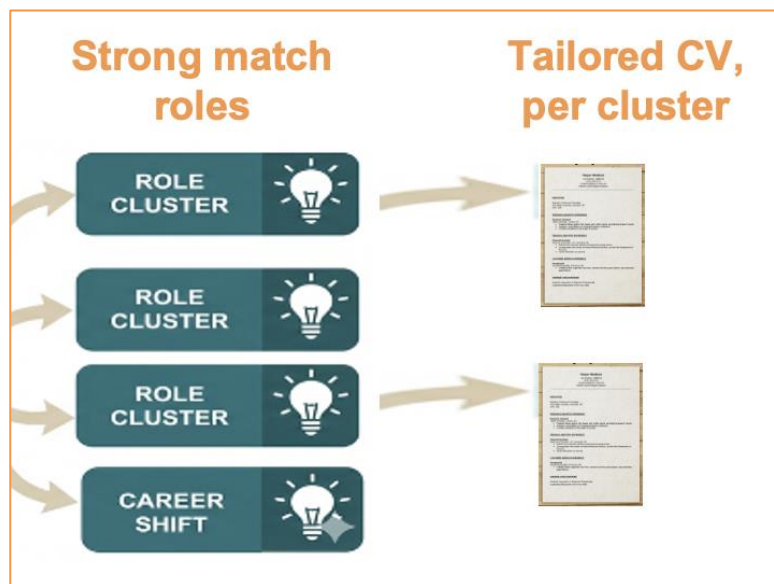
Provide evidence-based conclusions, in a structured manner.

PRO TIP

● Step 3. Define role clusters

VALUE:

Apply more efficiently while demonstrating to recruiters exactly why you are the strong match.



Try this prompt

Act as a **career strategist**. Review my skills and experience [paste key bullet points or CV] and:

Identify **clusters of closely related roles or job families** that strongly align with my background and would be efficient targets for job applications.

Suggest **complementary or adjacent roles** that I could realistically transition into with minimal reskilling.

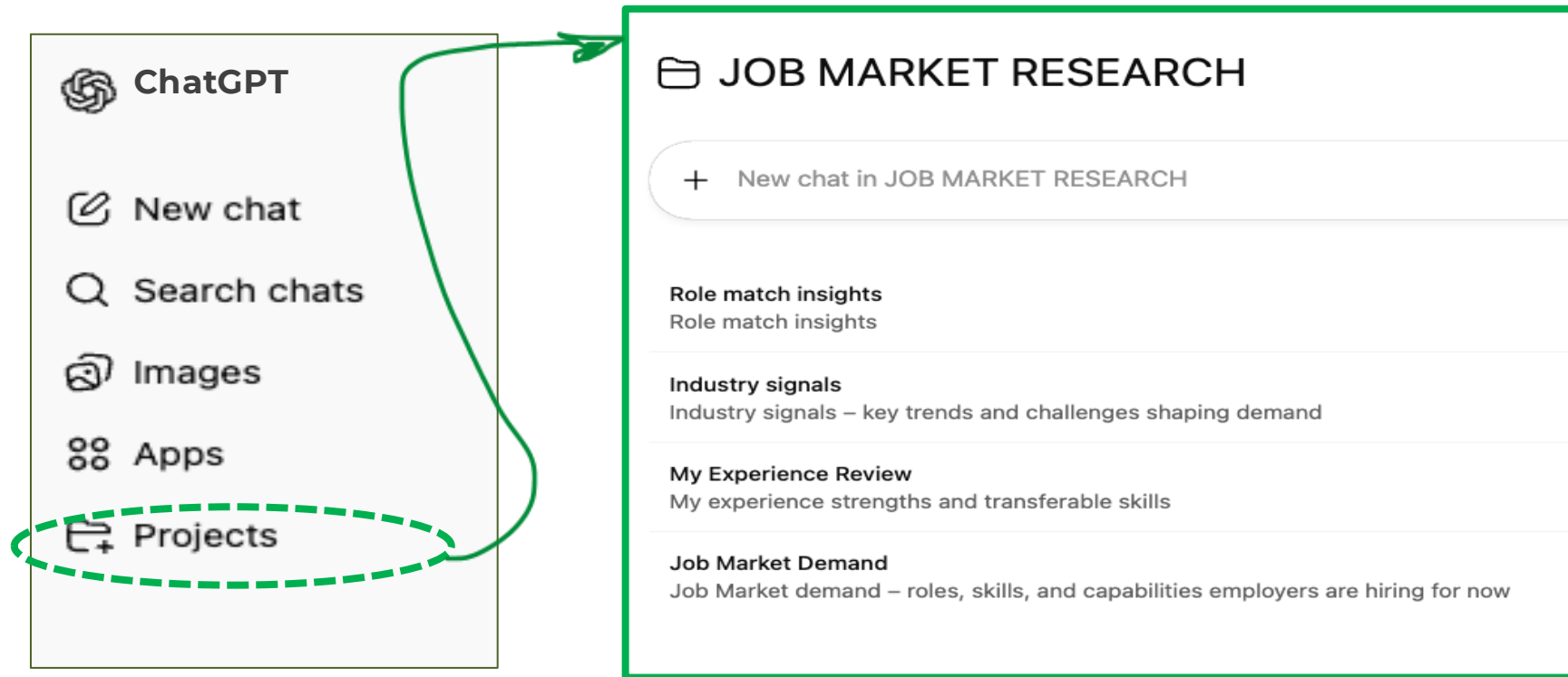
Explain the rationale for each role or cluster, including which skills and experiences are most transferable.

Prioritise **roles that are currently in demand** within the [industry/sector] job market.

A Connected Thinking Space - Better Outcomes

PRO TIP

With **ChatGPT Projects or Perplexity Spaces**, organise your **market research and CV tailoring in one place** — spot patterns faster, tailor with greater precision.



PRO TIP

Context is Everything. Use prompts to tune your AI assistant to the specific role and industry before you begin.

"In the Project assume I am targeting mid-to-senior roles in this sector. Base your assessment on the Canada job market."

Turn AI into your research partner