

ON THE COUCH

Iain Smith is a personal and business coach, helping individuals and organisations to tap into their potential and achieve their goals.

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HAVE FAITH

A LITTLE SELF-BELIEF GOES A LONG WAY IN SECURING THAT DREAM JOB, SAYS IAIN SMITH

You've made the interview. So now it's just a matter of showing you're the best person for the job, isn't it? But what about that little voice inside your head repeating, 'I'll screw this up, I know I will.'

Even if it that happened before, it doesn't mean it will again. But if you go on telling yourself that it might, you can create a self-fulfilling prophecy. Generally we like to be right so we consciously and unconsciously find ways to prove we are – even if that goes against our better interests. Your negative thoughts can become a disappointing reality.

You can watch these prophecies in the playground where overwrought parents shout 'You'll fall! You'll trip and hurt yourself!' and squeal as their kids unsurprisingly do. It would be interesting to see what would happen if Mum and Dad shouted 'Keep running! You'll always stay on your feet!' because this is what our most successful sports stars do to give themselves an edge.

BE A WINNER

All top performers know that self-belief is probably the most crucial factor in success. After all, once you get to a certain level the bodies are roughly the same, the exercise routines similar and nutrition standardised. What separates the winners from the rest is what they are thinking. That is the difference that makes the difference.

Sir Steve Redgrave said, 'it is the iron in the mind, not the supplements, that wins medals'. At the 2000 Olympics he knew after only 250 metres that his Great Britain team was going to win gold, his fifth straight gold.

When you're next facing a daunting challenge – an exam, project deadline or interview – run through the event in your mind and imagine it going wonderfully well. Really see the event unfold the way you want it to. Prepare yourself for success and believe in yourself.

As Henry Ford said, 'Whether you think you can or you can't, you're probably right.'



:60-SECOND INTERVIEW



Ahmed Mukhtar is a tax consultant at PricewaterhouseCoopers

Why accountancy?

Because of my love of numbers and because it's the best way to get entry into the world of finance.

Best career advice ever given?

Hard work and consistency is more important than intelligence.

Best revision tip?

Practise past exam questions.

Favourite way to de-stress?

Listening to music and go out on a walk.

Biggest amount of money you've spent on one item?

Purchasing my own car.

If you were a celebrity, who would you be and why?

Never thought of it.

Favourite holiday destination?

Paris.

Facebook or Twitter?

Facebook.

If you would like to take part in the :60-second interview, email emily.beattie@cch.c.uk

HUNT IS ON FOR ACCOUNTANCY UNDERGRADUATE OF THE YEAR

A nationwide hunt across Britain's top universities has begun to find the nation's most promising accountancy and economics student.

The *Accountancy and Economics Undergraduate of the Year Award* is being launched for the first time in association with KPMG, as part of a new awards scheme launched by TARGETJobs.

Competitors will battle it out to win the title, and the chance to undertake a summer internship programme at KPMG, which includes spending time at one of its European offices.

KPMG head of recruitment marketing Alison Heron said: 'This is a fantastic opportunity for us to find those students who have the personal and commercial skills to be future leaders in the professional services industry.'

Those in the running will compete in a three-stage process, which will include a combination of online ability and competency tests and a number of face-to-face interviews and evaluation exercises created by sponsoring firms to create a 10-strong shortlist for each category.

Big Four firm KPMG said it aims to recruit 650 graduates in 2010.