

# Unlocking the Power of gen AI: Your Path to Job Success.

In summer 2024, Movement to Work (MtW) in collaboration with Oxford Insights, The Prince's Trust and sponsored by Accenture, Microsoft, and GetMyFirstJob conducted research into the impact of generative AI (gen AI) on young people not in education, employment, or training (NEET) seeking entry-level jobs. We've compiled a quick-fire hack of this research paper revealing some of the key insights young people need to be aware of.



However, if you prefer the long version, you can find it [here](#)

## WHAT THE RESEARCH TOLD US

- **Gen AI Can Simplify Your Job Search:** gen AI can help with writing CVs, editing cover letters, and even preparing for interviews. It takes away some of the stress and confusion from long and complex job applications.
- **Missed opportunities:** Even though 85% of young people know about gen AI, less than half are actually using it in their job hunt. Many are unsure if it will help or if employers will see it negatively. But the good news is, most employers see its use as a positive — so don't be afraid to use it!
- **Employers are Looking for gen AI Skills:** employers are starting to value candidates who can use gen AI. They see it as a sign of resourcefulness, innovative thinking, curiosity, and creativity. Showing you can use gen AI might give you an edge in the job market!

## 3 SIMPLE STEPS TO USE AI IN YOUR JOB SEARCH



- 1 Supercharge Your CV.** Use AI tools like ChatGPT to help craft or polish your CV and cover letters. Let gen AI help you highlight your unique skills and experience—even if it's from volunteering or hobbies.
- 2 Ace Those Applications.** Let gen AI break down complicated job descriptions and help you write tailored applications. It can suggest the right words, tone, and even structure, making the process quicker and less stressful.
- 3 Practice Makes Perfect.** Nervous about interviews? Gen AI can help you research the company you're applying to, generate common interview questions, and provide feedback on your answers, so you can walk into interviews feeling confident.



# Recommendations Recap

## Don't Fear it – Embrace It!

**Gen AI could be your ally, not an obstacle.** Employers value resourcefulness, and knowing how to use gen AI can show that you're adaptable and innovative.

## Learn Responsible use

**Gen AI is a tool to enhance your individuality, not replace it.** Use it wisely to reflect your personality and skills in the best way possible.

## You're entitled to support

**If you are facing barriers to work, whether it's through neurodiversity, disability or mental health, it's ok to communicate that you need extra support.** Many employers are obligated to make "reasonable adjustments" during recruitment processes, and in turn, they get to welcome bright diverse talent into their workforce.

## Build Your Confidence

**There are free resources out there to help you get started.** Use them to gain confidence in how it can help you stand out in the crowded job market.

## What we're doing about it

Between October 2024 and March 2025, Movement to Work and its partners will launch a youth engagement plan in direct response to this research. **This will include social and digital campaigns, the curation and promotion of valuable resources, and activity through Youth Hubs.**

**The goal is to educate young people on responsibly using generative AI to overcome employment barriers.**

We're also doing what we can to engage our network of leaders across business, government, and youth outreach to ensure we're sharing best practices. This way, we're hoping to create more inclusive pathways to employment for young people struggling most.

If you want to stay in the loop with latest resources and opportunities please drop us a note to be added to our mailing list [info@movementtowork.com](mailto:info@movementtowork.com)