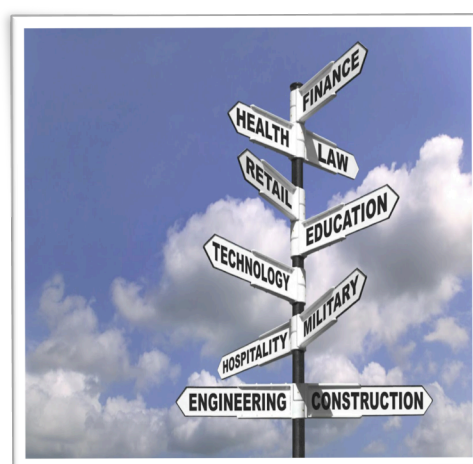




CAREER TRANSITION COACHING  
BUILDING CAREER RESILIENCE



# Career Guide

For Further information contact  
CAREERING FORWARD  
[www.careeringforward.com.au](http://www.careeringforward.com.au)

Email us at..... [info@careeringforward.com.au](mailto:info@careeringforward.com.au)

For a complimentary 15 Minute consultation  
Call us on....1300 760 211 or....0418 654 180



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## WHERE TO GO FROM HERE

# IT IS YOUR CAREER

Your curiosity and abilities have been great assets. We know that your many interests coupled with a record of achievement in many arenas can render the career decision-making process somewhat challenging.

Sometimes you might feel as if it is difficult to create goals when the options are seemingly limitless. At other times, you may feel there are not enough opportunities to satisfy all of your interests. Or perhaps you feel confident about your next step and want support in getting there. While you are thinking about change or seeking new job opportunities you will encounter each of these scenarios, sometimes all in the same day!

We invite you to use all of **Careering Forward**' resources in your work to identify and make sense of all choices that interest you. Use them to take control of defining and developing a variety of options now and into the future.

We at **Careering Forward** recognise that "career" is more than the collection of your occupations, degrees, and achievements. We believe that it is holistic and dynamic. It is the unique integration of a growing range of experiences, shifting influences, accumulation of decisions, and deepening and discarded commitments. You are growing into your career with every experience and all that you learn about work and about yourself.

## HOW TO USE THIS GUIDE

We recognize that you are coming to this guide with a point of view and set of experiences that are uniquely yours.

Whether you're looking for a path or already on one, use this guide as a jumping-off point from wherever you are to wherever you'd like to be.

Whether it's a current job to review and change, a new role in the same career direction, a change of career direction and new education and training decisions, internship, volunteer position, or any of the multitudes of opportunities available to you, the advice in this guide applies.

Be sure, however, to look beyond the guide. We've written this to motivate, inspire, and get you **STARTED**. Turn the page to learn more about the wealth of additional resources that we encourage you to utilise.



## Welcome!



### Director & Career Coach

Welcome to the next stage in your career development process. The fact that you are reading this introductory letter implies that you are serious about getting on with your professional development and that you are ready to take a series of intentional steps to get there.

I hope the Career Guide serves as a valuable resource, and that you will use it as a portal to access other resources available to you. One of the most harmful career myths you will encounter is that there are three or four “best ways to launch a career.” Not only is this not true, it has never been true.

Our primary assumption is that all clients are diversely interested and diversely able. We don't assume you need assistance figuring out what you are interested in but rather, which of your interests, abilities, work experiences, academic strengths, and values you will combine and pursue going into the future. Today's global marketplace can make those choices difficult and exciting.

I encourage you to use the Guide as a transition point to a more active engagement with the resources and expert services we can provide at Careering Forward.

We work at the intersection of dreams and reality and you can find us at Hub Melbourne in Bourke St. as well as using offices in Southbank, Bendigo. We also provide phone, skype and computer based email communication (screen sharing services) for your convenience or for remote access. All our services are provided with the same level of client and quality focus to all regions across Victoria, Australia and Internationally.

Annie Guthrie, MBA, BA, CDAA  
Careering Forward Director

Harrison Assessment Licensed  
MBTI Licensed  
HBDI, SDI accredited  
Mediator and (LEADR, DSVC)  
Accredited Negotiation Coach & Consultant

## We're Here to Help!

You are invited to take advantage of our resources and expertise.

We're easy to find at ..

**Melbourne Hub**

673 Bourke St, Melbourne 3000

### Career Assessment

When unsure about your career direction it really helps to undertake a career assessment to identify possible suitable and available career options or to validate your interests. We provide a comprehensive portfolio of tests and assessment to provide insight and direction. Harrison Assessments, our most comprehensive assessment system is used by top corporates, recruiters and career professionals internationally. **Call 1300 760 211** and see more at:

[:http://careeringforward.harrisonassessments.com/index.html](http://careeringforward.harrisonassessments.com/index.html)

### Career Coaching & Counselling

Call us to schedule an appointment with a Career Coach. Use your first phone call to introduce yourself and come with a plan to meet your needs.

**Call 1300 760 211**

### 15 min Free Phone Consultation

Use this opportunity to gain clarity around what all your time-sensitive needs are and suggesting the services and information resources that may help you in your journey.

**Call 1300 760 211**

Expect to spend 10-15 minutes with an advisor  
Monday - Friday 8am-9pm; Saturdays 8am-5pm

### Workshops

We will host virtual guests for webinars and teleconference sessions as well as traditional presentations in person. Throughout the year, workshops will include a wide variety of topics: <http://www.careeringforward.com.au> go to **Even**

### Career Resources online

Browse our collection of reference materials and resources online including books for inspiration or help in career planning or job search preparation, online exercises [www.careeringforward.com.au](http://www.careeringforward.com.au)

Monday - Friday, 7am-7pm; Saturday 1-5pm

### Mock job Interviews

Use our expertise as experienced recruiters, professionals and Career Coaches to prepare for interview. Get quality feedback and assessment. Scheduled video recording for feedback you can also reflect on as a measure of continuous improvement.



# Your Career Development Process

Believe it or not, you already know a lot about yourself and your career. Your career is something you build every day with the habits you establish and break, ideas you explore, people you meet, and decisions you make. All of your life experiences provide you with insight into your unique preferences.

The key to making satisfying life choices is being aware of the things you already know about yourself and the world, and using this acquired insight when faced with an opportunity or crossroads. You can expect to **cycle** through a process of learning about yourself again and again entirety of your career and life.



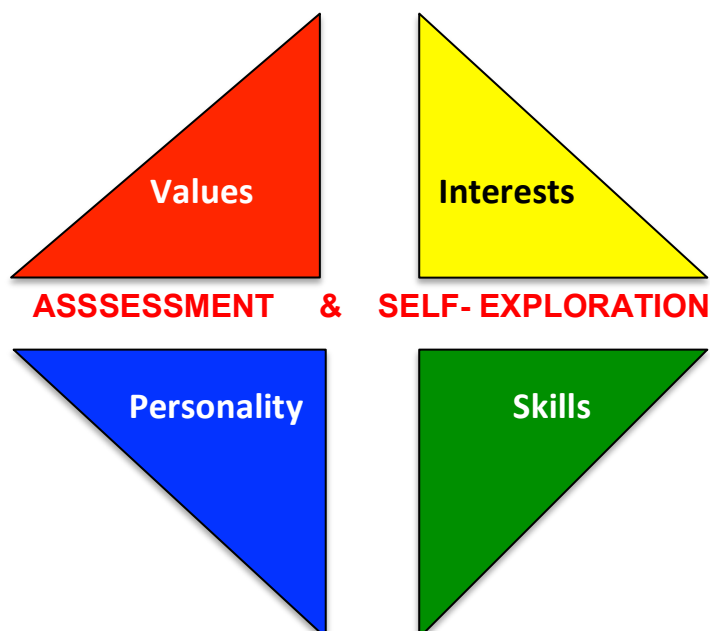
The endless discovery is what is fun! You will continually use your past experiences to identify new insights, new options, and new steps. You already bring a set of your own preferences and life experiences to this process of continual learning and decision-making. **Uncover what drives you, discover opportunities, test your strengths and interests in the world, and learn to communicate persuasively.**

Being fully engaged in ALL aspects of the cycle gives you ownership and control over that which comes next for you. Is this hard work?

Yes. Is it worth it? Absolutely. Careering Forward can work with you to make sense of the unknown or to take steps toward your goals with success. We are your partners in all steps of this process.



Assess  
Your:



## Uncover What Drives You

Through a process of self-inquiry, you will gain insight into your values, interests, skills, personality, and what you have learned from unique experiences. These are the critical data that will drive your career planning and development.

Self-Inquiry is not a one-time event. It is the best way to start thinking about your career and a place to return when contemplating transitions and significant decisions about your career. As you grow and change with new experiences and exposure to new ideas, you will return to this process many times. The more aligned your career decisions are with who you know yourself to be, the more likely you will feel fulfilled and successful.

## Benefits of self-inquiry

You will make well-informed decisions to set yourself up for the outcomes that matter to you throughout your career. You will better articulate your strengths and interests to others who can offer valuable guidance, connections, and opportunities.

## Assess your Values, Skills, Interests, and Personality

Values, skills, interests, and personality are lenses through which you can look at your life experience. Each is a different view into you. Use these viewpoints to identify patterns that naturally emerge through the choices you make. The exercises on the following page can help you get started! A career counselor can help you interpret and learn from your responses. Remember! This is only a starting point. Look beyond.

## EXPLORE VALUES

Values are the principles that we find important and influence the way we live our daily lives. Our identification with specific values tends not to grow or diminish instantly or dramatically but evolve over time.

**Exercise:** Rank the list of values below in order of importance for you. Use the blanks to incorporate values beyond what is included here.

- \_\_\_ Variety
- \_\_\_ Loyalty
- \_\_\_ Fun
- \_\_\_ Structure
- \_\_\_ Influence
- \_\_\_ Recognition
- \_\_\_ Creativity
- \_\_\_ Financial Compensation
- \_\_\_ Job Security
- \_\_\_ Having Visible Impact
- \_\_\_ Intellectual Stimulation
- \_\_\_ Colleague Relationships
- \_\_\_ Independence
- \_\_\_ Being an Expert
- \_\_\_ Respect
- \_\_\_ Taking Risks
- \_\_\_ Relationships
- \_\_\_ Learning
- \_\_\_ \_\_\_\_\_
- \_\_\_ \_\_\_\_\_

## INVENTORY YOUR SKILLS

Your skills are the abilities that you possess. Skills are developed and improved with practice and over time, though they can be influenced by a natural knack or unique talent. Communicating your skills in a way that builds confidence requires that you give evidence of your past exposure and success.

**Exercise:** Using the list below for inspiration, come up with ten skills that describe your current strengths. Next, come up with ten that describe those you expect will be important in your fields of interest. How do they compare? Note overlaps as well as gaps.

Communicating Clearly	_____	_____
Managing a Project	_____	_____
Collaborating toward a Goal	_____	_____
Writing Persuasively	_____	_____
Learning Quickly	_____	_____
Researching Thoroughly	_____	_____
Innovating	_____	_____
Compiling a Budget	_____	_____
Balancing Priorities	_____	_____

With a  
little  
distance

## IDENTIFY YOUR INTERESTS

Interests run the range from a passing curiosity to something with consistent and lifelong appeal. Your interests can include your passions, hobbies, and curiosities. Your career can evolve to include the interests that you have not yet pursued as much as those to which you are already committed.

**Exercise:** Psychologist John Holland identified these six areas of occupational interest. Rank this list from the most to least descriptive of the patterns in your interests.

___ <b>Realistic</b>	Practical: Enjoy practical and physical; engage with tools, machines, and gadgets
___ <b>Investigative</b>	Analytical: Enjoy gathering information & analysis; appreciates intellectual activities
___ <b>Artistic</b>	Creative: Enjoy aesthetics and self-expression; favor unstructured environments
___ <b>Social</b>	Connected: Enjoy helping, training, and counseling; thrive side-by-side with others
___ <b>Enterprising</b>	Influential: Enjoy persuasion and managing; prefer to lead
___ <b>Conventional</b>	Systematic: Enjoy details and accuracy; comfortable within a chain of command

## ASSESS YOUR PERSONALITY

Your personality is unique to you and includes inherent traits as well as habits that you've acquired over time in realms like gathering information, making decisions, and relating to others. Better understanding characteristics of your personality can help you to articulate the circumstances under which you thrive, or natural strengths that you can utilize, regardless of your environment.

**Exercise:** Describe yourself at your best and most natural in response to these prompts.

What energizes you?

\_\_\_\_\_

How do you gather information?

\_\_\_\_\_

What guides your decisions?

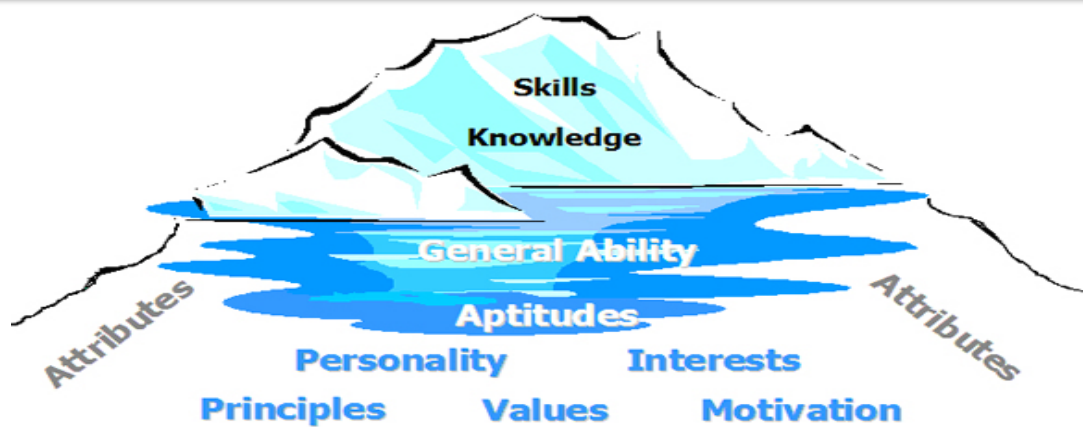
\_\_\_\_\_

What approaches do you use to conduct your life?

\_\_\_\_\_

\_\_\_\_\_

# FIND YOUR CAREER FIT



It is both challenging and exciting to imagine your career options. Your career is and will continue to be multi-faceted, just like you! Whether you are working on your next move, or figuring out your longer-term aspirations, you will gain traction by fleshing out the nine intersecting elements, that comprise your career. Spend time alone with the questions below; each refers to a specific domain related to your personal career fulfillment. Answer the questions in the present moment with an understanding that your answers to these questions will change over time. This can be a great starting point for an intentional conversation with a career counselor or mentor.

## 9 Elements to Explore to Find your Best Career or Job 'Fit':

- 1. Knowledge:**  
In what areas of knowledge, intellectual, personal, experiential, can you claim a particularly strong grasp and find great enjoyment?  
What do you want to learn next?  
What do you ultimately want to know?
- 2. Skills:**  
What can you do well?  
Among your capabilities, which do you enjoy? Which do you prefer NOT to use?  
What skills do you wish to acquire (short and long term)?
- 3. Goals:**  
What do you want to accomplish in the short- and long-term?
- 4. Values:**  
What are your personal and work values and how do you want them to intersect with your work?  
Which values do you want to hold in common with the people you work with?
- 5. Environment:**  
In what physical environments do you thrive?  
In what physical environments do you struggle?
- 6. Relationships:**  
What types of relationships do you want in your work (with colleagues, managers, constituents, customers, etc.)?  
Who do you envision your colleagues to be?
- 7. Compensation:**  
What kind of financial compensation do you need or want?  
What sorts of benefits or perks are important to you?  
What do you want to learn in your work?  
What are the sources of your joy?
- 8. Location:**  
Where do you want to be?  
What geographic factors are important to you?
- 9. Challenges and Barriers:**  
What real difficulties do you see ahead for you?



# REVIEW YOUR EXPERIENCE

With a little distance (or a lot!) from the collection of your past activities, you can continue to discern the patterns and designs that make up the mosaic of your life's experiences. And while distance certainly comes with time, you can put some space between yourself and an ongoing experience through active, ongoing reflection, e.g., journaling.

To get started, make a list of memorable experiences. Include experiences you consider rewarding as well as those you consider disappointing. Make room for those that may seem irrelevant, unimportant, or too far in the past.

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## ***Use the following list of kinds of experiences to help you brainstorm:***

- Current job
- Previous job/s
- Special projects
- Job shadowing
- Entrepreneurial ventures
- Volunteer engagements
- Overseas travel
- Holidays
- Hobbies/recreational
- Sports

## ***For each experience you list, consider the following questions:***

*What led you to choose that experience?*

*Why did you choose that experience over others?*

*What, if anything, did you sacrifice when choosing that experience?*

*How did you feel about making that sacrifice?*

*Who and/or what influenced your choosing that experience?*

*What did you especially like/dislike about that experience (consider activities, people, environment, etc)?*

*What skills and characteristics did you demonstrate during that experience?*

*How was that experience connected or disconnected from other past and subsequent experiences?*

*What was most memorable about that experience?*

## **NEXT STEPS**

Make a career coaching appointment to begin exposing patterns in your values, skills, interests, and personality using an expanded set of self-inquiry exercises.



# MAKING CAREER DECISIONS

Take a moment to reflect on why you chose to apply for your last job. This decision was likely influenced by a number of factors such as advice from colleagues, friends, family, interest in a specific project, program, financial and other rewards, lifestyle impacts, geographic location, someone you know already working there, and others. You may wish to use the diagram below to recall the various factors that influenced YOUR decision. Feel free to create more bubbles if necessary!

Looking at the factors that were involved, mark those that were the strongest influence on this important decision and consider the following questions:

- *What does this specific decision teach you about your decision-making style?*
- *Have the influences and factors in your decision-making process changed since then? How and why?*
- *Are these the factors that drive most of your important decisions?*
- *What differs? How and why?*
- *With hindsight, is there anything significant you may have overlooked at the time?*
- *Would you bring different information to the table?*

Remember! You can always choose to approach future decisions differently. This exercise reveals some of your past patterns and you can use this information to determine how to move forward.

## Taking Career Risks



In addition to all of these factors, go back and think, too, about yourself as a risk taker.

- What kind of risk taker have you been?
- **Were there elements of deciding to be here now that involved a leap of faith?**
- What about other options that you set aside in order to be here?
- Were they more risky? Less?

Taking measured risks by putting yourself out into the world to discover how you fit is a critical part of career discovery. We encourage you to build upon a series of comfortable risks over time, and to learn to identify your boundaries as you go. The series of decisions you make over time can be exhilarating—do not let risk be paralyzing!

### **NEXT STEPS**

Make a career coaching appointment to begin exposing patterns in your values, skills, interests, and personality using an expanded set of self-inquiry exercises.

# Career Decision Exercise

1. Write in the central box the career decision you want to make or a career decision you made in the past.
2. Write in each of ovals the factors that influenced your decision.
3. What barriers or constraints are there?

1, Career Problem to Decide:

## Change Management Analysis:

4. What factors can you choose to change? How?
  - 
  - 
  -
5. What new support or resources can you seek to help?
  - 
  - 
  -
6. Write down Action Steps and commit to a timeframe for each
  - 
  - 
  -



## EXPLORING CAREER OPTIONS

Research careers while approaching information critically. Embrace a variety of sources and exploration methods to gain deeper insight into new possibilities. You must continuously assess the reliability, validity, and bias of your sources.

### *As your perspective widens, so do your choices.*

Be sure to take stock of your impressions as you make new career discoveries.

- What are you motivated to explore further and why?
- Are you learning things that are different than you expected and how does that feel?
- Did you discover something that interested you in some ways but not in others?
- What aspects of the experience were you drawn to, or were unappealing, and why?
- What else do you want and need to know?
- Are there obvious things to learn next to help you understand other components?

Here are some suggested strategies with increasing levels of risk and reward. Be sure to employ all three categories to be comprehensive.

## READ

### Look through a professional lens.

You can learn a lot about your areas of interest from your computer screen or print material.

Some key patterns you'll want to narrow in on include:

- Where do people in this field go for professional news and updates?
- Where do they find their jobs?
- What memberships, affiliations, or certifications are common or relevant?
- What qualities or experiences fit the profiles of people who impress you?

## TALK

### Learn through others' experiences.

Explore fields of interest through conversations with people whose work intrigues you. Put yourself in their shoes and see how well they fit! Consider any encounter a chance to have such a conversation. No need to wait for the perfect situation or a formal career-related event. A waiting room, grocery store line, or a family gathering are all great places to gain insight from others about their careers. Take It to the next level:

#### Informational Interviewing

Informational interviewing is a great conversational tool for gaining a personal and practical perspective on your career interests and building relationships with individuals in fields you may choose to pursue.

With informational interviewing, the ball is in your court. Here are the basics:

**Identify individuals** whose personal career path, organization, or broader field of work interests you. Feel free to start with people in your inner circle. After all, do you really know what your uncle does at his cool sounding job everyday or why your favorite professor chose her field of research?

**Introduce yourself** or ask a mutual acquaintance to make an introduction to someone you do not know. Email is one appropriate way to do this. Consider friends' family, or professionals in your community. Briefly explain your curiosity about their work.

Some ideas for information sources:

- Websites and blogs

Discussion Boards

- Trade Journals
- Reference Books
- Memoirs and Biographies

Words of warning! Do not get stuck here. A good exploration strategy will get you talking and doing, too.

**Ask for 30 minutes** to speak with them about it at a time and location convenient for them (a phone call is also an option, but an online conversation is not). Be punctual, prepared, and professional in your dress and demeanor for the meeting. See below for suggested questions.

**Take notes** while being sure to focus on building rapport and making eye contact.

**Request referrals** to others who would be willing to share information.

**Keep the conversation on schedule** to acknowledge that their time is valuable!

**Express your gratitude** at the conclusion of the conversation and through a thoughtful thank-you note afterwards.

#### Great Questions for Any Career Conversation:

- *How did you get started in this field? Are there other entry points as well?*
- *Will I need more formal training to apply for positions in this field? What organizations provide training on the job?*
- *What do you like most/least about your work?*
- *What qualities and skills are needed?*
- *What are the possibilities for advancement?*
- *What new developments are expected in the field in the next three to five years?*
- *What do you read to keep informed of events, issues, and openings in your field?*
- *What does a typical day look like for you?*



# DO!

## You define experience.

Your opportunity to reality-test some of the things you have learned from others is now! Think broadly and creatively about what defines experience and you will discover ways that you can dabble in new realms or continue to build your expertise. For example, many writers build and maintain a topical blog to develop their craft, as well as display passion and knowledge on a defined topic.

Here are some other ideas: • Ask to shadow and observe someone during a normal workday. • Offer to volunteer for an organization, an event, or a person to develop specific abilities. • Develop your experience in a club to showcase your strengths. • Invent a project and offer to do it for someone, or do it for you. • Create ways you can contribute to research or work that intrigues you.

### “I don’t need to explore... I already know what I want!”

Are you sure? We bet you’re not done yet—exploration builds upon itself, so this might be your opportunity to become more refined in your professional and personal knowledge.

You may use these questions to guide your learning in order become the most competitive candidate possible:

#### Who

- Create a detailed profile of the person who fits the role(s) to which you aspire?
- Can you do this yet?
- Are there areas for improvement?

#### What

- What sources of information and relationships do professionals in this field use to keep up with news, trends, and colleagues?
- Are you paying attention to these, regularly?
- What are the strategies will to identify and bring on new talent?
- What are there motivators, timelines, resources, strategies, or techniques that you need to be aware of?

#### When

- When are important events to make myself aware, eg conference?
- When is the typical hiring cycle?
- Are there things to prepare for?

#### Where

- Where are the areas of change and excitement? Where do experts predict the field will be in the next five years, 10 years, 20 years?
- How do I position myself to be part of this?

#### Why

- Why do people go into this field, initially? Does it remain the same or change over time?
- Why do people leave or come back? Are there patterns to notice here?

#### How

- How did you decide that this was your best option?
- How have you challenged or tested this choice?

Seek Help in this process by making an appointment with Careering Forward  
[info@careeringforward.com.au](mailto:info@careeringforward.com.au)

Phone Annie on +61 0418 654 180

# NEXT STEPS: Experience Acquisition

## Next Steps and Selected Resources: Experience Acquisition For Career Change

Schedule a career coaching appointment to identify steps toward experiences that strategically align with your interests and help you make a career shift or move into a new career.

My Future Helps when Deciding and Finding Education and Training Options: They also provide access to lists of Job Boards available in Australia.

<http://www.myfuture.edu.au/tools-and-resources/study-or-training-options/coursesearch>  
[www.open.edu.au/Education](http://www.open.edu.au/Education)

Australian Job Boards

<http://jobsearch.gov.au/default.aspx>  
<http://www.seek.com.au>  
[www.careerone.com.au/Job\\_Vacancies](http://www.careerone.com.au/Job_Vacancies)

Keeping it local - Melbourne

[www.gumtree.com.au/](http://www.gumtree.com.au/)

Government Jobs

<http://australia.gov.au/topics/employment-and-workplace/australian-government-jobs>  
<http://www.apsc.gov.au/publications07/crackingthecode.htm>  
[www.jobs.sa.gov.au](http://www.jobs.sa.gov.au)  
[www.publicservicejobs.com.au/sagovernmentjobs](http://www.publicservicejobs.com.au/sagovernmentjobs)  
[www.lgjobs.com.au/jobs](http://www.lgjobs.com.au/jobs)

Traineeships:

<http://www.gtaltld.com.au/>  
[http://www.natinfo.com.au/new\\_app\\_stp.cfm?u=3911&cfid=3679331&cftoken=55287057](http://www.natinfo.com.au/new_app_stp.cfm?u=3911&cfid=3679331&cftoken=55287057)  
<http://www.jobguide.thegoodguides.com.au/>

Australian-Apprenticeships:

<http://www.apprenticeshipinfo.qld.gov.au/apprentices/index.html>

Plus40 is a national jobs board for Australian workers aged 40 and over. It has jobs in all industry sectors and at all levels, including part-time, full-time and casual: <http://www.plus40.com.au/>

Voluntary work options:

[http://www.plus40.com.au/site/index.php?option=com\\_content&view=article&id=127&Itemid=190](http://www.plus40.com.au/site/index.php?option=com_content&view=article&id=127&Itemid=190)  
[www.globalworkandtravel.com.au/](http://www.globalworkandtravel.com.au/)  
[www.caritas.org.au/](http://www.caritas.org.au/)  
[www.volunteer.com.au/](http://www.volunteer.com.au/)  
[www.govolunteer.com.au](http://www.govolunteer.com.au)  
[www.volunteeringaustralia.org/](http://www.volunteeringaustralia.org/)  
[www.volunteer.com.au/Opportunity/City/Melbourne](http://www.volunteer.com.au/Opportunity/City/Melbourne)  
[www.probonoaustralia.com.au/volunteer](http://www.probonoaustralia.com.au/volunteer)



# NEXT STEPS: Experience Acquisition

## Advice for Graduate Students:

### Experience Acquisition

Schedule a career coaching appointment to identify steps toward experiences that strategically align with your interests.

As a graduate student, it is crucial that you use opportunities provided by the university and your own ingenuity to get experience in organizations outside the university.

- Fulfilling the curricular requirements of your study program and earning an advanced credential will not be enough to convince many employers that you are **qualified to assume positions with more responsibility than those offered to BA/BS graduates**.
- Curricular requirements do not always satisfy employers for these reasons:
- Faculty search committees may want tenure-track candidates with more than one area of research expertise.
- Biotechnology firms may prefer candidates who can perform research and also demonstrate experience leading research teams.
- Liberal arts colleges will select faculty candidates who have designed their own courses and received excellent student evaluations.
- **Government contractors may not only require security clearances, but will also favor applicants who have had** relevant internship experience.
- Engineers who apply for jobs with smaller investment firms must demonstrate not only quantitative modeling skills, but also exposure to operations in one or more of the sub-fields of finance, such as risk management, derivatives pricing, or econometrics.

Your challenge will be to find ways to apply your knowledge to actual problems encountered in the workplace **at the same time you are pursuing your graduate degree. Gain experience outside the department, the laboratory**, and the library through formal internship programs or by taking on projects you create for yourself. Your applied learning experiences will convince your first employer after graduate school that you have not used your graduate years to hide out, but to reach out.



# Skills of a Savvy Job Seeker

- Ready to move forward with your search? Here are a few characteristics that successful and savvy experience seekers possess and implement throughout the search process. These characteristics apply whether in an internship, job, volunteer role, fellowship, or membership organization.
- **Successful seekers REFLECT!** Time to search for an opportunity. But wait! What type of experience are you seeking? Why? Take time to think carefully about your skills, strengths, likes/dislikes, and what you want to learn next. Being able to articulate the above will allow you to conduct a search with purpose and direction, ultimately saving you time and minimizing frustration. Reflection is a key component that should be used throughout the process.
- **Successful seekers conduct a TARGETED SEARCH!** Pursuing any and every opportunity you find will produce results that may not align with the direction you would like to head with your career. Target organizations and industries that are of genuine interest to you and tailor your approach (resume, cover letter, proposal, and pitch) to reflect the experiences and skills most relevant and salient for those opportunities.
- **Successful seekers RESEARCH!** You may know the top five employers in your industry of interest, but who are the top 10? Top 20? **Don't limit your knowledge of the world to what you already know.** Take time to expand upon this base of knowledge and learn about opportunities and experiences that are interesting to you. Researching organizations and employers allows you to learn about their culture, values, and specific opportunities for career development. Your research will help you determine whether or not there is a potential fit between you and the opportunity or organization, helping you make an informed decision about your next step!



- **Successful seekers are ORGANISED!** Some searches are especially time consuming. You should anticipate spending several hours a week on your internship, job, or fellowship search. The same may be true of other opportunities. Develop a system that allows you to keep all of your contacts and notes in one place and keep a calendar of relevant events and deadlines. Consider having an email address, folder, or use tags dedicated to your search-related communications. Store your search-related documents

electronically in a centralized folder so they are easy to access if needed immediately.

- **Successful seekers have ENDURANCE and PATIENCE!** Since some searches can last several months, be prepared to participate in a process that may not always agree with your preferred timeframe. We are used to immediate gratification in our society, but each organization, employer, or funder works at their own pace for legitimate (if obscure) reasons. As a candidate for the opportunity, you will benefit from being aware of and sensitive to this fact.



- **Successful seekers FOLLOW UP!** Following up on your applications and conversations can be the difference between securing an opportunity and remaining in an undifferentiated pile of resumes. By following up, you can confirm that your application is in the right hands, restate your serious interest in the position, and demonstrate follow-through skills so important in professional roles. As with all communications with employers, it is critical to act in a timely, professional, and courteous manner. While you may be eager to know the status of your application, be aware that they may not be able to provide much information at any given time. Your follow-up will nonetheless make a positive impression.
- **Successful seekers MANAGE SETBACKS WITH POSITIVITY!** Being told “no” in your search is never fun, but it’s bound to happen at some point. Rejection can hinge on a number of factors, many of which are out of the your control. While rejection can be frustrating, it is very important to remain positive and not let a setback with one opportunity effect how you present yourself for another prospective experience. Transform rejection into motivation, staying confident that you have many strong characteristics to contribute.
- **Successful seekers project PROFESSIONALISM AND MATURITY!** You are more than the sum of your skills and previous experiences. Professionalism and maturity can take you a long way. As you connect with people throughout your search, there are many opportunities to demonstrate this, including how you communicate and present yourself.



# Professional Networking



Intentional, sustained, and effective networking is a powerful tool when searching for interesting internships, jobs, and other experiences. It can significantly augment other methods for learning about and pursuing career options, such as recruiting, social networking, and online searches. Believe it or not, networking is something you already do well! By sharing information, you were assisting or receiving help yourself (getting from East to Beyond information, perhaps you introduced your friends and previous and current colleagues, community contacts, sporting mates. Exchanging useful information and seeking and creating helpful introductions are the essence of networking.



## The Value of Networking

Strategically connecting with people enables you to:

- Gain insider knowledge and insight into the career field, industry, or organisation and the day-to-day experiences, career paths, terminology, organizational culture, sources of industry information, and more.
- Build confidence over time in speaking about yourself, career interests, and future goals.
- Expand the number of people you know who are doing things you are curious about.
- Learn about opportunities, sometimes before they become publicized (Note: Networking is NOT the same as asking for a job).
- Refine your goals, make well-informed decisions in your search, and make a positive impression on employers and those who are evaluating your candidate.



## Managing Your Online Reputation

You know that employers use the Internet to research potential job candidates. Thus, a necessary part of any job or internship search is to create and maintain a positive online reputation. Use the following steps to move from damage control towards proactive ownership of your online first impression.

**Increase Your Awareness.** Be sure you know what information is or could be available about yourself online, where it is, and what impression it may create.

- Search your name (and different versions of it) on the major search engines, on different social networks, and sites where you comment. A few not-so-obvious sites to check: Tumblr, Netflix, Flickr, Match, Delicious, Amazon, Yelp.
- Know the privacy agreement and settings for various online communities you are a member.
- Request feedback from peers and professionals on impressions based your online presence alone. Would they hire you? Why or why not?
- Familiarize yourself with sites where your potential colleagues/supervisors gather and participate online.

**Protect Your Image.** Ensure potential employers only see information that conveys a positive image. You do not want them to question your, judgment, professionalism or ability to represent them.

- Adjust privacy settings for all online accounts.
- Remove content and tags that could negatively influence a potential employer's first impression.
- Hide or delete old accounts that do not best represent you.
- Request that information about you posted by others be removed if you are opposed to it.

**Build a Professional Presence.** Present your name, accomplishments, and aspirations in ways that can be accessible to others.

- Use social networks to create and maintain a public profile that represents your accomplishments and a sense of the professional you are becoming and you are comfortable with the public seeing.
- Display a copy of your resume and a portfolio of your accomplishments online.
- Promote your profiles and/or website, e.g., add a link to your email signature.
- Contribute to conversations relevant to your fields of interest through media like blogs, LinkedIn groups, and/or Twitter.

**Own Your Presence.** Assert greater control of your online identity by owning it yourself.

- Create a personal website that serves as a professional resume and portfolio. Update this regularly with new content.
- Continue your activities online and watch your name and professional identity become more prominent in search engines. Set a goal to take over the whole first page of Google when someone searches your name.

## Networking Basics

With practice comes improvement. Ever hear the phrase, "fake it 'till you make it?" No one needs to know that you're nervous or that you've never done this before. On the other hand, if it makes you more comfortable, feel free to tell people this is new for you. It's okay. Even after years of practice, introducing yourself to someone new can feel risky. But it is worth it. Clients most commonly say that their level of nervousness far exceeded the actual task, and that the conversation was fun! Just remember that almost any interpersonal encounter can be an opportunity for intentional networking.

- **Know yourself:** skills, interests, values, personality, and accomplishments.
- **Make a list of your current relationships**—personal, professional, academic (alumni), and beyond. Your first-degree contacts will be instrumental in connecting you with other people you do not yet know, your second-degree contacts.
- **Do not discount individuals** because you think they do not know the right people. They do not need to be in the area you are pursuing to have valuable relationships to share.
- **Create a plan** for reaching out to your first-degree contacts and for keeping track of your communications. You might want to start with people who seem to have the closest connections to your interest area OR with those whom you feel most comfortable with. Either way will work. The point is to create a plan you can act on!
- **Do your homework.** Learn a little bit about each person you contact (profession, current projects, company, relevant personal information, etc.). Use the power of the Internet to your advantage.
- **Draft and practice** your opening communication (verbal introduction, email, etc). Discuss this with a friend, career advisor, or your mentor
- **Make your move!** Send an email or letter first; follow with a phone call. Or simply CALL! Assign yourself a daily quota. Be persistent but not pushy.
- **Follow up!** Call again within a week if you receive no response. Arrange a meeting in person or by phone. Ask for 30 to 45 minutes only. You could get even luckier!
- **Set the tone.** Know and explain why you are calling and what you hope to learn (industry information, career exploration, job search advice, graduate or professional school guidance, etc.) You are NOT asking for a job!
- **Ask for referrals.** One of your most important questions is, "Whom do you recommend I contact for additional information?"
- **Send a thank-you note** within 48 hours! Email is OK! A personal letter can be very effective, too!
- **Maintain connections.** Nurture the relationships by staying in touch and letting them know where you land!
- **Be patient.** Networking yields results that often accumulate over time. Never stop networking!

## Top Search Strategies

Before you jump into your search, consider a few recommendations that will help you to search smart, manage your time, and implement an effective plan.

**A search is a long-term process.** Longer than many people anticipate. Plan to spend four or more months gearing up and implementing a search for a full-time or highly competitive internship opportunity. Many clients have compared this commitment to taking a short term job, special project or course.

**Set aside time on a regular basis.** Unlike some projects that can be postponed or worked on in surges, the best searches are spread over time. Put time on your calendar each week—an hour or so for downtime and a few hours during peak periods.

**Prioritize your interests.** Spend time exploring to effectively target your search to your interests. Three fantastic applications to great-fit opportunities tend to reap more rewards than 100 scattershot applications.

**Learn what an optimal candidate profile includes.** The better picture you have on the person who would be selected for your desired role, the more effective you will be at presenting your own experiences. Utilize the three exploration methods discussed earlier in this guide to get a well-rounded view.

**Practice presenting yourself in writing and in conversation.** Your ability to articulate what you want and why comes only through reflection and practice. Create opportunities to rehearse before you find yourself in an interview for that coveted position.

**Get feedback.** Have others read your resume and guess what kind of position you are seeking. Practice introducing yourself and expressing your professional interests to family or friends. Ask your roommate to role-play an interview with you.

**Track your progress.** Keep records so that you know what applications and documents have gone where and when. Track whom you have talked to, when, how you have followed up, and whether more follow up is expected. This helps you when preparing for an interview or actively managing your conversations and professional relationships. It also gives you a record of your progress for days that feel stalled.

## Ethical Conduct in Your Search

While you are keeping track of all the elements of your search, be sure your ethical conduct remains a constant the whole way through. Should you have questions about the ethical thing to do in a given situation, please contact the Career Center. We are here to help clarify and explain whatever may seem muddy. If you are in a pinch for time, always err on the side of caution.

The following are expectations for how to conduct yourself in a way that is ethical so as to prevent situations that could result in a permanent scar on your professional reputation within an industry as well as damage to the reputation of those you are associated with:

### Be 100 % truthful and accurate on your resume.

Embellishments and exaggerations are considered lying. Employers often look beyond candidates' resumes to verify information that candidates have provided. Don't falsify, stretch, or bend information such as your GPA, SAT scores, involvement in activities, leadership roles you have held, or results in competitions in which you have participated.

Falsifying your resume may result in missing employment opportunities.

**Attend interviews to which you have committed.** By agreeing to an interview (whether through Recruiting, email, or phone), you are making a commitment. Should you need or desire to withdraw from an interview, timely notification is a must.

**Communicate in a timely manner with employers.** Don't ignore phone calls and emails from employers as you go through the process of accepting or declining interviews or job offers. If you need more time when determining details such as start dates, relocation information, etc., it is best to be in touch, be straightforward about the reason for delay or uncertainty, and request more time.

**Consider your verbal or written acceptance of an offer a binding contract.** Reneging on an offer is when you accept an offer then turn it down. This behavior typically ends any chances of employment with that organization in the future.

The steps to repair the relationship with the employer. **End your search upon accepting a position.** Once you have accepted a job or internship, whether verbally or in writing, you must terminate any other recruiting-related activity with other employers. This includes contacting employers with whom you are scheduled to interview and removing yourself from candidate pools.



# Writing a Resume

It is tempting to jump to the resume as the first step when kicking off your search process. However, the resume is a culminating effort, not a first step. It serves as a professional introduction that links your background and qualities to a specific opportunity. A successful resume will pique enough confidence and curiosity about you to secure an interview.

The key questions your resume answers for its readers are:

- What are you capable of and what do you know?
- How well suited are you for the role that is being filled?

A carefully constructed, well edited, and focused resume will create a compelling depiction of your patterns of qualities, skills, and accomplishments in response to these underlying questions.



## Five Tips for a Successful Resume

1. **THINK CREATIVELY** about experience. Your meaningful accomplishments will come from across a variety of endeavors in your life. Consider businesses you've run, projects that you complete, longstanding hobbies and pursuits, and contributions you have made, or other defining experiences in your life. All of these can be aspects of your resume.
2. **Format your resume with FIRST THINGS FIRST.** The top and left-hand side of your resume are the most valuable spaces when someone is visually scanning your document and forming a first impression. Use the first section heading strategically to ensure that your most compelling experiences are at the top of the page. Thoughtfully choose verbs that are descriptive of your actions and contributions to start each bullet. Order your bullets so the most compelling comes first.
3. **Illustrate your PATTERNS of success.** Showcase the skills you have developed through experience, what you have learned or know from your job, other voluntary work experiences, study project experience classroom or practical exposure, positive qualities you will bring to the work, and a mastery of the language and culture of the realms to which you apply.
4. **Articulate the IMPACT of your contributions.** Include measures of your success wherever possible. Use individual resume bullets to highlight your outcomes in ways that will resonate with the readers' point of view. For example, using measurable, quantified results for a bottom-line-driven industry.
5. **Write MULTIPLE RESUMES if you have multiple interests.** Your varied interests may require equally varied presentations of you at your best. Change the categories, order, and descriptions of different experiences to ensure that unique readers of your resume recognize right away that you excel in areas that are meaningful to them.

### The Resume or Curriculum Vitae: What do I need to know?

Internationally, the terms curriculum vitae, CV, and resume may be used interchangeably. However, in the context of academic or research-based work, a CV refers to a document with very specific content detailing the research, teaching, and administrative expertise required of post-secondary faculty job applicants or of applicants for research positions outside of academia.

# Write a compelling Cover Letter

The cover letter is your opportunity to bring additional specificity and focus to your resume with a specific reader in mind. You will write a unique and well-researched letter for every opportunity to which you apply. This is your chance to present a compelling case, with evidence, that you have unique skills and perspectives that give you the ability to thrive in a specific role.

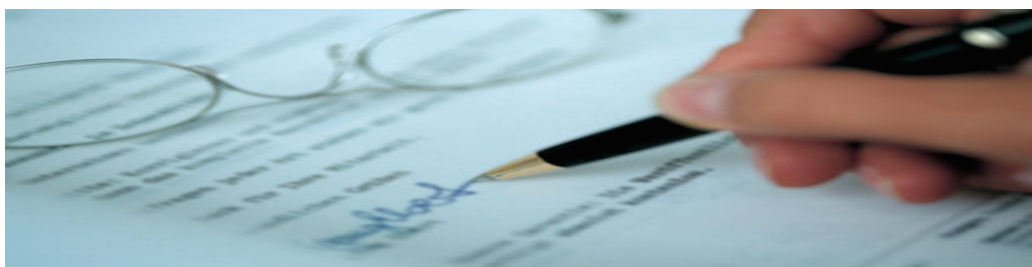
Before you put words to the page, paint a mental picture. Go with us on this; this step is critical. Get into the mindset of the person making the hiring decision. Who is the candidate that gets the interview? What are the most important qualities needed to be incredibly successful in this role? Use these images to identify the most important messages that you need to convey about yourself in this document.

The secret about cover letters is that they are like writing essays. What are the components? Present a clear thesis, provide evidence to support your claims, and wrap things up with a succinct and compelling conclusion. This is also exactly how you write a cover letter.

Not sure a cover letter is necessary? Think of the cover letter as part of the resume. If someone asks for a resume, send a resume plus a cover letter, unless there is an explicit request otherwise. This is standard practice.

## Five Tips for a Successful Cover Letter

1. **Make a STRONG FIRST IMPRESSION** in the first sentence and the first paragraph. A persuasive first sentence tells the reader that you are serious and keeps them reading. Interesting and compelling information about your candidacy should be introduced in your first paragraph. The final paragraph is too late.
2. **GO BEYOND** general statements that could be true for the majority of candidates. Common qualities or characteristics will not help you to uniquely stand out. Trust the resume to cover the basics and use the cover letter to highlight bigger patterns of success or share an anecdote about your achievements.
3. **Tell the reader about YOU.** Communicate your interest and motivation to apply by connecting your background and interests to your knowledge of the organization. Avoid reporting facts. The reader already know their organization but want to know about you and why you are applying.
4. **Write a SPECIFIC THESIS** sentence. Put it at the end of your first paragraph. It will probably read something like this: I am confident that my (ability to, background in, experience with etc.) and (knowledge of, skills in, etc.) give me the ability to succeed with your organization.
5. **USE EVIDENCE** to build credibility around every claim in your letter. The reader wants to believe you and needs plausible and detailed illustrations of your past success to do so. If you have included more than a couple of claims (literally, two would be good!) about your ability to thrive in the job, you are sacrificing depth for breath and duplicating the work that the resume should do. Move extra information from the cover letter to the resume to improve it and then trust the resume.



# Heat Read: Resumes and LinkedIn

## Heat Read: What Recruiter Look at

### What they see during 6 seconds spent looking at a Resume

Six seconds. That's how much time recruiters usually take to look at your resume. Your stellar academic record and long list of professional accomplishments, all in six seconds. In a 2012 study, researchers recorded their subjects' eyeball movements, what they zeroed in on, and for how long. The study examined recruiters as they screened resumes over a 10-week period, looking for what caught their attention and what was overlooked. Recruiters looked at both resumes and online LinkedIn Profiles.

The researchers were after three primary issues:

1. Did recruiters perceive professionally written resumes differently from those generated by job seekers themselves?
2. How long did recruiters actually spend reviewing each resume?
3. What is the process that recruiters use to review online profiles?

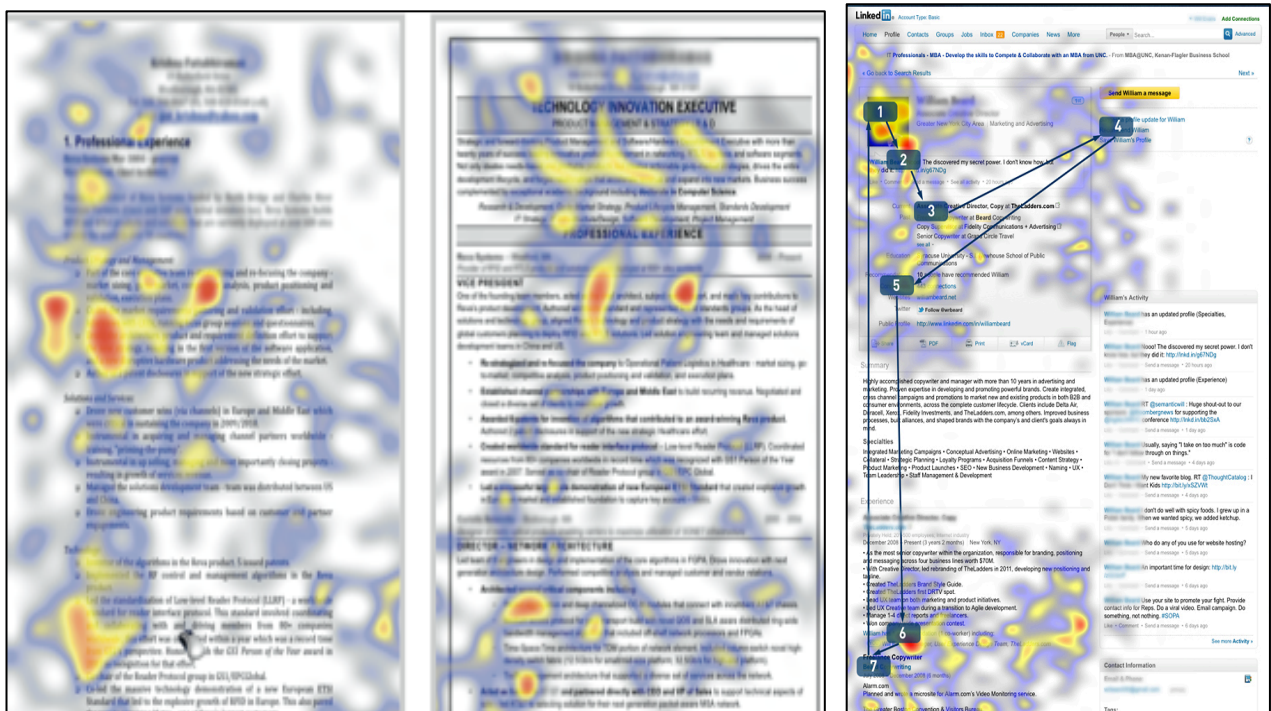
The study found that professionally organised documents rated higher in usability, showing a 60 percent improvement over those that were compiled by candidates. The most often heard comment was that the re-written resumes were easier to read.

The reason's simple: Poorly organised resumes make it more difficult for recruiters to find information and evaluate a prospect. Professional resumes used in the study contained less data, less clutter and better formatting, which made them easier to read.

### Key Data Points

The study's eye-tracking technology showed that recruiters spent almost 80 percent of their resume review time looking at just a few essential elements: the candidate's name, current title and company, previous title and company, start and end dates for current and previous positions, and education. In the six seconds they spent on these bits of information, they absorbed little else.

Resumes on Left. LinkedIn far right.



# Heat Read: Resumes and LinkedIn

“Beyond these data points, recruiters did little more than scan for keywords to match the open position, which amounted to a very cursory pattern-matching activity,” the researchers said. The two images here show where recruiters’ eyes focused, and demonstrate the before it was professionally edited. The redder the spot, the more attention the information got from the recruiter.

## Spend Your Six Seconds Well

The bottom line is these results are sobering. They suggest that everything on your resume besides those key points — name, titles, companies, start and end dates, and education — is just filler and does little to affect the next step in the hiring process. You have six seconds to make an impression and for a recruiter to figure out whether your credentials fit the job opening.

So what can you take away from this research? Several points:

1. If you can afford it, use a professional to clean up your resume and LinkedIn Profile, or at least have another pair of eyes review it.
2. Insist on a strong and clean visual layout, or have a friend help you pare down the clutter.
3. Avoid large blocks of text and use plenty of white space.
4. Make sure your online profiles are easy to read and review.

Focus on your current and last positions, and make sure it’s clear when you started working at each place, and list a descriptive title for both.

“Both resumes and online profiles should have a clear visual hierarchy, following a format that matches recruiters’ mental model,” Evans advises. “To reduce the strain of visual complexity, focus on a balanced, grid-based design that gives affordance, has a natural rhythm, and tells a compelling story of steady progression in your career.”

It is recommended liberal use of both typography and white space will enable effortless scanning of titles, company names, and education. And that approach makes sense when you return to our trusty heat map. The hot spots are routinely those left-aligned bold headings, and the recruiter’s entire workflow just cruises through the left side of the page. Meanwhile, any big blocks of texts aren’t read whatsoever.

So don’t consider headings pedantic; consider them what Evans calls “quick bursts of information,” or the type of information you can convey in a matter of moments. But at the same time, he also recommends to cut whatever you can.

## Eyeing Your LinkedIn Profile

EyeTrackShop conducted a study of how people look at various social media profiles. They used eye tracking software to see where people’s eyes were drawn when looking at someone’s Facebook, LinkedIn, and Twitter profiles.

The results of the LinkedIn profile analysis are interesting, but not at all surprising. The study found that people’s eyes were drawn primarily to the headline of the profile. The headline, by default, is TITLE at COMPANY NAME. It isn’t sufficient for the headline to be *Implementation Manager at Telstra*. I know what that title means, but do you? Probably not.

The eye tracking study showed that after the headline, people looked at the profile owner’s name and their picture next. This is why it is so important to have a photo. And it can’t be just any photo. It needs to be a high-quality, professional headshot.

The photo and headline is what is going to make the reader want to continue reading down the page. If you don’t make a good first impression (just like you would in-person), the reader is moving on.





# ANATOMY OF A COVER LETTER

Resumes and cover letters are very personal documents. The examples here are meant to illustrate possibilities—some of which may not pertain to you. Use your judgment to best suit your experiences and goals.

Consider using your resume heading as an alternate.

Do your research to find an appropriate name. In a situation where you haven't been able to find this, a replacement like "hiring committee" can be used.  
"Do not use To Whom it May Concern" or "Dear Sirs!"

Discuss what appeals to you about the work or program by going beyond the website to clients, projects, news, etc.

BRIEFLY mention any action that you've taken to be a better applicant, e.g., people you have met or talked to.

Set up the next two paragraphs of your letter with a thesis sentence.

Example:

"I am seeking an opportunity to work in this positive, collaborative environment, as well as to take on the varied responsibilities that this position has to offer. My experience working with children, managing large-scale projects, and designing curriculum may make me a good fit."

Avoid: "I am seeking an opportunity like this and my experience and your requirements may be a good fit."  
Maintain a separate document with all of your topical paragraphs. Copy from and paste into it to keep a useful record of your cover letter paragraphs.

What you say, for example, about how you have managed a number of significant projects and deadlines in a previous role or study project can be applied to any opportunity where projects and deadlines are critical to being effective in the job.

Your Mailing Address

Today's Date

Full Name of Recipient  
Title  
Company  
Mailing Address

Dear Mr./Ms. Last Name:

Write a first paragraph to introduce two main points:

- I am a serious candidate and care about this opportunity
- I have the knowledge, skills and experience to thrive in this role with your organization

Write second and third paragraphs to provide illustrations from your experience that back up the claims in the first paragraph. Use a separate paragraph for each of two claims.

Detail a point from your resume.

Make connections across points listed on your resume

Repeating information from your resume without added context or insight is not a good strategy.

Use the final paragraph to conclude the letter and discuss next steps. Reiterate any themes from the letter that you would like to emphasise, thank the reader for their time, include any contact information that is not already on the page, and present actions that you will take after sending this letter, if any.

Sincerely,

*Signature*

Typed Name

enclosure: resume

(any other application items)

If you scan your signature and save the .jpg file, you can insert it into digital files for a visit or a follow up call

Examples might include when you will be in town



# ANATOMY OF A RESUME

Resumes are very personal documents. The examples here are meant to illustrate possibilities. Use your judgment to best suit your experiences and goals.

Someone may have to mail you documents or have your address for official correspondence. Keep your address simple. Only include multiple addresses if necessary.

A clear Career Objective makes Your commitment and interests clear

Use a skills section to bring added attention to RELEVANT skills. Be sure these skills are evident throughout your resume as well.

Leave high school out as most used by first and second year undergrads or those who attended schools with a large or passionate network of alumni relevant to the job.

Think creatively about how you design your categories. This is an opportunity to bring attention to patterns in your interests or skills. Look at example resumes more for ideas, but two general categories could be common type of organization, e.g., Media Experience or function, e.g. Research Experience.

You need enough detail to match job requirements and to show you experience & knowledge of value to them

No need to add a line about references being available. This has been seen on resumes, historically, but is no longer expected. Save that space for interesting content.

## FULL NAME BIG & BOLD

Address (optional)  
Best Phone Number Best Email Address

### CAREER OBJECTIVE

A challenging position in the .....industry to enable me to use my skills and experience.

### CAREER SUMMARY/OVERVIEW

- 10 years experience in HR/Retail industry
- Extensive experience in diverse roles and sound knowledge of HR systems
- (up to 5/6 dot points)

### KEY COMPETENCIES

- Excellent communication skills applied to diverse stakeholder management needs
- Reputation for excellent organizational skills and good attention to detail
- (up to 6 or 7 matching selection criteria of job you are applying for)

### EDUCATION

Degree/Name of Qualification, University/ Institution, Location Year completed  
• If relevant mention honors, thesis, projects, research, subjects  
List all from highest qualification or start with most relevant

### AWARDS AND KEY CAREER ACHIEVEMENTS

- (OPTIONAL)

### RELEVANT EMPLOYMENT HISTORY/EXPERIENCE (start on PAGE 2)

Job Title, Organisation, Location Dates

#### Role /Key Responsibilities

- Bullets include an active and specific verb that describes this contribution, learning, skills or outcome, and details and data that make it tangible.
- Prioritize, with the most important and relevant bullets first – UP TO 5/6 is best
- Use concise clear and industry relevant language ---as it applies to that industry....EG
  - Manage a team of 4 in managing HR generalist duties including payroll, recruitment, employment relations etc
  - Establish and manage new learning and development role and program

#### Key Achievements

- Implemented new Staff Management systems with savings of 460K
- No more than 6 – stick to key ones and relevant

Repeat above( Go back up in history no more than 15 years)

### Volunteer Organization (Optional)

Location

#### Role

Dates

- Write as job title, just as above – duties, achievements etc – comment on your contribute in community or to an organisation.

### INTERESTS

Highlight unique aspects of your background, personality, or attention to professional topics.(include on if significant or relevant)

### REFEREES

Contact details to be provided upon request

# INTERVIEWS

## From Interview to Offer

While a sharp resume and persuasive cover letter will get you an interview, you'll need excellent interviewing skills to close the deal and land your desired position. All too often, job and internship seekers invest large amounts of time to write their application documents but give short shrift to interview preparation.

An interview can be conversational (that is what you hope for!) but it is NOT just a conversation. Even the most confident and personable people person will benefit dramatically from thoughtful interview preparation. You have come this far; be sure you keep up the momentum and build upon your preliminary success.

Read over this advice and find more [Careering Forward's website](#).

**Research industry, employer, and role.** Follow the relevant news, learn the organization's website backwards and forwards and scope out your interviewers on LinkedIn and Google. Reach out to employees—maybe even old colleagues, alumni, friends—in the company.

### Rehearse your introduction

What will you say to create a positive and compelling first impression when you are asked the question, "Tell me about yourself"? No matter how it is phrased, expect that you will open the interview with platform to talk about your interest in the opportunity and how it fits with your strengths and experiences.

### Connect your experiences

Practice telling short stories that give evidence to your success. Mentally connect these stories to the qualities they best represent.



### Prepare your own questions

You will be given the opportunity to ask questions during your interviews. This is a valuable part of the interview, not just a polite gesture. Consider questions about the role, company specifics (but never salary or benefits— not yet), the personal experiences of people that you meet, or questions that relate to current events or news.

**Send thank-you notes** Send them the very next day to each person or group that you meet. Refer to something interesting or unique from the conversation to create an opportunity for the reader to think of you again. Paper makes a stronger impression, but email is the way to go if a hiring decision will be made before snail mail can reach its destination.



# BEHAVIOURAL INTERVIEWS

The vast majority of interviews are behavioral in nature. Frequently, behavioral questions will include some form of, “Tell me about a time when...” and will relate to tasks, scenarios, and qualities that will be significant to the position you are now seeking. Through this method, the interviewer hopes to gauge your potential for success. The premise of behavioral-based interviews is that your past actions are the best predictor of your future performance. The appropriate response is to share a concise, but detailed story about a relevant experience.



## Behavioural Interview Success

Provide well thought-out examples with successful endings. Even a story about your biggest failure can conclude with what you learned from the experience!







- Refer to specific examples rather than broad characterizations.
- Be sure that your story has a beginning, middle, and end. See the STAR method for responding on the next page.
- Prepare your stories in advance by anticipating the expected strengths needed for the role and matching them with your own accomplishments.
- Address and contextualize your own contributions when discussing a group project.
- Pull examples from across your range of experiences. Using just one or a few can create a sense that others have not been valuable.
- Speak positively about yourself, colleagues, supervisors, and peers
- Use the most recent examples when possible.



# The STAR Method

STAR is formula for creating your best response to behavioral-based questions. Interviewers expect you to present your thoughts and experience in this manner. Don't worry, however. You'll see that the STAR method is no different than the basics of any good story composition.

Question: Tell me about a time when you had to provide difficult feedback to a team member?

	<p><b>Situation</b></p> <p>Set the scenario for your example.</p>	<p>"Last month I took the lead in a group project with a small team of 4. The project required the separation of tasks based on expertise and each with essential tasks to complete within timelines."</p>	<div data-bbox="1204 616 1404 795"></div> <p><b>A FEW TIPS:</b></p> <ul style="list-style-type: none"> <li>• A strong STAR response will last one to two minutes.</li> <li>• Be brief in your set-up. Give just enough background or contextual information for your story to make sense.</li> <li>• The result is critical. Everything in your example builds towards this component.</li> <li>• Use the structure of the acronym for direction if you forget what you were saying. If all else fails, skip to the R, result</li> </ul> <div data-bbox="1204 1691 1404 1870"></div>
	<p><b>Task</b></p> <p>Describe the specific challenge or task that relates to the question.</p>	<p>"As a team, we developed a plan to distribute the work between us. However, after the first few weeks, it became apparent that one of our team members was not completing his part of the project and he missed one of our project meetings."</p>	
	<p><b>Action</b></p> <p>Talk about the actions that you took to accomplish the task.</p>	<p>"I took the initiative to set up a meeting with him to discuss the project and any challenges. I provided feedback to him about the impacts of falling behind in the schedule while waiting on his work. I checked his issues and tried to maintain his motivation. After talking it was clear that if we changed his contributions to tasks to better fit his skills and interests, he would likely contribute more."</p>	
	<p><b>Result</b></p> <p>Present the results that followed because of the chosen action.</p>	<p>"It turned out that as a team we were able to redistribute tasks without compromising so every member got to work on the pieces of the project that were of most interest. In the end we successfully completed the project in time and received positive feedback from our manager."</p>	

# CASE INTERVIEWS

Case interviews are a specialized type of interview common in the consulting industry. In a case interview, the interviewer presents a dilemma, and the candidate must analyze and discuss the problem and propose a solution. Employers use case interviews as a way to evaluate a candidate's qualitative, problem-solving, and analytical skills and often their business acumen. In addition they will evaluate the communication skills, listening skills, enthusiasm and non-verbal cues, e.g., eye contact, of the candidate. The way in which a candidate arrives at a solution to the question, which demonstrates to an employer how the candidate thinks through a dilemma, is as important as the actual solution the candidate provides, if not more.

## Case Question Types

Typical case questions fall into four categories:

**Calculations/Computational Scenario** – Devise a solution given a problem statement, data elements, and possibly a formula

**Business Operation Scenario** – Devise a solution given a problem related to operational effectiveness.

*Example:* How can you increase efficiency of Starbucks' ordering process by decreasing wait time during peak hours?

**Business Strategy Scenario** – Devise a solution given a problem related to strategy and new markets.

*Example:* How will airlines remain competitive with rising fuel costs and increased regulations?

**Brainteaser** – Two primary types including

- The estimation case, .....How many golf courses exist in Victoria? and..
- The random fact analysis, .....Why are manhole covers round?

## Resources for preparing for a case interview:

- Case In Point: Complete Case Interview Preparation by Marc Casentino

Mock interviews with **Careering Forward** 0418654180 or 1300 760 211

- Practice cases and interactive online cases on employers' websites





## Interview Practice Makes Perfect

### Make Your Mistakes in a **Mock Interview** and ask for a **Video** recording

As with every skill you've ever learned, you have to learn the technique and then practice, practice, practice. A mock interview will not only help you perfect your technique, but it will also allow you to get valuable feedback and coaching on your performance.

Working with a professional and getting feedback on your performance in a mock interview is similar to working with a sports coach to learn how to improve your game. Both will enable you to learn where your strengths lie and where you may need work to improve your performance. Time spent practicing will assist you greatly in either situation. An added bonus to preparing and practicing is the self-confidence you will gain. In today's competitive world, you must be prepared and in top shape.

Before John interviewed with an important potential employer, he signed up for a mock interview. He is given an interview tip sheet to read before the scheduled mock interview. The tip sheet includes the following:

#### What Is a Mock Interview?

- A 30-minute videotaped session of you in an interview with a professional.
- A copy of the review of the tape with constructive feedback on your performance.

#### Preparation

- Prepare for the session by researching your company/industry of interest.
- Investigate and identify the most common industry traits sought (analytical skills, communication skills, business knowledge and problem solving).
- Script answers to demonstrate your experience with these factors as well as answers to [behavioral interview questions](#), such as "[Tell me about a time when...](#)" and "Can you give me an example of a time..."

#### The Session

- Dress in appropriate attire -- as though this is an actual company interview.
- Greet the interviewer with an enthusiastic [handshake](#) and smile.
- Listen to the question asked. Make sure you know what the interviewer wants to know. Ask for clarification if the question is not clear.
- Keep your answers concise and to the point -- two to three minutes long.
- Make sure you are selling the product: You.
- Have [questions prepared](#) to ask the interviewer.

#### The Feedback

- Observe your feelings while viewing the tape and listening to your answers. Are you coming across the way you intended?
- Listen to [feedback](#) with an open mind, not defensively.
- Learn from your performance. How are you being perceived through the eyes of someone who does not know you?



When John read through the tip sheet, he realised that he had some work to do to prepare for the mock interview and the time and energy he dedicated to his preparation made the mock interview so much more useful. John did win at that job interview he was targeted and is now in the new job.

## Secrets and Steps to Negotiating a Great Salary

Employers rarely make their best offer first, and job candidates who negotiate generally earn much more than those who don't. And a planned negotiation makes you a stronger candidate / employee.

"We found that those people who attempted to negotiate their salary in a constructive way are perceived more favorably than those who didn't, because they were demonstrating the skills the company wanted to hire them for," says Robin Pinkley, coauthor of *Get Paid What You're Worth*.

You can start laying the groundwork for your salary negotiation even before the first interview.

### During the Interview Process

- **Do Your Research:** Before the interview, learn about the company's salary range, conditions and benefits as well as industry salary ranges. Also learn about the company, its competition and the industry. Then think about what you want from the job, both in terms of salary and benefits, as well as opportunity and upward mobility, Pinkley says. This information will become valuable during the interview and salary negotiation.
- **Don't Talk Turkey Too Early:** "You never win by talking about money early on," says Lee Miller, author of *Up: Influence, Power and the U Perspective -- The Art of Getting What You Want*. "The time to talk about money is when they've fallen in love with you." Before that, you're just one of many easily dismissed candidates. But once the employer has decided you're right for the job, "it becomes an issue of, 'how are we going to make this happen?'" Miller says.
- **Avoid the Salary Requirements Trap:** Pinkley tells people to say: "I completely understand why this is an important issue -- you're trying to determine who you want to continue in this process, and it doesn't make much sense to pursue candidates you aren't going to get. Secondly, I know that the tendency is for people to lowball their salary range, because they don't want to get out of the pool. Figure out if you are a good job fit and what value you'd bring to this organisation and the extent to which I'd be fulfilled and involved and committed to this position. I suggest we wait to have the salary conversation until you're prepared to make an offer." If they still want a number, leverage your research to talk industry-standard ranges, not specific numbers.

### At Time of Offer – other Tips

- **Strike First – Suggest a figure First**
- **Don't Commit Too Quickly - Suggest you need to think about it**
- **Articulate Your Expectations – Identify how Salary level matches value**
- **Negotiate Extra conditions - ask for other benefits you want**

You also can add a few contingencies showing confidence in your performance. You could ask them to give you a salary review after six rather than twelve months or for a year-end bonus. "It shows that you believe in yourself and are committed to bringing what you say you can do,"

## Salary Negotiation Practice -it needs rigorous preparation and practice.

How **Careering Forward** can help:

- Salary range research (relevant LMI data is identified)
- Negotiation Coaching (15 years expertise in negotiation skills coaching, training )
- Role play negotiations (optionally using video feedback)

Consider this an important exercise often overlooked (especially by women) in the job search process. It is often assumed that salary and conditions are not negotiable. Not True!



# WHERE TO GO FROM HERE

Phone us for an appointment if you would like help with:

- Current job fit assessment
- Career Assessment
- Career change and transitions
- Career Decision-Making
- Career planning
- Labour Market Information (LMI)
- Occupational Research
- Job Search skills
- Self Marketing & Branding
- Resumes and cover letter appraisals
- LinkedIn and Social Media for Careers
- Interview Coaching
- Mock Interviews using video
- Salary and Conditions Negotiations



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