**Career & Employment Service**

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These questions and clear steps are designed to bring you closer to your dream job and to develop your self-awareness and employability skills. The best way to use this workbook is to keep adding to it throughout the Professional Development Program, and beyond!

Professional Development Program

Workbook

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**Session 2**

1. **Job Search - Ways to look for work (Slide 27)**

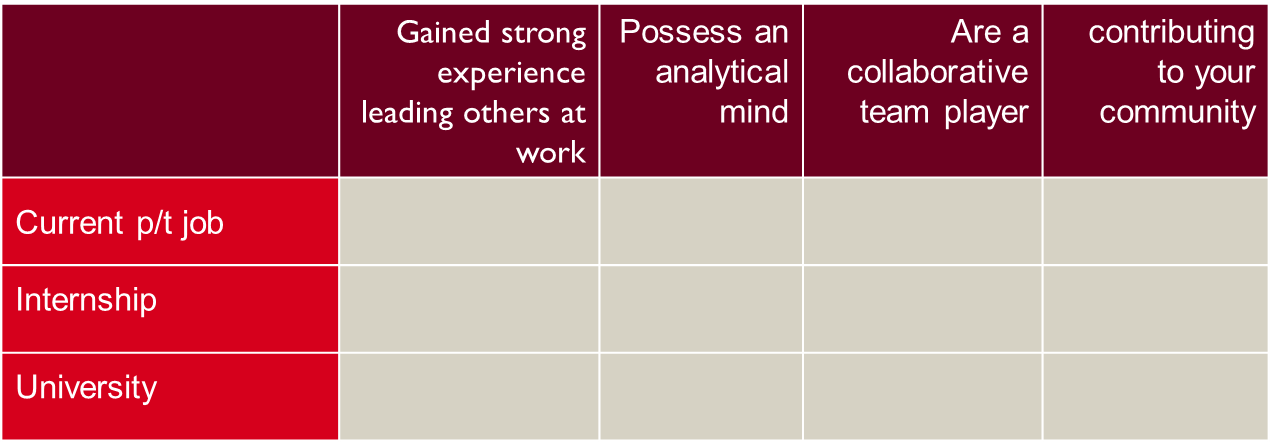
*Ways I could look for work include:*

1. **Job Analysis HOMEWORK (Slide 39)**

Now, take some time to create a skills/examples inventory. Pick **one skill** (e.g. Analytical Mind)

mentioned in the previous job ad and brainstorm with dot points to start with, then select the best examples and flesh them out with detail. 🡪 This will form basis for your marketing plan!

Complete the same exercise when applying for any job.   
(Make a note of all relevant skills required for the job, then think of examples from your current jobs, previous internships or unitiversity or even extracurricular activities that demonstrate how you have developed that particular skill).

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**e.g.: Contributing to your local community**: I was member of a Life Surfing Club last year. One particularly busy day we had to rescue 3 people at the same time, as they were all dragged into a rip. Only through orchestrated team effort were we able to save their lives. I spotted them and alerted my team members through our advanced communication system, one drove the jet ski and one pulled them to safety….

**Job Analysis HOMEWORK (Slide 39)**

In a next step, pick 2 job ads (e.g. through Seek.com.au or CareerHub) within your field of study and analyse the ads by filtering out the key requirements and skills needed for these jobs. Write down the requirements and think about what you could do now, to develop those particular skills for the future.

*Key skills and requirements found in 2 job ads.*

*What could I do now to develop those skills (e.g. complete a Lynda.com course)?*

1. **My Resume / CV HOMEWORK (Slide 54)**

Given what you’ve learnt in Workshop 2, spend some time reviewing your resume and perhaps attend a Resume Rescue Workshop (book through CareerHub - Events).

**In particular, take some time to re-write your profile section. Include, who you are, what you want (internship in Marketing?), and what you can offer a potential employer (skills/strengths!).**

*My Profile*

1. **My Referees HOMEWORK (Slide 54)**

It’s important to think about who you could ask to be your referees. Brainstorm potential referees below. Referees should not be your friends or family members - ideally, they should be from your professional network of contacts (ideally previous managers, supervisors or work colleagues).

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Organization** | **Relationship to me** | **Contact details** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Critically evaluate the list you’ve brainstormed and select 3-4 people who could be your referees. Make sure you have people who can comment on your different strengths/experiences. For example, one of the referees could be your supervisor or employer, while another one may be your university lecturer, etc.

1. **Cover Letters HOMEWORK (Slide 57)**

Writing good cover letters takes practice. Refer to the 2 jobs you have previously selected and practice writing cover letters for them. Make sure to tailor each cover letter to each individual job. You might want to save them in separate Word documents for future reference. Refer to the cover letter handout for further instructions.

1. **Be the recruiter notes HOMEWORK (Slide 55)**

*Who did you select for the Marketing Assistant role at Pro Publishing, and why?*

*Were there any candidates you were undecided about? Why?*

*Why did you not choose the other 3 candidates? What put you off? What could be improved in their applications?*

**Notes**

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