**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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1. **Professional Branding (Slide 11)**

**Share with us why you are remarkable!**

*I am remarkable because …*

**HOMEWORK**

1. **My online presence (Slide 12)**

More and more employers google their potential candidates, and it’s very important to control your online presence. Make sure that your personal accounts are set to private, and that you do have an open professional profile (E.g. LinkedIn).

LinkedIn is the world’s largest professional network with hundreds of millions of members and is constantly growing. Many employers both large and small rely on LinkedIn to search for future talent. Some use LinkedIn exclusively to review applications and headhunt. If you don’t have a profile, you’re really missing out!

Think what your (updated) LinkedIn summary might be like. Write it down below.

1. What you have to offer (why should an employer hire you?) – Think about your skills that you have identified in Session 1.

*What you have to offer:*

2. What you are looking for: (be specific)

*What are you looking for?*

Nobody writes a perfect summary the first time. It’s important to keep changing, adding and improving your LinkedIn summary. Also compare other LinkedIn profiles and see if you can ‘borrow’ certain aspects. Ask your friends/family members for feedback. You can also book into a LinkedIn workshop via CareerHub or book a consultation with a Career Advisor.

1. **Networking**

**My elevator pitch (Slide 19)**

Your LinkedIn summary is a good foundation for an ‘Elevator Pitch’. It’s a short 30-60 second summary about yourself/goals/strengths. Remember that written and spoken language are different, so you need to adapt your LinkedIn Summary. If you speak the same way you write, you’ll sound too formal and unfriendly.

The name “Elevator Pitch” refers to an idea where you try to imagine that you’re on a lift with the hiring manager of a company that you really want to work with and you have to give a quick sales pitch about yourself in the time it takes to get to the 25th floor. The goal is to be able to continue the conversation or to exchange business cards after the elevator ride. Think about what you’re studying and why, what you’re passionate about, and what you could bring/introduce/improve upon at the company you desire to work for.

Write your elevator pitch below using the table as a guide. Draw on your strengths to help craft your response.

At home, record yourself and listen to your pitch. You’ll know what you need to improve. Practice with friends or family members or book an appointment with a Careers adviser.

|  |  |
| --- | --- |
| WHO ARE YOU? First name and current situation |  |
| YOUR EXPERIENCE Previous work experience, other relevant things you’ve done, the achievement you’re most proud of |  |
| CONVERSATION Share something interesting and encourage others to join in |  |
| CALL TO ACTION Thank them for their time, ask how to connect and follow up |  |

**HOMEWORK**

1. **My networking plan (Slide 24)**

As most jobs are not advertised, it’s very important to invest time and effort into networking. Networking is an ongoing, lifelong skill, and it’s best to start early. Write down who you would like to meet and how you can meet them (use the LinkedIn Alumni Tool to gather a list of interesting people you would like to speak to who are working in your field of interest). Then set up Informational Interviews with them.

I want to meet:

Person 1 (Name, Role, Organisation): --------------------------------------------------------------------------

When/where could I meet them: ------------------­­­­­­­­­­­­­­­­­­­­­­­­­­­­­­----------------------------------------------------------------

Person 2 (Name, Role, Organisation): ---------------------------------------------------------------------------

When/where could I meet them: -----------------------------------------------------------------------------------

Person 3 (Name, Role, Organisation): ---------------------------------------------------------------------------

When/where could I meet them: ----------------------------------------------------------------------------------

**Notes**

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1. **Compass exercise questions (Slide 28)**
* What are the **strengths** of your style? (4 adjectives)
* What are the **limitations** of your style? (4 adjectives)
* What style do you find **most difficult to work with** and why?
* What do people from the other “directions” or styles need to **know about**

**you** so you can work together effectively?

* What do you **value** about the **other** three styles?
1. **My career action plan (Slide 48)**

Goals: Taking into account what you have learned in the Professional Development Program, what are your career goals now and what actions will you take to achieve them?

Remember, goals should be SMART (Specific, Measurable, Achievable, Realistic and Timely)

*Potential employers?*

*My current engagements/ extracurricular activities/volunteering*

*Development needs/ skills required for future jobs*

*Current competencies / skills/ strengths*

*My career choice / job cluster*

*Employment experience*

*Education:*

***Who are you?***

*Values:*

*Interests:*

*Personality:*

*Skills:*

|  |
| --- |
|  *My long-term career goals**My short-term career goals* *My Action Plan (how and by when will you reach your goals?):* 1. **How will I stand out from the crowd? (Slide 50) Some ideas….**

**Homework****Continue to work through your MQ Career Ready Program, focussing on the following sections:****Notes** |
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