

Writing in an Organizations

Prepared by Dr. Adam Yagoub

Lecture 5

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

MGM 202

How to Get a Job: Searches,
Dossiers, Portfolios, Résumés,
Letters, and Interviews



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EVERYONE'S SMART UNIVERSITY

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Course Outline

Lecture 1: Getting Started: Writing and Your Career.

Lecture 2: The Writing Process and Collaboration at Work.

Lecture 3: Writing Routine Business Correspondence.

Lecture 4: Writing Letters: Some Basics for Communicating with Audiences Worldwide.

Lecture 5: How to Get a Job: Searches, Dossiers, Portfolios, Résumés, Letters, and Interviews.

Lecture 6: Designing Successful Documents, Visuals, and Websites.

Lecture 7: Writing Instructions and Procedures.

Lecture 8: Writing Effective Short Reports.

Lecture 9: Writing Proposals.

Lecture 10: Writing Careful Long Reports.

- 1- Steps the Employer Takes to Hire.**
- 2- Steps to Follow to Get Hired.**
- 3- Analyzing Your Strengths and Restricting Your Job Search.**
- 4- Enhancing Your Professional Image.**
- 5- Looking in the Right Places for a Job.**
- 6- Dossiers and Letters of Recommendation.**
- 7- Preparing a Résumé.**
- 8- Letters of Application.**
- 9- Going to an Interview.**
- 10- Searching for the Right Job Pays.**

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1- Steps the Employer Takes to Hire:

From the employer's viewpoint, the stages in the search for a valuable employee **include the following:**

1. deciding what duties and responsibilities go with the job and determining the qualifications the future employee should possess.
2. advertising the job on the company website, in newspapers, in professional publications and conferences.
3. scanning and evaluating résumés and letters of application.

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4. having candidates complete application forms and submit to background checks.
5. requesting further proof of candidates' skills (letters of recommendation, transcripts, portfolios).
6. interviewing selected candidates.
7. doing further follow-ups and rank ordering candidates to be interviewed.
8. offering the job to the best-qualified individual.

2- Steps to Follow to Get Hired.

As a job seeker you will have to know how and when to give the employer the kinds of information the preceding eight steps require. **You can expect to go through the following eight procedures:**

1. preparing for your career.
2. analyzing your strengths and restricting your job search places for a job.
3. looking in the right a portfolio.
4. assembling a dossier and a portfolio.
5. preparing a résumé.
6. writing a letter of application and filling out a job application.
7. going to an interview.
8. accepting or declining a job offer.

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3- Analyzing Your Strengths and Restricting Your Job Search:

Before you apply for jobs, analyze your job skills, career goals, and interests. **Here are some points to consider.**

1. Make an inventory of your most significant accomplishments in your major and/ or on the job.
2. Decide which specialty within your chosen career appeals to you the most.
3. What are the most rewarding prospects of a job in your profession?

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4. What are some of the greatest challenges you face in your career today—or will face in five years?
5. Which specific companies or organizations have the best track record in hiring and promoting individuals in your field?

4- Enhancing Your Professional Image:

Whether you are looking for your first job in your career field, returning to the job market, or changing careers, **there are several steps you can take to help improve your chances of getting hired.** Here are some suggestions of things that will help you develop your professional career plans:

- Attend job fairs and interviewing workshops, on campus as well as those sponsored by municipal, state, and federal agencies.

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- Join student and professional organizations and societies in your area(s) of interest. Membership rates for students are often reduced.
- Apply for relevant internships and training programs to gain real-world experience and make networking contacts.
- If available, take a temporary job in your profession to gain some experience.
- Ask your instructors to critique your work in light of your career plans.

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- Confer with your academic adviser(s) regularly, not just once a semester.
- Find a mentor—someone in the field you might want to join.
- Consider developing a competency in a second (or third) language.
- Do volunteer work to gain or enhance experience working in a group setting, preparing documents, etc.
- Write a blog to increase your networking potential and demonstrate your interest in and knowledge about your profession.

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5- Looking in the Right Places for a Job:

One way to search for a job is simply to send out a batch of letters and résumés to companies you want to work for. But how do you know what jobs, if any, those companies have available, what qualifications they are looking for, and what deadlines they might want you to meet? You can avoid these uncertainties by knowing where to look for a job and knowing what responsibilities a specific job entails.

Consult the following resources for a wealth of job-related information.

1. Networking. Networking pays. Most jobs come through consulting with other people.

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2. Your campus placement office.
3. Internet sites posting jobs.
4. Newspapers.
5. Federal and state employment offices.
6. Professional and trade journals plus associations in your major.
7. The human resources department of a company or agency you would like to work for.
8. A résumé database service.
9. Professional employment agencies.

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6- Dossiers and Letters of Recommendation:

Dossiers play a major role in the job search. A dossier, French for “bundle of documents,” provides a file of information about you and your work—recommendations and so on—that others have supplied.

Basically, your dossier contains the following documents:

- letters of recommendation.
- letters that awarded you a scholarship, gave you an academic honor, or acknowledged your community service.
- letters that praised your work on the job.
- your academic transcript(s).

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7- Preparing a Résumé:

The résumé, sometimes called a curriculum vitae, may be the most important document you prepare for your job search. It merits doing some careful homework. **A résumé is not your life history or your emotional autobiography, nor is it a transcript of your college work.** It is a factual and concise summary of your qualifications, showing a prospective employer that you have the education and experience to do the job you are applying for. Regard your résumé as a persuasive ad for your professional qualifications. It is a billboard advertising you.

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- What Employers Like to See in a Résumé

Prospective employers will judge you and your work by your résumé; it is their first view of you and your qualifications. They will expect to see the following eight characteristics in an applicant's résumé.

- **Honest.** Be truthful about your qualifications—your education, experience, and skills.

- **Attractive.** The document should be pleasing to the eye with appropriate spacing, typeface, and use of boldface; it shows you have a sense of proportion and document design and that you are visually smart.

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■ **Carefully organized.** The orderly arrangement of information is easy to follow, logical, and consistent; it shows you have the ability to process information and to summarize. Use plenty of white space and bullets to highlight margin points. Employers prize analytical thinking.

■ **Concise.** Make sure your résumé is to the point. Generally, keep your résumé to **one page**, as in Figure 5.3. However, depending on your education or job experience, you may want to include a second page.

Figure 5.3 Résumé from a student with little job experience.

Anthony H. Jones
73 Allenwood Boulevard
Santa Rosa, California 95401-1074
707-555-6390
ajdesigner@plat.com
www.plat.com/users/ajones/resume.html

**WEBSITE DEVELOPER
DESIGNER
GRAPHIC ARTIST**

CAREER OBJECTIVE
Full-time position as a layout artist with a commercial publishing house using my training in state-of-the-art design technology.

EDUCATION
Santa Rosa Junior College, 2011–2012, A.S. degree to be awarded in 2012
Dean's List in 2008; GPA 3.25
Major: Commercial Graphics Illustration, with specialty in design layout
Related courses included:
• Digital Photography
• Graphics Programs: Illustrator, Photoshop
• Desktop Publishing: QuarkXPress, Adobe InDesign
Internship, 2011–2012, McAdam Publishers
Major projects included:
• Assisting layout editors with page composition and photo archiving.
• Writing detailed reports on digital photography, designs, and artwork used in *Living in Sonoma County* (www.sonomacounty.com) and *Real Estate in Sonoma County* (www.resc.net) magazines.

EXPERIENCE
Salesperson (part-time), 2009–2011, Buchman's Department Store
Duties included assisting customers in sporting goods and appliance departments, designing custom window displays each month for the main entrance, and assisting with the inventory database management.

COMPUTER SKILLS
Know QuarkXPress, InDesign, Illustrator, Photoshop, FinalCut Pro.

RELATED ACTIVITIES
Volunteer; designed website and three-fold brochure for the Santa Rosa Humane Society's 2012 fund drive; helped raise \$5,600.

REFERENCES/WEBFOLIO
References, college transcripts, and a webfolio of website designs, photographs, and graphics available upon request.

Headlines major achievements and gives contact details
Offers precise, convincing objective
Starts with most important qualification—education
Stresses job-related activities of apprenticeship
Includes part-time work experience
Demonstrates skills in Web design
Credentials and portfolio emphasize accomplishments

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- **Accurate.** Make sure your grammar, spelling, dates, names, titles, and programs are correct; typos, inconsistencies, and math errors say you didn't check your facts and figures.
- **Current.** All information is up-to-date and documented, with no gaps or sketchy areas about previous jobs or education.
- **Relevant.** The information on your resume is appropriate for the job level.
- **Quantification.** Include specific data regarding how much revenue you generated for an employer (or how much money you saved, or how many times you did a complex job).

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- The Process of Writing Your Résumé

To write an effective résumé, ask yourself the following important questions:

1. What classes did you excel in?
2. What papers, reports, surveys, or presentations earned you your highest grades?
3. What computer skills have you mastered—languages, software knowledge, designing or writing for Internet resources? Success in e-commerce? Skill at designing a blog and/or website? Understanding collaborative editing online?
4. What other technical skills have you acquired?

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5. What jobs have you had? For how long and where? What were your primary duties? Did you supervise other employees?
6. How did you open or expand a business market? Increase a customer base?
7. What did you do to earn a raise or a promotion in a previous or current job?
8. Do you work well with people? What skills do you possess as a member of a team working toward a common job goal (e.g., finishing a report)?
9. Can you organize complicated tasks or identify and solve problems quickly?
10. Have you had experiences/responsibilities managing money—collecting fees or receipts, preparing payrolls, conducting nightly audits, and so on?
11. Have you won any awards or scholarships or received a commendation, and/or other recognition at work?

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- Balancing Education and Experience

If you have years of experience, don't flood your prospective employer with too many details. **You cannot possibly include every detail of your job(s) for the last 10 or 20 years.**

- Emphasize only those skills and positions most likely to earn you the job.
- Eliminate your earliest jobs that do not relate to your present employment search.
- Combine and condense skills acquired over many years and through many jobs.
- Include relevant military schools or service.

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- What to Exclude from a Résumé

Knowing what to exclude from a résumé is as important as knowing what to include. Because federal employment laws prohibit discrimination on the basis of age, sex, race, national origin, religion, marital status, or disability, do not include such information on your résumé. **Here are some other details best left off your résumé:**

- salary demands, expectations, or ranges
- preferences for work schedules, days off, or overtime
- comments about fringe benefits

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- travel restrictions
- reasons for leaving your previous job
- your photograph (unless you are applying for a modeling or acting job)
- your Social Security number
- comments about your family, spouse, or children
- height, weight, or hair/eye color
- race, sexual orientation, religious and political affiliations
- hobbies, interests (unless relevant to the job you are seeking)

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Parts of a Résumé

As with memos, letters, and reports, résumés consist of specific parts listed in boldface. These parts—contact information, career objective, credentials (education and experience), related skills and achievements, and references/portfolios—need to be included in any résumé.

- Contact Information

At the top of the page, provide your name (do not use a nickname), address including your ZIP code, telephone number (use a cell phone number since you always have it with you), and e-mail address. Avoid unprofessional e-mail addresses such as toughguy@netfield.com or barbiegirl@techscape.com.

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- Career Objective

Although some employment counselors advise against using a career objective, or career profile, an objective can help a prospective employer know at once about the specific job you are looking for and in what ways you are qualified. **But make sure your career objective** is directly related to the position for which you are applying. Phrase it to sell yourself. Put the emphasis on what you can do for your employer, not what your employer can do for you.

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To write an effective career objective statement, ask yourself three basic questions:

1. What kind of job am I searching for?
2. What kind of job am I qualified for?
3. What capabilities do I possess that match what a potential employer wants?

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- Credentials

The order of the next two categories—Education and Experience can vary.

- Education

Begin with your most recent education first, then list everything significant since high school.

- Experience

Your job history is the key category for many employers. It shows them that you have held jobs before and that you are responsible. **Here are some guidelines about listing your experience.**

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1. Begin with your most recent position and work backward—in reverse chronological order.
2. For each job or activity, provide short descriptions (one or two lines) of your duties and achievements.
3. In describing your position(s), emphasize any responsibilities that involved handling money (for example, assisting customers, filing insurance claims, or preparing payrolls);
4. Include any relevant volunteer work you have done.
5. If you have been a full-time parent for 10 years or a caregiver for a family member or friend, indicate the management skills you developed while running a household and any community or civic service you did.

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- Related Skills and Achievements

Not every résumé will have this section, but the following are all employer-friendly things to include:

- second or third languages you speak or write
- extensive travel
- certificates or licenses you hold
- memberships in professional associations
- volunteer work for community service groups

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- Computer Skills

Knowledge of computer hardware, software, word processing programs, and Web design and search engines is extremely valuable in the job market.

- Honors/Awards

List any civic (mayor's award, community service, cultural harmony award) and/ or academic honors you have won (dean's list, department awards, scholarships, grants, honorable mentions).

- References

As a rule, do not list references with personal contact information. Simply say they are available on request.

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- Career Portfolios/Webfolios

When preparing your résumé, you may want to indicate if a career portfolio (or webfolio if it is online) of your work is available for review, as we saw Anthony Jones do in Fig. 5.3. Your portfolio/webfolio needs to represent your best work. A career portfolio/webfolio is not a personal/family scrapbook but a record of your most professional work.

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Organizing Your Résumé

There are two primary ways to organize your résumé: chronologically or by function or skill area.

- Chronologically

The résumés in Figures 5.3 and 5.4 are organized chronologically. Information about the job applicants is listed year by year under two main categories—education and experience. This is the traditional way to organize a résumé. It is straightforward and easy to read, and employers find it acceptable.

Résumé from a student with some job experience. Figure 5.4

Maria Lopez 1725 Brooke Street Miami, Florida 32701-2121 (305) 555-3429 mlopez@eagle.com	Provides easy-to-find contact information
CAREER OBJECTIVE Position assisting dentist in providing dental care, counseling, and preventive dental treatments, especially in pedodontics.	
EDUCATION A.S. in Dental Hygiene, Miami-Dade Community College August 2010–May 2012. GPA: 3.38 (Ranked in the top ten percent) Major courses: • Oral pathology • Periodontics • Dental materials and specialties • Community dental health. Minored: Psychology (twelve hours in child and adolescent psychology) • Experienced with procedures and instruments used with oral prophylaxis techniques. • Subject of major project was proper nutrition and dental health for preschoolers. • Received excellent evaluations in business writing course. • Will take American Dental Assisting National Board Exams for licensure on June 2.	Lists course and clinical work required for licensure and job
EXPERIENCE St. Francis Hospital (Miami Beach, Florida) April 2008–July 2010 <i>Unit secretary on pediatric unit.</i> Maintained medical supply levels using inventory tracking software, assisted with the computerization of all medical records into hospital-wide database, transcribed medical orders and surgical notes, greeted and assisted visitors. Murphy Construction Company (Miami, Florida) June 2007–April 2008 <i>Office assistant-receptionist.</i> Did keyboarding, filing, and assisted with billing and creating project schedules in a small office (5 employees). City of Hialeah, Florida Summers 2005–2006 <i>Lifeguard.</i> Established safety procedures and tested pool chlorine levels.	Calls attention to counseling and bilingual skills that benefit employer and patients Emphasizes professional licensure qualifications
COMPUTER SKILLS DentiMax, Microsoft Office, Excel, FileMaker Pro.	
LANGUAGE SKILLS Fluent in Spanish	Highlights previous job responsibilities in health care setting

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By Function or Skill Area

Depending on your experiences and accomplishments, you might organize your résumé according to function or skill area. According to this plan, you would not list your information chronologically in the categories “Experience” and “Education.”

Instead, you would sort your achievements and abilities—whether from course work, jobs, extracurricular activities, or technical skills into two to four key skill areas.

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The Online Résumé

In addition to preparing a hard copy of your résumé, expect to create one (or more) to be posted online. An online résumé will give you the widest possible exposure to attract prospective employers.

Formatting an Online Résumé

Here are some guidelines to help you make sure your résumé is scannable:

1. Create your résumé as a MS Word file (the most common file format in the world of work) rather than as a PDF, WordPerfect, or zip file.

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2. Save your résumé properly and consistently.
3. Avoid underlining, boldface, italics, boxes, shadowing, or color, which can garble the text of your résumé and make it unstainable.
4. Do not use hard-to-read or fancy fonts like script.
5. Make sure your résumé is easy to scroll.
6. Design your résumé to be concise.
7. Select the automatic wrapping feature to avoid losing characters at the end of a line, but make sure you do not exceed the limit of 65 characters per line.

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8. Align everything flush with the left margin.
9. Never send your résumé as an e-mail attachment.
10. Include hyperlinks to your website or one you helped design reviews of your work or professional blogs.
11. Format and save your résumé before you send it to any database service.
12. Preview your résumé for quality control.

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8- Letters of Application:

Along with your résumé, you must send your prospective employer a letter of application, one of the most important pieces of correspondence you may ever write. **Its goal is** to get you an interview and ultimately the job. Letters you write in applying for jobs should be personable, professional, and persuasive—the three P's. Knowing how the letter of application and résumé work together and how they differ can give you a better idea of how to compose your letter.

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- How Application Letters and Résumés Differ

The résumé is a persuasive record of dates, important achievements, skills, names, places, addresses, and jobs. As noted earlier, you may prepare several different résumés depending on your experience and the job market.

Your **letter of application**, however, is much more personal. It introduces you to a prospective employer. Because you must write a new, original letter to each prospective employer, you may write (or adapt) many different letters. Each letter of application should be tailored to a specific job. It should respond precisely to the kinds of qualifications the employer seeks.

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9- Going to an Interview

There are various ways for a prospective employer to conduct an interview. It might be a one-on-one meeting—you and the interviewer—or you may visit with a group of individuals who are trying to decide if you would fit in. You could even have an interview over the telephone or through a videoconference. An interview can last 30 minutes or take all day.

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- Preparing for the Interview

Before you go to the interview be prepared by doing the following:

1. Do your homework about the company.
2. Review the job description carefully.
3. Prepare a one- or two-minute summary of your chief qualifications.
4. Take your portfolio, including three or four extra copies of your résumé, with you.
5. Practice your interview skills with a friend or job counselor.
6. Brush up on business etiquette.
7. Bring your photo ID and Social Security card.

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- Questions to Expect at Your Interview

The following questions are typical of those you can expect from interviewers.

- Why do you want to work for us?
- What qualifications do you have for the job?
- What could you possibly offer us that other candidates do not have?
- Why did you attend this school?
- Why did you major in “X”?

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- Why did you get a grade of C in a course?
- What extracurricular activities did you participate in while in high school or college?
- Did you learn as much as you wanted from your course work?
- What is your greatest strength?
- What is your greatest shortcoming?
- How do you handle conflict with a co-worker, boss, or customer?
- Why did you leave your last job?
- Why would you leave your current job?
- What are your career goals over the next three to five years ?

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- Questions You May Ask the Interviewer(s)

questions you can ask interviewers:

1. Will there be any safety, security, or proficiency requirements I will need to meet?
2. When is the starting date?
3. Is there a probationary period? If so, how long?
4. How will my work be evaluated (monthly, quarterly, semiannually) and by whom (immediate superior, committee)?
5. What types of on-the-job training are required and/or offered?
6. Are there any mentoring programs in place?
7. Is there any support for continuing my education to improve my job performance?

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- What Interviewer(s) Can't Ask You

There are some questions an interviewer may not legally ask you. Questions about your age, marital status, ethnic background, religion, race, or physical disabilities violate equal opportunity employment laws. Even so, some employers may disguise their interest in those subjects by asking you indirect questions about them. A question such as “Will your husband care if you have to work overtime?” or “How many children do you have?” could probe into your personal life.

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- Ten Interview Dos and Don'ts

Keep in mind these other interview dos and don'ts.

1. Be on time.
2. Turn off your cell phone! The last thing you want is for it to ring during your interview. Never text during an interview.
3. Dress appropriately for the occasion and be well groomed.
4. Be careful about tattoos.
5. Greet the interviewer with a friendly and firm, but not vicelike, handshake.

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6. Don't sit down before the interviewer(s) do.
7. Speak slowly and distinctly;
8. Do not chew gum; click a ballpoint pen; fidget; twirl your hair; or tap your foot against the floor, a chair, or a desk.
9. Maintain eye contact with the interviewer; do not sheepishly stare at the floor or the desk.
10. When the interview is over, thank the interviewer(s) for considering you for the job and say you look forward to hearing from him, her, or them.

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- The Follow-up Letter

Within a week after the interview, it is wise to send a follow-up letter, not an e-mail, thanking the interviewer for his or her time and interest in you. In your letter, you can reemphasize your qualifications for the job by showing how they apply to conditions described by the interviewer; you might also ask for further information to show your interest in the job and the employer.

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10- Searching for the Right Job Pays:

As we saw, finding the right job takes a lot of hard work (researching, organizing, and writing). But all your efforts will pay off with your first and subsequent checks. Make all your letters, résumés, portfolios/webfolios, and applications models of successful writing at work.

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References:

Successful Writing at Work, Concise
Third Edition,

By: Philip C. Kolin

University of Southern Mississippi

Chapter 5

