

PRESENTATION AND WRITING SKILLS

lecture No. 9

BY

Dr. Manal El-Sayed



MGM223



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

lecture No. 9

Building Careers and Writing Résumés

Test your knowledge for the previous lecture

1. Describe the three-step writing process and explain why it will help you create better messages in less time
2. Explain what it means to analyze the situation when planning a message
3. Describe the techniques for gathering information for simple messages and identify three attributes of quality information
4. Compare the four major classes of media and list the factors to consider when choosing the most appropriate medium for a message
5. Explain why good organization is important to both you and your audience and explain how to organize any business message



Learning Objectives

1. Finding the ideal opportunity
2. Define your personal strategy.
3. Know the Employer perspective
4. How to conduct your internet research.
5. How to build your network
6. Planning your résumé



Finding the Ideal Opportunity in Today's Job Market

Personal Strategy

- **Get Organized**
- **Get Started**
- **Be Persistent**



Personal Strategy

•Get Organized



- ☐ Your job search could last many months and involve multiple contacts with dozens of companies.
- ☐ You need to keep all the details straight to make sure you **don't miss opportunities** or make mistakes such as losing someone's e-mail address or forgetting an appointment.

Personal Strategy



• **Get started and be persistent**

- ❑ **Start now and stick to it.** Even if you are a year or more away from graduation, now is not too early to get started with some of the essential research and planning tasks

Write Your Story



- Your Passions
- Your Skills
- Your Abilities
- Your Experiences
- Your Objectives

Write Your Story



- ☐ Take the time you have now to explore the possibilities, to find your passion,
- ☐ Identify appealing career paths.

Write Your Story



- ❑ Begin by writing the things you are passionate about,
 1. the skills you possess,
 2. your ability to help an organization reach its goals, the path you've been on so far, the path you want to follow in the future

Employer Perspective



Performance

Reliability

Motivation

Employer Perspective

companies take risks with every hiring decision

- ❑ **Many companies judge the success of their recruiting efforts by *quality of hire*, a measure of how closely new Employees meet the company's needs.**



**you can take steps to present
yourself as the low-risk, high-reward
choice, as someone who can
make a meaningful contribution to
the organization.**



Employer Perspective

Performance

your perceived **ability** to
Perform the job is an essential
part of your potential quality as
a new hire



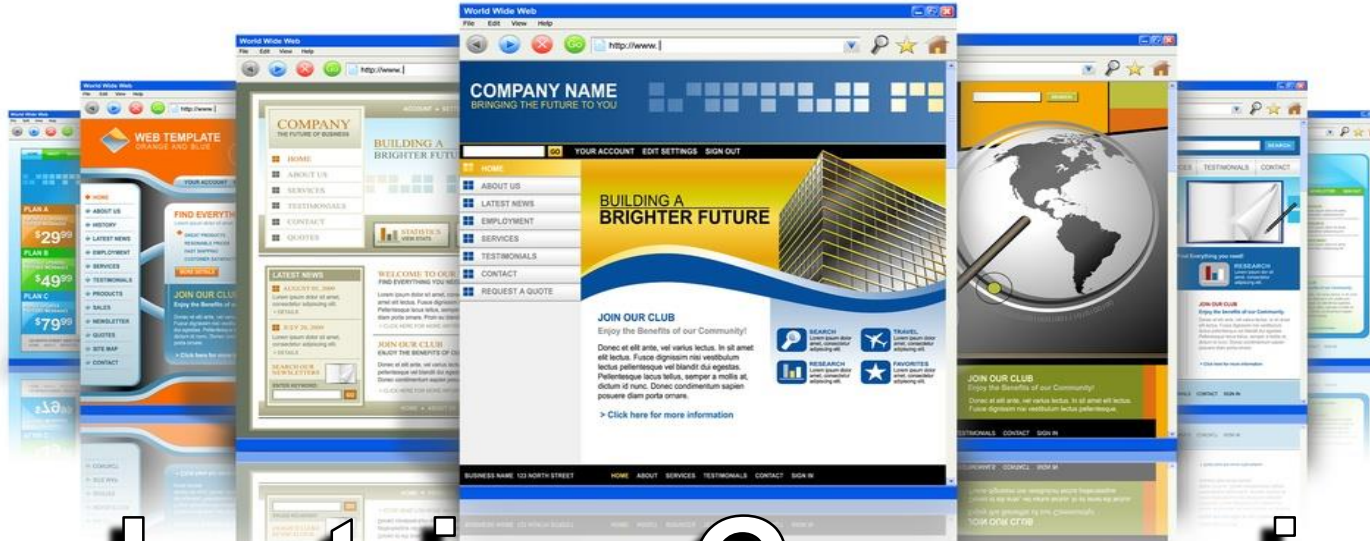
Employer Perspective

Reliability and motivation

Hiring managers consider more than just your ability to handle the job. They want to know if you'll be reliable and motivated



Internet Research



Industries Companies

Internet Research

- ❑ **Don't limit your research to easily available sources**

Companies are likely to be impressed by creative research, such as interviewing their customers to learn more about how the firm does business

Internet Research

- ❑ you can learn more about companies and find job openings. Start with The **Riley Guide**, which offers advice for online job searches as well as **links** to hundreds of specialized websites that post openings in specific industries and professions



Translate Potential



- **Skills**
- **Attributes**
- **Experience**

Translate Potential



- Customizing your résumé to each job opening is an important step in showing employers that your skills, attributes, and experience are relevant to an employer's business challenges.

Translate Potential



the way through the interviewing process, you will have opportunities to impress recruiters by explaining how your general potential translates to the specific needs of the position.

Take the Initiative

- Target companies of interest
- Contact human resources
- Contact company managers
- Describe what you can offer
- Ask to be considered for opportunities

Build Your Network

Networking

is the process of making informal connections with mutually beneficial business contacts.

Build Your Network

Networking

Networking takes place wherever and whenever people talk:

**at industry functions,
at social gatherings,
at alumni reunions—
and all over the Internet.**

Build Your Network

Classmates	Workplace Contacts
Online Sources	Student Organizations
Trade Shows	Volunteering

Network Etiquette



- **Protocol**
- **Value**
- **Judgment**

Network Etiquette

Protocol



Pay close attention to networking protocol:

- Try to learn something about the people you want to connect with
- Don't overwhelm others with too many messages or requests
- Be succinct موجزًا in all your communication efforts
- Don't give out other people's names and contact information without their permission
- Never e-mail your résumé to complete strangers
- Remember to say thank you every time someone helps you

Network Etiquette

•Value

To become a valued network member, you need to be able to help others in some way.

The more you network, the more valuable you become in your network—and the more valuable your network becomes to you.



Network Etiquette



Judgment

Finally, be aware that your online network reflects who you are in the eyes of potential employers, so exercise some judgment in making connections.

Career Counseling

**College Career
Center**

**Online Career
Planning**



Avoiding Mistakes

- Overlooking résumé errors
- Misspelling the hiring manager's name
- Arriving late for an interview
- Tweeting something unprofessional
- Completing application forms incorrectly
- Not doing your own research

Planning Your Résumé

A résumé is

A Structured, written summary of a person's education, employment background, and job qualifications. Before you begin writing a résumé, make sure you understand its true function—as an advertisement intended to stimulate an employer's interest in meeting you and learning more about you.

Three-Step Résumé Process

1

Plan



2

Write



3

Complete

Analyze the Situation

Recognize that the purpose of your résumé is to get an interview, not to get a job.

Gather Information

Research target industries and companies so that you know what they're looking for in new hires; learn about various jobs and what to expect; learn about the hiring manager, if possible.

Choose Media and Channels

Start with a traditional paper résumé and develop scannable, plain text, PDF, and social/online versions, as needed. Consider other formats as supplements.

Organize the Information

Choose an organizational model that highlights your strengths and downplays your shortcomings; use the chronological approach unless you have a strong reason not to.

Adapt to Your Audience

Plan your wording carefully so that you can catch a recruiter's eye within seconds; translate your education and experience into attributes that target employers find valuable.

Compose the Message

Write clearly and succinctly, using active, powerful language that is appropriate to the industries and companies you're targeting; use a professional tone in all communications.

Revise the Message

Evaluate content and review readability, then edit and rewrite for conciseness and clarity.

Produce the Message

Use effective design elements and a suitable layout for a clean, professional appearance; seamlessly combine text and graphical elements. When printing, use quality paper and a good printer.

Proofread the Message

Review for errors in layout, spelling, and mechanics; mistakes can cost you interview opportunities.

Distribute the Message

Deliver your résumé, carefully following the specific instructions of each employer or job board website.

Purpose and Audience



- **Employers**

- **Interviews**

Gather Information



Employment

Education

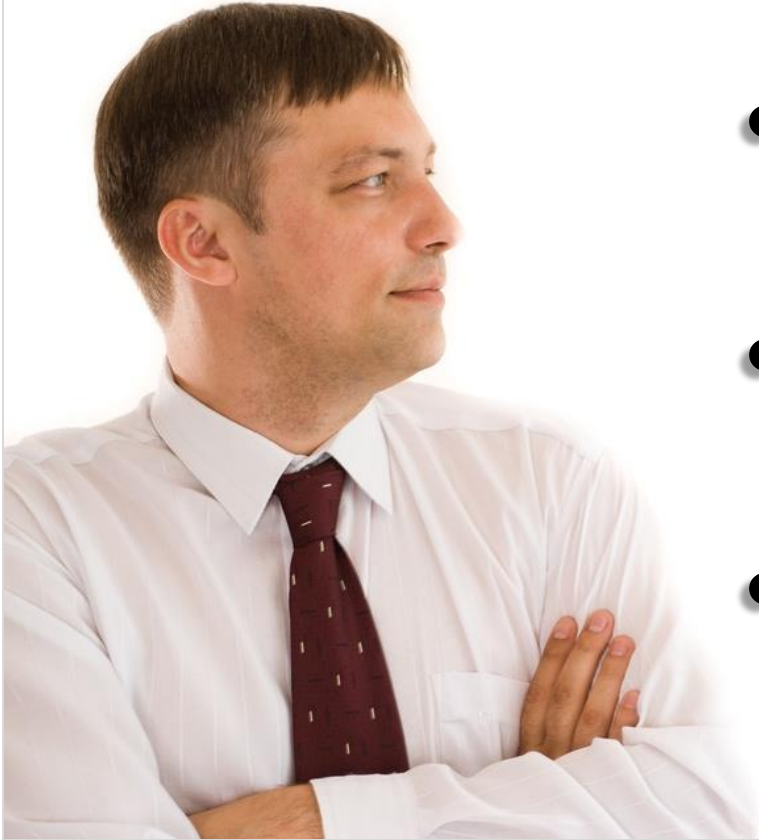
Personal

Choose the Medium



**Multiple
Media
Multiple
Formats**

Organize the Résumé



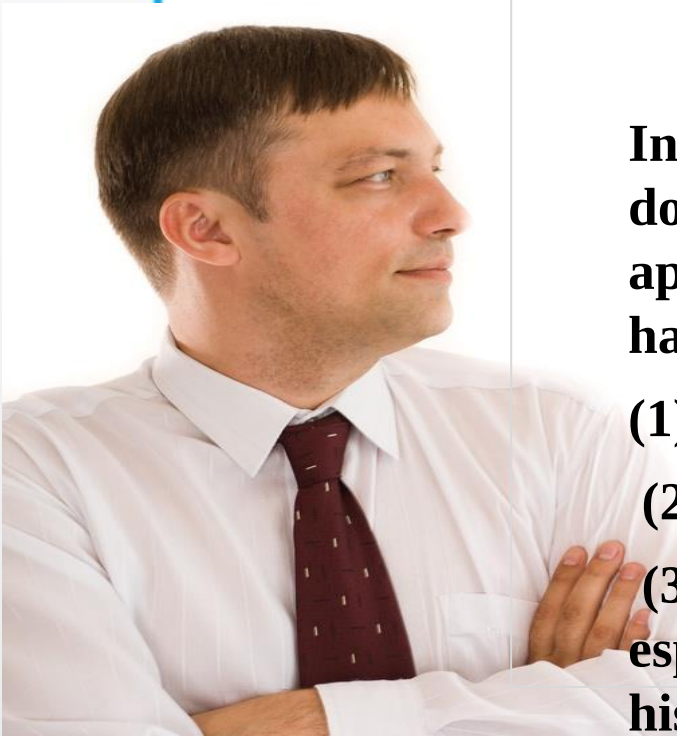
- **Chronological**
- **Functional**
- **Combination**

Organize the Résumé

•Chronological

In a *chronological résumé*, the "Work Experience" section dominates and is placed in the most prominent slot. This approach is the most common way to organize a résumé. It has three advantages:

- (1) employers are familiar with it,
- (2) it highlights growth and career progression, and
- (3) it highlights continuity and stability. This approach is especially appropriate if you have a strong employment history and are aiming for a job that builds on your career path.



Organize the Résumé

•Functional

A functional résumé emphasizes skills and accomplishments, identifying employers and academic experience in subordinate sections. This pattern stresses individual areas of competence, so it's useful for people who are just entering the job market, want to redirect their careers, or have little continuous career-related experience. The functional approach also has three advantages:

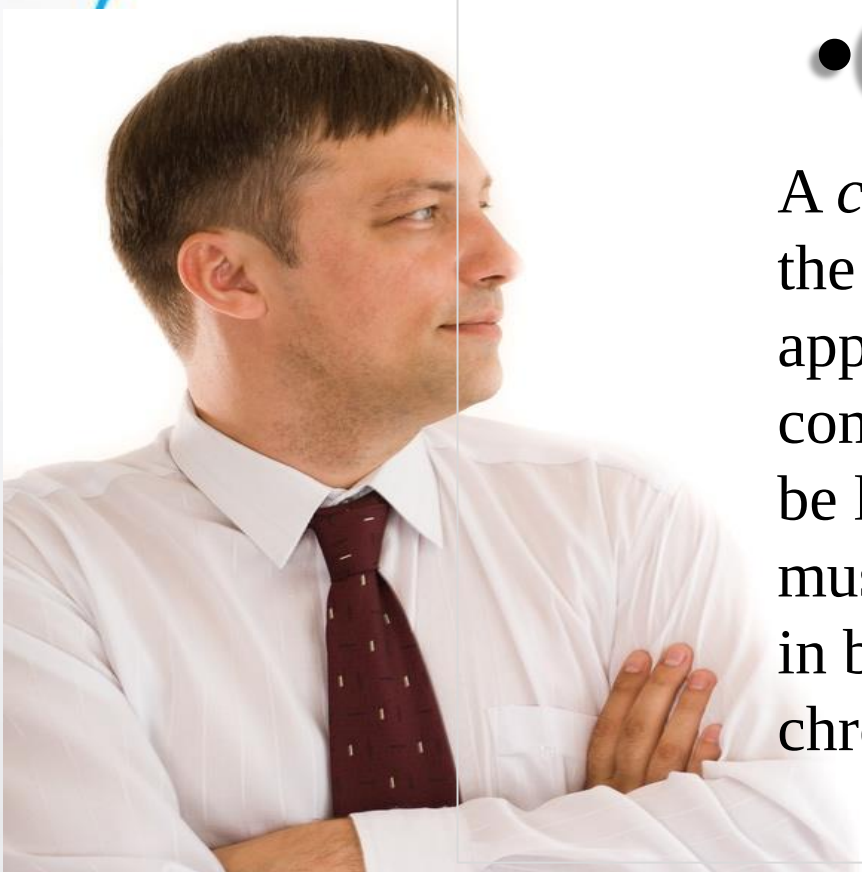
- (1) without having to read through job descriptions, employers can see what you can do for them,
- (2) you can emphasize earlier job experience, and
- (3) you can de-emphasize any lack of career progress or lengthy unemployment.



Organize the Résumé

•Combination

A *combination résumé* includes the best of the chronological and functional approaches. Nevertheless, it is not commonly used for two reasons: it tends to be longer, and it can **be repetitious if** you must list your accomplishments and skills in both the functional section and the chronological job descriptions.





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Thank You

