



## Module Content Outline

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### **Module: Improving employability**

#### **PART A**

##### **Overall Summary of the Module:**

The main objective of the module is to increase the likelihood of professional success, that is, to help you find a job, or a better job, and how thinking in a career might help in the long term. With this goal in mind, different tools that allow the trainee to develop their employability and entrepreneurship skills will be used. This module is the equivalent of 1 European Credit System for Vocational Education and Training (ECVET) credits and corresponds to level 2 of the European Qualifications Framework (EQF).

#### **PART B**

##### **Objectives and Expected Outcomes**

The purpose of this module is essentially to provide the basic tools for:

1. Career Planning
  - 1.1. Identify your professional and personal skills,
  - 1.2. Define your professional goals;
2. Professional Marketing
  - 2.1. Build a Curriculum Vitae,
  - 2.2. Build a cover letter,
  - 2.3. Know how to search job offers on social networks;
3. Interviews and Pitch
  - 3.1. Know how to behave at a job interview.
  - 3.2. Know how to create a pitch

#### **PART C**



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### Units in the Module:

Unit 1: Career Planning

Unit 2: Professional Marketing

Unit 3: Interviews and Pitch

#### • Unit 1: Career Planning

##### C1. Overview:

This first unit will help you understand the importance of a Career Plan and help you build your own Plan to maximize your chances of employment. This unit utilizes approaches such as SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats), which will allow you to understand your Strengths and Weaknesses, as well as how to use Opportunities and avoid Threats. This is key to creating your career plan. Furthermore, the goal is to help you better prepare yourself for recruitment, both prior to the interview stage as well as for the face-to-face opportunities you may have.

##### C2. Learning Outcomes

At the end of this unit participants should be able to.

- Understand the common process of a recruitment process
- Reflect about professional goals
- Know how to plan their implementation
- Be able to implement your plan
- Make a critical analysis to the plan
- Know your strengths and weaknesses
- Recognize your opportunities

##### C3. Content

###### 1. Introduction

Finding a job can be a difficult task, but there are several tools that can increase your likelihood of success, and we will start with the “traditional” job search process, by focusing on finding the opportunities around you and on how to use your network. In



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the traditional process, the employer usually announces that he or she accepts job applications. This job advertisement can be made in a newspaper, websites specialized in job searching, in other online Platforms like LinkedIn, or directly in the place where the job is available (e.g. store, restaurant) by posting a sign. While there are agencies that specialize in finding jobs, it is not common for people to ask you for money to find a job. It can be a scam, be careful. Depending on the job advertisement, you will be usually asked to present your Curriculum Vitae (CV) or resume. The CV is a document where you present the key relevant information about your professional and training experiences as well as your academic degrees (if any). The CV can (preferably) be accompanied by a cover letter. We will help you to build your CV and cover letter during this training.

The second part of the process starts with the employer selecting the most suitable and relevant CVs and cover letters, and those applicants are invited to an interview where evidence of knowledge and / or Skills may be required. The selection of the candidate results from the analysis of the CV, the interview and, if necessary, proof of skills.

Therefore, the first thing you should note is that sending a resume or being called in for an interview does not automatically mean that you are selected; it is however a very good and promising first step.

Another strategy for recruitment, and this is not mutually exclusive with the traditional one described above, is to explore your network of contacts. Some employers will not post a Job in the first place but will ask if someone knows of potential candidates for the job. It is important that you make it clear to everyone, whether family, colleagues or merely acquaintances, that you are looking for a job, the kind of job you are looking for and the qualities you have that make you suitable for that job.

A first step before building your Curriculum Vitae is to understand your strengths and weaknesses and how you can present yourself to the job market. This is where we will begin, by examining these strengths and weaknesses and help you think in your career.

Finding a job can take a lot of time and can be frustrating. You need to build tolerance and resilience and be able to hear many NOs (or not even get a response) before you get that wanted "YES". The good news is that you only need one "YES" and that "YES" is independent of the number of "NO" you've heard before.

### **2. Self-knowledge and Professional Goals**



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Now let's focus on identifying career goals.

An important part of the job search process is getting information about the market but also about us, meaning that we need to increase our self-awareness. For that we can use questions like, "What are my strengths? What am I good at? What can I do?" Why am I qualified for this job? What can I offer to this business?

Understanding your strengths will help you communicate them to other people as well, in your network and to potential employers. It can help asking ourselves some questions that would help increase our self-awareness. For example, what kind of activities pleases me? What do I like to read? Is taking care of others rewarding to me? Do I lose track of time when I do something? Where do others say I'm good at? Cooking? Fixing things? Creating videos, working on photos? Programming? What about manual work? All these and other questions will enable us to build a Coherent profile, to know ourselves, make ourselves known and use this knowledge in our job search.

To know yourself better you can use the SWOT analysis.

The term SWOT is composed of the initials of the words Strengths, Weaknesses, Opportunities and Threats.

It is an analysis technique often applied to processes, products and companies but that can also be used individually. These four characteristics can be divided between two environments: internal (Strengths, Weaknesses) and external (Opportunities and Threats).

With it, it is possible to draw an overview of the situation and helps us define what is the best course of action to take.



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Completing the following Activities will help you identify those same points.

- **Do ACTIVITY 1 (see part F)**
- **Do ACTIVITY 2 (see part F)**
- **Do ACTIVITY 3 (see part F)**

Considering the SWOT analysis and the objective (s) you have viewed let's talk about what is a good objective given the SMART objectives.

**The next part of your planning is to do a SMART Analysis, is your goal Specific, Measurable, Attainable, Relevant and Time-Based?**

**SPECIFIC**- Having a **clear goal**. "I want to find this kind of job. Maybe I can think of a job at a specific company, doing specific tasks!" This specific way of thinking is better compared to more general objectives like "I want to find a job". In difficult times, it can be strange to think to have a very specific goal, especially if the need to find a job is very strong, but it is important to think in terms of "where do you want to go professionally?". If we do not have an Idea of where we want to be in the future, it will be harder to get there, and opportunities can be missed.

"There are no favorable winds for those who do not know their course"

Séneca

**Write your plan.** Define what type of organizations you want to contact, make a list, try to figure out who is responsible for a potential hiring, and contact them. But first you



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have to prepare your presentation (prepare your professional marketing, that will be approach in the next chapter).

**MEASURABLE** - Define indicators that really allow you to measure the performance of your actions. Do not just count how many times you submitted your CV, but how many times they were well-received and reviewed, and what feedback you received. You can also create different goals that can be measured during your plan. For instance, ask questions like, do I already have the training or the Skills that I need? Do I know where can I have that training or improve my skills?

**ATTAINABLE** - Can you really reach your goal? If you hesitate to answer, perhaps you should reconsider whether it is appropriate or not. But also consider that what may seem impossible may “only” be difficult. And what can look unattainable today, can be a reality in the future.

**RELEVANT** - Ask yourself why you want to achieve this goal. Does it contribute to your strategy? Why is it important? If it is not that important, it may not be relevant to pursue it. In some Smart goals, the "R" can also stand for Realist, in the sense that "Are you able to achieve it?"

**TIME BASED** - It is essential that your goal is planned to be met within a certain period of time. Setting a date will help you to understand how long you are willing to work on that objective. In the end of the deadline, you can either confirm your success, adapt your plan and create another deadline, or change to a completely new plan. If this point is not established, it may take forever before you realize that it took a long time to reach your goal, or you took too long trying.

Only then you will we be able to effectively plan our action.

After your goals and plans are set, you can start implementing your plan, because a career is not something that happens, it is planned and the “luck” of finding a job opportunity takes a lot of work.

Completing the following Activities will help you identify those same points.

- **Do ACTIVITY 4 (see part F)**
- **Do ACTIVITY 5 (see part F)**
- **Do ACTIVITY 6 (see part F)**



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### C.4 Key Words

- Strategies
- Actions
- SWOT analysis
- Behaviors
- Resources
- SMART goals
- Plan

### **PART D**

#### **Further Reading**

- <https://corporatefinanceinstitute.com/resources/knowledge/other/smart-goal/>
- [https://www.mindtools.com/pages/article/newTMC\\_05.htm](https://www.mindtools.com/pages/article/newTMC_05.htm)
- <https://www.forbes.com/sites/ashleystahl/2018/08/29/3-steps-to-develop-your-career-plan/#211c2e464910>
- [https://www.mindtools.com/pages/article/newTMC\\_05\\_1.htm](https://www.mindtools.com/pages/article/newTMC_05_1.htm)

### **PART E**

#### **Unit Completion**

1. What strengths defines you? Name three:
  - a)
  - b)
  - c)
2. Evaluate 2 of your goals, based on SMART analysis.

#### **Goal 1**



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SPECIFIC:

MEASURABLE:

ATTAINABLE:

RELEVANT:

TIME BASED:

### **Goal 2**

SPECIFIC:

MEASURABLE:

ATTAINABLE:

RELEVANT:

TIME BASED:

3. According to your SWOT analyses results and your Smart Goals, start writing your Career Plan, where do you want to go, and what do you need to do to get there.
4. Sort the different stages of a traditional job search
  - Interview invitation (3)
  - Being Hired (4)
  - Sending a CV (2)
  - Finding a job advertisement (1)

The answer is in “()”

5. Having a clear goal for your career is:
  - Pointless, I might not see other opportunities if I have a clear goal
  - Very important, to know here I want to be, what do I need to do, evaluate my progress towards my goal and being able identify opportunities – **(Right answer)**
  - Indifferent, it all depends of what is available in the market





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### PART F

#### • ACTIVITY 1

##### Answer the following questions



#### • ACTIVITY 2

Ask yourself, and ask the people around you about the following questions:

- How can you make your strengths even stronger?
- How can you improve your weaknesses so that they are no longer an obstacle?
- How can you exploit existing opportunities?
- How can your strengths and Opportunities can be used to overcome the threats?



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- **ACTIVITY 3**

### **Let's dream.**

When you imagine your dream work in the future, what do you visualize? What kind of tasks do you perform? What type of organization do you work in? Are you self-employed or employed? Do you work more independently or as part of a team? Are your workdays more routine and similar, or more varied?

Who do I want to work with? Who will be my clients and/or employer?

What will be my work environment?

What is my vision of my future (professional vs. personal)? Remember that for a successful work experience it has to be consistent with your life goals,

What do you think of yourself in this scenario? And what do others think of you? When you can, close your eyes for a moment and imagine yourself in the future, happy with your life. Where are you, and what are you working in?

- **Activity 4**

### **From the future to the present**

Now that you know where you want to be in the future, let's try to figure out how to get there. Let's do a little exercise.

First return to the place that you imagine in the activity nº3. What is the last thing you did before you achieved your goal? Start listing all the activities that you did, from the future to the present. What interviews did you go to? What kind of resume did you send? With whom did you talk to? Did you attend any relevant training? Where did you see an ad? Or maybe you did not see the job advertisement and you just contacted this company, and explain them why You could be a valuable worker?

- **Activity 5**

### **Planning and Market information**

Before continuing with your plan, you need to identify what companies exist in the market, you can do an online search, list the organizations ( you can write it in a paper or do it on a computer), the contacts and try to find out the person of contact. You can also find new opportunities when walking around. Who can give you more information about the opportunities in the area? What kind of Job ads are posted? Do an analysis of the



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opportunities that are available. Are they compatible with your goals? If not, maybe they will be in the future. Or maybe you need to contact directly the organizations and explain why you can be a valuable worker, or maybe you need to start reconsidering the opportunities that are available in the area.

You will learn more about how to present yourself in the next Unit: Professional Marketing. If are trying to open your own business, you will need to ask similar questions about the existing opportunities, about your career plan, what difficulties you will encounter and what you will need to do to overcome the problems (e.g. training / language). Where and how can you improve these weaknesses? Where can I get this training? Who can help me? Where can you find more information that will improve your plan? These are some of the most important questions you need to ask.

- **Activity 6**

Given your SMART goals, re-evaluate your career goal, that is your plan A, and think of, at least one Plan B.

## Unit 2: Professional Marketing

### C1.Overview:

This second unit will focus on the trainee's personal and professional Marketing process. The definition of Brand will be addressed, as well as the process of creation and availability of tools for its implementation.

Trainees will learn how to design and organize their Curriculum Vitae, their Cover Letter and focus on the importance of Networking and job search through social networks, such as LinkedIn



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### C2. Learning Outcomes

At the end of this unit participants should be able to.

- Create their personal brand,
- Build a Curriculum Vitae,
- Build a cover letter,
- Know how to search job offers on social networks;

### C3. Content

#### 1. Branding

To be selected for a job, or a job interview it is necessary that the company can find you, and that means that you stand out from the rest; and that your BRAND is seen and differentiated from all others. To do so, it must be well-defined, clear and consistent. To do this you have to know how to communicate who you are, what you want, and how you stand out.

You can start thinking about your BRAND by using the strengths of your SWOT analysis.

##### 1. Establishing Brand Identity

- How do you see yourself?
- How do you want to be seen?
- What are your strong points
- What you can offer.

##### 2. Development of Brand Positioning

- Brand communication to certain market segments (In what markets do you plan to work, how do you reach them?)
- What is your value proposition? Where can you make a difference? Where can you be valuable?
- In what areas, considering your qualities do you stand out?

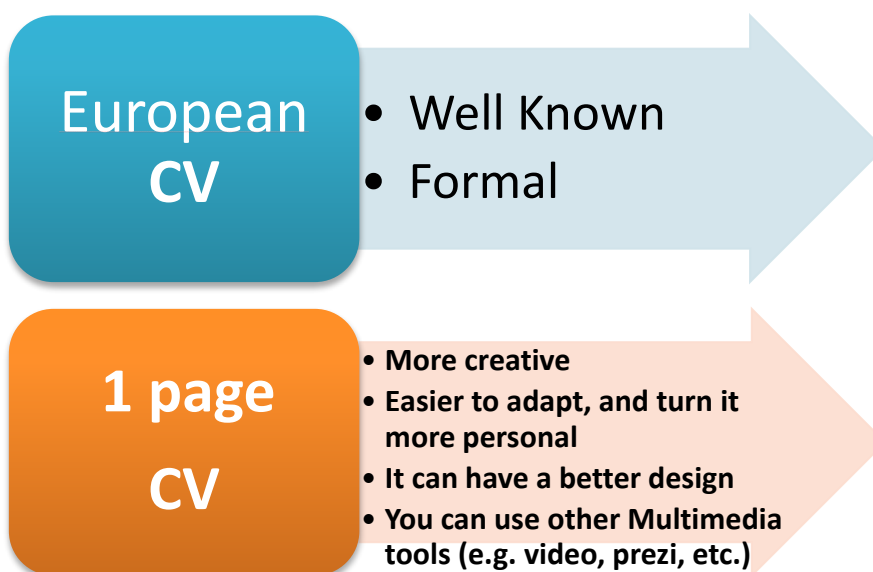
##### 2. Brand Image Evaluation

- Impact assessment based on meeting personal and professional goals
- Get feedback

Know how you want to present your self will help you build your CV, and cover letter.

### 3. Curriculum

There are different types of Curriculum, here we will cover the European Curriculum (**Europass**) and a more informal version that can be more creative, the **one-page CV**.



A CV should be as clear and easy to read as possible. In other words, it must be structured so that, in a quick way, those who read it immediately realize your added value.

However, it does not mean that in order to have a short CV, you have to sacrifice clarity or remove important content.



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### European CV (Europass)



Curriculum Vitae

#### PERSONAL INFORMATION **Betty Smith**

32 Reading rd, Birmingham B26 3QJ United Kingdom

+44 2012345679 +44 7123456789

[smith@kotmail.com](mailto:smith@kotmail.com)

AOL Instant Messenger (AIM) betty.smith

Sex Female | Date of birth 01 March 1975

#### JOB APPLIED FOR **European project manager**

#### WORK EXPERIENCE

##### August 2002 – Present **Independent consultant**

British Council  
123, Bd Ney, 75023 Paris (France)

Evaluation of European Commission youth training support measures for youth national agencies and young people

##### March 2002 – July 2002 **Internship**

European Commission, Youth Unit, DG Education and Culture  
200, Rue de la Loi, 1049 Brussels (Belgium)

- evaluating youth training programmes for SALTO UK and the partnership between the Council of Europe and European Commission
- organizing and running a 2 day workshop on non-formal education for Action 5 large scale projects focusing on quality, assessment and recognition
- contributing to the steering group on training and developing action plans on training for the next 3 years. Working on the Users Guide for training and the support measures

Business or sector European institution

##### October 2001 – February 2002 **Researcher / Independent Consultant**

Council of Europe, Budapest (Hungary)

Working in a research team carrying out in-depth qualitative evaluation of the 2 year Advanced Training of Trainers in Europe using participant observations, in-depth interviews and focus groups. Work carried out in training courses in Strasbourg, Slovenia and Budapest.

#### EDUCATION AND TRAINING

##### 1997 – 2001 **PhD - Thesis Title: 'Young People in the Construction of the Virtual University', Empirical research on e-learning**

Brunel University, London United Kingdom

##### 1993 – 1997 **Bachelor of Science in Sociology and Psychology**

Brunel University, London United Kingdom

- sociology of risk
- sociology of scientific knowledge / information society
- anthropology
- E-learning and Psychology
- research methods



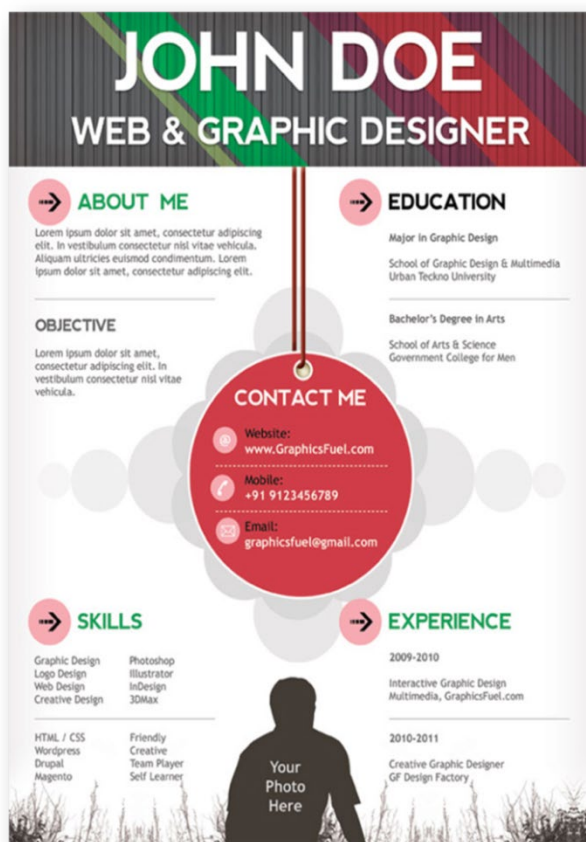
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One Page CV




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**John Doe**  
Business Development Manager

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.



✉ John.doe@gmail.com   📞 202-555-0166   📍 New York, USA   🔗 linkedin.com/in/john.doe   📄 John.doe

### WORK EXPERIENCE

**Business Development Manager**  
AirState Solutions   
09/2014 - 06/2017 New York, USA

- Successfully managed \$2 - 3 million budget projects and successfully achieved the project scheduled goals.

### SKILLS

SEO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public Speaking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Negotiation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Teamwork	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>





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In the creative option, we can choose a **more structured CV**, or a **bolder and alternative version**. This option makes more sense if your target are creative industries such as Marketing.

**Regardless of the form of your CV, you should organize your CV in the most appropriate way with regard to:**

- Layout / Image
- Separator sequence
- Content organization
- Element selection

### **Layout / Image**

- **Professional looking photography**,
- **Email** should be professional and if possible, with your professional name.
- **Address**, you can indicate only the city where you live, if it is not asked directly, you do not need to put the full address
- **In contacts** in addition to phone and email, include **Skype, Hangouts, LinkedIn, etc.**, if you have them.



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- Colors, letter styles, highlights, without exaggeration and according to the branding strategy.
- **Maintain the Consistence of the information** e.g. always use the same, date format (DD/MM/YYYY or MM/YYYY or YYYY/MM/DD); and a consistent type of information by experience / training, etc.

### Sequence

“Classic” Sequence of Tabs :

Personal information

CV intent

Professional experience

Education / Training

Personal skills

- Foreign languages
- Communication
- Organizational / managerial skills
- Job related skills
- Digital Skills

Additional information

Attachments

- But put first the most relevant information
- You can **change the sequence** and create sub-tabs (**group** similar jobs or trainings), (e.g. put first what is most relevant. If you have work experience in that area put the experience first, if you only have training put the training first).
- **Education** and training can be **subdivided into academic, vocational, lifelong learning**.

**Personal competencies** may be removed and / or added to categories of competences according to the objective.

### 3. Organization of Contents

You can choose from three different forms of organization for your CV.

- Chronological



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(newest information to oldest)

Suitable for a career profile with consistent career, career progression, uninterrupted and dedicated to a specific professional area.

- Relevance

(Regardless of chronological issues, professional and formative experiences are ranked in order of relevance to the position to which they apply)

Suitable for a professional profile with some professional experience in different areas (with different roles) and with a diverse background.

- Competence

Suitable for a professional profile with little or no experience, in that case you can organize a CV by your competences, and justify why you have them. This kind of organization is not very common.

### 4. Information Selection

- Eliminate irrelevant or redundant information.
- Select information that justifies the skills / image that you want to use
- Select the **most significant**, most relevant, most important and most recent experiences / training / skills.
- This point is extremely important for those who have a profile with a lot of professional experience and a lot of training.
- Decide what to **include by relevance**, what in your experience is more relevant to the job you are searching. You might use brief references to some topics, and if more information about your previous work or projects are available online, write the link.
- Use a Level of **detail in description** appropriate to the **relevance**, that is, avoid having description of less relevant Experiences that are bigger than description of relevant ones



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- **You can have a base curriculum** with everything and detailed descriptions so that you can cut and **select and customize it according** to the position, job or entity you are applying for.

### 4. Cover letter

The main goal is to understand why you are a good candidate,

- You should answer **three questions**:
  1. Why that institution/organization/business? Show them you know what they do, and why you are interested in working with them
  2. Why you? You can talk a little bit about your skills
  3. What will they gain from you? Explain what do you have to offer, why your work will help them,
- **Remember that the aim is to communicate that you are a good candidate, do not beg for a job. Employers are looking for a valuable worker who will fill their needs, and not mainly to answer your needs.**
- Do not repeat information unnecessarily
- You can tell a story about yourself justifying the skills you want to highlight
- You might also include in your letter answer to questions such as: who I am, what do I want to reach;
- Career transition motives and career objectives (if this makes sense to you);
- You can include reference to technical and transversal qualities and to relevant professional achievement

### 4. Networking

Create a network of contacts with **people and organizations** you know and relate to.

The larger the network, the greater the possibilities of:

- Professional Placement
- Knowledge / dissemination of projects or ideas
- Business
- Information



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- Recommendations
- ...

**It's NOT** about knowing as many people as possible, it's about knowing the right people and about making sure they know you. It's also important to maintain a relationship.

The network is only really efficient if it is "fed" with attention, presence, communication, meetings, ...

### 5. Social Networks

Social networks can easily be an ally or adversary; It is increasingly common for a recruiter to search the internet. But It is important to reflect on what IMAGE these pages pass. Is it an image consistent with your professional image?

ATTENTION!

- To privacy policies
- If you have, but you do not use it, it can be interpreted as a lack of interest. Think about whether it is worth having certain web pages / profiles / blogs.
- If the image that passes is very different from the professional it can be interpreted with inconsistency, instability, ...
- A message can have many readings, especially if decontextualized

### LinkedIn

- **"Storefront"**, giving a consistent, positive, appropriate image. For this showcase to be an added value the profile must be complete and updated and must be constantly improved and changed, because the more it is used, the more it appears in searches in higher places.
- **Job Search**
- **Follow / Know Organizations** as a way to prepare a more direct and personalized job search (CV, Letter, Interview,...) and as a way to know what is going on in them (trends, projects,...)



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- **Search Contacts Within organizations.** Ask for connections of employees of target organizations you are looking for. Try to find people that have the work that you want, and try to figure out, what they have done to get there, you can also talk to them if the invitation is accepted. You increase your network and collect “inside” information.
- **Join Professional or Interest Groups** to stay updated on the latest trends, opportunities in the field, the job market, etc. To increase your belonging, you should be an active and relevant element to be recognized by and associated with a positive intervention image.

### C.4 Key Words

- Personal and Professional Marketing
- Cover letter
- Networking
- Social networks
- LinkedIn
- Curriculum

### **PART D**

#### **Further Reading**

<https://europass.cedefop.europa.eu/documents/curriculum-vitae>

<https://www.canva.com/>

<https://resume.io/>

<https://pt.linkedin.com/>



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### **PART E**

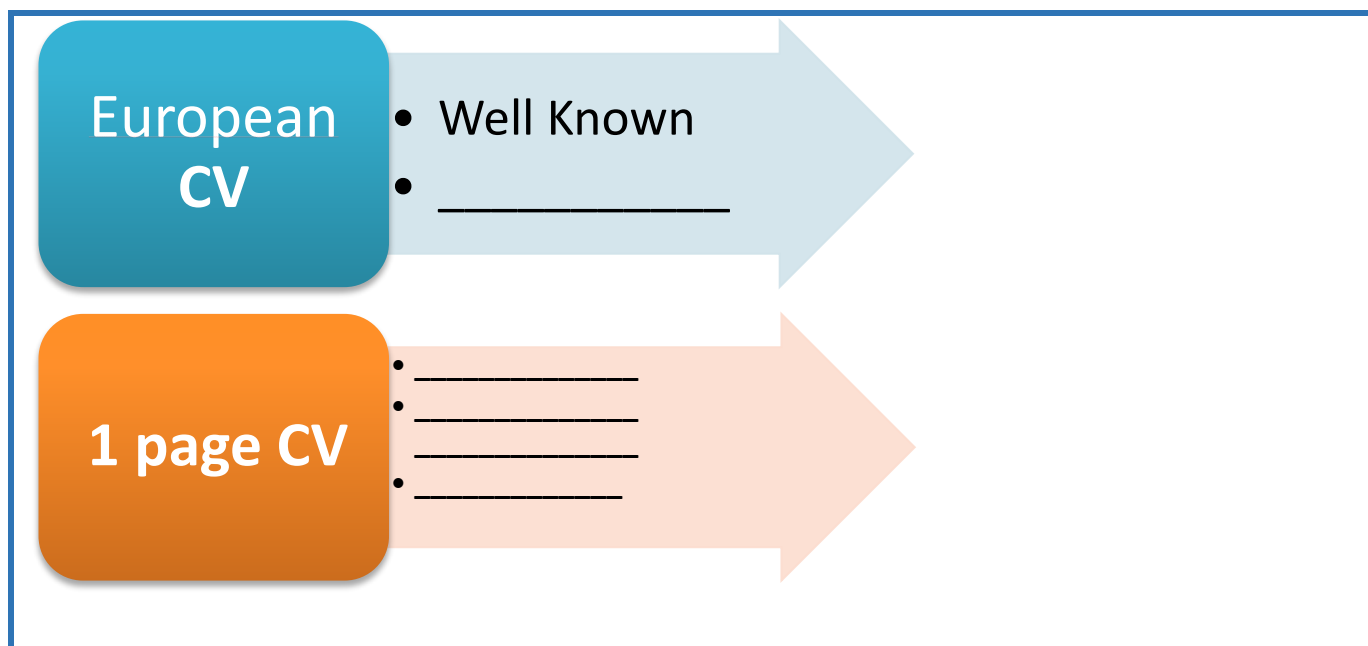
#### **Unit Completion**

1. In which tool you should answers these three questions? Why that institution? Why you? What will they gain from you?
  - a) Curriculum
  - b) Cover letter**
  - c) Business card
  
2. True or False?
  - a) Social networks can easily be an ally or adversary; **T**
  - b) The recruiter rarely searches the internet **F**
  - c) It is important to reflect on what IMAGE these pages pass. **T**
  
3. Complete:  
(**clear**, unstable, **defined**, mysterious, **consistent**)  
A personal brand must be well \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
  
4. Complete
  - **Formal; (European CV)**
  - **More creative (1 Page CV)**
  - **Easier to adapt, and turn it more personal (1 Page CV)**
  - **It can have a better design (1 Page CV)**



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### **PART F**

1. Please go to the Europass website (<https://europass.cedefop.europa.eu/editors/en/cv/composse> ) and build your CV.
2. Please go to the Canva website (<https://www.canva.com/> ) and build your short CV or use a PowerPoint to do it.
3. Make your cover letter for your “dream” job application.





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### Unit 3: Interviews and Pitch

#### C1. Overview:

This final unit aims to develop interviews and pitch skills. They will be elucidated about the main mistakes made in a job interview, and how to prepare for the interview. You will learn to do your pitch (professional short and clear presentation).

#### C2. Learning Outcomes

At the end of this unit participants should be able to.

- Knowing how to do your pitch,
- Know the skills and attitudes best suited to a job interview,
- Knowing the most anticipated questions in a job interview,

#### C3. Content

##### 1. Pitching

###### What is it?

It is an organized and effective way **to present / self-promote** or present an **idea, service, project, business**. **It can be used in different situations, including during an interview. Normally It is an oral communication, but it can assume another format.**

### Oral

- Interviews, social presentations, meetings...
- Or with PowerPoint or other support for more formal or contextual occasions

### Written

- Cover Letter
- Introduction Message (e.g. e-Portfolio, LinkedIn)

#### Ideal duration:

Normally it is done in less than 5 minutes, but it can be even shorter, like less than 3 or 1 minute.

If it is a Slideshow it can have 5 slides or even 1 slide.

If it is written it can be ½ page or even 1 paragraph.

#### **Self-Promotion**

For self-promotion it can assume the following structure:

- Personal interests, how are you, what do you like, and care about, what are your Skills / differentiation
- Professional Experience
- Training
- Social , what do you do or already did in your spare time



SELF-PROMOTION IN 5 MINUTES

Now that you have the themes and the time to talk about these issues, create your own speech and practice.



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### Posture

In general, the best speakers use the following postures when standing during a Pitch:

- **Head:** try to keep your head in a straight position, not too low or too high
- **Shoulders:** Straight and relaxed,
- **Arms:** open gestures, outward movement;
- **Hands:** out of the pockets, open;
- **Legs:** Balanced position, slightly open;
- **Eyes:** Try to cover the audience with your eyes looking straight at people.  $\pm 4$  seconds eye contact with each is best; If there are too many people in the room, just look at different parts of the audience, left, right, near and far. In most cultures eye contact is essential to credibility.

### **2. Interview**

Now that you have got a job interview, we will need to align strategies so that our interview captures the interest of recruiters so that we can move on to the next phase and get the job we're getting ready for.

### Preparation

- Review most appropriate behaviors and attitudes and train expected questions

Common Mistakes:

- Forget to greet
- Arrive too early or late
- Enter or sit without invitation
- Do not keep eye contact
- Stare
- Very different posture from the interviewer (being formal when the interviewer is very relaxed, or the opposite)
- Be very different in appearance compared to organization workers
- Not asking questions (at appropriate time)
- Identify competencies (self-praise) without giving concrete examples
- Reply "in a hurry"
- Ramble
- Not asking to repeat a question you didn't understand and try to guess
- Point out your weaknesses without showing that you have a plan to overcome it



## Module Content Outline

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- Interrupt the interviewer
- Being Restlessness
- “Play” with objects
- Negative speech
- Beg for work
- Not knowing well the organization / position / reality / region /...
- Not knowing your CV well
- Careless presentation (clothes, hands, nails, beard, hair,...)

### Prepare the following questions:

I. Tell me about yourself. / what do you think about yourself?

A great opportunity to practice a 3 or 5 minute self-promotion pitch.

Escape self-praise, use the opinions of others to ground yours, and navigate the various contexts of your life, professional, Training, Social, and Personal.

II. Tell me in detail about this professional experience / training / activity, ...

Review your CV and be prepared to answer this question when addressing any experience. Give examples of concrete situations.

III. Why are you unemployed?

Try not to blame something or someone. Try to have a positive speech. Describe your situation, maybe some hurdles you are experiencing, but also how you are trying to overcome it.

Do not extend this theme more than necessary to answer the question assertively.

IV. What have you been doing as a job seeker?

Do not send a message of despair or that you are searching indiscriminately. Demonstrate that your demand is conscious, and focused.

V. Why do you want to work for this company? / What do you know about the company?

Demonstrate knowledge about the company, its reality, projects...

Be able to make a clear relationship between your profile and the company's values / mission / objectives.

Deliver the message that is effectively in that company that you want to work.



## Module Content Outline

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### VI. How do you spend your free time?

You can describe any hobbies or activities that you do but that indicate competencies, skills or interests that are important to the function or identity of the company.

### VII. What are your goals? (6 months / 1 year / 5 years)

They must be realistic goals, they must be in line with the continuity in that organization, express a willingness to grow and refer to what you want to do or will do.

### VIII. Desired remuneration?

Don't evade the answer.

In the vast majority of cases your answer will not change anything in the remuneration that is already set for the position in question.

If you can, investigate how much a particular function is worth in a given region and type of organization.

### IX. What are your strengths and weaknesses?

Do not say that you do not know your qualities or weaknesses, because it can be interpreted as lack of self-knowledge, false modesty or as an attempt to hide something.

Whenever possible and real, qualities should be directly related to the job opening and weaknesses not directly related.

The qualities should be explained with a real example where they have been useful.

And weaknesses should be described with an explanation of how they are being managed.

Avoid false weaknesses or common places (perfectionist, overly helpful, stubborn...).

### X. Do you like to work individually or in groups?

**Adapting the response** to what the function requires.

**Give examples** and point out what you like best and not what you do not like or dislike less.

It is important to be able to do both.

### XI. What is your availability?

Refer to various types of availabilities, taking into account the reality presented to you (E.g. availability to get started, time, schedule flexibility, commuting, work from home, weekends, "extra hours", etc.).



## Module Content Outline

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### *XII. What attracts you to this job?*

Once again you have the opportunity to demonstrate knowledge of the company (which you already had and acquired in the interview so far) and to relate your profile to the profile you are looking for the job in question.

E.G.... Be part of a team... be able to demonstrate competence in... working on what I like, in the right place...

### *XIII. How do you stand out from other respondents?*

Find your point of differentiation from others.

It may be work experience or specific training that gives you particular competence, it may be personal characteristics that are important to the job, it may have to do with geographical or availability issues, or even your strong motivation.

### *XIV. Want to ask a question?*

By asking questions we are **showing interest**, and proactivity. You can ask questions related to schedules, dress code, workplace, team, direct and indirect managers, compensation and perks, etc.

## C.4 Key Words

- Pitching
- Interview
- Preparation
- Differentiation
- Interest

## PART D



## Module Content Outline

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### Further Reading

Websites/ Freely available papers

<https://www.indeed.com/career-advice/interviewing/how-to-give-an-elevator-pitch-examples>

<https://www.monster.com/career-advice/article/100-potential-interview-questions>

[https://www.eurobrussels.com/interview\\_guide](https://www.eurobrussels.com/interview_guide)

### **PART E**

#### **Unit Completion**

1. What is an ideal duration of a Pitch?

- a) less than **5 minutes**
- b) less than 1,5 minutes
- c) more than 5 minutes

2. The interview is **not** intended to ...

**a) Sign the contract**

- b) Show your potential
- c) Convince your possible future employer that you are suitable for the job

3. Please order:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

- a) the interview;
- b) Define your professional objectives;
- c) Search for job offers;
- d) Adapt and send your CV;

Answer: B;C;D;A

### **PART F**



## Module Content Outline

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1. Make a 5 minute *pitch*.

2. Ask someone to simulate an interview with you or in front of a mirror simulate your own interview.

note:

Record the interview with a camera or mobile phone to later analyze your posture.

If you do not speak the national language, do the interview in your mother tongue and has you increase your skill in other languages, train in those languages as well.