

Interview and Application Skills

Alexander Mann Solutions

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Introduction

Who are we?

Who are Alexander Mann Solutions?

Agenda

- CV Tips
- Personal Branding
- Social Media Dos and Don'ts
- Interview Skills

CV's

Dos and Don'ts



Why is a CV so important?

- It is a representation of who you are
- It is the 1st chance you get to impress an employer
- It's your chance to sell yourself
- A great CV can open doors

CV Layout

- Heading - name, contact details (only need telephone & email address)
- Personal summary and objectives
- Achievements
- Career history - last job first
- Education and training
- Interests/hobbies
- Length - 2/3 pages max
- Bullet points - Have a few bullet points for your duties and responsibilities in your career history
- Photo not necessary
- Date of birth - it is no longer necessary (or appropriate) to put on your CV
- Tailor your CV to the job you are applying for

CV Presentation

- **Font**
 - Apart from your heading keep font size the same
- **Use of bold**
 - Only have your heading(s) in bold
- **Use of boxes**
 - Try and avoid - it clutters the CV
- **Graphics**
 - Unless you are going for a graphics design job – don't use graphics!
- **Language**
 - Use positive words to describe yourself and actions
 - E.g. 'excellent' or 'exceptional' instead of 'good'
 - But - be factual and don't exaggerate

CV Presentation

- **Grammar**
 - Ensure your full stops, comas etc. are correct and consistent
- **Spell check**
 - Always spell check your CV once complete
- **Proof read**
 - Spell checker won't pick up some misplaced words i.e. house and horse
 - Have someone else proof read it for you

Personal Brand

What's yours?



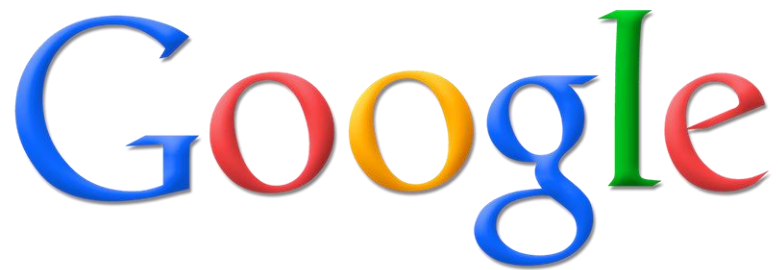
What's in a Brand?

Today brands are everything.

All kinds of products and services – from software to sport clothes to restaurants - have a brand identity that they use to create their own unique buzz.

Regardless of age, regardless of where we are in our school life or career and regardless of the environment we happen to be in - all of us need to understand the importance of branding.

What's in a Brand?

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

- Technology
- Innovative
- Global
- Fun
- Young

What's in a Brand?

The Coca-Cola logo is displayed in its iconic red script font, centered on the left side of the slide.

- Traditional
- Established
- Christmas
- Quality
- Global

How do you know your personal brand?

- Who do you admire? Why?
- What companies do you admire? Why?
- How do you think other people see you?
- What are your values?
- What are your career goals?

Social Media



Social Media

- Online networking sites are now one of the most popular ways to find out about jobs, these include:



- Sign up for a Linked In account, network with people who you know and have worked with. Professional networking for businesses. Join groups and share ideas with employers – they will then know who you are!
- Use Twitter to follow the companies you want to work for and sign up for alerts when vacancies are posted. Twitter job feeds.
- Companies now advertise and have company profile pages on Facebook – but be careful to manage your profile and posts appropriately.

Social Media Dos and Don'ts

- Social media allows us to be more and more connected however this also means that potential employers can learn about us from more than just our CV
 - Photos – make sure they say something positive. If publicly viewable photos are not professional looking, remove them or set them to private
 - Postings/comments – be appropriate
 - Change your settings – use privacy settings where necessary

Social Media Dos and Don'ts



- Don't use tweets to vent
- Share content that is interesting and relevant to the industry you are interested in working in
- Follow companies and individuals related to the area of work you are interested in

Interviews



Prior to an Interview

Great news, you have been invited to an interview!

The interview process starts before you attend, there is home work and preparation to be done.

With this in mind what preparation should you be doing before attending?

Prior to an Interview

You will need to consider the following:

- Date and time of the interview
- How long the interview will last
- Maps and Travel routes
- Length of time to get there
- Interviewers name
- Position of interviewer in the company
- Research the company – visit their web site
- Review the Job description
- Prepare any questions you may have
- What the dress code is
- Think about how you are going to sell yourself for the role
- Think about why you want the job
- Contact numbers in case you are running late
- Turn off mobile phone prior to interview

Put yourself in their shoes...

Why Interview?



Why Interview?

- To find the right candidate with the skills and abilities to do the job
- To establish if a candidate can progress in an organisation
- To see if the individual is the right fit to a company and the role
- To back up the information on the CV
- They will also expect you to interview them – interviews are a two way process!

During an interview

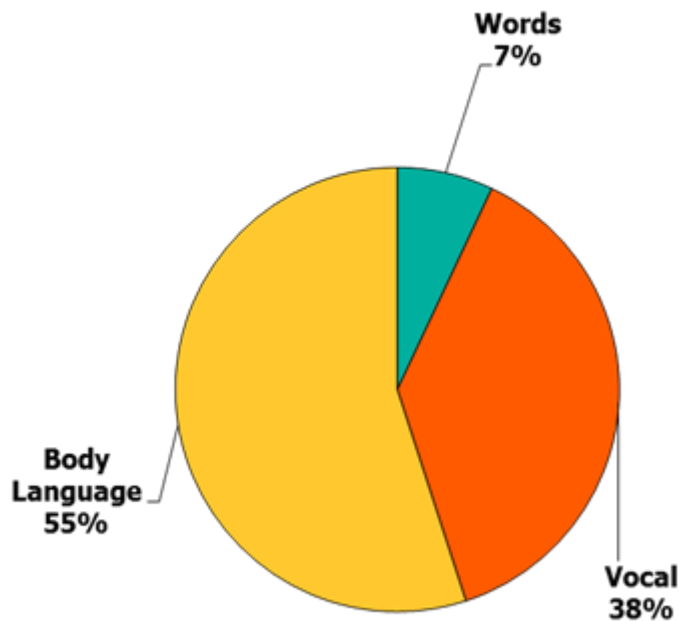
What do you need to consider during an interview?



During an interview

- Be confident without being over confident
- Think about your body language
- Keep eye contact with the interviewer as much as possible
- Listen to the questions – if you don't understand ask interviewer to rephrase the question.
- Make notes – in case there is anything you need to clarify later
- Be honest with your answers
- Ask the questions you prepared earlier
- Be enthusiastic even though this may not be the job for you – there may be something else in the company you could do
- Highlight any transferable skills you have

Actions speak louder than words



- Identify the style you will be engaging with so that you may gain best outcomes by working with that individual's style and not enforcing yours
- Watch for changes in both your and the other person's body language. If open, mirror. If it becomes closed, you must not mirror theirs, rather keep yours open in the attempt to get the individual to mirror yours
- If over the phone, 'listen' to changes; long silence, change in tone, agitation in voice, blunt replies

Closing the interview

- Close the Interview on a positive note
- Ask the interviewer if there is any thing else they want to know about you.
- Ask whether they have any reservations
- Ask them when you can expect feedback
- Ask what the next steps are should you be successful
- Most importantly thank them for your time and if you enjoyed the interview - tell them!

Thank You

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