

Communication Skills for Career Building

CV and Résumé Writing, Interview Skills, Group Discussion, Effective Profiling, Communication and Networking: Building relationships, Writing the Statement of Purpose (SOP) for admission in Higher Studies, Seminar & Conference Paper Writing, Expert Technical Lecture: Writing and Presenting.

Curriculum Vitae (CV)

The term C.V. is an abbreviation for the Latin word 'Curriculum Vitae',

The course of our life.



- CV is a summary of your career history, and the skills and experience you have gained.

- CVs are ‘first impression’ in the selection process that could land you on a new career path.
- Put as much effort into your CV as you do into your exam and interview.



CV IS YOUR MIRROR

Reasons for Writing a CV

- Attract attention.
- Create a good impression.
- Show that you have the necessary qualities and qualification to do the job you applying for.

- Keep your CV
 - Simple
 - Structured
 - Succinct
 - Significant

4-S Rule

Elements of a CV

1. Personal details.
2. Qualifications and standardized exams.
3. Jobs and Clinical experiences.
4. Conferences and symposiums.
5. Courses and workshops.
6. Lectures and seminars delivered.
7. Researches and publications.
8. Activities and voluntary works.
9. Academic interests.
10. References.
11. Personal interests.

It contains all the **achievements, participations, publications**, that bear our name etc.

A C.V. is a very in-depth document, that describes career journey step by step.

Depending on the amount of experience, a C.V. can range from 2-8 pages.

RESUME WRITING

Its French meaning “summary”. It is used at professional level, specially for fresher or having less experience. It is used for seeking employment in the private sector. It may begin with a statement about a personal goal, followed by a list of most significant accomplishment.

Purpose of writing Resume

- Needed in every professional field
- To win an invite to a job interview
- To support you during the interview
- Guide the interviewer towards those areas in which you are strong

Resume format

- Name
- Address
- Telephone number
- Email address
- Objective
- Academic qualification
- Professional qualification
- Other skills/computer proficiency skills
- Work experience

A Resume is a **short, straight, to the point document**, created for the purpose of applying for a specific job.

CV

- **Purpose** – Applying for academic positions.
- **Content** – Personal details, academic background, work experience, extracurricular activities, and accomplishments.
- **Length** – No limit, depending on the amount of information included in the full form of the CV.
- **Design Layout** – Plain and simple.

Resume

- **Purpose** – Applying for common jobs.
- **Content** – Information relevant to the specific position, such as areas of expertise, skills, and work experience.
- **Length** – 1 to 2 pages.
- **Design Layout** – Vary from field to field with tailored formats.

Curriculum Vitae (CV) is Latin for "course of life." In contrast, resume is French for "summary." Both CVs & Resumes:

CV

John Roe
General Sales Manager

johnroe@gmail.com | 50458456 | <http://www.johnroe.com/> | www.linkedin.com/in/johnroe

A professional Sales Manager with analytical, good communicator and facilitator, always trying to create a safe but ambitious environment with the focus on maximum performance. Very passionate about the drive and energy that only exist in sales, and being able to develop people and improve performance by developing skills and competencies.

AREAS OF EXPERTISE

- Data Analysis, E-commerce, Leadership, Negotiation & Persuasion, Planning, Coaching and Mentoring, Business Development, Account Management, Salesforce.com, Competitive Analysis, Sales, Solution Selling

PROFESSIONAL EXPERIENCE

- General Sales Manager**
Paragon Solutions
03/2010 - Present
Milano, Italy
 - Achievements
 - Developed a project driven organization which implemented multiple different systems like Xactly (compensation plans), Zuora (ERP), LinkedIn Sales Navigator and NewVoiceMedia (phone system).
 - Built a successful and scalable Global Commercial Operation organization across multiple offices in Western Europe, US and Japan.
 - Saved up to €2 million annually by reducing the fixed spending with 17% and variable overhead spending with 21% through a variety of cost-improvement initiatives and a better utilization of resources.
 - Created a database over 8000 prospective customers following extensive and rigorous leads generating activities and customer training 25 Account Managers in 2015/2016.
 - Part of the initial team who raised €50M in venture capital.
 - Contact: Michelle Harper - michelle@paragon.com
- Sales Manager**
Ruth & Abigail GmbH.
01/2010 - 02/2010
Berlin, Germany
 - Achievements
 - Cut product replacement cost by 35% and increased on-time delivery from 74% to 93% using Kaizen approach to quality issues and manufacturing.
 - Closed the largest €25k sale ever for the company, scored a competitive win-back from a major competitor, which resulted in a 4% increase in the company stocks value.
 - Led the corporate team in driving cost-reduction initiatives that resulted in €800,000 saved over three years through capital savings and operational efficiency.
 - Developed and implemented an indirect lending program together with the customers, which was identified by listening closely to the customer feedback.
 - Increased sales of the secondary product line from year 2012 to year 2013 with a 24% margin.
 - Contact: Veronika Lotte - veronika@ruthandabigail.de
- Regional Sales Manager**
Brook Corporation GmbH.
09/2007 - 06/2010
Berlin, Germany
 - Achievements
 - Supervised direct and indirect sales in the Central Europe and increased international revenues from 20% to 30% in the first two years.
 - Reached all the objectives demanded by the Management Team 1 month faster than competitor which resulted in a 100% market share.
 - Grew customer base by 25% by implementing a new sales funnel and simplified the processes between the Marketing and Sales team in order to increase efficiency.
 - Developed top sales representatives within the mid-market segment which have seen a consistent 80% participation rate and promotion to our Enterprise segment.
 - Contact: Else Alfreda - else.alfreda@brookco.de

vs

Resume

John Doe
Bar Manager

john.doe@gmail.com | 0043 312 436 | Sydney, Australia | johndoe

An experienced and professional bar manager with a strong interest to increase customer satisfaction and at the same time make sure all the operations are being done properly and the staff is happy.

WORK EXPERIENCE

- Bar Manager**
EI Presidents
06/2013 - 12/2016
Sydney, Australia
 - Tasks
 - Upgraded the payment process by implementing a "pay cash in advance" system thereby ensuring that no payments remain pending.
 - Proved to be a great team-player with the management team and found solutions, introducing new concepts, actively negotiating and resolving differences, and employing constructive criticism.
 - Increased bar revenue with 20% through advertising featured cocktails from limited resources and word-of-mouth.
 - Decreased total costs by analysing team members' strengths, hiring skilled bartender and changing the schedule accordingly to their needs.
 - Contact: Vince Scarlett - 0021 213 235
- Bartender**
The Nolafad Meeting Point
06/2009 - 05/2013
Sydney, Australia
 - Tasks
 - Introduced a unique mix of new cocktails on the menu which gained immense popularity and increased the sales by 35% in the first 3 months.
 - Improved the service times by organizing in friendly shift with bartenders which ensured a batch of recurring personnel.
 - Served 145 customers in a busy hour with absolute accuracy and attention to details for which a bonus was offered.
 - Reorganized the bar stations which resulted in 30% increase in overall efficiency.
 - Promoted a new drink named Diamondback which brought in a profit of \$1300 in one night.
 - Contact: Jackson Parish - jack@nolafad.com.au

SKILLS & COMPETENCES

- Project Management
- Working Under Pressure
- Teamwork
- Time Management
- Emotional Intelligence
- Public Speaking
- Leadership
- Critical Thinking
- Storytelling

CERTIFICATES

- Foundation Leadership Program Certificate (2016) By CSE EMTW Education Institute
- European Bartender School (02/2009 - 05/2009) Completed in London, UK
- SEO Training (09/2015) A & B

EDUCATION

- Service Management Brisbane University 08/2005 - 06/2008

LANGUAGES

- English Native
- Spanish Expert
- Portuguese Upper-Intermediate
- French Intermediate

INTERESTS

- Economics
- Psychology
- Microbiology
- Chess
- Surfing
- Marketing

Interview Skills

An **interview** is a conversation between two people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee.



Preparing for Interviews

- 1-Research the organization: this will help you answer questions — and stand out from less-prepared candidates.
- 2-Compare your skills and qualifications to the organization requirements.
- 3-Prepare responses.
- 4-Plan what to wear.
- 5-Plan what to bring.
- 6-Pay attention to non-verbal communication.
- 7-Follow up.



Pre-Interview skills

- ❖ Dress Appropriately as per the corporate setting.
- ❖ Reach 10-15 minutes early.
- ❖ Don't hold negative thought of not being selected
- ❖ Don't feel nervous.

- ✖ Don't slouch & fidget.
- ✖ Don't talk negative.
- ✖ Don't chew gum.
- ✖ Don't smell of sweat.
- ✖ Don't leave in a hurry.

- ✓ Be an attentive listener.
- ✓ Be brief & concise in your response.
- ✓ Be positive & display your interest.
- ✓ Show your enthusiasm

During The Interview

Provide specific examples when possible using the **SARA method (Situation, Action, Result, Application)**.

Body Language :-

Mainly consists of **PEHL (Posture, Eyes, Hands & Language)**.

Body language is a very powerful tool. We had body language before we had speech, and apparently, 80% of what you understand in a conversation is read through the body, not the words.

After an Interview

- ❖ Ask for contact information
- ❖ Assess your interview performance
- ❖ Send a thank you note to the hiring manager

Interview Communication Skills

- A good handshake.
- Pronounce the interviewer's name properly.
- Get the interviewer to do a lot of the talking.
- Maintain Good eye contact with your interviewer.
- Smile. Look as if you are enjoying the conversation.
- Have a Confident posture.
- Mirror your interviewer's body language.
- Keep all your answers positive.
- Show enthusiasm.
- Listen carefully to the interviewer's question.
- Ask the interviewer questions when the opportunity arises.

Group Discussion

“ Group discussion is a method of communication in which a small group of people come together to discuss a topic or problem. The group members share their ideas and perspectives with one another in order to arrive at a solution or decision that benefits the group as a whole. ”

Objectives of Group Discussion

- To collect data
- To breed fresh ideas and take inputs from a particular group
- To perceive the common ideas of people on a particular topic
- To identify the solution of a specific problem or issue
- To select a candidate for hiring in a company
- To select candidate for admission in an educational institute
- To arrive at a consensus regarding a common concern

Prerequisites of Group Discussion

- **Prior knowledge**
- **Active listening**
- **Effective communication**
- **Appropriate body language**



Do's

- Be a good listener by being patient.
- Acknowledge everyone else and what they say.
- Articulate views in a way that is comprehensible to others.
- Structure your thoughts and present them logically.
- Read newspapers, current affairs, essays and articles to develop thought structuring.
- Respect others for what they are.
- Be open-minded and acknowledge the fact that people think differently about issues.
- Train your mind for analytical thinking by taking all aspects into consideration.

Don'ts

- Avoid irrelevant talk.
- Avoid interrupting others while they are talking. If you need to cut short a speaker, then do so politely and with due apology.
- Avoid dominating the conversation. Ask others to contribute. Acknowledge their viewpoints.
- Avoid getting into an argument. Try to express clearly in a healthy manner.
- Do not show lack of interest and negative attitude.
- Avoid stating only your viewpoint.
- Avoid dwelling only on one aspect of the GD.

Effective Profiling

Profiling is defined as the act or process of **extrapolating information** about a **person** based on **known traits or tendencies**.

tells you everything about the people you want to bring onto
to include in profile-

Academic exposure

years of experience

area of specialization

soft and hard skills, one has

achievements and accomplishments, awards and honour, received

Professional career goals, one wishes to achieves.

Keywords, used in the job posting.





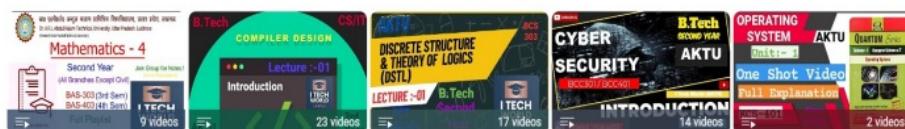
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Important Topics 4th Year

AKTU Updates !!

Environment and Ecology

TECH !!

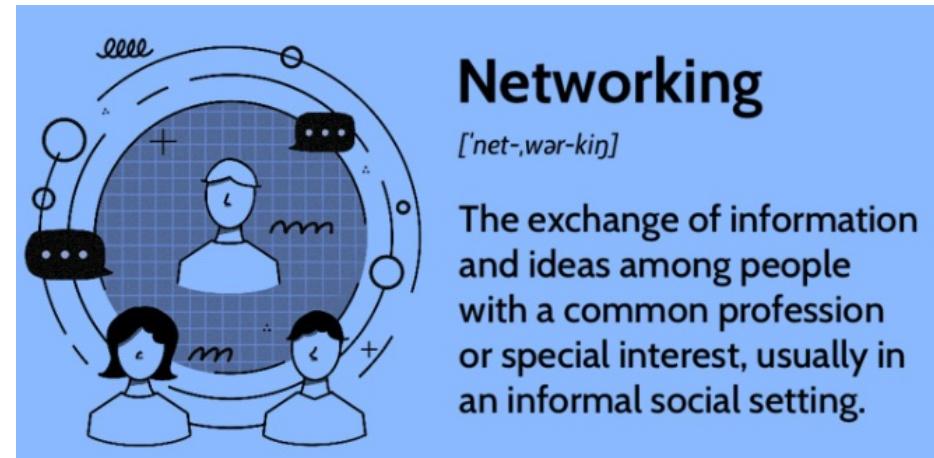


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Communication and Networking : Building relationships



- 1 Allows Access to New Information
- 2 Raises Your Personal Profile
- 3 Can Help Advance Your Career
- 4 Builds Your Confidence
- 5 Establishes a Pool of References
- 6 Develops Lasting Relationships

THE BENEFITS OF NETWORKING

Building Relationships

Building better relationships both personally and professionally not only allows for growth, but it can make things you're not even considering possible.

Here's the thing. I believe there's a difference between networking and building real relationships, and it's important that we all understand the difference.

Real relationship building is investing in people and friendships in an intentional way (long term). You don't just talk about work, you get to know the other person (their goals, wants, needs, fears, interests, etc).

Here are six quick tips that can help you build better relationships:

- It takes time, you can't rush it.
- Intentionality always matters.
- Be genuine. Don't pretend to be interested and excited because you want or need something from the other person.
- Be a great listener, which means being an active listener.
- Consistency matters, You can't just reach out when you need something.
- It has to be a mutual investment from both sides.



Statement of Purpose

An SOP or a Statement of Purpose is a letter written by the applicant conveying their intent for choosing a particular course, their interests, goals and career plans. It is addressed to the admission committee. It is also known as a research statement or a letter of intent.

SOP is your first introduction to the university as an applicant.

Through the SOP, you should be able to clearly articulate what made you choose a particular course and what you aim to gain through the course. Your passion for the subject should reflect in your SOP. The admission team should also get a glimpse of the positive aspects of your character through the SOP.

Why is an SOP important?

When applying for your studies abroad, all you are worried about is getting a good offer from a reputable institution, but you may not realise what goes on at the admissions office when they receive your applications.

An SOP is crucial because:

- It is perhaps the first document that attracts the admissions team to your profile. Hence, drafting a powerful SOP must be on your priority list.
- Several candidates might have similar academic qualifications to yours. An SOP is your opportunity to make your application stand out from the rest.
- It is also a reflection of how well you can articulate your thoughts, ambitions and plans.
- Your SOP will give the admission committee a subjective view.

A standard SOP is usually **800-1000** words long that are usually 1-2 pages.

Statement of Purpose is written in paragraph format

- SOP should be original and unique.
- It should have a systematic and orderly structure.
- It should be logical and interesting to read.
- The 1st para should clearly state the intent of the application.
- Mention your short-term and long-term goals.
- Include extracurricular and social activities.
- Do not repeat what is already mentioned in the CV.
- The tone should be between formal and casual.

Elements/components of SOP -

Do's

Share Anecdotes

Facts and Figures

Take help from Internet

Dont's

Lie to create interest

Too much Information

Copy or Plagiarise content

Introduction

- This is not self-introduction
- Introduce the academic field of interest
- Write how and why its interests you
- What do you aspire do in this domain

Background

- Academic information of either school or college
- Industrial exposure and training experience
- Professional Experience (if any)
- Must include Extracurricular in UG and MBA SOP
- Extracurricular is optional for MS (relevant to course)

Why this Course

- Specify why you want to pursue this particular course
- Discuss the course curriculum
- Explain the skills you would enhance during the course

Career Goals

- Clearly specify your goal immediately after this course
- Portray your long-term plans (10-15 down the line)
- Never talk about staying in foreign country for long

Why this University

- Specific features of university that attract you
- How its exposure would help you realise your goals

Conclusion

- Sum up what you have written
- Do not write anything about financial assistance

STATEMENT OF PURPOSE FOR MS IN COMPUTER SCIENCE

With increasing numbers of people connected to the internet, there currently exists almost infinite amounts of data just waiting to be analyzed in a meaningful way. Already, many companies are starting to do this, analyzing big datasets in order to gauge consumers' product preferences and make models for their future sales. I first came to be interested in data science when I realized that it could be used to develop marketing models, and it is an interest that continues to this day. I hope to be able to use the knowledge that I will gain from this Master's program in data science to derive meaningful conclusions from large sets of data.

For the past two years, I have interned at an analytics firm that specializes in performing data analysis tasks to aid in preliminary research for companies seeking to start new projects. My project focused on tracking spending habits through anonymized purchasing data in order to determine the optimal place for a new company to build a flagship store. Through analyzing real-time purchasing and location data, I was able to determine not only an optimal location for the store, but also characteristics of the aesthetics that would make it more likely to stand out. I hope to continue this type of data science work in the future, applying my knowledge in providing well-supported research for companies.

This graduate program in data science will train me in different methods of statistical analysis, as well as the programming knowledge needed to complete large data-driven tasks. Through my coursework, I look forward to enhancing my programming and mathematical acumen. Additionally, the opportunities to work with industry partners on projects will give me additional experience working directly on relevant topics in the field. Taken together, this graduate program will give me understanding and technical expertise that I will need to continue my career as a data scientist.

STATEMENT OF PURPOSE FOR PHD

Almost a century ago, modern medicine made a huge leap forward with the advent of antibiotics for treatment of infectious disease. Suddenly, conditions that previously were fatal could now be cured with a simple regimen of pills. Even today, antibiotics continue to be widely used, and have saved the lives of countless people that probably don't even realize the bullet that they've dodged. However, now new strains of antibiotic-resistant bacteria are coming out, and the risk of these diseases of old coming back has driven my studies in research. I hope that this statement of purpose for PhD sample can demonstrate my interest and dedication to the field of Pathology, in which I hope to complete a PhD.

I first became interested in Pathology through an infectious disease lab that I worked in throughout high school and into college. During my time in the lab, I worked with antibiotic resistant strains of bacteria, studying their genomic sequences to figure out what types of mutations had allowed for them to acquire this phenotype. Additionally, I also worked in phage design to try and design bacteriophages that would target these bacteria. This line of work is what I hope to work on for my dissertation as well as in my future research career.

This graduate education in Pathology is crucial to my career goals of eventually heading my own research lab, where I will be able to study treatment-resistant bacteria in more depth. I will be able to integrate my previous experiences with new knowledge, heightening my understanding of the field and the continued issues that face those working in the field of infectious disease research. Through the training I will receive during my PhD education, I will be exposed to new biological concepts and modes of thinking that will help to shape my future research.

SEMINAR

- ◉ Seminar is a small group of people - say, between five and ten attendees - who come together to focus on a particular issue.
- ◉ Perfect small group for getting honest feedback and suggestions for improvements of ideas.
- ◉ Less formally structured.
- ◉ Presentations are brief.
- ◉ More of a focus on discussion on the topic in hand.
- ◉ Complete in short duration of time.



CONFERENCE

- Conferences tend to be the largest events .
- Between fifty attendees to thousands of attendees.
- Both national and international conferences.
- Most prestigious forms of events.
- Opportunity to present your work as a talk or as a poster.
- Concurrent event means - two, four, or even more talks happening at the same time in different locations.



Seminar & Conference Paper Writing

A seminar/conference paper is a work of original research that presents a specific thesis and is presented to a group of interested peers, usually in an academic setting. The steps below will guide you through the research and writing process of how to write a seminar/conference paper and provide tips for developing a well-received paper.

A seminar/conference paper must include the following elements:

- **Title page**
- **Table of contents**
- **Abstract**
- **Introduction**
- **Body:- Literature Review, Implementations, Results, Discussion, and Analysis**
- **Conclusion**
- **Citations and references**

Tips to Write seminar paper:

Part 1: Getting Started:

- 1. Learn the basic features of a seminar paper:**
- 2. Ask for clarification if needed:**
- 3. Plan ahead:**
- 4. Generate ideas for your seminar paper.**
- 5. Create a research question to help guide your research:**

Part 2: Conducting Research

- 1. Collect research for your paper:**
- 2. Evaluate your sources to determine their credibility.**
- 3. Read your research:**
- 4. Make notes while you read your sources:**

Part 3: Drafting Your Paper

Hook your readers from the beginning.

Develop a rough outline based on your research notes:

4. Revising Your Paper

Give yourself adequate time to revise.

Proofread a printed version of your paper:

What is a conference research paper?

A conference research paper is a piece of writing that an author submits to conference organizers. The papers offer a preview of the work the researcher wants to present to let others in their field know about it and solicit feedback that could generate ideas for improvement.

Tips to Write a Conference Paper

- 1. Focus on the abstract**
- 2. Create a logical flow**
- 3. Be careful of length**
- 4. Follow the format guidelines**
- 5. Read it out loud**
- 6. Write for your audience**



Expert Technical Lecture-Writing and Presenting

Experts in their specific technical field contribute with their knowledge through the medium of expert technical lectures for the benefit of the learners. These experts are the authorities or connoisseurs in their specific domain. Important people from academia as well as industry visit the colleges to share their rich experiences with inquisitive learners. Their great experiences and learning gives students a lot of food for thought.



- Eminent **speakers from the industries and universities** are invited to enlighten the students with their ideas and experiences

These expert technical lectures give an opportunity to the learners to clarify their doubts, raise questions, and express their ideas about issues crucial to their learning and their chosen profession.

These expert lectures have following advantages-

- Listening to an expert technical lecture leads to knowledge enhancement.
- Expert technical lectures brush up the discussion skills of learners.
- The students get to know how Industry functions.
- Expert technical lectures sort of introduce students to the actual professional experiences.
- An expert technical lecture breaks the monotony of regular classes.

Types-

a-Participatory expert technical lecture- When the expert technical lecture is delivered in interactive mode it is participatory expert technical lecture.

b-Non-participatory expert technical lecture- In such an expert technical lecture is considered an authority. In such a delivery no student is given room
room to address his queries.

- Theme clarity i.e. the speaker should be clear about the topic he is going to deliver and it should be well organized.
- The material should be presented in a **clear and logical sequence**.
- The material should be **comprehensible and meaningful**
- Matter should **be covered adequately**.
- After introducing the theme, the speaker should **present the data and analyze it**.

Thus, in technical writing the main idea or theme should be made clear to the audience.

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