

JOB: ADVERTISEMENTS, APPLYING FOR A JOB, CV, RÉSUMÉ, INTERVIEW

Think of a job in business sphere (see: “Business Careers”). Prepare a short description of it without stating directly what it is. Describe what aptitude you have (or: must have) to fulfil this work successfully. When everyone is ready, give your description to the rest of the class. Try and guess what jobs the other students are desiring. Use the following words:

- One good thing about the job is ...
- Another is ...
- The bad thing about it is ...
- I like ...
- I don't like ...
- I'd like ...
- I wouldn't like ...
- I think I have the necessary aptitude to do this work successfully ...

Outline your job definition. Explain, what you are responsible for, how your performance is measured, where you have the authority to change things.

JOB ADVERTISEMENTS

Look at the job advertisements given below. Are there any which would interest you? Work in pairs. Tell your partner which job might interest you and why. Do you have the qualification and experience to apply for it? If none of the jobs interests you, explain why. Tell your partner about the kind of job which is / would be most suitable for you.

N1. SECRETARY.

A small but progressive film company based in the West End of London requires a Secretary for its Chief Executive. The candidate will be an experienced and confident secretary with short-hand and typing. He/she will be friendly and have efficient approach to his/her work as well as enthusiastic interest in the creative arts. A background in publishing media

would be an advantage. The candidate will be directly involved in assisting the Chief Executive in the do-to-do running of the company, and will be in close contact both with production and financial personnel. Annual earnings will be in the 8000 – 10000 pounds range; benefits include 5 weeks' holiday and a pension scheme. No further details, write to Migh Holborn LONDON WC 17 BQ.

* * *

N2. RECEPTIONIST / TELEPHONIST.

Well established publishing company requires a bright, reliable and well-spoken person with experience to control its reception area. Duties include dealing with visitors, enquiries, using switchboard, sending telex and some typing work.

Age 19+. Hours 9 a.m. – 5.30 p.m. Four weeks' paid annual leave, wages to be agreed. Ring Miss Penrice, 01-436 8212.

* * *

N3. MARKETING SPECIALIST.

Curtis Mengies – Europe PLC, the foremost name in food processing and packaging is strengthening its marketing team to encourage the growing demand for the company's products. The company has an outstanding record in technological achievement as well as in business growth, and the career opportunities are extensive.

We are looking for a marketing specialist who will profitably develop our large range of household name brands of food and beverages and play key role in determining long-term marketing strategy. Candidates should possess a degree in a science or technology based subject and be accurate and practical. Industrial experience and a background in sales or marketing are essential. Experience of managerial responsibility would be an advantage. An excellent salary is being offered and a company car will be provided. Candidates should apply to Personnel Department, Curtis Mengies – Europe PLC, Harant Road, Bournemouth, DORSET.

* * *

N4. ACCOUNTANT.

We are a major international oil company with numerous expanding on-and-off shore interests in the UK and in North Africa. We are looking for an ambitious, qualified accountant aged 27 – 32 with several years experience in the oil industry. This is a challenging and stimulating position in which you will provide an essential link between the financial and the

exploration management of the company. You will be involved in negotiating new agreements and in preparing financial plans and forecasts. You need to be dynamic and dedicated but tactful and disciplined.

The remuneration will reflect your experience and your management potential. Benefits include a company car, a pension scheme and life insurance. Please, apply in writing to Page Petroleum, 77 Western Road, LONDON SW1 7HK.

* * *

Read the advertisements again. Make notes on:

1. The title of job. 2. The type of firm. 3. The tasks involved. 4. The salary and other benefits.

* * *

Now find the words and expressions in the advertisements:

- which indicate the size of the company: *major* ...
- which refer to the growth of the company: *expanding* ...
- which refer to a form of payment: *an excellent salary* ...
- words and expressions of desirable professional skills and persons, qualities required for the jobs: *ambitious, qualified* ...

* * *

Describe a possible search for a job. Choose some of these words:

- to work in shifts
- to apply for a job as
- vacancy
- part-timer
- an hourly rate
- to be after a full time job
- 5-day week. 3 weeks holiday
- driving licence
- phone for more information
- seeks employment / interesting well-paid work

JOB AND RESPONSIBILITIES

ADVANTAGES AND DISADVANTAGES

Choose one of the jobs advertized above. What are the advantages and disadvantages of your job? Give your job a score from 0 (very bad) to 5 (very good) on the chart below.

Score (0 – 5)

- interesting work ()
- length of holidays ()
- flexibility of working hours ()
- salary or wages ()
- fringe benefits ()
- job security ()
- level of stress ()
- level of job satisfaction ()
- level of control over the work organization ()
- pleasant working environment ()
- relationships with colleagues ()

Which of the factors above are most important for you? What qualities do you need to do your job successfully? What information would you include in an advert for your job?

* * *

Consider the ads given below. Make your comments on each.

A Qualified Solicitor is Required

We require a qualified solicitor with at least five years' experience, highly developed management skills and the ability to lead a professional team. Acting as deputy to the Director, you will control the work of the corporate law department.

Are You Tired of Being a Small Cog in a Big Machine?

Can you take initiative and work well under pressure? We need a dynamic young Sound Engineer to assist the Production Manager in a fast expanding sonic alarm company. Top salary, company pension scheme and car for right applicant.

Part Time Packer

To work in the despatch department of busy, friendly sportswear company. Full training given. 20 hours per week. Good benefits, including 6 weeks holiday p.a. and luncheon vouchers.

APPLYING FOR A JOB

Advertisements in newspapers inform daily that companies are looking for energetic, educated, communicative people who are able to communicate in one or, what is better, in two or three foreign languages.

If you feel like being able to fulfil the advertized job and meet the requirements of the company, don't underestimate yourself, be confident in selfevaluating. Remember: the employer will appreciate your wish and eagerness to work if you believe in yourself.

Having chosen a company you have to inform its leaders about your wish and ability to work for them. There are two ways of applying for a job: 1) **in writing**, sending an Application Letter, or 2) **orally**, using a telephone, afterwards confirming application in writing.

APPLICATION LETTERS, TELEPHONE CALLS

Writing Application Letters

Application Letter must be brief and concise. It should refer to the source from which you got the information about the company and the vacancy. It must contain information about you, your knowledge and skills, your education. You must speak about the position you would like to obtain. To get the advertized job you must seriously think about the contents of your Application Letter you are sending.

The letter must:

- catch their attention,
- arouse their interest,
- create the desire to find out more about you,
- there must be a request about an interview,
- contain an enclosure (a résumé, C.V.).

* * *

SOME EXAMPLES OF APPLICATION LETTERS

*4 Wood Green Road
LONDON N3*

*Globus-Gateway
c/o 180 Vauxhall Bridge Road
LONDON SW1V 1ED*

23 March 19XX

(This is the simplest way of writing the date)

Dear Sirs,

(If you are writing to a company, not an individual, write this. In American usage, you write "Gentlemen", "Dear Manager", "Sir / Madam").

Beginning a letter: referring to an advertisement

- *With reference to your advertisement in (newspaper, etc) of (date) ...*
- *I'm writing in reply to your advertisement in (newspaper) of (date) and ...*
- *... I would like to be considered for the post.*

Giving details about yourself:

- *Referring to enclosure(s).*
- *Please find enclosed curriculum vitae.*
- *I enclose my curriculum vitae.*

Concluding a letter:

If you would like me to call for an interview, I shall be pleased to do so at your convenience.

Yours faithfully
P. Gibson _____

Write a letter with a reference to an advertisement published in a local newspaper, enclose your curriculum vitae.

* * *

ASKING FOR INFORMATION ON A COMPANY
[Model Letter]

Date

*Luxor International AB,
Marketing Communications
Lighting Division,
PO Box 673,
Jönköping,
Sweden*

*Dear Sir or Madam,
Our company is currently considering the possibility of seeking a partner in the area of electrical lighting.
Your advertisement in Newsweek recently attracted out attention. We would be very glad to have information about your company's activities.
In particular, we would appreciate receiving a copy of your advertized brochure.
We thank you in advance for your trouble.*

Yours faithfully,
Your Name

* * *

*Dear Sir or Madam,
Your advertisement for a software programmer in today's New York Times interests me very much because many years of experience have qualified me to work for a company like yours. Please, consider me an applicant.
You will find additional information about my qualification in the enclosed résumé. I would appreciate your inviting me for an interview.*

*Sincerely Yours,
Victor Freeman*

Enclosure.

* * *

*Dear Sir,
I am writing to you because of your advertisement in the Monday issue of New York Times. Ten years of experience as a commercial artist have qualified me to seek employment at a company like yours.
I am enclosing my résumé that will inform you of my work experience as an artist. I would greatly appreciate your inviting me for an interview at your convenience.*

*Sincerely Yours,
Irene Green*

Enclosure.

Telephone

Telephone is one of the most vital job finding tools. You can use it for applying for a job as well.

The telephone is also a means of conveying your personality to good as well as bad effect.

Before telephoning you have to do some preparation. You must know exactly whom you are going to speak to. For that you should call a receptionist or a secretary and ask for some information. While speaking be concise, do not waste anyone's time, be polite and be positive about yourself.

How to prepare yourself for making a telephone call?

- Do not sit down. Pretend that you can see the person and the person can see you.
- Think thoroughly what a result you want to achieve. Do a kind of a rehearsal.
- Remember your goal is to:
 - catch their attention,
 - arouse their interest,
 - create their desire to find out more about you,
 - initiate an action arranging an appointment or for a further phone call.

* * *

When you have got an appointment you have to confirm your application in writing. For this you will have to write an application letter and enclose a RÉSUMÉ or CURRICULUM VITAE.

Practical Assignment

See which of these letters could be more welcome. Write your own application letter.

- A.** «I feel I have the necessary qualifications and experience needed for the position of marketing specialist advertized in the Daily Telegraph. I'm thirty-six years old, married and have been working as Marketing Manager for a wine importer and distributor which I joined when I left school in 1966. As Marketing Manager, I had extensive experience in management and I obtained a diploma in Business Studies at night school in 1970. I also enjoyed responsibility and working with people.»
- B.** «I should be glad if you would consider me for the post of marketing specialist. I enclose details of my qualifications and experience. I am twenty-eight years old and left university with a first-class honours degree in chemistry. I have experience in marketing and the supervision of a team of sales representatives. I am pleased to say that my efforts have contributed to my firm's present success. I enjoy the challenge of responsibility and of new situations and, in particular, the competitive nature of my job.»
- C.** «I shall shortly be leaving university with a Masters degree in Marketing and should like to be considered for the post you advertized in the Daily Telegraph a week ago. I feel sure that my enthusiasm and

intelligence will make up for what you may consider to be a lack of experience. I enclose reports from my tutors which, as you will see, confirm my abilities and suitability for the post in question. I am unmarried, and am prepared to travel anywhere.»

- D.** «27 years old and have been Marketing Manager for a brewery in Scotland for the last three years. I have been supervising the activities of a team of six sales representatives and enjoy the responsibility and the travelling of this type of work. If, as I hope, you are interested in my application, my employers will be happy to supply you with further information.»
- E.** «Having worked for Lenos Foods and Wines Ltd, which is, as you may know, the largest and most reputable manufacturer of food and beverages in this country. I am actively involved in research into nutrition for which I am at present completing a doctoral thesis. I have also worked in close collaboration with the marketing and sales staff of my present company. However, I now feel the need of a change owing to increasingly difficult working conditions.»

Curriculum Vitae, Application Form

Fill in a CV form.

CURRICULUM VITAE

Name: _____
 Date of birth: _____
 Address: _____
 Marital status: _____
 Education: _____
 Qualifications: _____
 Languages: _____

Working Experience:

Company	Dates	Position	Responsibilities	Reason for leaving

* * *

A résumé or a CV may supplement an application letter, but they can not replace an application form. A Résumé or a CV gives only the

information the applicant wants to be known. Usually companies have their own prepared application forms.

An application form asks for the information the company needs to have. That is why each applicant will be asked to complete a form.

* * *

Fill in the form:

APPLICATION FORM

Name: _____

Address: _____

Telephone number: _____

Age: _____

Education and qualification: _____

School/college	Examination taken	Dates
_____	_____	_____
_____	_____	_____
_____	_____	_____

Interests: _____

References: _____

Name _____ Name _____

Position _____ Position _____

Address _____ Address _____

Date available to start: _____

* * *

NO KĀ SASTĀV CV

• Personas dati	Personal details
• Izglītība	Education
• Darba pieredze	Work experience
• Prasmes	Skills
• Godalgas un stipendijas	Awards and scholarships
• (Publikācijas)	(Publications)
• Intereses un nodarbošanās	Activities and interests
• (Atsauksmes. Personas, kuras jums varētu rakstīt ieteikuma vēstuli)	(References)

* * *

CURRICULUM VITAE

Līvija Meikšāne
Žagatu iela 12 – 36
Rīga, LV 1033 LATVIA
Telephone: 556812

Date of birth

May 19, 1976

Education

1994 –

University of Latvia
Department of History and Philosophy
Degree: expected B. A. June, 1998
Major: Political Science: International
Relations

1985 – 1994

Riga Secondary School No 90

Jan 1994 – Jun 1994

Temecula Valley H. S., CA, USA

1982 – 1985

Ogre Secondary School

Work Experience

Sept 1994 – Mar 1995

Receptionist, Hotel de Rome****, Riga
Responsibilities included check in/out of
guests, cash/credit card operations,
processing café/restaurant bills, answering
phone, handling complaints

Special Interests

Italy, languages, history, travelling

Languages

Latvian; English, Russian (good); German
(fair), Swedish, Spanish (poor); two years of
Latin at Secondary School

Extracurricular Activities

Ballroom dancing, wind-surfing, going on
boats

References

Mrs MAIJA GULENA
Professor of English, University of Latvia
Brivibas blv. 32, Riga, Latvia
Mrs MARGARITA PLATAČE
Office Manager, Hotel de Rome****
Kalku st 28, Riga, Latvia

Sample Applications

The standard application package:

- 1) the application form,
- 2) two or three references,
- 3) certified copies of undergraduate transcripts in the language of the region and in English,
- 4) certified copies of graduate transcripts, if applicable, in the language of the region and in English,
- 5) certified copies of the diploma and any other degrees received in the language of the region and in English,
- 6) detailed curriculum vitae,
- 7) the Financial Aid Eligibility Form.

May include:

- 1) letters of invitation or appointment by host institution,
- 2) results of English proficiency test.

ALL APPLICATION FORMS HAVE INSTRUCTIONS!
READ THEM FIRST!

Eligibility criteria:

- 1) academic qualifications,
- 2) age limit,
- 3) professional aptitude in the field of specialization,
- 4) language proficiency.

Selection criteria.

Application deadline and organization or coordinator.

PLAN TO PRODUCE ALL THE REQUIRED PACKAGE
IN A TIMELY FASHION!

Arrange for the reference letters from people familiar with your academic work and professional qualifications.

The applications must be filled out in English and **typewritten**.

Covering Letter

	Your street no. and street City, Province Postal Code Month, day, year
Use complete title, address and correct spelling.	<ul style="list-style-type: none">• Name of employer/contact• Correct title or position• Name of company/organization• Street no. and street• City, Province• Postal code
Use name rather than "Dear Sir" or "Madame".	Dear Mr / Mrs / Ms (his or her name):
Don't overuse pronoun "I".	Opening paragraph: state why you are writing: specify position or type of work for which you are applying. You should mention how you heard of the opening (this is of great interest to the employer).
Organize contents of these paragraphs to suit your needs, placing emphasis on your most pertinent attributes.	Middle paragraphs: Relate your skills, interest, knowledge and abilities to the needs of the employer, point out relevant training, education, and employment: elaborate on your courses; your field work if appropriate; highlight extra- curricular and volunteer experience. Explain why you are interested in working for the employer, specify your reasons for wanting this type of work; try to convince the employer of your ability, suitability and interest.
Be assertive.	Closing paragraph: Use an appropriate closing to pave the way for an interview, by requesting an appointment.
Sign your letter.	Yours sincerely, Your name typed here

RÉSUMÉ

Writing a Résumé

Most employers are interested in knowing more about a perspective employee before they interview them. There are two ways that this can be done: a résumé or CV. A résumé is a brief, generally one page summary of person's work experience and education. A CV (which stands for CURRICULUM VITAE) is a complete record of person's accomplishments, including a list of publications.

There is no exact format for a résumé or CV, but they all have the same basic information. The résumé contains four essential elements: personal information, work background, education and work objective. The personal information should be at the top and include full name, address and phone number. Optional personal information listed at the bottom of the résumé could be marital status, health (if excellent), awards, honours and languages. Some believe that adding hobbies and leisure interests to a résumé adds a "personal" element.

Immediately after the personal information should come the work objective. This is a one-sentence description of the person's desired position.

The résumé should list in descending order the person's assets which could possibly make his position more competitive. By this, if the person has a strong educational background but little work experience, then after the objective could come education information. Obviously if education is average but work experience is strong, lead with work experience. List the dates worked (beginning with the most recent, the name of the firm, position held, and a very brief description of responsibilities). Under "education", also list most recent by dates, name of institutions, and subjects studied or diplomas or degrees conferred.

In recent years, many people have included a section called, "Special Skills". Sometimes it is difficult to see that the person has abilities in certain areas simply based on education and work experience. Examples of these would be computer background, language knowledge, communication (particular writing) ability, driving license. However, these should be included if they relate to the objective listed in the beginning.

Finally, the résumé should conclude with "References available upon request". The applicant should be prepared to have two or three references, with names and contact numbers available if asked.

If the employer requests a full CV, the applicant must describe in depth all of the above. Work experience should be detailed: actual responsibilities, number of people supervised, skills used to complete work. Education should be more detailed, particularly in reference to any research completed. The important part of a CV is a complete listing of accomplishments, awards, training, articles or books published, etc. The difference between a CV and a résumé is that a résumé is targeted towards a particular employer or a position, whereas a CV describes completely person's accomplishments in life.

A résumé or a CV must be honest. The employer who later finds out an employee lied in an résumé is one that will not be trusted and potentially could even be fired. Do not come across as too perfect. Think what requirements the company has and emphasize your skills, see whether your qualities satisfy those requirements.

The ideal CV is brief, simple to understand, easy to read. It is usually set out chronologically, starting with your most recent job. Emphasize skills, qualifications, abilities rather than names of companies. Keep it general, never say what you are earning, etc. Always have it typed.

Suggestions and Requirement for Effective Résumé Writing

SUGGESTIONS

1. There is no universal résumé format. There are only guidelines you should follow, and the résumé sample shown is intended for that purpose.
2. Present your job objective in a manner that relates both to the company and the job description.
3. Final hiring decisions are rarely based upon résumés alone; however, the résumé should be a concise, factual and positive listing of your education, employment history and accomplishments.
4. Test your résumé for relevancy. The information included in your résumé should either support your job or career objective directly or support your character in general. If you have no definite purpose for including something, leave it out.
5. Be conscious of the continuity of your history. The reader will be looking for reasons to eliminate as many résumés as possible. Résumés with gaps of unaccountable time often reach the circular file.

6. Weigh your choice of words. Select strong action verbs, concrete nouns and positive modifiers for emphasis. Use concise phrases and clauses rather than complete sentences.
7. Try your résumé out on someone who knows you and who will be objective in his or her opinion.
8. Keep a separate list of references and make them available only upon request.
9. Always send a cover letter on matching paper with specific reference to the company's need and your qualifications for the job. A personal letter is always best, so make an effort to get the name and title of the individual making the hiring decision.
10. Remember your résumé is only a door opener. **You want a personal interview.**

* * *

REQUIREMENT

1. Submit your résumé on a paper the reader will remember ... paper that looks and feels valuable, just like you, the candidate! The colours white and ivory are always correct, and faddish colours should be avoided.

* * *

ADDITIONALLY YOUR READER WILL ASK FOUR QUESTIONS OF YOUR RÉSUMÉ ... MAKE SURE YOU HAVE THE ANSWERS!

Answering the following four questions in a fully persuasive way will greatly increase your odds of developing a winning résumé. The questions are the crucial elements of the résumé formula. Answering them will not only give you the material you need for building a strong résumé, but will also prepare you for networking and interviewing. Use the sample résumé on the back page as a point of reference.

1. What do you want?

That's your *Objective*. Don't struggle or agonize over this. Prospective employers want and need a simple, specific answer. Managers and human resources people need to know how to route your résumé. If your objective is too vague, they'll just scrap it. Change your objective for different markets if you have to. It's not a problem with today's word processing technology.

2. Why are you qualified to do it?

That's the *Summary* or *Qualified By* Section. Answer succinctly why you're qualified to accomplish your objective. Ask yourself: why they should hire me? (You'll need to get ready for that one at the interview anyway!) Summarize the answer in easy-to-read bullet points. These points become your Summary or Qualified By section (call it either). This section should satisfy your audience that the rest of your résumé is worth reading, bringing them to the next question.

3. Where have you done it?

That's the *Experience* Section. The reader needs to relate to the experience you've had. Identify the company in its most relevant light. If it's not a recognizable company, write a line about its high points. Build it up. On the résumé, the reader will often equate your value with that of your employer. Describe only the parts of your job that help sell you and showcase your value.

4. How Well Have You Done It?

That's the *Achievement* Section. This is where you should put in your most thought and effort. Think about what you did for each employer to make that company better. It could be a big thing or something small. But it should be enough to show value. Did you have an idea which was implemented and has saved the company money? Were you promoted several times due to your contributions? Were you given positive reviews, and why? Were you selected for a key program or training? Bullet these points separately from, and after, your job description. These points show your worth.

General Letter of Recommendation

Date

Recommendation for John Doe.

I have known John Doe since 19XX when he entered X University as a freshman/graduate student.

or

I have known John Doe for XX years; he was a student (a teaching assistant) in my XX course.

As a student / scholar ...

- one of the most talented in recent years (in the past XX years)
- motivated

- dedicated
- rigorous scholar, imaginative scholar, dedicated scholar
- shows promise/potential as a scholar
- areas of specialization make him especially suited for the position of XXX/for a XXX fellowship
- near-native fluency
- literary sensitivity
- analytic skills

As a teacher ...

- creates an atmosphere of encouragement and support in the classroom
- lively, energetic, good-humored
- strong commitment to teaching
- combines dedication to subject with sincere concern for students' progress

As a person ...

- responsible, mature
- team-player
- good colleague
- strong interpersonal skills

I recommend John Doe

- highly.
- without reservation.
- enthusiastically.
- strongly.

Sincerely yours,

Mary Smith
Professor of XXXXX

HINT: Ask for a CV and a description of the job or fellowship. Think about what makes this person suitable for the position/fellowship.

Career. Objective Description

George D. Hopkins
10 Atlantic Avenue
Salem, Massachusetts 01970
(508) 748-2256

Objective: Sales / Account Management within the environmental or related field.

Qualified by:

- Five years of environmental industry-related sales experience with consistently increasing responsibilities in account management, staff training, customer needs analysis, presentation, negotiation, program development and implementation.
- Bachelor of Science in Business with a Concentration in Marketing.
- Proven ability to effectively analyze markets, to target areas of highest return, and to develop strategies to attain sales goals.

"George is a true performer. He understands the market and has a remarkable ability to bring in new business while effectively managing and expanding existing accounts."
1994 Performance Review Excerpts, Abate Reclamation, Inc.

Experience:

1989 – Present **Abate Reclamation, Inc., Acton, MA**

A leading provider of pollution abatement systems and service for industries utilizing intensive photographic applications.

Senior Account Manager

Primary responsibility for providing systems sales and services to both existing and new accounts in a Massachusetts territory. Maintained a base of approximately 115 accounts, including major hospitals, newspapers and corporations.

Exemplary Accomplishments:

Sales

- Rank #1 in sales in company, consistently meeting or exceeding all monthly and yearly quotas, performing at 40% higher than all other sales representatives over the past 2 – 1 / 2 years.
- Took over the lowest profit-making zone in New England and turned it into the most profitable territory within two years.

Account Management / Retention

- Rank #1 in account retention, applying skills in neutralizing potentially damaging situations and developing strategies to improve account satisfaction levels.

New Business / Program Development

- Developed the environmental arm of the company, changing image to one of an environmental pollution abatement product sales and service firm rather than solely a reclamation company.
- Steered company into larger customized systems (to \$100,000 / unit), working with head of service to develop better technology.
- Designed and implemented training programs for sales and service staff.

1/88 – 12/88

Honeywell Bull, Inc. Waltham, MA

Buyer (college Co-op position)

Procured items for nine corporate locations; evaluated and selected vendors; negotiated and implemented service contracts; utilized \$15,000 signature authority.
• Selected for full time employment subsequent to Co-op experience.

Education:

1984 – 1989

Merrimack College, Andover, MA

Bachelor of Science in Business Administration, 1989
Honors Graduate

- Employed throughout college to pay for expenses (see Honeywell Bull above; other Co-op jobs included Piedmont Aviation and G. E. Software International).

References:

Professional references provided from employer, college and Co-ops upon request.

* * *

Olga Godunov
2599 North Fruitridge Road
Terre Haute, Indiana 47811
(519) 772-1248

Career objective:

To obtain a position as an executive secretary1 with a large corporation.

Work experience:

March 19XX to Present	Secretary, the Benlow Corporation, 620 West Second Street, Terre Haute, Indiana. Responsible for general running of the office of a small private firm; duties included typing, filing, answering telephones, scheduling appointments, etc.
October 1977 to March 1979	Receptionist, Dr. Mark Roan, 702 South Fulton Street, Berne, Indiana.
January 1977 to October 1977	File Clerk, Ajax Insurance Company, 277 Westgate Avenue, Berne, Indiana.

Education:

Judson Secretarial School, Berne Indiana. September 1976 – January 1977. Courses in typing, filing, Gregg shorthand, and business machines operations.

Central High School, Berne, Indiana, Diploma, June 1976.

Special skills:

Typing – 70 w.p.m.
Shorthand – 120 w.p.m.
Languages – French

References:

Ms. ALBA JENKINS, Owner
The Benlow Corporation
620 West Second Street
Terre Haute, Indiana 47814

General Guidelines for Writing a Personal Statement

Writing the Personal Statement you **have to know** yourself. You must be sure what you want, why you want it and why that particular program can help you. When you can clearly articulate the history that led you to decide to apply to a particular program, you are ready to begin writing.

1. Be sure to respond to the specific requirements of the application. Whatever you choose to discuss in your essay, you must be certain to address the specific questions that the application poses.
2. Before writing an essay you must have a thesis statement. This is one sentence announcing the central idea of the essay. It is here that you grab the reader's attention – or lose it. In the first paragraph you must

“hook” the reader and make yourself memorable. Be as specific as possible.

3. Have several supporting points for the central idea in the following paragraphs. Do not confuse the reader by having several ideas in one paragraph.
4. Structure your ideas logically. All your ideas have to support the opening statement. Be neat and precise, make sure your essay is well organized.
5. At the conclusion restate the main idea and main points supporting it.
6. Explain your reasons for choosing the program that you have chosen, why do you need this degree, what career are you seeking?
7. Explain your academic and professional background; how it is relevant for the chosen study field. If applying to a program in a different field of study, explain how the skills learned can be applied to the new field. Great pluses are relevant job or research experience and having published.
8. Write what your specific interests are in your chosen field, why this program is needed for your professional development.
9. Cut out any sentences that are not absolutely necessary. Every sentence should be important and clearly stated. Most points can be made without a lot of necessary background.
10. Be self-confident. Frame everything positively. Use phrases such as “actively participated in” rather than “although I was only an assistant”. Even if your English is horrible, do NOT tell them. Your scores will indicate your English ability. Do not write any negative statements.
11. Remember, no one ever writes a perfect first draft.
12. If you apply for a business program, your experience in the business world will be more important than your university coursework.

If written correctly, the statement of purpose should show that you are goal-oriented, that you can identify what you want, and that you have taken steps to obtain those goals.

In preparation of this handout I used materials prepared by IREX Educational Advising Center – Moscow from INTERNET database irex.info.org. and Richard J. Stelzer, How to Write Winning Personal Statement for Graduate and Professional School, Peterson’s Guides, Inc. 1993.

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TO SUM UP:

- ▲ So, application is the first step of introducing yourself to a company you are applying to. Application is to be done by sending an application letter and enclosing a résumé or a CV, thus offering information about yourself as a potential candidate and showing your interest about a job or a posture.
- ▲ You can do a telephone call in order to get some information or even to apply for a job, afterwards confirming the application in writing.
- ▲ At last you will be asked to complete an application form worked out by a company.
- ▲ Application is very important as it depends whether you will or not be chosen as a potential employee. In the case the employer thinks you can meet the requirements of the company, you will be asked to take part in an interview.
- ▲ It is very important to present yourself in right light during an interview. That is why it is advisable to do some preparations.

INTERVIEW

About 75% of people feel anxious about a job interview. It is not because they could not do the job, but because of the lack of interview skills.

PLANNING AND PREPARATION

Before going to an interview think if you can give answers to the following questions:

- Do you know definitely what kind of job you want?
- Do you know much about that business? Are you a skilled worker?
- Do you know anything about the actual company?
- Do you know who will be interviewing you?

In order to be certain, it is advisable to make some research, investigation. Get hold of some trade journals or some company brochures or visit the local library. “Knowledge is power” – the more you know, the better you can achieve the result you want.

They say: “Companies do not employ people, they employ benefits”.

Benefits are all those things you can bring to the company: your skills, your personality, your experience.

The fact is that the company needs you as much as you need it. There is a two-way relationship: not only the company is interviewing you, you, as well, are interviewing the organization and making your choice.

Dress.

Going to an interview you must pay much attention to your appearance. It is very important how you look like, how you are dressed, how your hair is styled. It is the first information the interviewer gains about you. It will form the first impression about you, which plays one of the main roles in deciding whether you are or you are not good for the job you apply for.

You must dress according to the job you want to get, you have to show that you are a reliable member of the office's body and not an eccentric individualist. It is important for you to produce an impression that you can bring a benefit to their company with intelligence and experience.

Going to an interview you must be dressed like you will be dressed while doing the job you apply for. Attention must be paid to small details like finger nails, shoes, etc.

A well-dressed man (applying for a managerial position) should wear a suit and a tie.

The tie is a most difficult part of dress to be chosen: it must suit to the suit as well as to the shirt. Do not dress "striking" – it is not elegant.

Footwear: black shoes suit to a work suit as well as to an evening one. With fair suits brown shoes look good. However, black shoes are more universal.

Socks earlier had to be of the same colour as the tie, they must go either with shoes or with trousers. White socks are not accepted in business world.

A well-dressed lady's (applying for a managerial position) dress must always be becoming, suitable. However, there are some additional requirements of business style: not enough wide skirt will hinder the movement, too short skirt will catch unnecessary attention. In any case clothes must produce impression of freshness and cleanliness.

Eccentrism: A business woman should not be dressed too eccentric. As to an extravagant dress, big earrings, dozen of bracelets – it is not the type of a businesswoman. Besides, it is not possible to combine such eccentricism with working atmosphere.

It is not advisable to come to an interview and later to work in figure-hugging or revealing clothes, in glittering or low-necked dress.

THE INTERVIEW

Arrival.

The first impression is very important, it is usually formed at first 30 – 45 seconds. Start with greeting an interviewer properly – be assertive and confident. Saying “Hallo” do:

- 1) smile,
- 2) call the interviewer by name: *Mr Smith, Mrs Morgan, etc.*
- 3) look in the eyes,
- 4) give a decent handshake.

Do not be too familiar. Preparing yourself for an interview morally, intend for a confident, natural, easy talk.

Some Most Frequently Asked Questions During a Job Interview

One of the best ways to prepare for a job interview is to have prepared answers to the type of questions that you will most likely be asked by the interviewer. Let us take a close look at some popular interview questions.

Question 1 – What do you do in your spare time?

The question is designed to find out how you operate, your intellectual level, the status of your family life, your energy level, and outside activities that might interfere with your job.

Question 2 – Why do you want to work for this company?

This one should be easy since you went to all of the trouble to apply to the company in the first place. It is important to come up with some solid reasons that will get the interviewer's attention. Many people will respond to this question by saying that they are good with people or they can make the company money. That is too vague. You need to be more specific. A good way to answer this question is to tie the company activities to your own personal strengths, such as, “The position is appealing because I have extensive computer experience and since your operations are fully automated I think that I will fit right in.” The worst thing you can do is not to have a reason for wanting to work for the company.

Question 3 – Where do you want to be professionally, personally, and financially in 1, 5, and 10 years?

No matter how you answer this one you will reveal a great deal about yourself. It is important to think this one through because if you cannot

answer the interviewer where you want to go, their assumption is that you do not know where you are and that you are not the type of individual they want working for them.

One other thing to remember is that if you give a too detailed future plan, the interviewer will wonder how the company will fit into your future goals. Keep it simple and specific.

Question 4 – Are you a team player?

The question is not typically phrased just like that, but the interviewer wants to get the answer to those five words. One of the worst managerial problems is to have to deal with the employee that cannot get along with others. The best way to answer this question is to give a story about how you get along with others and work well within a team. Being a team player also tells the interviewer that you are not a “rebellious cowboy”.

Question 5 – Are you a leader or a follower?

This is a trick question. It is designed to see how proud and confident you are. If you are applying for a management position, the interviewer wants to hear about your confidence. If you are applying for an entry level position, the interviewer wants to hear how humble you are. The major point that you want to get across is that you are confident, but not arrogant. If you come across as arrogant no one will ever hire you. Many people when being interviewed are nervous. They try to be confident, but since it is manufactured it comes across as arrogance. Be yourself and relax.

Question 6 – Describe a problem you recently solved.

This question is frequently asked to see if you are capable of responsibility. With the high investment involved with recruiting people management want to hire the people that they feel can grow into future leaders. To be a leader, you must be able to solve problems. A good example is one that is related to work and involves you working with other people to achieve a desired result. Stay away from family problems. The interviewer will think that your family life is all messed up and they do not want to have to deal with your family situation in the future.

Question 7 – Describe your personal strengths and weaknesses.

The answers to these questions are designed to see if what you have been telling the interviewer so far has been the truth. The thing you do not want to do is make yourself sound as if you are the greatest person in the world or the worst in the world. This is why it is important to think out what you are going to say before you say it.

Question 8 – Tell me about your relationship with your previous bosses?

The first thing to remember is that if you criticize your last boss or company you will not get hired. The reason is that the interviewer feels if you talk bad about your last employer, you will probably talk bad about them in future. This is a tricky question. The interviewer might prompt you to talk bad about your previous boss and even nod the head “to sympathize” with you. Do not get tricked! You can tell the interviewer that you and your last boss did not always see eye to eye, but you must always let them know that you respect your last boss and hold your previous company in high regard.

Question 9 – Why did you leave your last position?

If you make up a story you will probably get caught. The interviewer might want to talk to your previous boss or worse, they might know them personally. What ever the reason for you leaving your last employer, do not make the past employer look bad.

Question 10 – Why should I consider you for this position?

You are telling the interviewer on why they should hire you. This is the time to close the sale. The best way to answer this questions is to summarize what you have already said, add something that you believe the interviewer would be interested in hearing that you have not covered, and then end in a high note. In some situations it is even suggested to ask the interviewer when you should start. This is not appropriate in all situations, but if you are applying for a sales or a management position you will show the interviewer that you are serious about the position and that you have the initiative they need to fill the position.

How to Communicate with Confidence

Most business experts believe that those who will succeed in the future business world are those with high technical skills. Because of this, many people looking for a job feel it necessary to take courses in computers to be able to find a job. While computer skills are certainly useful, there is another skill that is needed even more, this is the ability to communicate effectively. A person may be the greatest specialist in the world, but unable to communicate effectively and he will never climb the corporate ladder.

We do not think of speaking as a skill because it is something that we have done since we were infants. There is difference between being able

to talk and communicate effectively. It is not a matter of having a big vocabulary. Socrates was considered a master communicator, and most of what he did was simply asking questions. Jesus' words have inspired billions of people over the years, and the simplicity of his words is such that even children can understand the meanings.

So how do we do it? How can we grow in our ability to communicate so that we can speak with more confidence and power?

First: it is the sound of your voice; your posture, what you do with your hands – all say something along with your voice. When you are going to talk with someone, pay attention to the non-verbal message you are sending. Do you look confident or do you look nervous? Practice in a mirror if you are not certain. Ask a friend how you look when you are speaking, because non-verbal actions are instinctive and to break these habits will take concentration and work.

But words are also important. Think about the way that you express yourself. For example, to qualify many things you may use *"I think"*, *"maybe"*, *"possibly"*, *"could happen"*, etc., or it may sound more definite: *"that's right"*, *"absolutely"*, *"I am sure"*, etc. A confident person will use the definite expressions. Do not be afraid of sounding sure of yourself! If you are going to have an opinion, then do not be a mouse about the house. Definite expressions convey power and assurance.

Be aware of talking too much or too little. Both are bad. The person who talks too much is probably insecure, unreliable, because he may not be saying the right things as he talks on and on. But do not be the non-talker, the person who seems to get out a single word or simple responses. Neither of these people will get many chances. The best communicators are those that can simply and clearly make their points. Again, this will take discipline, but it can be learned just as any other skill.

Too often in a conversation a person is saying the next statement rather than listening to the information that is coming from the other person. This is why there are so many misunderstandings in communication: each one is only listening to the sound of his own voice. A good communicator can *"echo"* back what the other person has said: *"In other words you are saying ..."* or *"Now as I understand this, you think ..."* Doing this demonstrates that you are truly listening, and that your objective is agreement and understanding. Put these few prompts into practice:

- non-verbal actions,
- confident expressions,
- listening.

Obstacles: One of the first obstacles that one must overcome is the fear of speaking to others. We do not have trouble talking to friends and family, but when it comes to communicating to our boss or making a speech or giving a presentation at a meeting – many of us have trouble in getting the words out of the mouth. The mouth gets dry, the palms get sweaty, etc., and we cannot wait until it is all over. Face your fear. Take deep breaths, picture a happy scene in your mind while you are talking (but do not lose your train of thoughts in the process!). Tell yourself that you will try harder and overcome it like numbers of great speakers who had an earlier fear of speaking. It can be overcome, believe it.

Another obstacle is self-consciousness. Some people while speaking become over-conscious of their voice tone or some other aspects of their communication. This makes them more and more nervous. Sometimes such self-conscious person many times apologizes for something which the other person is not even aware of, because a little secret is that the listener is more interested in himself than in you. There are many more obstacles but they revolve around the same type of problems.

To speak effectively means to know the subject and to know yourself. Listen carefully to those who communicate well. Notice that, what makes them sound so effective and natural in their speaking: They are not trying to persuade someone else. They simply express their thoughts in a way which is natural to them. That is why effective speakers are business leaders, dynamic salespersons, skillful managers.

You start being yourself, the rest will come with practice.

Practical Assignments

1. In groups of 3 or 4 be ready to hold an interview for a job. Decide who will be the applicant and who will be the “interviewing board”.

The applicant: you have been a manager of a medium-sized supermarket in the centre of town for 10 years. You think you have been successful and a good boss. When the interviewer asks a question, use one of the phrases from the list. The phrases will give you a little more time to think of your answer.

The interviewer: you own a large department store in the centre of town. It employs 200 people. The manager has just resigned. You are interviewing the applicant for the post of the manager. Use the questions in ex. 2 or think up your own questions. Take turns at asking the questions.

Study the expressions which may be useful for an applicant. Use them in your pair or group work:

- Well, let me see.
- Well, let me think.
- I'll have to think about that.
- That's a good question.
- How shall I put it?
- Let's put it this way.
- The best way I can answer that is ...
- Mm, that's a difficult question. Let me see.

2. Answer the following questions.

1. Why would you like to leave your present job? 2. Say a little about the work you do. 3. How long have you been a manager? 4. What is the worst problem you have had in your present job? 5. What makes you think you will enjoy this new job? 6. Do you think you are popular with the people who work for you? 7. If you could choose your own boss, what kind of person would you choose? 8. If you didn't agree with your boss about something important, what would you do? 9. Think of the situation where one of your employees was late for work three days out of four. He is a very good worker. What would you do? 10. What do you think you will be doing in 10 years' time? 11. What do you do in your spare time? 12. How much do you think you should be paid?

3. Your philosophy. Complete each of these sentences. Don't just fill in the spaces quickly. Think about what you might want to say in English one day.

1. Two of my favourite expressions are ... 2. I think I am ... 3. Other people say I am ... 4. For me, success is ... 5. My work is important to me because ... 6. Money is ... 7. For me, knowing English is ... 8. For me, pleasure is ... 9. For me, learning new things is ... 10. The most important thing about my country for me is ...

4. Work alone. Choose one of the job advertisements. You are looking for a job and this advertisement interests you. Make notes on:

1. why would you be interested in this job? 2. why would you be a suitable candidate?

You may invent any details about your experience and qualifications, background and non-working life, if necessary. Write a brief letter of

application for the job. When you are ready, send the letter to the directors of this company.

You have been invited to attend an interview for the job you applied for. Explain to the interviewers why you think you're suitable for the job.

5. In small groups make a list of the points which both interviewers and interviewees should remember during interviews. Think about appearance, setting, establishing a rapport, preparation, etc. Discuss your points with the rest of the class.

If you have time, change roles and repeat the last three stages of the role play, using the following words:

full-time experienced (sales assistant); references required; experience with ... preferred; to work in shifts; to apply for a job as; vacancy; part-timer; an hourly rate; to be after a full time job; 5-day week. 3 weeks holiday; driving licence; phone for more information; seeks employment / interesting well-paid work.