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MODULE ONE - RESUME DEVELOPMENT

A Resume (also known as a CV ~ Curriculum Vitae) is a brief and concise compilation of your skills, attributes, education, qualifications, and relevant work history/experience. It is important to remember Recruiters and Hiring Managers receive hundreds of applications and may shortlist not only on the content included but also on the structure of your document. Additionally, Application Tracking Systems (ATS) filter applications based on keywords.

It is suggested that your resume is limited to 1-2 pages in length, particularly if you are transitioning careers, unless you have extensive relevant work experience. Otherwise, 3 pages maximum. Also ensure you utilise the below tips to ensure your resume stands out for the right reasons.

- ✔ Simple formatting – recruiters do not have time to read large paragraphs of information.
- ✔ Utilise keywords – mirroring technical and industry specific wording is imperative
- ✔ Proof-read - is it logical and concise? well-presented? Ask your career coach to review.
- ✔ Additional information – only include interests and hobbies if relevant to the role/industry.

In terms of headings and information that should be included in a Resume, please see a brief summary below. The following pages include additional examples, activities and templates.

Heading Titles	Summary of what is included
Contact Details	Include your full name, mobile, suburb/state/country, email address, LinkedIn Profile and Digital Portfolio links.
Professional Summary	Include a "BAGS" summary, incorporating the below short and simple structure: B Background A Achievements/Awards G Goals S Skills/Strengths *For example:* An experienced commercial builder recognised for work at the Australian Master Builders Awards, winning House of the Year for NSW in 2019. Recently I have completed a Bachelor of Architecture and am looking to further my career as an Architectural Designer. Some of the key skills I bring to a prospective employer are 10+years site management experience, strong understanding of Australian building requirements and advanced CAD skills.
Key Technical and Soft Skills	Bullet point form: include proficiency if relevant (e.g., Beginner, Intermediate and Advanced). Revise these keywords based on specific role requirements.
Education & Qualifications	Bullet point form: include relevant IOD certificate, and other relevant education achieved & any applicable qualifications with year of completion noted.
Professional Experience	Start with your IOD Capstone project (if you have no relevant experience) and/or any relevant virtual internships or work experience. Then include your most recent role, and include relevant jobs, internships, and volunteer work (from the last 10 years maximum), detailing the company, position you held, dates of employment, brief description of duties, with a focus on Key Achievements following the ***Challenge, Action, Result*** method.
References	You do not need to include your references unless explicitly requested. You may just add "References on request". Ensure you have an idea of who your references will be in advance as you will need to contact them after interviews.
Other	You may also include Awards, Languages, Professional Associations, Short Courses and Hobbies/Interests if it will enhance your application.

MODULE ONE - PRE-WORK ACTIVITY

PLEASE COMPLETE *PRIOR* TO THE JOB OUTCOMES PRESENTATION.

IF YOU NEED ASSISTANCE, BOOK IN A CAREER COACHING SESSION.

PURPOSE: The purpose of this activity is to focus on the **content** of your resume.

If you already have a resume, use this as an opportunity to refine your content according to the tips provided in this module.

The below content can then be copied into a range of templates provided or online resume builders, provided later in this guide or based on your own preferences and research.

INSTRUCTIONS: .

Please complete the tables with your details for all headings below.

The light blue sections below are *examples* of the content, length, format and details required.

You may click in the table, and right click to insert or delete rows as needed.

Professional Experience

Date from - to	*Company*	*Position Title*	*Duties (Top 1-2 key points)*	*Key Achievements (Top 1-2 points)*
May 2021 – Current	Institute of Data	Student	• Capstone Project Topic: How do BI tools help with reporting accuracy	• Streamlined the efficiency of report requests leveraging Power BI tools with 30% more accuracy for stakeholders.
May 2016 - Jan 2018	Ace Hardware	IT/SAP Technician	• Investigated and corrected SAP system issues for 500+ staff across NSW. • Implemented SAP upgrades, improvements and reporting utilising Agile Project Methodology.	• Resolved internal queries within 24 hours and obtained an average 5-star customer service and performance rating. • Analysed SAP transactions to build logical business intelligence models for real-time reporting needs. Increased productivity by 50%
Date from - to	**Company**	**Position Title**	**Duties (Top 1-2 key points)**	**Key Achievements (Top 1-2 points)**

Qualifications/ Education

Year obtained	*Institute, Course Title, and a Summary of Subjects (only if relevant to industry)*
2021	Institute of Data – Graduate Certificate in AI/Data Science (RMIT Accredited) Subjects: • Foundational Data Science • Data Science and AI Skills • Applying Data Science to Industry •Presentation Skills • Learning to Learn Framework • Capstone Project
2021	Institute of Data – Graduate Certificate in Cyber Security (UTS Accredited) Subjects: • Foundational Cyber Security • Top Business Risks • Real-World Cyber Issues •Attackers View v's Defensive Mindset • Incident Response & Risk Reviews • Security & Compliance Frameworks
2018	University of Western Sydney - Bachelor in Sports Science
Year obtained	**Institute, Course Title, and a Summary of Subjects (only if relevant to industry)**

Professional "Soft" Skills

The below list is not exhaustive and does not include all your individual skills and strengths. Include the skills you feel comfortable elaborating on during interviews, with personal real-life examples ready.

Soft Skills Definition and More Examples

Examples	My Top 5 "Soft" Skills
Collaboration	
Critical Thinking	
Analytical Skills	
Problem-Solving	
Presentation Skills	
Teamwork	

Technical Skills

The below list is not exhaustive, and does not include all relevant software, tools, or technologies in the industry. You can also highlight key technical skills from job descriptions you are applying for.

Examples of Data Scientist Skills – More Examples
Examples of Cyber Skills – More Examples

Examples ~ Data	*Example ~ Cyber*	My Top 10 Technical Skills
Python	Risk Analyst	
Pandas	Malware Analyst	
Numpy	Intrusion Detection	
Data Visualization	Python Scripting	
Data Cleansing	Risk Management	
Excel	Cloud Security	
SQL	Data Encryption	
BI Reporting/Tableau	Penetration Testing	

Professional Summary (BAGS Statement – see first page for definition)

Refer to the content you have completed and summarise it into the format below. **This section will be reviewed and discussed in the Job Outcomes Program Presentation.**

Professional Summary Examples	**Statement – Write a sentence for each and then format into one final summary.**
15 years+ experience in the Telecommunications sector, with an in depth and comprehensive knowledge of Fibre Networks. Master of Engineering Graduate and currently studying a UTS industry accredited Certificate in Data Science, which involves hands-on technical skills and exposure to current AI practices. Looking to further my career in Data, eventually landing a Data Scientist role. Some of the key workplace skills I can bring to an organisation include stakeholder management, problem-solving and consultation. **8 years+ experience in the Marketing/Communications sector, with an in depth and comprehensive knowledge of Customer Segmentation. Diploma of Design Graduate and currently studying a UTS industry accredited Certificate in Cyber Security, which involves hands-on technical skills and exposure to current business risks. Looking to further my career in Cyber Security, eventually landing a Penetration Testing role. Some of the key workplace skills I can bring to an organisation include presentation skills, problem-solving and negotiation.**	**Background** (include years of experience, sector/industry, and specialisation): **Achievements/Awards** (include summary of relevant Qualifications, awards and include IOD course): **Goals** (include summary of ideal role/industry) **Skills/Strengths** (include summary of "soft skills" and what you can bring to the new role/organisation):
This is now your BAGS Statement for your Personal Summary on your Resume. ***Hot tip: You can also memorise this for the daunting "Tell me about yourself" Interview question (covered more in the Interview Module).***	**Combine the above into one paragraph below using the examples provided:**

MODULE TWO - COVER LETTER DEVELOPMENT

A cover letter is a personalised 1-page document required to support your job applications. It is recommended and usually best practice to submit with every application. A well-written cover letter gives you the chance to justify why you are the best candidate for the role and persuade the organisation to shortlist and interview you.

Your cover letter should be succinct and show how your experience, skills and achievements relate to the role/position, highlight how your skills and work experience match the employer needs and show genuine enthusiasm for the role highlighting why you are the person for the job.

Your Cover Letter should include the following key content:

Summary of what is included
Why you want to work for the organisation
How your career goals align with the opportunity
Why you are interested in the role itself
What education/skills/experience you can bring to the role/organisation -
How you meet the selection criteria (if relevant - see resources section for a separate template)
Strong closing statement

The following aspects are **important** when considering structure and content during the development of your tailored cover letter:

✔ Read the entire application before completing your tailored cover letter
✔ Take your time
✔ Ensure your contact details are easily accessible
✔ Ensure to date the cover letter
✔ State the specific job title or department of interest
✔ Be accurate and honest
✔ Be informative and complete
✔ Be positive
✔ Sell yourself authentically
✔ Match up your skills and experience with the role requirements
✔ Double-check for errors or have someone proof-read your application
✔ Keep your application consistent with the information on your resume.

Do **not** do the following in your cover letter:

X Misspell words
X Use abbreviations
X Forget to change / edit your template correctly
X Tell your life story or include any irrelevant details
X Provide any negative information or mention professional or personal problems
X Underestimate yourself!

MODULE TWO - ACTIVITY

PLEASE COMPLETE ACTIVITY WITHIN 1 WEEK AFTER THE JOB OUTCOMES PRESENTATION.

IF YOU NEED ASSISTANCE, BOOK IN A CAREER COACHING SESSION.

PURPOSE: The purpose of this activity is to focus on the **content** of your Cover Letter.

The below content can then be copied into a range of templates provided, online cover letter builders, or graphic design apps provided previously in this guide or based on your own preferences and research.

INSTRUCTIONS:

Locate an Advertisement on the IOD Jobs Board with a suitable role you would like to apply for.

Update your JOB tracker with the contact details, closing date and the Position Description.

Review the company website and/or Linkedin for additional organisational information.

Incorporate relevant information from your resume content where required.

Please complete the tables with your details for all headings below.

The light blue sections below are *examples* of the content, length, format and details required.

You may click in the table, and right click to insert or delete rows as needed.

The example below is a Data role, the same concepts can be applied to Cyber Security roles.

Company Details	Opening Paragraphs Example
Key facts about the Company • ING Bank • World's leading Savings bank • Australia's most recommended bank • focus on simple, straight-forward and good value products • 2020 CANSTAR Bank of the Year Award. **3 reasons that attracts you to the Company** • Culture that is fun, friendly, and diverse. • Sustainability Approach. • Open to Flexible Working.	**Dear Jonathan – Recruitment Lead,** **I was eager to contact you with my interest for the Data Analyst position with ING Bank, which aligns with my career goals. I am interested in working for ING as it is a world-leader, and highly recommended by customers, renowned for value products and the 2020 Bank of the Year Award with CANSTAR.** **I feel the ING values around sustainability and a fun and diverse culture, including working in a remote environment aligns with my aspirations to progress my career into a role in the Data field.**
Company Details	***Draft your Opening Paragraphs - Be authentic and creative.***
Key Facts: • ***A*** • ***B*** • ***C*** • ***D*** ***Attractions:*** • ***A*** • ***B*** • ***C*** • ***D***	***Dear <Insert Name>, <Role>.....***

Role & Skill Requirements	Middle Section
Write down the role, main tasks and context (e.g team or department) • Data Analyst • Risk Intelligence Team • Focus on data extraction • Working in a supportive team environment. • Obtain exposure to Data Warehouses. List the key skills required (Technical & Soft) • SQL • Python • Problem Solving • Stakeholder Management	Having recently completed a Graduate Certificate in Data Science and AI at the Institute of Data (RMIT Accredited), it is my goal to work as a Data Analyst in a supportive Risk Intelligence team with exposure to Data Warehouses. I have obtained a well-rounded skill set in data analysis, with applied SQL and Python capabilities and the ability to undertake data extraction and automation through my problem-solving and stakeholder skills, making me an ideal fit for the Data Analyst position.
Role & Skill Requirements	***Draft your middle paragraphs– Feel free to elaborate.***
Role: • ***A*** • ***B*** • ***C*** • ***D*** ***Key Skills:*** • ***A*** • ***B*** • ***C*** • ***D***	**Having recently completed a Graduate Certificate in….**

Work Experience, Skills and Projects	Work Experience, Skills and Projects Section Example
Write down your relevant • Work Experience • Technical and Interpersonal Skills • Projects/Volunteer/Other Experience. Refer back to your Resume to summarise these points. Note that once you have refined this section it can generally be used across all your standard Cover letters. If selection criteria is required then a different template should be used in the future. For this example, keep using this template and continue. Speak to your Career Coach.	• Professional Work Experience I have 6 years+ as a Software Technician responding to a SAP Helpdesk, and recent experience as a Virtual Intern in Data Science. • Interpersonal and Technical Skills My core technical skills include Python, Excel and SQL with practical experience in a Capstone Project at the Institute of Data. My previous roles have strengthened my interpersonal capabilities in problem-solving and decision-making, including a keen attention to detail and accuracy. • Key Achievements/Projects During my Data Science course I completed a Capstone Project Topic: How do BI tools help with reporting accuracy. Results: Streamlined the efficiency of report requests leveraging Power BI tools with 30% more accuracy for stakeholders. I was also required to present findings to my class and a panel of data Trainers and experts.
Briefly list your relevant experience, skills, projects	***Draft your points below– Feel free to elaborate and provide practical examples in a concise and succinct format.***
Work Experience: ***Skills:*** ***Projects:***	

Final Paragraph Summary/Examples

I am excited at the prospect of bringing my talents and skills to your organisation. I look forward to hearing from you, at your earliest convenience, to discuss the Data Analyst role.

Thank you for your time and consideration.

Sincerely,

Name

--

CLICK FOR MORE EXAMPLES

Draft your closing paragraph below – Feel free to elaborate with what differentiates you and to reinstate your interest.

COVER LETTER TEMPLATE 1

Your Name

email@gmail.com | 0412589636 | Sydney, NSW 2000

May, 2021

Company Name
Sydney, NSW

RE: <INSERT Position>

Dear <INSERT NAME> Hiring Manager,

It is with great eagerness that I apply for the Data Scientist position with <INSERT> organisation and I was eager to contact you with my interest. From reading the role advertisement I feel the values, mission, and culture including working for a professional services firm with diverse opportunities for career progression, aligns with what I offer as a professional.

Having recently completed a Graduate Certificate in Data Science and AI, I have obtained a well-rounded skill set in data analysis and honed talents in statistical model development and data cleaning, making me an ideal fit for the Data Scientist position.

The below further demonstrates my capabilities for the role:

- *Professional Work Experience*

  I have 6 years+ as a Software Technician, and recent experience as a Virtual Intern in Data Science.

- *Interpersonal and Technical Skills*

  My core technical skills include Python, Excel and SQL with practical experience in a Capstone Project at the Institute of Data. My previous roles have strengthened my capabilities in problem-solving and decision-making, including a keen attention to detail and accuracy.

- *Key Achievements/Projects*

  Completed capstone project in Cyber Forensics that cut security risk of a working website by 75%.

I am excited at the prospect of bringing my talents to your organisation. I look forward to hearing from you, at your earliest convenience, to discuss how my experience and qualifications will prove valuable in the Data Scientist role.

Thank you for your time and consideration.

Sincerely,
First Last

COVER LETTER TEMPLATE 2
CAN BE USED FOR SELECTION CRITERIA

[Your Name]
[Your phone Number]
[Your email address]
[Your residential address]

Re: [Company Name – Job Title]

Dear [Hiring Manager Name],

Please find attached my resume in application for the position of [Job Title].

I'm a data scientist [insert relevant functions such as software developer or solutions consultant] with over [insert] years of [insert total years of work experience] experience.

Below is a summary of how my experience and skills align with the role capability requirements.

Role Requirements/ Selection Criteria	Relevant Education, Skills and Experience Examples

I'm passionate about [insert keywords relevant to the role] and believe I would make a valuable contribution to the team.

Yours Sincerely,

[Your Name]

RESUME TEMPLATE 1

Your Name

Cyber Security Graduate

no_reply@example.com
(123) 456-7890
Sydney NSW

linkedin.com
Github.com

Professional Summary

15 years+ experience in the Telecommunications industry, with an in depth and comprehensive knowledge of Fibre Networks. Recent graduate of a UTS industry accredited Certificate in Cyber Security, which involved hands-on skills in the latest practices and exposure to current business security risks. Looking to further my career in Cyber Security, eventually landing a penetration testing role. Some of the key workplace skills I can bring to an organisation include client/stakeholder management and consultation.

Certifications

The Institute of Data Australia, May 2021
Certificate in Cyber Security

- Introduction to Cyber Security
- Top Cyber Business Risks Today
- Cyber Security Practice
- The Defensive Mindset
- Incident Response
- Communication Skills
- Consulting Skills
- Real-world cyber security issu
- The Attacker's View
- Performing Risk Reviews
- Security and Compliance
- Frameworks

Professional Experience

The Institute of Data - Capstone Project
May 2021
<Include Project Summary>
Key Achievement: Slashed risk of cyber attacks by 23% by using automatic updates for a business

ANZ Bank - Virtual Intern
Sydney, NSW *03/2021 - Current*

- Ethical Hacking ensuring the safety and security of IT networks
- Providing vulnerabilities and making recommendations

Key Achievement: Slashed risk of cyber-attacks by 23% by using automatic updates for a business

Technical Skills

- ❑ Risk Analyst
- ❑ Malware Analyst
- ❑ Data Analysis
- ❑ Intrusion Detection
- ❑ Python Scripting
- ❑ Data Encryption
- ❑ Cloud Security
- ❑ Risk Management

Interpersonal Skills

- ❑ Problem-Solving
- ❑ Proactive
- ❑ Consultation
- ❑ Presentation
- ❑ Collaboration

Education

Bachelor of Engineering
University of Otago, 2018

Awards/Affiliations

Association of Information Technology

Languages

English and Chinese

Volunteering

Cyber Security Support, Dover School

References

Available upon request

RESUME TEMPLATE 2

Your Name

Data Science Graduate

123 Your Street
Your City, ST 12345
(123) 456-7890
no_reply@example.com
Linkedin & Github

15 years+ experience in the Telecommunications industry, with an in-depth and comprehensive knowledge of Fibre Networks. Recent graduate of a UTS industry accredited Certificate in Data Science/AI, which involved hands-on technical skills and exposure to current AI practice. Looking to further my career as a Data Analyst, eventually landing a Data Science role. Some of the key workplace skills I can bring to an organisation include client/stakeholder management and consultation.

PROFESSIONAL CERTIFICATIONS

Institute of Data, Australia

Certificate in Data Science / AI

(University of Technology Accredited)

MONTH 20XX - MONTH 20XX

Capstone Project:

Key modules covered:

- Foundational Data Science and AI Skills
- Core Data Science and AI Skills
- Applying Data Science Industry
- Soft Skills needed to Succeed as a Data Scientist
- Learning to Learn Framework
- Capstone Project

PROFESSIONAL EXPERIENCE

Company, Location — *Job Title*

MONTH 20XX - PRESENT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Key Achievements

Key Achievements

Key Achievements

SKILLS

Python

Pandas

Numpy

Data Visualization

Data Cleansing

Data Manipulation

SQL

Tableau

SOFT SKILLS

Problem Solving

Collaboration

Leadership

Emotional Intelligence

QUALIFICATIONS

School Name, Location — *Degree*

MONTH 20XX - MONTH 20XX

LANGUAGES

English

German

REFERENCES

Available upon request

RESUME AND COVER LETTER ONLINE TEMPLATES

The content is most important, but for more creative and bold resume and cover letter design tools and templates you can try the below websites.

You could also enlist the help of a professional graphic designer.

Please note some templates may be free or require a one-off or ongoing subscription. Check the T&C's and consider if it is worth it.

FOR AN EASY-TO-USE ONLINE RESUME-BUILDERS

A resume builder is a piece of software or an online tool that has a lot of resume templates or interactive forms to create a desired style of resume. These online templates let you plug in your details, move content around and input suggested skills so that you can prepare a cohesive resume.

Resume & Cover Letter Builder Links

https://resume.io/resume-templates/professional

https://www.myperfectresume.com/

https://resumegenius.com/resume-samples/data-scientist-resume-example

https://www.jobhero.com/resume/examples/data-systems-administration/cyber-security-specialist

Other resources

https://zety.com/blog/data-scientist-resume-example

https://www.seek.com.au/career-advice/article/resume-cv

https://www.seek.com.au/career-advice/article/how-to-talk-about-achievements-in-your-resume

FOR MORE ADVANCED GRAPHICS, COLOURS AND STYLES

https://www.canva.com/resumes/templates/

Pros of a Canva Resume:

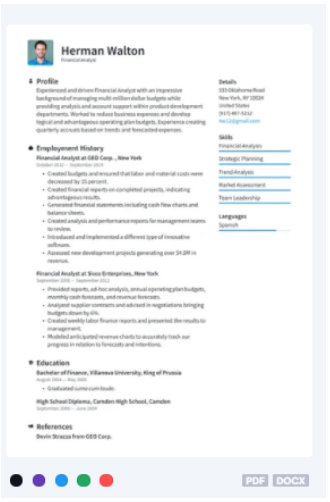
- Canva has hundreds of resume templates with excellent graphic design to choose from.
- Formatting is a breeze and the resume templates are easy to edit.
- Some Canva templates are completely free, no strings attached.

Cons of a Canva Resume:

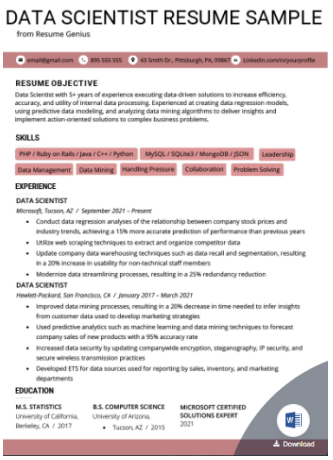
- A major con of Canva resumes is that ATS readers can not grab a 'pixelated' object, as Canva uses graphics, not text

CANVA SAMPLE

resume.io SAMPLE



Resume Genius SAMPLE



MODULE THREE : PERSONAL BRANDING

Personal branding is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact (Wikipedia, 2021).

Amazon founder Jeff Bezos famously remarked that your personal brand is "What people say about you when you're not in the room."

Prior to formalising your job search strategy which includes pro-actively reaching out to personal and professional contacts, target employers, recruiters and intentionally growing your industry networks online, it is important to spend dedicated time and commitment enhancing your personal brand.

Personal Branding Benefits include:

- ★ To effectively stand out from the competition (e.g in your Job Search!)
- ★ To get noticed by Recruiters, Employers and Head-Hunters
- ★ To share your knowledge, expertise and contribute to industry
- ★ To continually develop your career opportunities
- ★ To connect with potential employers, clients, customers or collaborators

Below is a summary of some basic strategies to create your personal brand now! The following pages include specific activities and templates to complete during your Job Outcomes Program.

Personal Branding Strategies Summary		
Professional Photo	Your professional brand starts with an image which builds credibility with others. Smiling and dressing smartly gives the impression you are competent, likeable, approachable, and influential. Ensure the photo is recent and captures the real you. It does not need to be perfect or professional headshot. Although, that can also be a great option to help build your confidence and stand out. Including a photo on your Linkedin Profile will get you up to 21 times more views than with no photo.	
Know your Professional Purpose	Before you can create the perfect personal brand you have to understand who you are and where you want to be in your career. What is your professional purpose? Some call it their "manifesto," others call it their "mission statement". • What core values underline your work? • What do you do differently? • What do you want to be known for? • What excites you about your career? • How will you benefit your future employer and customers?	 **Further Inspiration:** ***Write a personal mission statement that resonates*** ***why you need a mission statement- Linkedin Pulse***

Know your Strengths	In everyday conversation people are generally modest and reluctant to talk about their strengths. When asked this question in an interview, most people feel slightly awkward and shy away from highlighting their natural talents and abilities. However, with the advent of positive psychology, this is now changing, as studies suggest people tend to be happier and more satisfied in their lives and profession, when applying their "strengths" on a regular basis. Consider the following questions to uncover your key strengths: • I have always been recognised for... • My background is unique because…. • I am complimented by my friends/family for... • If I had to replace myself at my previous/current job, I would look for the following skills... • The reason for my study/career success is…. • I find these things easy and do them well... • I am passionate about… Also think about how your key strengths will add value and help a potential employer improve efficiency, solve problems, improve the competition, retain customers or attract clients.	 **Further Inspiration:** ***Take the VIA Strengths Assessment online (FREE)*** developed by Martin Seligman, one of the leading Positive Psychologists. 24 Character strengths have been identified and you can find out your top 5 signature strengths and actions to develop them. Other Strengths Assessments are available ***here.***
Know your Personality	Virgin Richard Branson's personality shines through his brand which exemplifies: craziness, wild experimentation, adventure, risk-taking, and entertainment. Think about how you describe yourself, and how other people (family, colleagues, friends) describe you. Given you will be communicating with others, their perception is important. If you have self-awareness and remain authentic to your essence, using your personality style to engage an audience is effective personal branding. Think about your top personality traits and how they fit with the image you want to portray in your brand. For example: • Introverted or Extroverted? • Goal, Detail, Task or People orientated? • Risk-taking or Cautious? • Creative or Logical? • Enthusiastic or Apathetic? • Leader or supporter? • Confident or reserved?	 **Further Inspiration:** Personality Tests. DISC Myers Briggs Big 5 Personality Traits Brand personality

Know your Personal Career Story	Your personal career story is not the concise details on your resume. Unlike your resume which is usually full of industry keywords, formal education, awards, data and facts about your achievements, your story needs to convey emotion based on your real-world experiences. Think about your relevant life, career and work experiences in terms of the journey itself, paying attention to the unique transitions, challenges or barriers that were presented to you and how you overcame them. Your accomplishments and resilience shown, despite your insecurities, mistakes or fears is what will make your story compelling, as it makes you human. Your personal career story will help you connect and engage with others on a deeper level, and may even motivate and inspire them. ★ Did you leave a comfortable well-paid job to follow your passions and dream career? ★ Did you stay up late at night practicing your technical skills (whilst balancing family and/or commitments) to launch into a new industry? ★ Did you move overseas and/or are willing to move locations just to make your vision a reality? All of these human and authentic stories can help your personal brand by establishing emotional connections. Ensure you align your story across all your channels to ensure a cohesive story.	 **Further Inspiration:** ***How to write a personal story*** Personal Blog ***6 ways to tell your personal story*** Social Media Today ***7 elements of a juicy career story*** Linkedin Pulse
Share your Content to Social Media	Develop your personal brand by sharing content such as articles, blogs, videos and other curated information to Social Media. Ensure you share content aligned to your personal values and professional skills to build a cohesive public narrative. Consider blogging, vBlogging, Podcasts, Speaking or Presenting at an Event or Panel, and any other creative ways that you could promote your personal brand in a way that your audience can consume the content quickly. Sharing content during your job search is important to expand your network and create exposure for potential job opportunities.	 ***Further Inspiration:*** 8 Tips on Creating Content to Be Shared on Social Media

Share your Capstone Project

Creating a Capstone article based on your final IOD course project, gives graduates the opportunity to consolidate your learning and discuss the findings of your capstone project.

As a result, the capstone article may be published to boost your online profile with links to Institute of Data's website for further exposure.

When you are ready to write this content, please link in with the Job Outcomes Team for further guidance. The IOD Marketing team will also support you with editing and publishing. The below is a suggested format.

Capstone Article Template

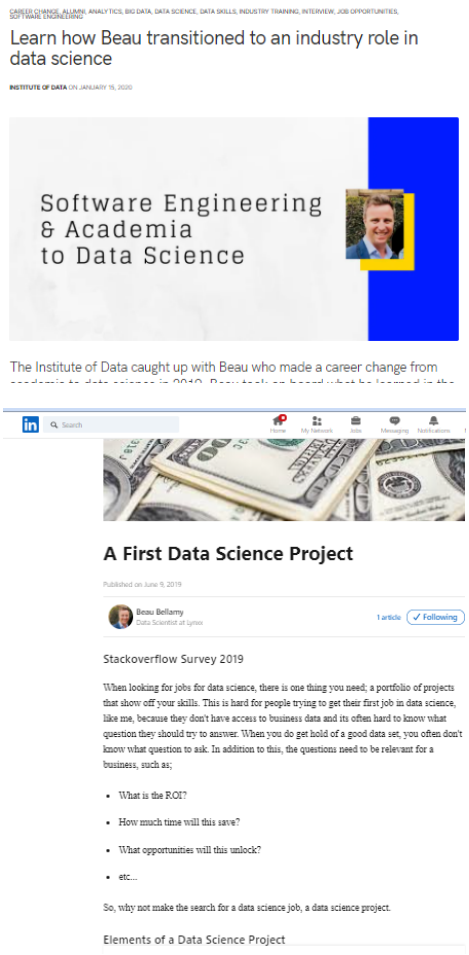
Objective: Tell a story of your Capstone project
Format/Length: approximately 700 – 1000 words

Topic: Use the topic of your capstone project (Challenge/Action/Result)

- ★ Consider the elements of a Data Science Project
- ★ How did you come up with the idea for your project?
- ★ Where/how did you find the data?
- ★ What challenges did you have along the way?
- ★ How would you overcome them?
- ★ How would you do the project differently if you had to do it on the job or in an industry setting?
- ★ What was the end result? And what does it mean? Why is it important? What did you discover?
- ★ Who helped you along the way?

Additional Details to include:

- ➢ LinkedIn profile
- ➢ GitHub link to portfolio
- ➢ Headshot photo
- ➢ Bio
- ➢ Course Date / Completion



IOD Capstone Project Example:

LinkedIn Post
Institute of Data blog post
Medium.com article

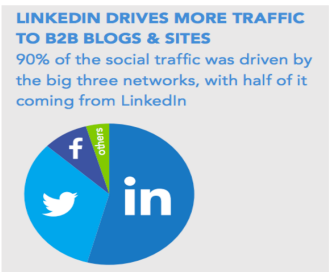
Optimise your Social Media

(Linkedin)

Linked in is the go-to marketing tool for personal branding as it is the ideal platform for business networking and connections. Linked in is all about "who you know" and "what you know".

Linkedin is not just a public resume, but an opportunity to connect and share content globally, convey your skills, knowledge and accomplishments, obtain endorsements and recommendations, conduct job searching and access the hidden jobs market by direct networking.

LinkedIn has 772 million users, 30 million companies, 90 million senior-level influencers, 63 million decision makers and thought leaders at 17 million, giving you access to impact the world's largest professional community (2021)



Further Inspiration:

Social Media Statistics and Demographics

MODULE THREE - LINKEDIN ACTIVITY

PLEASE COMPLETE *DURING AND AFTER YOUR* JOB OUTCOMES PRESENTATION.

IF YOU NEED ASSISTANCE, BOOK IN A CAREER COACHING SESSION.

PURPOSE: The purpose of this activity is to focus on the **optimisation** of your Linkedin Profile.

If you already have a professional and up-to-date Linkedin Profile, use this as an opportunity to refine your content according to the tips provided in this module. **Disclaimer:** LinkedIn changes their user experience frequently. If something doesn't look the same as the picture, they may have changed the setting or it may be in a different area. Access Linkedin Help Center for support.

INSTRUCTIONS: .

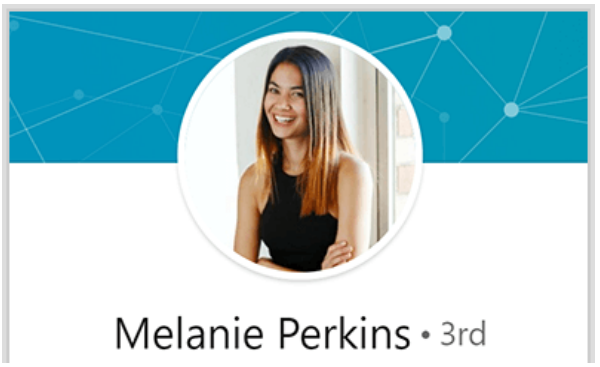
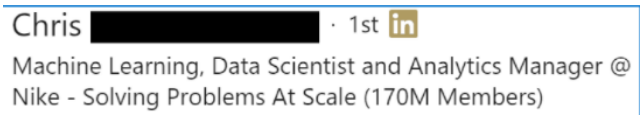
If you do not have a Linkedin Profile you will need to sign up here.

Please follow the Checklist below and select the Checkbox once completed

If you are new to Linkedin then follow the Instructions step-by-step for that item

Basic tips and examples are provided - also add your own creativity and branding!

Linked Optimisation Checklist

☐ **Add a Professional Photo** ★ LinkedIn **step-by-step guidelines** ★ Look friendly and approachable. ★ Uploading a profile picture that's at least 200px by 200px. Even better, use one that's much larger. ★ You can crop and scale your image ★ Avoid busy backgrounds or including others in your photo. ★ A neutral or solid-colored background makes the best impression, as it keeps the focus on you ★ You call also let Recruiters / or the Public know you are **Open to Work**	
☐ **Add a Professional Headline** ★ LinkedIn step-by-step guidelines ★ By default, LinkedIn creates your headline based on your current job title and company. For example: "Web Developer at Jobscan." ★ To optimise your Linkedin, Be specific. "Experienced media professional seeking new opportunities "is better than "unemployed," but still reveals next to nothing about your skill set. ★ You could include a mix of your current role (if relevant), years of experience, skills/expertise, value, qualifications, keywords (type of job you are looking for).	 ***Examples for you to adapt:*** MBA Graduate | Upskilling in Python & SQL | Ready to solve Business Problems with Data Science Cyber Student | 5 years Stakeholder Management Expertise | Keen to implement best security practices in Australia Financial Services Professional acquiring the latest Data Science and AI Skills | Looking for the perfect opportunity to transition careers

☐ **Add a Professional Banner (Background Photo)**

★ LinkedIn [step-by-step guidelines](#).
★ LinkedIn specifies the following requirements for background images:
★ File type JPG, GIF or PNG
★ No larger than 4MB
★ Recommended pixel dimensions are 1584 x 396
★ If your background image appears blurry or pixelated, LinkedIn suggests choosing an image with a file size as close to the maximum as possible, as images with larger file sizes typically look better.
★ If you want to design your own Background (with Text) you can edit the image via [Canva](#) or similar.

☐ **Add a Professional 'About Section'**

★ LinkedIn [step-by-step guidelines](#)

★ The summaries provided have great substance and great style.

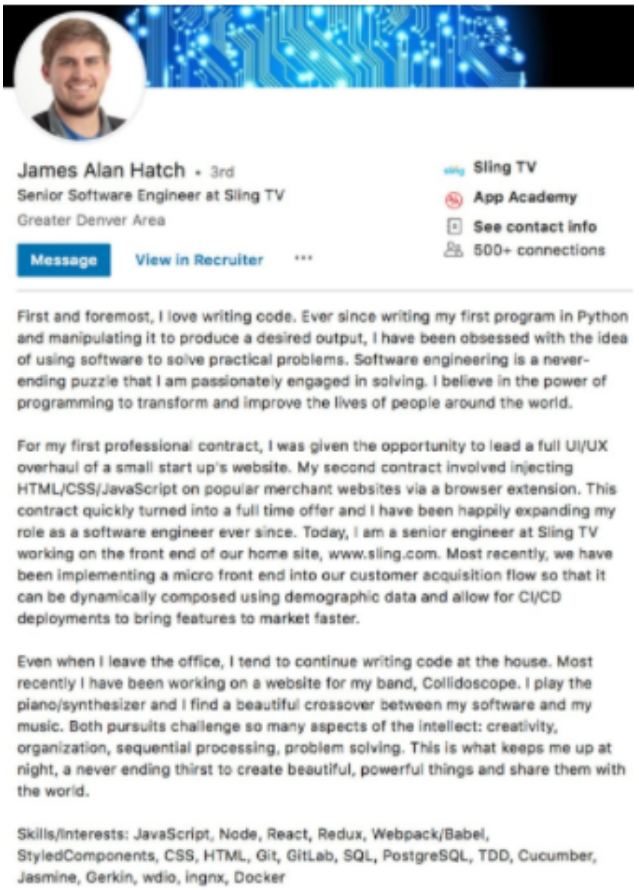
★ Substance is the "what to say" and comes from the topics you cover.

★ Style is the "how to say it" and comes from the tone and format of your words. There's no one right way to tackle either, but our examples reveal best practices.

★ For more examples check-out ***Linkedin Article- Best Profile Summaries***

★ *You could also include in your summary:*
I'm currently seeking [opportunities], so if you'd like to work together, feel free to connect via LinkedIn or contact me directly at youremail@gmail.com

★ The 'Featured' and 'Accomplishment' sections allow you to showcase an article or project you've created. A great way to showcase Capstone presentations or thought leadership articles.


James Alan Hatch • 3rd
Senior Software Engineer at Sling TV
Greater Denver Area
Message
View in Recruiter
Sling TV
App Academy
See contact info
500+ connections

First and foremost, I love writing code. Ever since writing my first program in Python and manipulating it to produce a desired output, I have been obsessed with the idea of using software to solve practical problems. Software engineering is a never-ending puzzle that I am passionately engaged in solving. I believe in the power of programming to transform and improve the lives of people around the world.

For my first professional contract, I was given the opportunity to lead a full UI/UX overhaul of a small start up's website. My second contract involved injecting HTML/CSS/JavaScript on popular merchant websites via a browser extension. This contract quickly turned into a full time offer and I have been happily expanding my role as a software engineer ever since. Today, I am a senior engineer at Sling TV working on the front end of our home site, www.sling.com. Most recently, we have been implementing a micro front end into our customer acquisition flow so that it can be dynamically composed using demographic data and allow for CI/CD deployments to bring features to market faster.

Even when I leave the office, I tend to continue writing code at the house. Most recently I have been working on a website for my band, Collidoscope. I play the piano/synthesizer and I find a beautiful crossover between my software and my music. Both pursuits challenge so many aspects of the intellect: creativity, organization, sequential processing, problem solving. This is what keeps me up at night, a never ending thirst to create beautiful, powerful things and share them with the world.

Skills/Interests: JavaScript, Node, React, Redux, Webpack/Babel, StyledComponents, CSS, HTML, Git, GitLab, SQL, PostgreSQL, TDD, Cucumber, Jasmine, Gerkin, wdio, Ingnx, Docker

☐ **Add your IOD Education**
Linkedin [Step-by-Step Instructions]

Add Course and Topics (in the Description):

- ★ Adding educational qualifications is a great way to showcase your knowledge and achievements on your LinkedIn profile.
- ★ You can add, change, or remove an education entry in the Education section on your profile.
- ★ Only high school/university/college with a LinkedIn Page, listed as an educational institution will appear in the Education section.

Institute of Data
Professional Certificate, Cyber Security
2019 – 2020

Professional Certificate in Cyber Security (RMIT Accredited)
Introduction to Cyber Security
Cyber Security Practice
The Defensive Mindset
Incident Response
The Attacker's View
Performing Risk Reviews
Security and Compliance Frameworks
Capstone Project

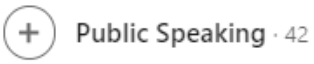
Institute of Data
Professional Certificate, Data Science
2019 – 2020

Professional Certificate in Data Science & Artificial Intelligence (UTS Accredited)

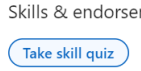
Foundational Data Science
Core Data Science and AI Skills
Applying Data Science Industry
Soft Skills as a Data Scientist
Learning to Learn Framework
Capstone Project

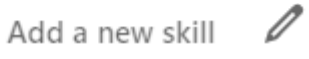
☐ **Add Skills for Endorsement (& Endorse others)**

- ★ LinkedIn [step-by-step guidelines]
- ★ Including specific skills on your LinkedIn profile is a great way to showcase your abilities to peers, colleagues, managers, and recruiters.
- ★ You can add a maximum of 50 skills
- ★ Once you've added a skill to your profile, your skills can be [endorsed] by 1st-degree connections, and you can also endorse others by selecting the +



- ★ You can also take specific [Linkedin Skills Assessments] in areas such as *Excel, Python & Machine Learning* and display them as a badge if you obtain a mark within the top 30%





Examples for you to include

Data Science	Data Security
Artificial Intelligence	Cyber Security
Big Data	Security Architect
Analytics	Security Engineer
Machine Learning	Security Consultant
Data Mining	Security Testing
Hadoop	NIST
Pivotal	CF
Data Visualisation	HITRUST CSF
Data Remediation	ISO 27001
Python, SQL, MySQL	Cryptography
Business Intelligence	DLP
Tableau	AWS
Excel	Programming
Data Engineer	Languages
Data Reporting	Python

MODULE FOUR - JOB SEARCH STRATEGY

Before you start job searching, it is important to think about the most effective way for you to do this. There are a range of ways to search for jobs and complete applications online. In this competitive job market you will not only easily be able to locate and apply for jobs with your tailored Resume and Cover Letter, you will now be able to proactively network utilising your Personal Brand and optimised Linkedin Profile with a focus on networking directly with employers, recruiters, hiring managers and industry experts to enhance your opportunities.

The following aspects are **important** when considering your job search approach:

- ✔ What role am I looking for, and what job titles exist in this field?
- ✔ Who do I already know in this field/industry?
- ✔ Can I obtain an internal promotion?
- ✔ What sort of industry do I want to work in?
- ✔ Am I open to Volunteer work or Internships?
- ✔ What sort of salary expectations do I have, does it match the current market rate?
- ✔ What sort of workplace culture and environment do I aspire to work in?
- ✔ Am I open to public, corporate, private, government, professional services or start-up?
- ✔ What do I need out of work?
- ✔ Why do I want to work?
- ✔ What is my main motivation for working?

What should I **not do** during my job search strategy?

- X Reach out to a contacts repeatedly, e.g continue messages, calling and emails if no response
- X Email or Post negative information about any provider, employer, recruiter or connection
- X Add connections and networks without sending a personal message/reason
- X Start out your contact simply with “I want a job” or “I am unemployed help me”
- X Ask immediately about salary and compensation, it is a negotiation process
- X Send aggressive or defensive follow-ups during any part of the process
- X Copy and paste generic messages which may lead to mistakes or errors
- X Skim the requirements provided by a recruiter or contact and provide insufficient information
- X Waste other people’s time - if you ask for help then take action and be accountable
- X Don’t blame yourself or others - it requires maturity, resilience and determination
- X Don’t give up! The right opportunity is just around the corner if you commit to the process.

Below is your job search strategy check-list! This is not an exhaustive list, research and add to it.

Job Search Strategies Checklist	Australia	Singapore
Traditional Online Job Search ☐ I have signed-up and registered for Job-Alerts on relevant sites!	https://jobs.institutedata.com/ https://www.seek.com.au http://Indeed.com https://mumbrella.com.au https://www.careerone.com.au/ https://iworkfor.nsw.gov.au/ http://www.earlywork.co/gigs	https://jobs.institutedata.com/ https://www.jobstreet.com.sg/ https://jobscentral.com.sg/ https://sg.indeed.com/ https://sg.jobsdb.com/ https://e27.co/ https://www.techinasia.com/ https://startupjobs.asia/
Linkedin Job Search and Alerts ☐ I have registered for Job-Alerts on Linkedin!	https://www.linkedin.com/jobs/	https://www.linkedin.com/jobs/
Recruitment Agency Registration ☐ I have registered with Agencies online and submitted by Resume ☐ I have contacted Recruiters directly on Linkedin to follow-up!	https://au.hudson.com/ https://www.hays.com.au/ https://www.randstad.com.au https://clicks.com.au/	Hays Singapore Indeed Singapore Randstad Singapore
Internships / Virtual Work Experience ☐ I have signed-up to obtain important dates about Graduate Programs!* Note that some Programs also require a relevant Degree. ☐ I have researched potential Virtual Internships I can complete after my course for 'practical' experience!	https://www.theforage.com/virtual-internships/ https://au.indeed.com/Online-Internship-jobs https://au.gradconnection.com/employers/australian-internships/#our-programs	https://www.internsg.com/ https://www.theforage.com/virtual-internships/ https://gradsingapore.com/ https://graduateland.com/s/graduate-programmes/singapore
Events / Mentoring Opportunities ☐ I have signed up to online events and will track event contacts on the Job Tracker! ☐ I have reached out to industry experts asking for Mentoring or Guidance.	https://www.eventbrite.com.au/o/institute-of-data-16790839847 https://www.meetup.com/ https://www.eventbrite.com.au/d/online/data-science/ https://www.eventbrite.com.au/d/online/cyber-security/ https://www.meetup.com/en-AU/Sydney-Data-Mentors/ https://www.meetup.com/en-AU/dsai-syd/	https://www.ssg-wsg.gov.sg/events.html ps://e2i.com.sg/events/ https://www.pcf.org.sg/corporate/pcf-job-fairs/ https://www.eventbrite.com.au/o/institute-of-data-16790839847 https://amigoals.org/ (IOD Mentoring Partner Singapore)
Target List of of Companies/Industries/Employers ☐ I am using the Industry Networking Database for contacts and track all applications & contacts made on the Job Tracker!	IOD has also provided you with an ***Industry Networking Database (in your Job Outcomes Folder)*** *and a* ***Job Tracking System*** that will be covered during this module to assist with focused actions.	

Networking Strategy

What is Networking

The single most important job search skill is networking. This specialised communication tool will take you far. The old adage, "it is not what you know but who you know" is even more important in today's competitive job market.

Networking is your ability to make contact with the people you already know in your chosen field or industry, the ability to research information about organisations and industry trends, and the commitment to proactively network with potential hiring managers, recruiters and employers.

Proactive networking ensures you can access "The Hidden Jobs Market" in which 70% of roles are filled. This does not mean the roles are secret, although it is possible to 'create your own role' by contacting an employer or recruiter at the right place and time. Although it generally means that shortlisted candidates are 'known' to recruiters in some way, whether it is via referrals, social media networking or direct contact, prior to filling the roles.

Networking for Career Transitions

There are three *broad* ways in which you can utilise networking to launch or transition your career into your field of choice. Please consider the following:

1. Same Employer - Different Role
2. Same Industry - Different Role
3. Different Role - Different Industry

Same Employer - Different Role

This may include taking on extra responsibilities, transferring teams or departments, going on a secondment or applying internally for a role via usual recruitment methods.

In this instance you will need to focus your networking with contacts internally within your company. Depending on your relationship with the head of the department, you may simply be able to send an email and arrange an informal catch-up. Or you may have to consult HR or your manager for the best strategy to ensure you are following company recruitment policy.

If you are considering requesting additional responsibilities in your current role, then be sure you consider how to approach this for best outcomes.

If you are considering requesting a promotion (higher in rank) best practice is to raise this during formal performance appraisals.

This will require an understanding of your Key Performance Indicators (KPIs) with you preparing evidence of demonstrated results, and what skills, experience and strengths you can bring to a senior role (which may also include your recent studies).

This conversation will require you to demonstrate strong negotiation skills as "increasingly.. the most effective bargainers are skilled at both *creating value* and *claiming value*—that is, they both collaborate and compete".

Networking Style

Same Industry - Different Role

This includes highlighting your industry skills and experience, and proactively utilising contacts within your industry to transition into a new role. You will need to network broadly across the industry with the goal of introductions and referrals.

Different Role - Different Industry

This can be challenging and can take some time, as it requires proactively communicating with brand new contacts and forming new relationships. It requires you to be highly accountable for your job search strategy and to take charge of your networking strategy.

Networking is not about awkward conversations with a stranger. Networking is about connecting with people, not collecting people.

Consider your Networking Style(s), and how to use this to your advantage.

Executer: You make things happen with your confident 'business-focus' networking skills, and also apply routine and efficiency. You often set goals and surpass them.

Influencer: You are social and thrive on informal connections, build and earn trust and ask for referrals and introductions to reach a broader group of people.

Relationship Builder: You continue to establish and develop relationships with a variety of important contacts (preferable one-on-one) to align yourself with your networks to meet your long-term goals.

Strategic Thinker: You analyse and read industry articles, blogs and posts, and focus on listening to others. You may post your own content to express yourself in a composed manner, but rely on your observation skills to connect with others.

Take a moment to consider where you are at with your Career Transition, and considering your Networking style(s) and write a few networking goals:

- Goal 1
- Goal 2
- Goal 3
- Goal 4

Networking Conversations	**Consider the below common questions, consider how you will respond to them.** • Where do you work? • What do you do? • What are you studying? • Why are you changing jobs/careers? • What do you enjoy most at work? • What projects have you worked on? • How did you get into that? **Focus on making statements positive, future-focused, and engaging for any listener:** Instead of simply answering: "I'm unemployed" or "I am looking for work" or "I am studying".....*Be prepared to discuss your career focus with reference to your course:* "I have a background in Finance but I enjoy helping companies solve problems with data, so I am currently upskilling in Data Science. This course is also giving me an opportunity to apply coding skills and learn about Artificial Intelligence". "I am currently going through a really exciting transition, which involves leaving after 5 years in the hospitality industry, and upskilling in Cyber Security. I am learning many of the common threats to business, and look forward to applying the latest threat protection strategies and in a new career opportunity when it presents itself." **Track Your Network** How you track your network will help determine your success. Whether you meet someone via a face-to-face conference or online event, in your training course (trainers and peers), family/friend recommendations or gatherings, or via your Linkedin research. Ensure you obtain the details of any contact in your field or industry of choice and initiate a follow-up Linkedin connection, email or call with a tailored message for best results. You never know when these individuals might be able to help you obtain exposure, experience or a career in this field. On the other hand, you may also be able to help someone else with your own experiences and industry knowledge in the future **For additional Inspiration:** Who can I connect with on Linkedin?

MODULE FOUR - NETWORKING ACTIVITY

PLEASE COMPLETE ACTIVITY DURING AND AFTER THE JOB OUTCOMES PRESENTATION.

IF YOU NEED ASSISTANCE, BOOK IN A CAREER COACHING SESSION.

PURPOSE: The purpose of this activity is to focus on **Networking using the Job Search Tracker.**

The IOD has provided you with an **Industry Networking Database** which includes a ready-made list of 1000+ Industry, Recruitment and Employer Contacts in Data and Cyber.

You are required to track all contacts made (using this list and via your own networks) in your **Job Search Tracker** as part of the Job Outcomes Program. This networking will be discussed during coaching sessions, and the coach may be able to assist you with further referrals or advice on next steps.

The below activities are designed to familiarise yourself with the process, but you are accountable for constantly updating and maintaining the tracker and to continue to expand your networks for the best chance of success in your career. **You are also encouraged to maintain all Industry Events in the tracker.**

INSTRUCTIONS:

Locate your **Industry and Job Search Tracker** in your **Job Outcomes Folder**

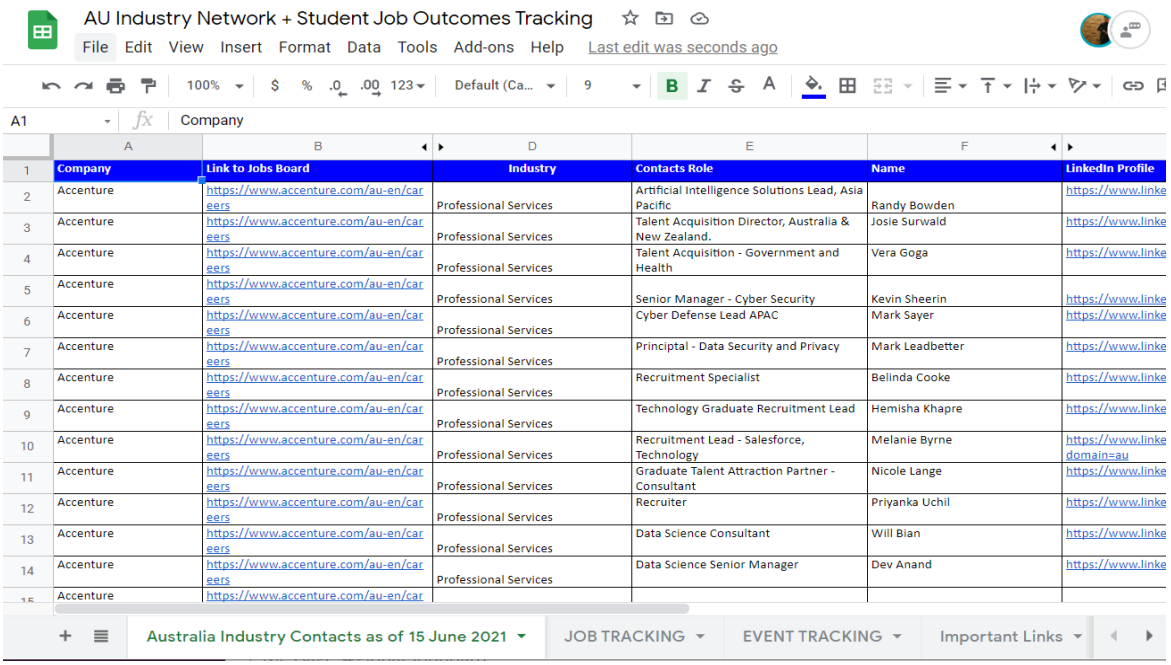
Locate the **Industry Contacts Tab** to find key contacts as suggested in the below activities.

Once you have made contact, ensure you add the details in the tab JOB TRACKING.

You may click in the table, and right click to insert or delete rows as needed.

Access the Industry Network (tab 1) and Job Search Tracker (tab 2) in your Job Outcomes Folder.

AU Industry Network + Student Job Outcomes Tracking Sample



	Company	Link to Jobs Board	Industry	Contacts Role	Name	LinkedIn Profile
2	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Artificial Intelligence Solutions Lead, Asia Pacific	Randy Bowden	https://www.linke
3	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Talent Acquisition Director, Australia & New Zealand.	Josie Surwald	https://www.linke
4	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Talent Acquisition - Government and Health	Vera Goga	https://www.linke
5	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Senior Manager - Cyber Security	Kevin Sheerin	https://www.linke
6	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Cyber Defense Lead APAC	Mark Sayer	https://www.linke
7	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Principtal - Data Security and Privacy	Mark Leadbetter	https://www.linke
8	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Recruitment Specialist	Belinda Cooke	https://www.linke
9	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Technology Graduate Recruitment Lead	Hemisha Khapre	https://www.linke
10	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Recruitment Lead - Salesforce, Technology	Melanie Byrne	https://www.linke domain=au
11	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Graduate Talent Attraction Partner - Consultant	Nicole Lange	https://www.linke
12	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Recruiter	Priyanka Uchil	https://www.linke
13	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Data Science Consultant	Will Bian	https://www.linke
14	Accenture	https://www.accenture.com/au-en/careers	Professional Services	Data Science Senior Manager	Dev Anand	https://www.linke
15	Accenture	https://www.accenture.com/au-en/car				

CONNECT WITH RECRUITMENT COMPANIES

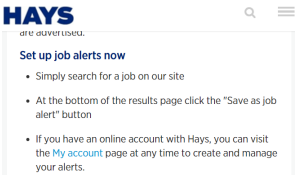
Recruiters work for companies (on behalf or organisations) that assist with obtaining work in specific areas. The benefits of using a recruiter is that you are able to 'register' with them, and they can essentially assist you in finding you suitable work across roles/industries. However, for this to be effective, the recruiter needs to understand exactly what you are looking for and what skills you have so they can match this with available jobs in the market. Once you are registered, recruiters may work with you (and other registered candidates) directly before posting or sharing available jobs to the public.

1. Go to the **Industry Contacts Tab (and/or the Job Search Checklist in this previous module)**, search for and populate at least 3 recruitment agencies appropriate to your industry. Search in the spreadsheet column D to locate the "Recruitment" entries.

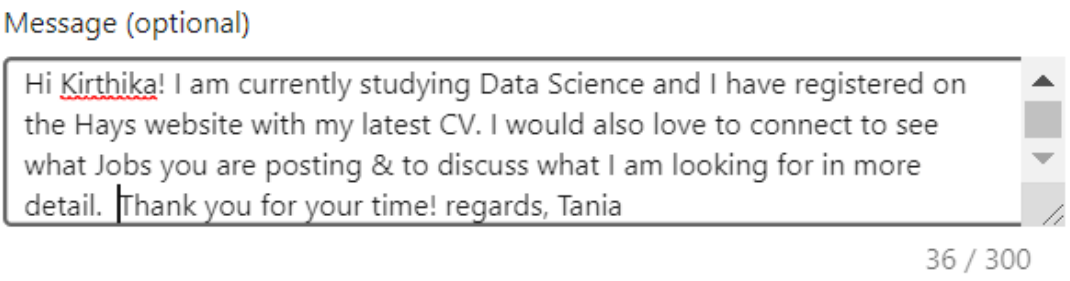
Recruitment Company	Website	Contact	LinkedIn
e.g Hays			

2. Go to the Recruitment **website**, set up a **Profile/Submit your CV** and Register for **Job Alerts**.

Hays Sample below



3. **Connect** on **Linkedin** with the **Recruiter Contacts** also Listed in the **Industry Contacts Tab. Ensure you send them a personalised note/message accordingly. For example:**



CONNECT WITH TALENT ACQUISITION SPECIALISTS

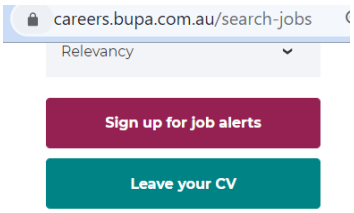
Talent Acquisition Specialists (Internal Recruiters) work internally as part of an organisation to source candidates on behalf of the Hiring Manager requiring staff. Talent Specialists are responsible for Graduate Programs, and often post jobs on the company website, on Linkedin and other external websites. For some positions, they must literally go out and source suitably qualified candidates. This can be in the form of career and job fairs, university visits, networking or head-hunting. Many rely on current industry connections and Linkedin networks and often work with current employees to obtain referrals.

1. Go to the **Industry Contacts Tab**, search for and populate at least 3 "Talent" specialists working internally for companies you are interested in. Search in the spreadsheet column E to locate the "Talent" entries.

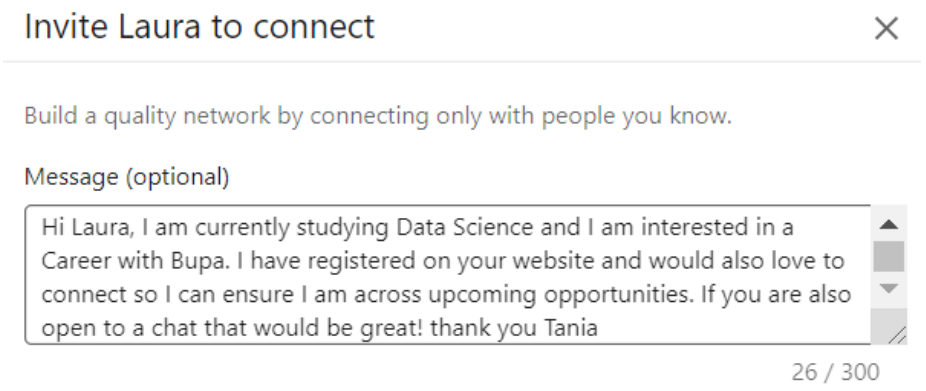
Company	Website	Talent Contact	LinkedIn
e.g Bupa			

2. Go to the **Company website**, set up a **Profile/Submit your CV** and Register for **Job Alerts**.

Bupa Sample below



3. **Connect** on **Linkedin** with the **Talent Specialist** also Listed in the **Industry Contacts Tab.**
Ensure you send them a personalised note/message accordingly. For example:



MODULE FIVE - INTERVIEWS

Scored the interview for your dream job? The following steps are crucial to help you make the best impression on the day.

Be prepared. Create a lasting first impression by being armed with knowledge. Study the job advertisement, research the company's website, google current news on the company, check out company annual reports, social media pages, and www.glassdoor.com.au/index.htm.

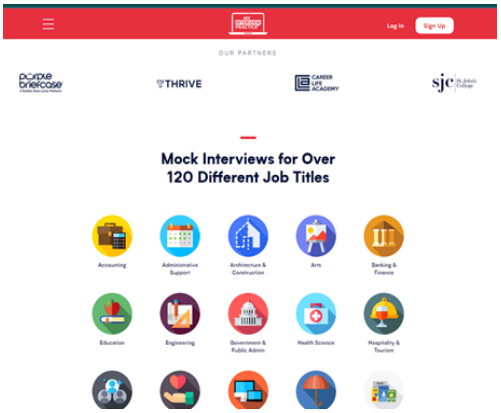
Try and get a sense of dress code within the company, if this is difficult to obtain, stick to the rule of dressing smartly, yet in something comfortable so you can perform at your best without distractions.

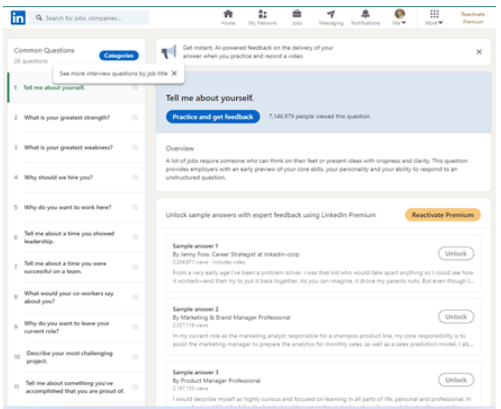
- ➔ Make sure you can communicate your 'fit' for the role, such as direct experience with platforms or systems mentioned, and level of experience required.
- ➔ Demonstrate confidence and conviction when responding to the 'why you're career transitioning / leaving your role / want to work for them' question. Be honest and enthusiastic about your transition.
- ➔ Prepare for the 'Tell me about yourself' question - keep this professionally based, with a little information about the activities you like to do outside of work, if time permits.
- ➔ Prepare for behavioural interview questions – STAR responses. Technical responses to other questions are likely to be required.

Situation	An event, project or challenge faced
Task	Responsibilities or assignments required
Action	Steps or procedure taken to rectify the situation
Result	Result (good/bad?) of actions taken

- ➔ Be ready for the 'tricky' questions – describing when things didn't go to plan. Frame these situations in the best light, including what you learnt from them, and what you would do differently next time.
- ➔ Questions for the end of the interview – topics to consider are training, company growth, company culture, progression opportunities, and expectations within the role.
- ➔ It is also useful to ask the interviewer about the next steps of the process.

Online Interviewing – This method is becoming increasingly common as hirers look to speed up and save time in the candidate screening process. Many interview practice websites have become available, such as https://myinterviewpractice.com/ and LinkedIn has an AI powered interview practice platform (available on Premium subscription)





MODULE SIX – SALARY NEGOTIATION

Congratulations, you've reached the job offer stage!

With any luck, you will have had an indication of the salary range, or 'ballpark' that this position falls into. Ensure you are clear on your *'minimum acceptable salary range',* factoring in the total package, such as company superannuation contributions and extras, such as car allowances, and bonus opportunities.

To find out typical salary ranges, it is important to do your research and be armed with information. Seek.com.au and LinkedIn will often list roles within their salary range and display it on the advertisement. Other way to gain information on your sector and subsector, is to refer to online salary guides, such as

https://www.payscale.com/

https://www.hays.com.au/salary-guide/salary-checker

https://www.seek.com.au/career-advice/article/a-guide-to-salaries-in-your-industry

It is also important to factor in your unique value offering to the market, through relevant study or experience, by mapping your offerings in terms of experience, skills, industry exposure, technology proficiencies and achievements and value you have brought to previous employers.

Use these achievements as measurables on your resume, but also be familiar with them for interview and negotiation stage. They may look something like this:

"As Data Analyst with ABC Inc. I ran an EDA, which identified some anomalies that potentially could have cost the business more than $200K in downtime and up to a further $100K in compliance fines".

Remember- if you pitch yourself too low, and you'll undersell yourself, potentially undermining your earnings for years to come. But pitch too high, and you could miss out on a new job or opportunity. Take into perspective where you are in your career and what the job market is like at that time.

After the offer is made,

- ➔ Allow yourself 24 hours to read the contract and consider the other conditions posed, such as hours and conditions, annual leave, and carefully read all clauses.
- ➔ Maintain a calm sense of communication with the employer, informing them that you will take time to read over the contract and come back to them with any questions.
- ➔ If there is something in the contract that concerns you, or is unexpected, reach out for clarification from the company, or an external resource such as an employment lawyer.
- ➔ If you wish to discuss the salary offered, or make your own counteroffer, be armed with industry information and your own value proposition. Be clear on your 'walk away figure'.
- ➔ If deciding between a couple of offers, an objective 'pros and cons' list can be useful to get down on paper for each role. Be sure to also consider the company's culture, opportunities for development, promotion opportunities, job tasks, security and your personal interests and motivations for the position.
- ➔ Once you've accepted a role, write a thankyou note to other roles you may have been in the running for to inform them you have now accepted a position.