Job Market Skills:
Online Presence and Networking /Company Culture

Lesson 4:   31/03/2023

- **Building Networks to transition from school to employment**

- **CE Listening Practice**

- **Mock Job Interviews**

- **Company Culture**

Date	Lesson	Theme	Learning Outcomes/Objectives	Theme/Activities/Skills targeted	Resources
31/03/23	4	Online Presence and networking Company Culture	After completing this lesson students should be able to:- •Recognise how building networks can help them transition from education to employment •Use active listening and open questioning techniques in a networking conversation • Take part in a job interview	Teacher led discussion on how to build a network Mock Interview in Pairs	9 Networking Tips for Graduates https://online.njit.edu/blog-posts/9-networking-tips-graduate-students 10 reasons why Networking is Essential for your Career https://www.forbes.com/sites/biancamillercole/2019/03/20/why-networking-should-be-at-the-core-of-your-career/?sh=64c0ec901300

Definition of Networking

To make contact and cultivate relationships with others who can help your career development

Networking is:-

- **A way to find those 'hidden' jobs**

- **Building relationships with people at every opportunity**

- **A two-way process**

- **Being positive and proactive**

- **Helping each other**

10 Reasons Why Networking Is Essential For Your Career

https://www.forbes.com/sites/biancamillercole/2019/03/20/why-networking-should-be-at-the-core-of-your-career/?sh=64c0ec901300

How do I Build a Successful Network?

9 Networking Tips for Graduates

https://online.njit.edu/blog-posts/9-networking-tips-graduate-students

7 Networking Tips to Build Connections in Strategic & New Ways | Indeed Career Tips

https://www.youtube.com/watch?v=6PQ0JNsRts8&t=220s

How do I Build a Successful Network? (Discussion)

- **Use your existing connections**

Consider those people you already know, such as family and friends, past colleagues, and tutors. They could all help you build your network by putting you in touch with relevant people.

- **Get yourself out there**

Meet people, face-to-face where possible. Think about attending local events and talks, joining a club or volunteering. Introduce yourself, strike up a conversation and you might just end up with a job referral, work experience opportunity or valuable mentor.

How do I Build a Successful Network? (Discussion)

- **Reach out online**

If you've found out about someone who does a job you'd like to do, find ways to contact them. Try contacting people through their professional network accounts such as LinkedIn or join discussion groups. Commenting on articles or posts is also a good way to establish connections; with authors often keen to carry on conversations with their audiences.

- **Use the right etiquette**

Be clear about the kind of response you want. Are you looking for advice or information? Do you want to know about upcoming jobs, or the details of a contact of theirs? Do you want to meet them? A focused, concise, and respectful request is more likely to generate a helpful reply. Be persistent but leave enough time (usually a week or so) between each follow-up. Try to show respect for the person's time.

How do I Build a Successful Network? (Discussion)

- **Be honest**

For any relationship to last in the long-term, it needs to be built on trust, and the same is true with networking. Remaining honest about your skills and intentions – and avoiding gossip about mutual contacts – can ensure your relationships remain strong no matter what the situation, meaning you'll always have someone to turn to for advice when you need it.

- **Remember that networking is a two-way street**

A successful connection is one where you and your contact both get something out of knowing each other. You might share interests, information, or even other connections. So don't just get in touch when you need something, start a conversation in which you can share interests and opinions on a regular basis and create a relationship of lasting value.

Online Presence and Networking
How do I Network?

Remember:-

- **Use your existing connections**
- **Get yourself out there**
- **Go social**
- **Use the right etiquette**
- **Be honest**

Networking: A two Way Process

Active Listening:-

- **Find out how you can help them**

- **Repeat back what you have understood**

- **Be clear about what you can do to help**

- **Ask for the help you need**

- **Use Open Questions**

- **Take an active interest**

Time to Network (Activity)

Time to network

Talk to a partner and find out:

What previous work experience they have

What career they are interested in pursuing

How they could find opportunities and make contacts

Mock Job Interview (In Pairs)

- **Nadia Chougui & Sara Aboulhadid**

- **Robin Floirat & Oriane Droubay**

- **Jérôme HENRIQUES & MinaIMAMOU**

- **Yann Vallet & Jonas Dugain**

Coffee Break

Company Culture

Date	Lesson	Theme	Learning Outcomes/Objectives	Theme/Activities/Skills targeted	Resources
31/03/23	4	Company Culture	By the end of this lesson students will have learnt to: Define Company Culture Identify and describe the four types of company culture Using workplace analysis, express the kind of company culture they would like to be part of	•Reading: Understanding workplace vocabulary giving analytical discussions that demonstrate an understanding of the job market •Listening:https://youtu.be/9Oo1uK45fRk • Discussion • Mock interviews:	Reading: https://www.zavvy.io/blog/company-culture-examples Listening:https://youtu.be/9Oo1uK45fRk

Company Culture

Defining Company Culture

The term Company Culture is used to describe the attitudes and behaviors of employees within an organization.

Why is Company Culture Important?

- **A Positive Work Culture Means Increased Retention Rates**

- **Workplace Culture Can Lead to a Growth Mentality**

- **A Strong Work Culture Means Increased Productivity**
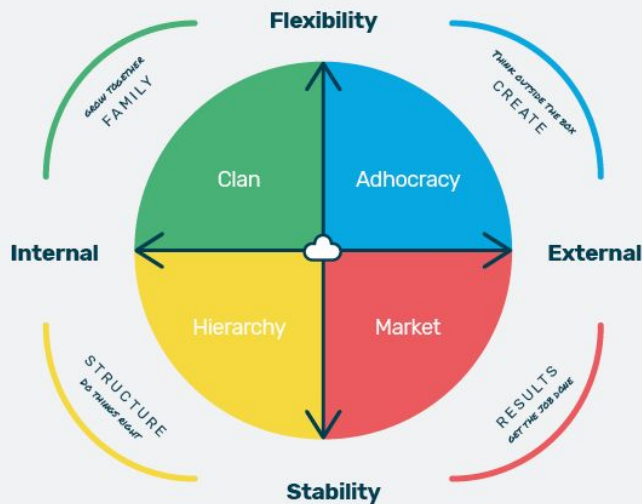
- **Financial Success**

Exercises on Pdf in Teams

The Four Types of Company Culture

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Four common types of company culture

Flexibility

GROW TOGETHER FAMILY

THINK OUTSIDE THE BOX CREATE

Clan | Adhocracy

Internal — **External**

Hierarchy | Market

STRUCTURE DO THINGS RIGHT

RESULTS GET THE JOB DONE

Stability

Different Types of Company Culture
4 Types

1

The Clan Culture
,Members have common interests and perceive themselves as part of a large, dynamic, and interested family.

2

The Adhocracy Culture
Employees are encouraged to take risks, and executives are viewed as entrepreneurs or innovators.

3

The Market Culture
The Market culture is based on competitive dynamics and producing tangible results.

4

The Hierarchy Culture
Structure and control are the cornerstones of this type of company culture.

What makes a great work culture? Read and Discuss

https://www.zavvy.io/blog/company-culture-examples

Five Ways to Improve Culture Company

Listen to the following video and discuss what makes a great work culture:-

https://youtu.be/9Oo1uK45fRk