

Securing the job and income you deserve

Fitting jobs to personality

Applying for jobs

Job interviews

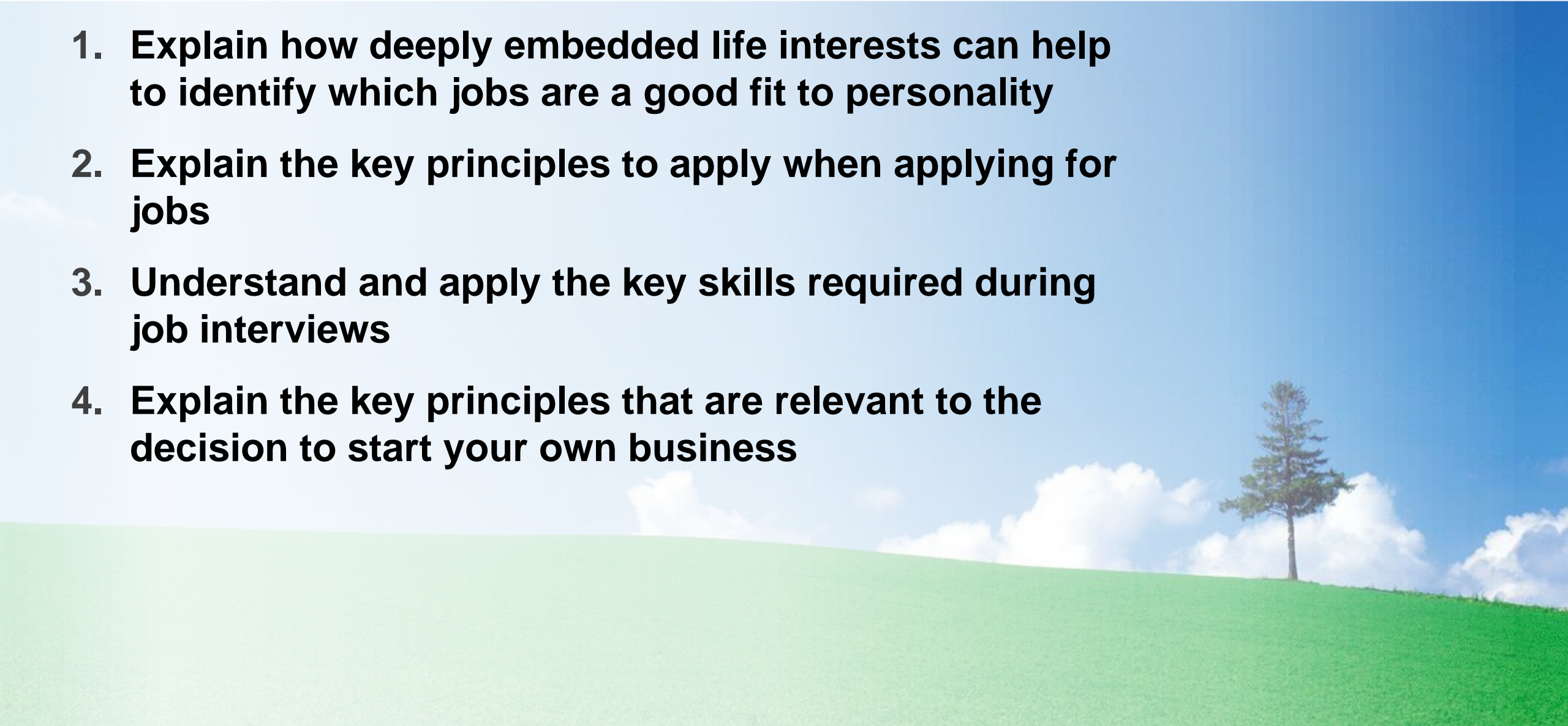
Final tips

Starting your own business



You need to be able to ...

1. **Explain how deeply embedded life interests can help to identify which jobs are a good fit to personality**
2. **Explain the key principles to apply when applying for jobs**
3. **Understand and apply the key skills required during job interviews**
4. **Explain the key principles that are relevant to the decision to start your own business**



Fitting jobs to personality



Deeply Embedded Life Interests (DELIs)

“Job Sculpting”, Butler & Waldroop, HBR, 1999

Capable people can do almost any job

Satisfaction depends on aligning job to personality

8 different “deeply embedded life interests” (DELIs)

long-held, emotionally driven passions, entwined with personality

People mainly driven by one to three of these DELIs

Even though you may “identify” with all of them

They form in childhood ... but express differently with age

Choose a job that matches your DELIs!!!

Job consistent with DELIs = Job satisfaction

Job satisfaction = Happiness over long term (and maybe ↑ income)

Eight DELIs

- 1. Application of technology**
 - 2. Quantitative analysis**
 - 3. Theory development & conceptual thinking**
 - 4. Creative production**
 - 5. Counselling and mentoring**
 - 6. Managing people & relationships**
 - 7. Enterprise control**
 - 8. Influence through language & ideas**
- What are your top two deeply embedded life interests?**

Q1: Match the jobs to one or two DELIs

Job	Deeply-embedded life interests
A. Doctors (general practitioner)	1. Application of technology
B. High school teachers	2. Quantitative analysis
C. University academics	3. Theory development & conceptual thinking
D. Entrepreneurs	4. Creative production
E. Senior managers of large business	5. Counselling and mentoring
F. Computer programmers	6. Managing people & relationships
G. IT project managers	7. Enterprise control
H. ... your planned occupation?	8. Influence through language & ideas

Applying for jobs



What gets you the job?

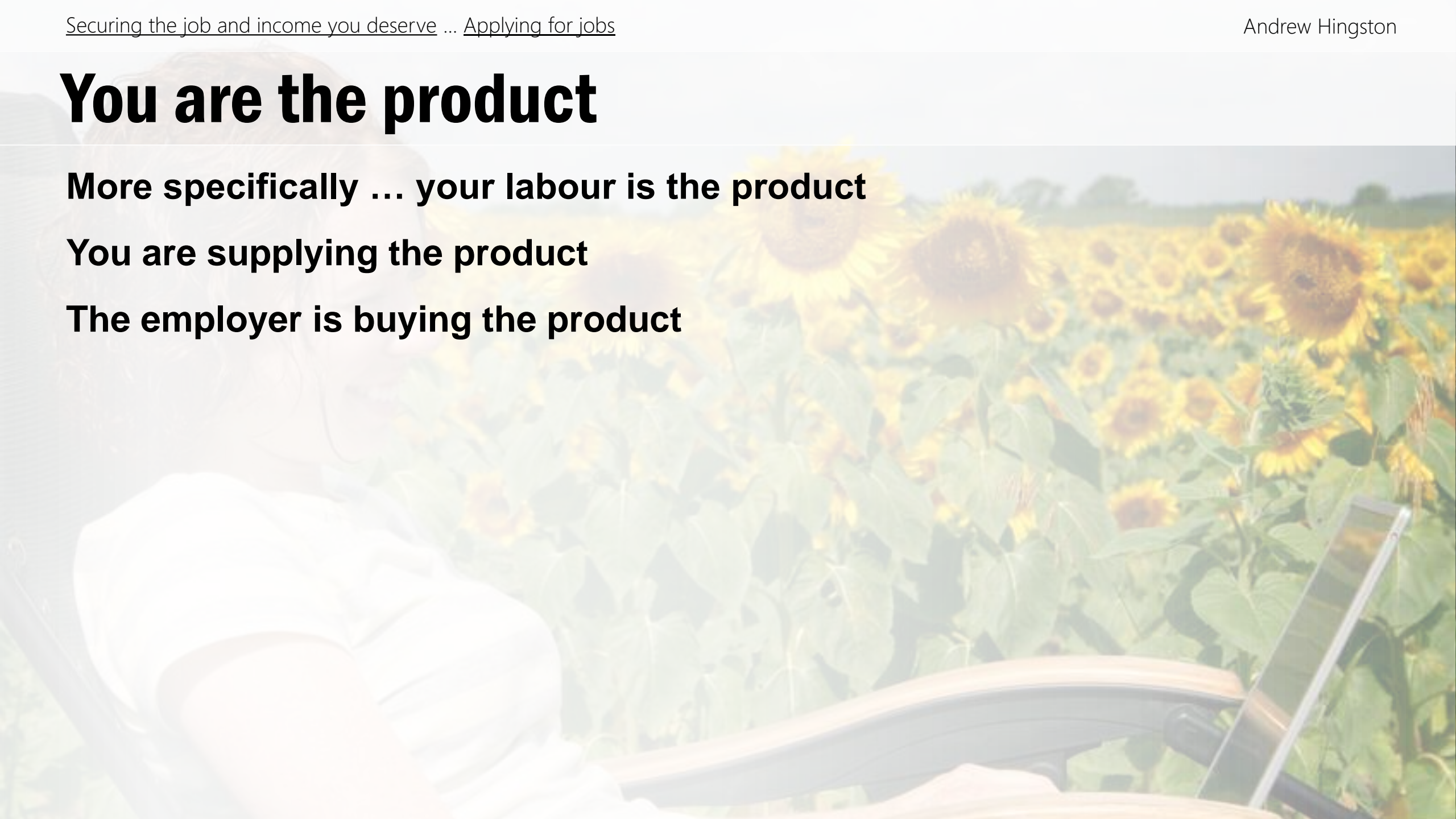
1. Emotional intelligence (as opposed to IQ)
2. Relevant work experience (reduces risk to employer)
3. Relevant life experience (experience with teams)
4. Perceived to be an “achiever” (usually successful)
5. Perceived alignment of personality with job (DELIs)
6. Whether they like you (don't project arrogance)
7. Selling skills (remember that you are the product)

You are the product

More specifically ... your labour is the product

You are supplying the product

The employer is buying the product



Research your target market

Specific groups of employers you are targeting

- 1. Which industry am I interest in?**
- 2. What companies am I looking at?**
- 3. Who will be looking at my application?**
- 4. Why would they choose me?**

Skills and personal qualities

Skills

Communication

Teamwork

Problem solving

Enterprise

Planning / Organising

Self-management

Learning

Technology

Personal qualities

Loyalty / Commitment

Honesty / Integrity

Enthusiasm and initiative

Reliability and consistency

Personal presentation

Common sense

Positive self esteem

Sense of humour

Work / Home life balance

Ability to deal with pressure

Motivation

Adaptability / Flexibility

High achievers

Are strong team players

Enjoy interacting with people

Communicate well

Can lead the team

Enjoy solving problems

Proactively seek opportunities

Adapt quickly to change

Manage time efficiently

Analysis and judgement

Teamwork / interpersonal

Achievement drive

Assertive and decisive

Adaptable and resilient

Rapport building



Prove that you have what it takes ...

1. Good qualifications
2. Work experience
3. Extra-curricular involvement

‘Employability Skills for the Future’
(DEST /ANTA. 2002)

Advertising Yourself

Resume / On-line applications

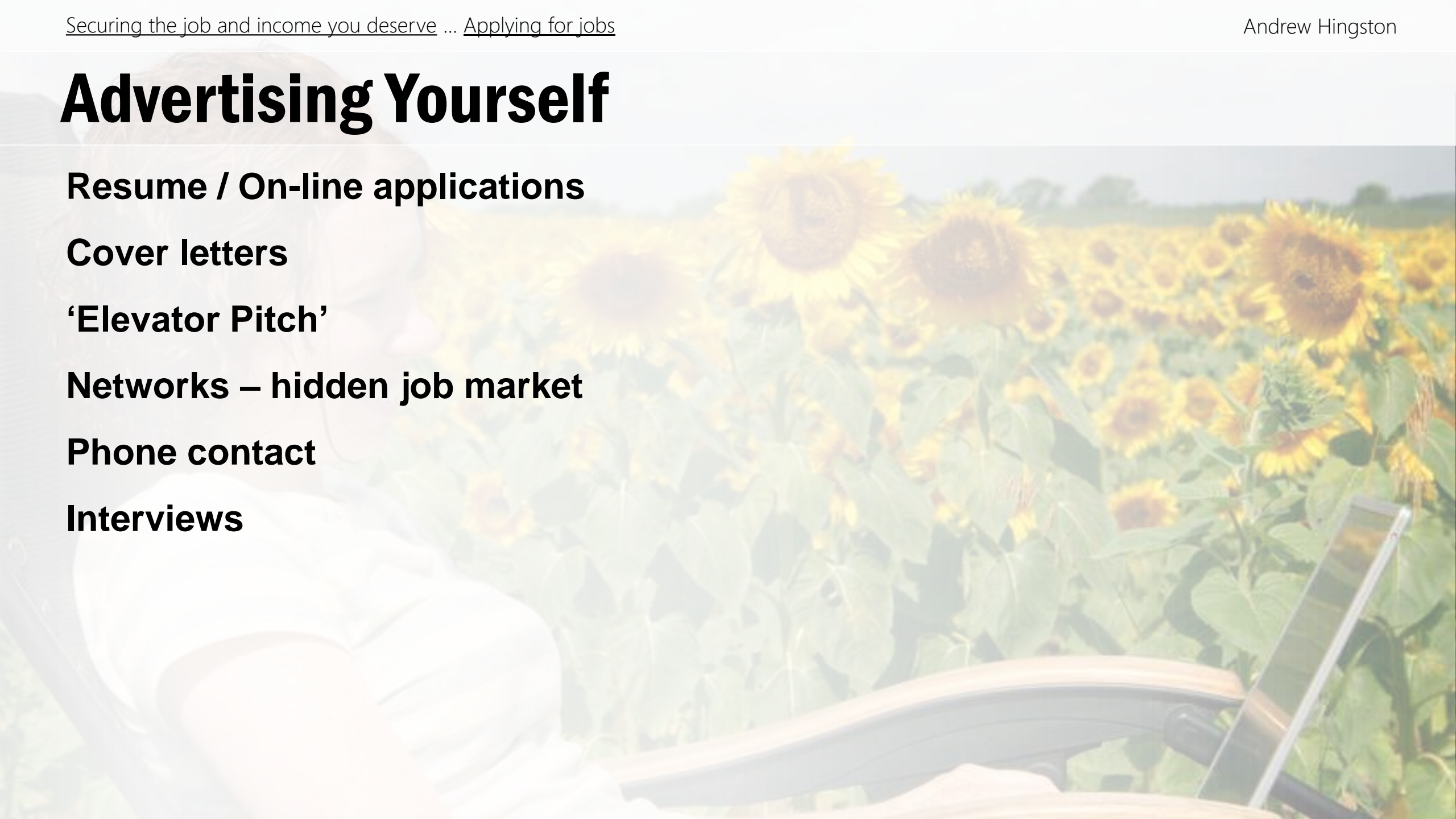
Cover letters

‘Elevator Pitch’

Networks – hidden job market

Phone contact

Interviews



Resumes – no one right way

Contact details

Specific to the position

8 seconds to impress

2 - 3 pages long

**Use consistent fonts, dates
and titles**

**Use bullets and short
paragraphs**

**Use active language:
achieved,
co-ordinated, successfully
completed...**

CHEC SPELINGG

Highlight achievements

Structuring a resume

Career Objective

Education

relevant subjects, projects
achievements

Employment

key skills used
strong contributions made

Key Skills

examples to clearly
demonstrate your competency
levels

Memberships

extent of involvement

Awards achieved

Extra curricular activities

level of involvement
achievements
key skills demonstrated

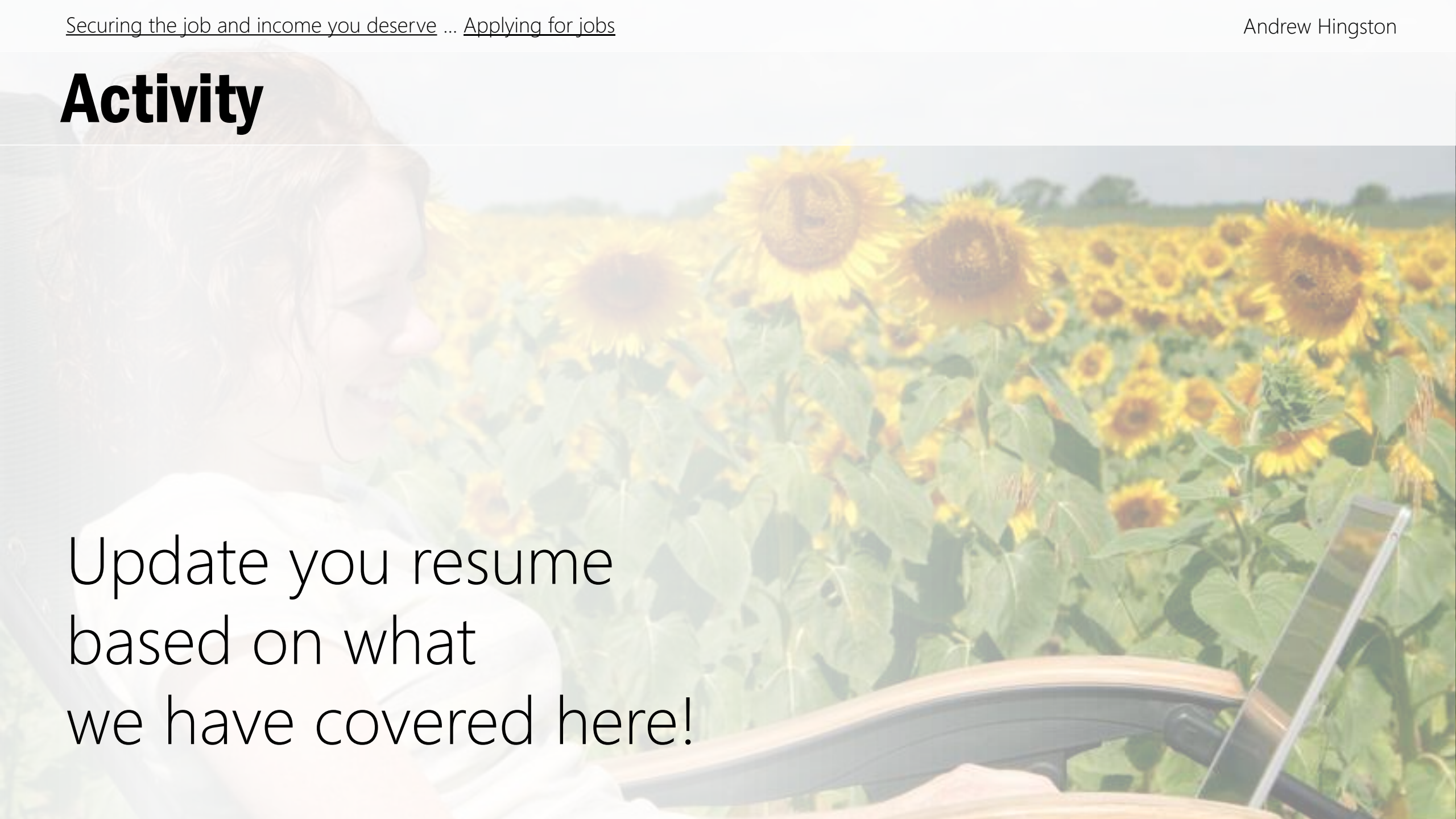
Interests

extent of involvement

Referees

Activity

Update your resume
based on what
we have covered here!



Job interviews



Activity: First impressions count

Step 1: Introduce yourself to someone you don't know

... or ask someone to pretend they don't know you!

Remember to shake hands

Step 2: Have a chat to find out the other person's . . .

Field of study

Career goals

Preferred employers

Then switch over and repeat steps 1 and 2



First Impressions Count!

Presentation

Tone of Voice

Confidence

Small talk

Handshake

Body language

Eye Contact

Smiling



Types of interviews

Interviews

Structured or Unstructured

One to one, panel, group

Telephone

Assessments

Assessment Centres

Presentations

**Psychological
Assessments**

Technical testing

Criminal checks

Medical tests



Questions

Standard questions

What influenced you to enrol in your degree?

What attracted you to apply to our organisation?

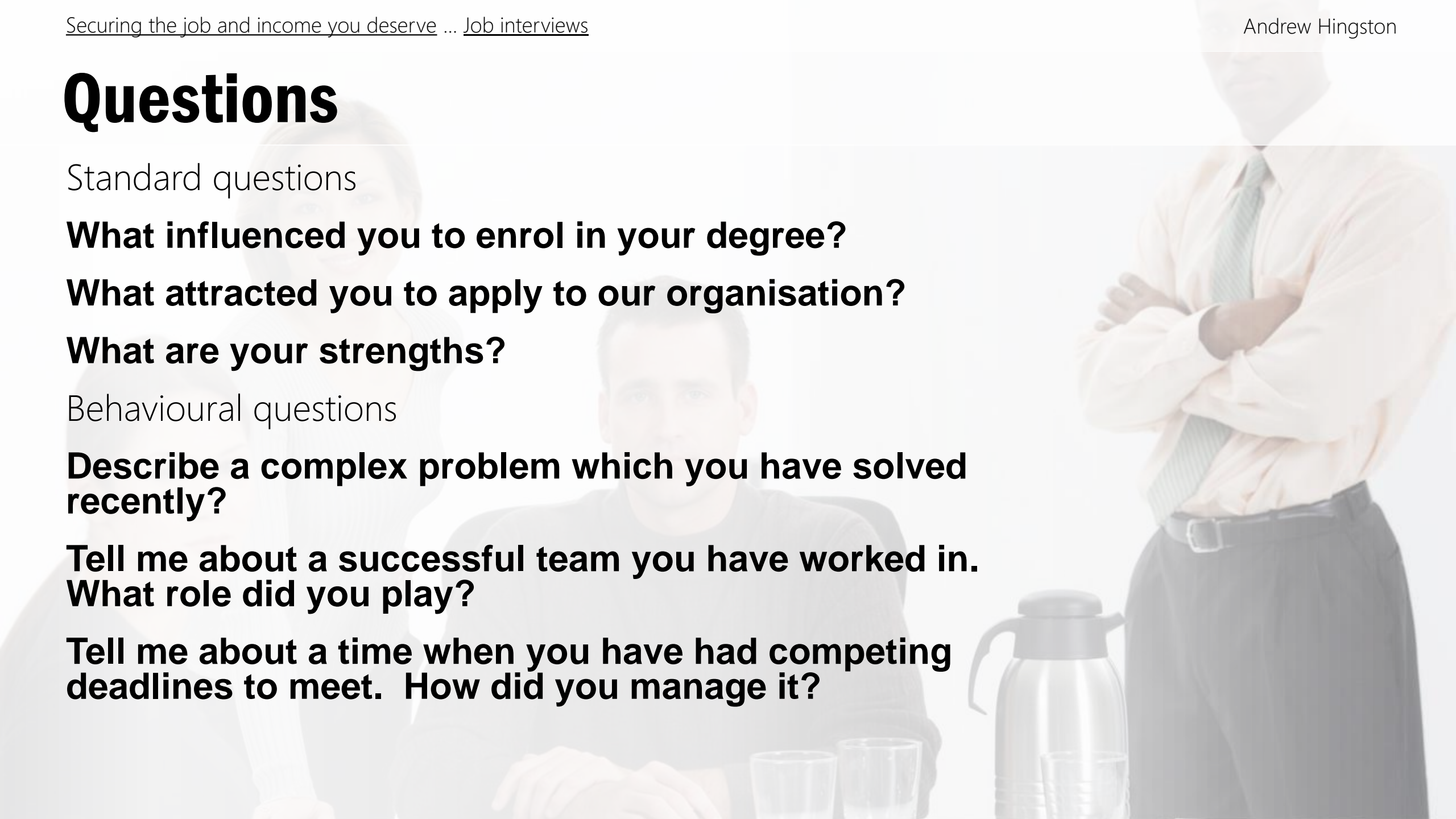
What are your strengths?

Behavioural questions

Describe a complex problem which you have solved recently?

Tell me about a successful team you have worked in. What role did you play?

Tell me about a time when you have had competing deadlines to meet. How did you manage it?



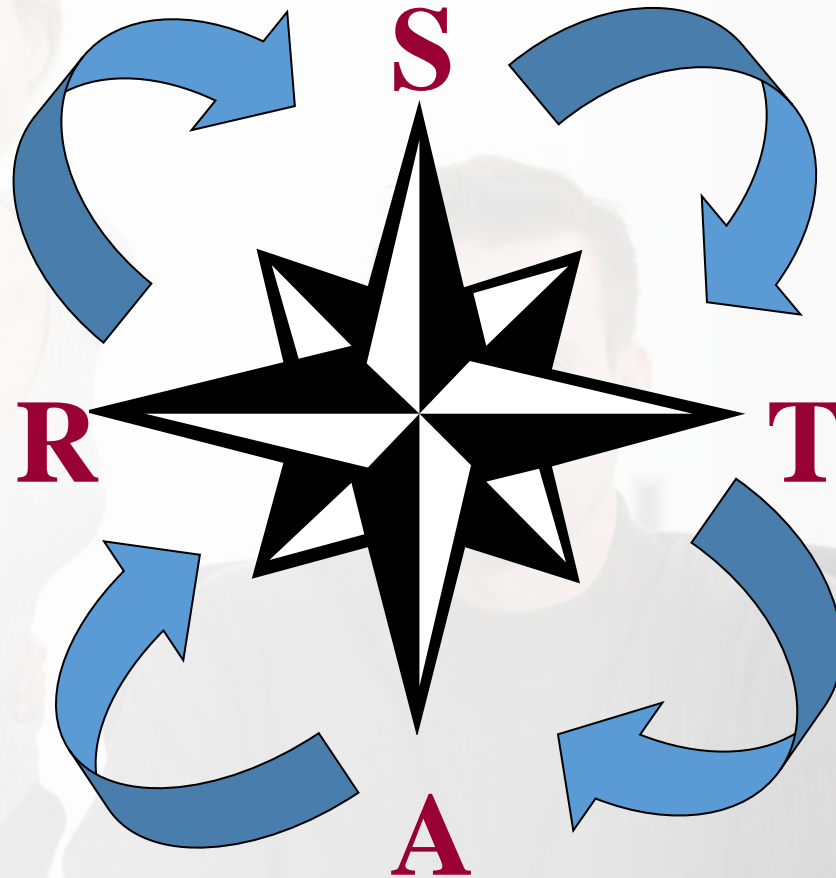
Tips for behavioural questions

Situation

Task

Action

Result



Example of STAR

S I volunteered for the marketing team for the first University Vacation and Internship Careers Expo last year.

T Our task was to come up with cost effective ways to market the event to students.

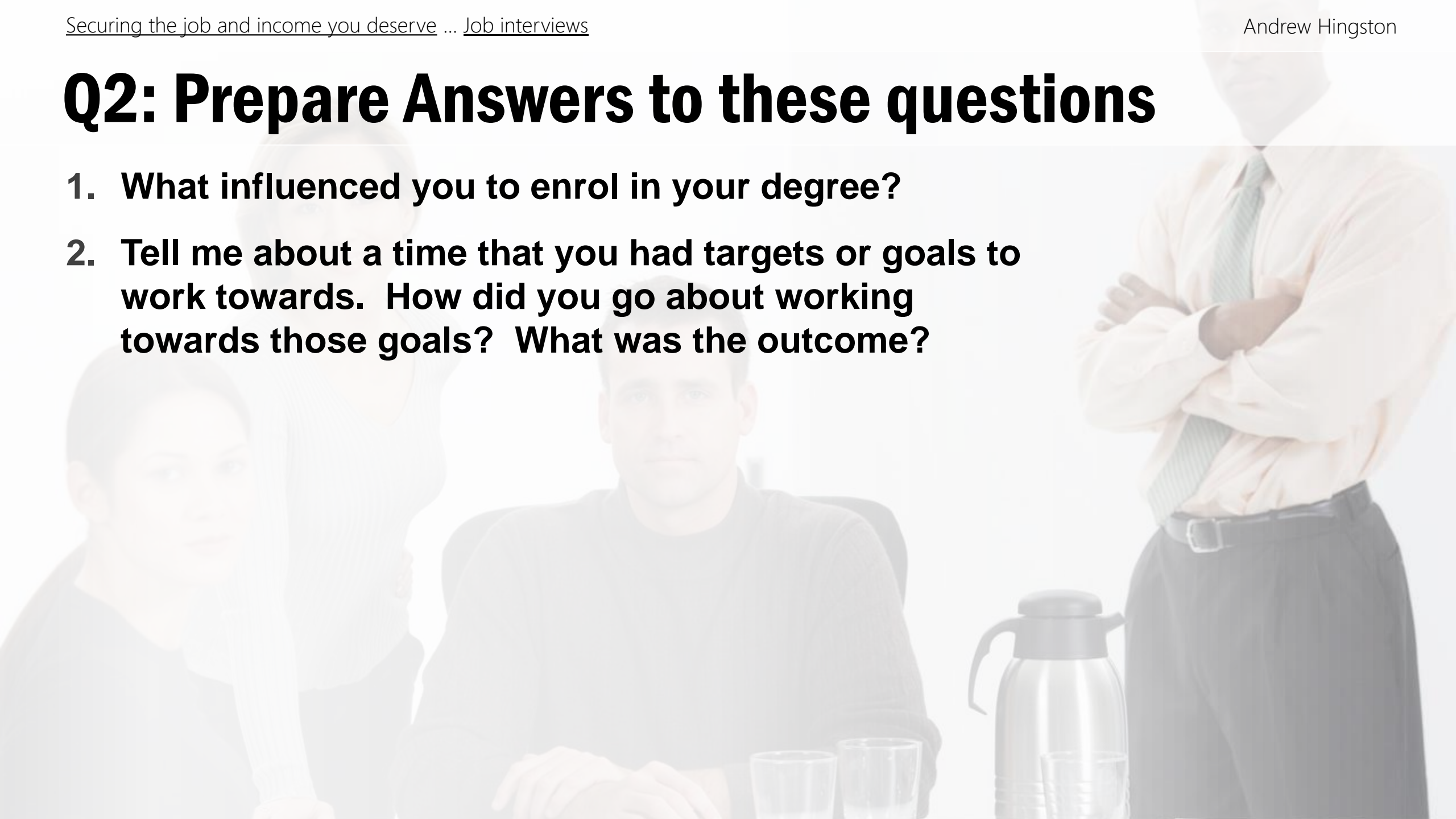
A I attended meetings with Careers and Employment staff, contributed ideas, and designed a flyer to market the event. As a team, we distributed over 600 flyers and put 100 posters around the university. I also volunteered at the event, assisting employers and Careers and Employment staff on the day.

R The event was very successful, over 1300 students attended and I received a certificate and special thanks from the Manager.



Q2: Prepare Answers to these questions

- 1. What influenced you to enrol in your degree?**
- 2. Tell me about a time that you had targets or goals to work towards. How did you go about working towards those goals? What was the outcome?**



Work out your marketing plan ...

Determine your target market and their needs

Research what employers are looking for

Tips for developing yourself as a marketable candidate

How to advertise and sell yourself as a desirable candidate

Continually improve your product: YOU!



Resources

Need a job?

Jobs Online

Job newsletters

Employer info sessions

Careers expo

Graduate recruitment

Need career help?

Web info

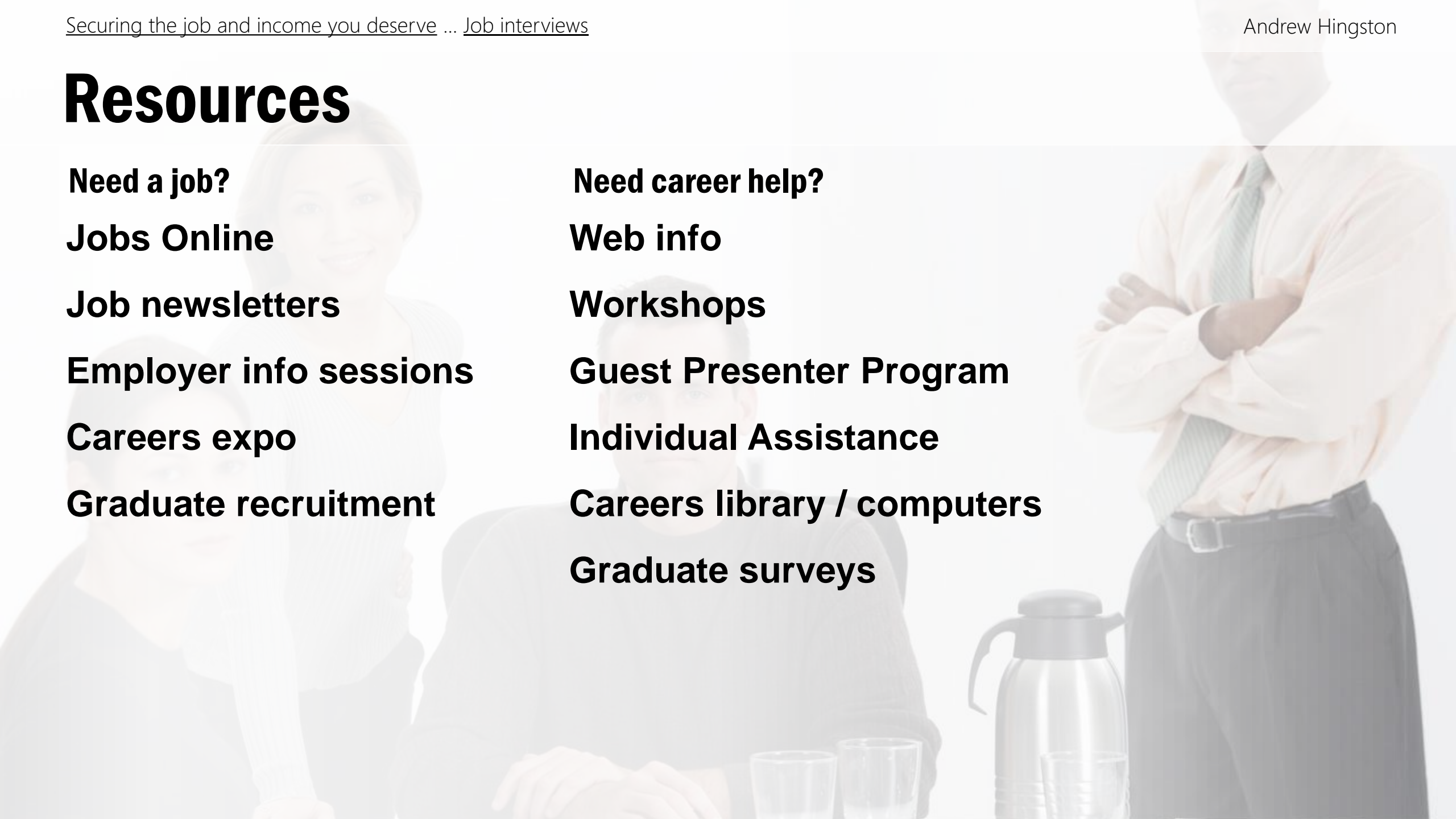
Workshops

Guest Presenter Program

Individual Assistance

Careers library / computers

Graduate surveys



Final tips



Tips for finding jobs in a recession

1. Find an agency to back you

They get paid commission when they find you a job!

They will “sell you” to companies

2. Be flexible

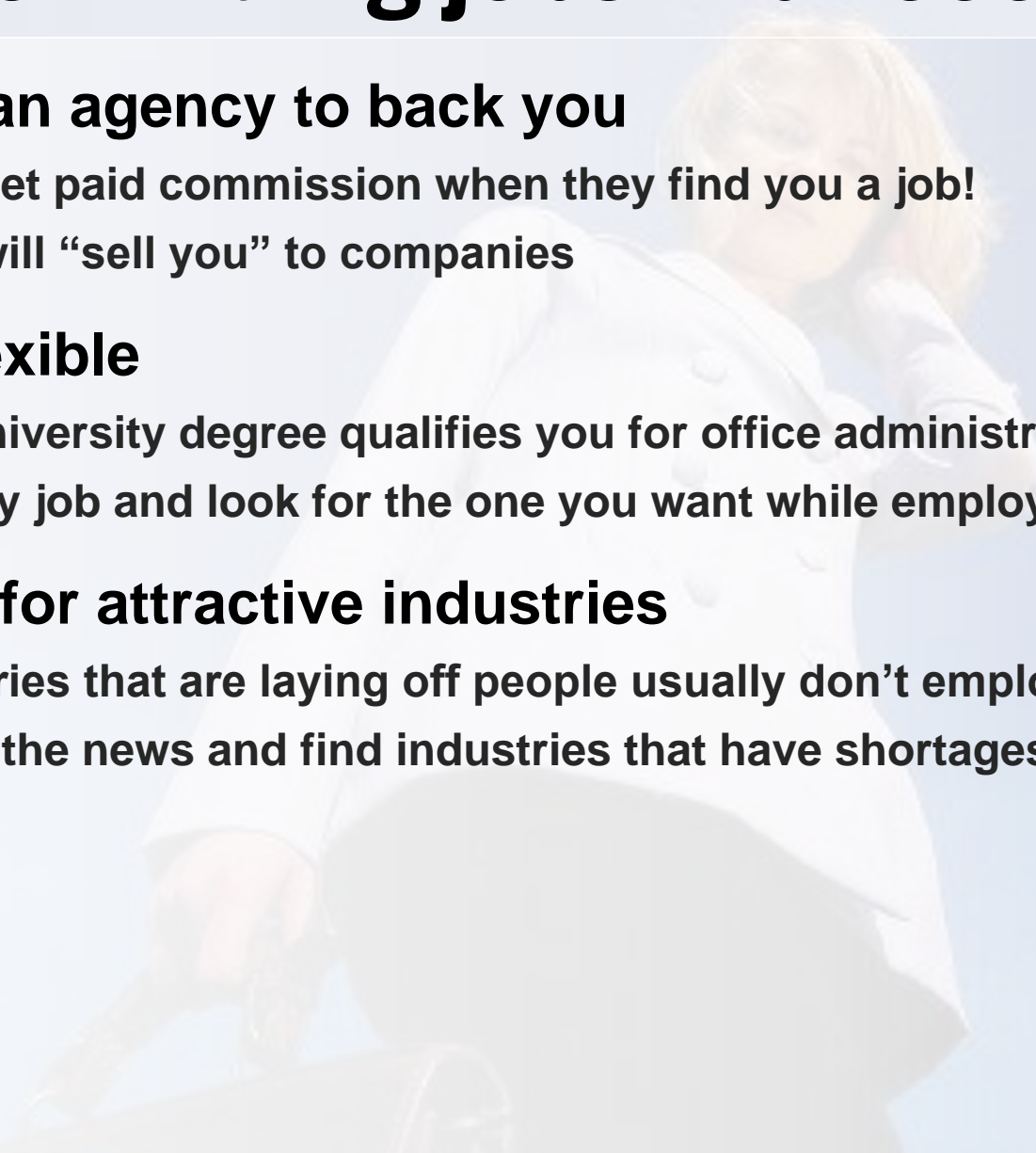
Any university degree qualifies you for office administration

Get any job and look for the one you want while employed

3. Look for attractive industries

Industries that are laying off people usually don't employ!

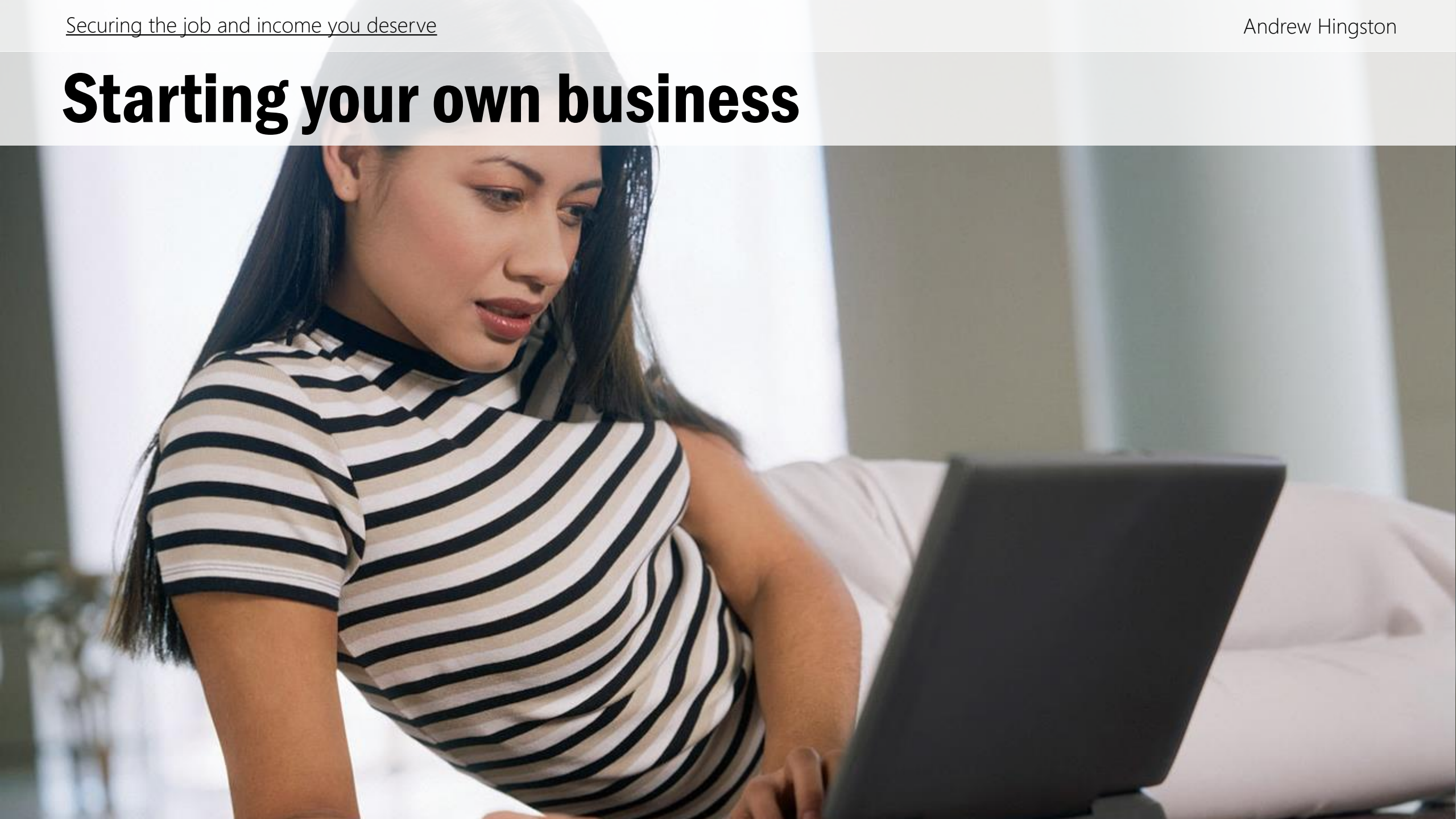
Watch the news and find industries that have shortages



8 tips for your first day at a new job

- 1. Get a telephone list of people in department early**
Memorise all the names in advance
- 2. Find out the time they want you to arrive**
- 3. Arrive very early and walk in 5 min early**
- 4. Carry around a pad and pen and make notes**
- 5. Be friendly, amiable and flexible**
- 6. Show proper respect to managers and older co-workers**
- 7. Don't come across as being arrogant**
You will be in junior positions for at least five years
- 8. Focus on developing a good “work ethic”**

Starting your own business



Think and discuss

You plan to launch a new business

Employ one full-time employee at \$40,000 p.a.

Rent and operating expenses will be \$20,000 p.a.

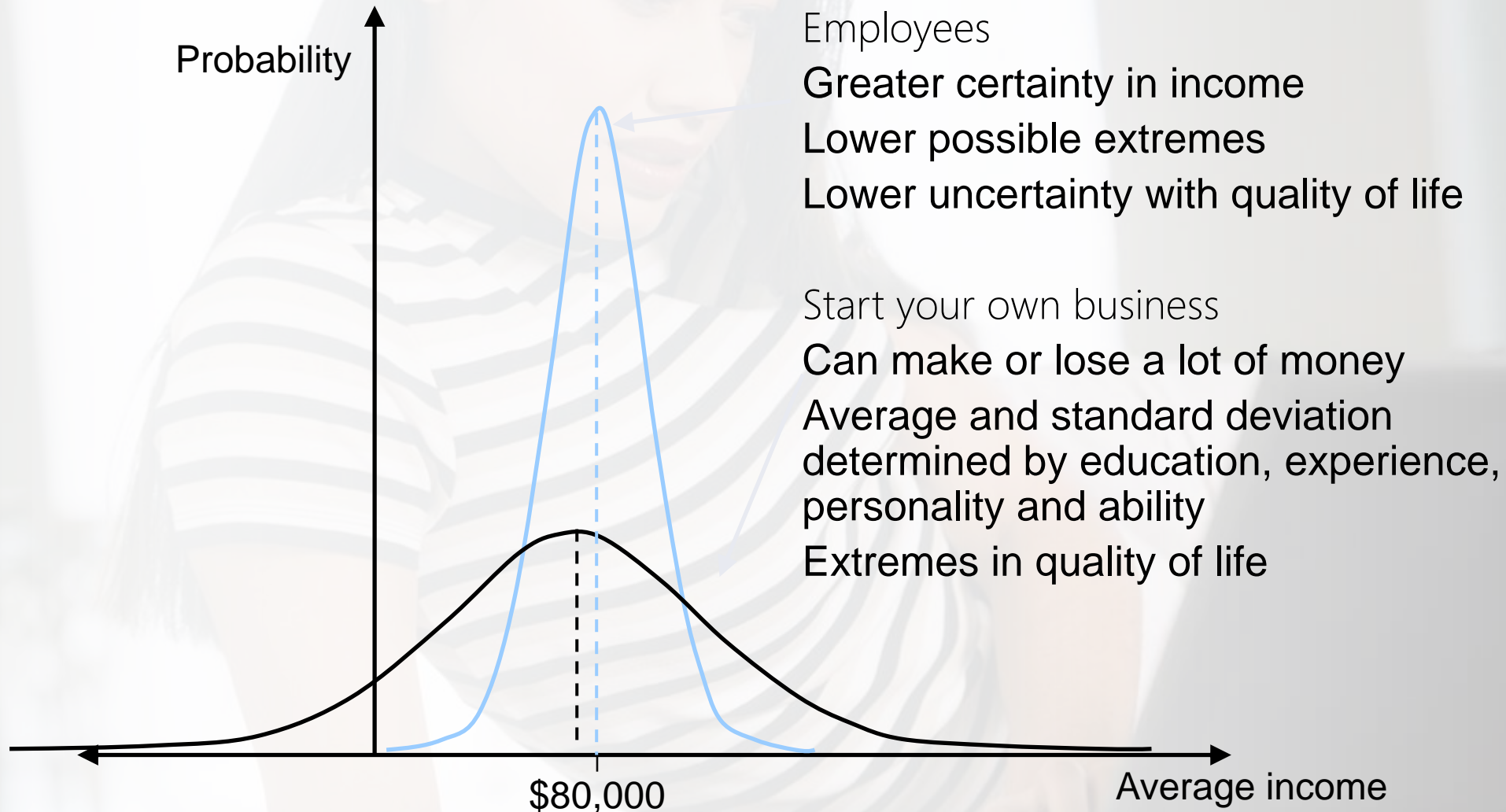
How much profit will you make if sales revenue is:

Worse than expected: \$40,000

About expected: \$100,000

Better than expected: \$160,000

Employees v Employers



Factors that improve success rates

Certain factors will:

increase your expected earnings (middle of bell curve)

decrease the standard deviation of earnings (spread of bell curve)

... these include ...

Experience in the industry

Education – especially an MBA

UNSW's AGSM MBA is top ranked in Australia

DELIs

enterprise control, managing people & relationships

Marketing

satisfying clear customer need in a specific segment

... and some more factors for success

Strong business planning – strategy and implementation

Evolutionary and not revolutionary business idea

Accounting – good control of cash flow

Exit strategy – potential interest of buyers in 10 years

Buying a franchise – a lot is done for you

Buying another business

already successful (but can be expensive)

Strong emotional support from spouse and family

Strong personal financial position (esp no debt!)

7 tips from Andrew

1. **First work in the industry for 3+ years as employee**
2. **Do a part-time MBA with AGSM while you are working**
3. **Save hard after graduating to build up enough funds**
4. **Avoid raising capital from anyone else too early**
5. **Work out ways to be cash flow positive from day one**
6. **Avoid going into business with others (esp. friends)**
7. **Avoid drawing an income for the first three years**