



CSE3PPE / CSE5003

Professional Practices and Entrepreneurship in I.T.

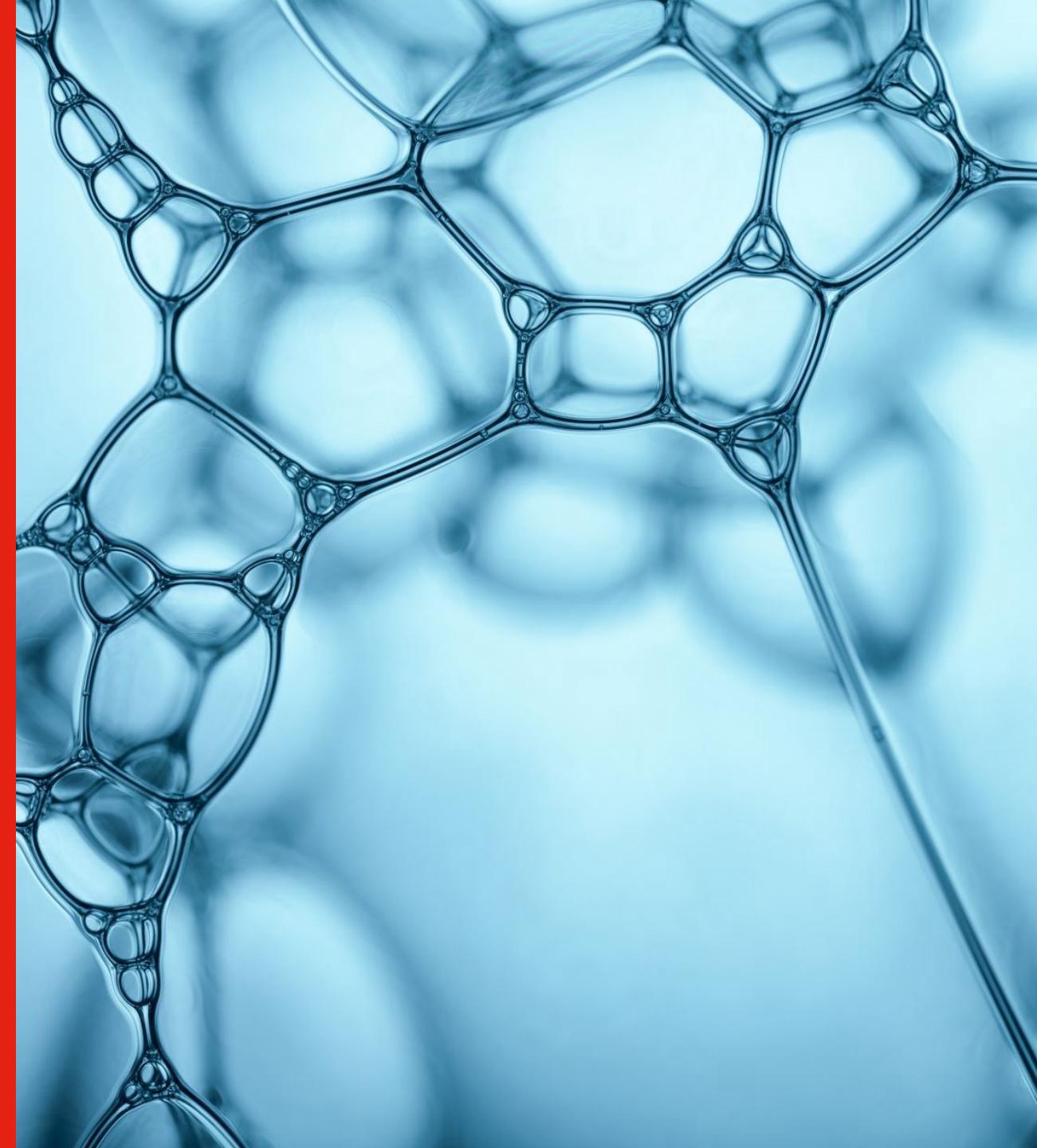
Lecture 9

Semester 1 2024

CVs

Linkedin

Interviews

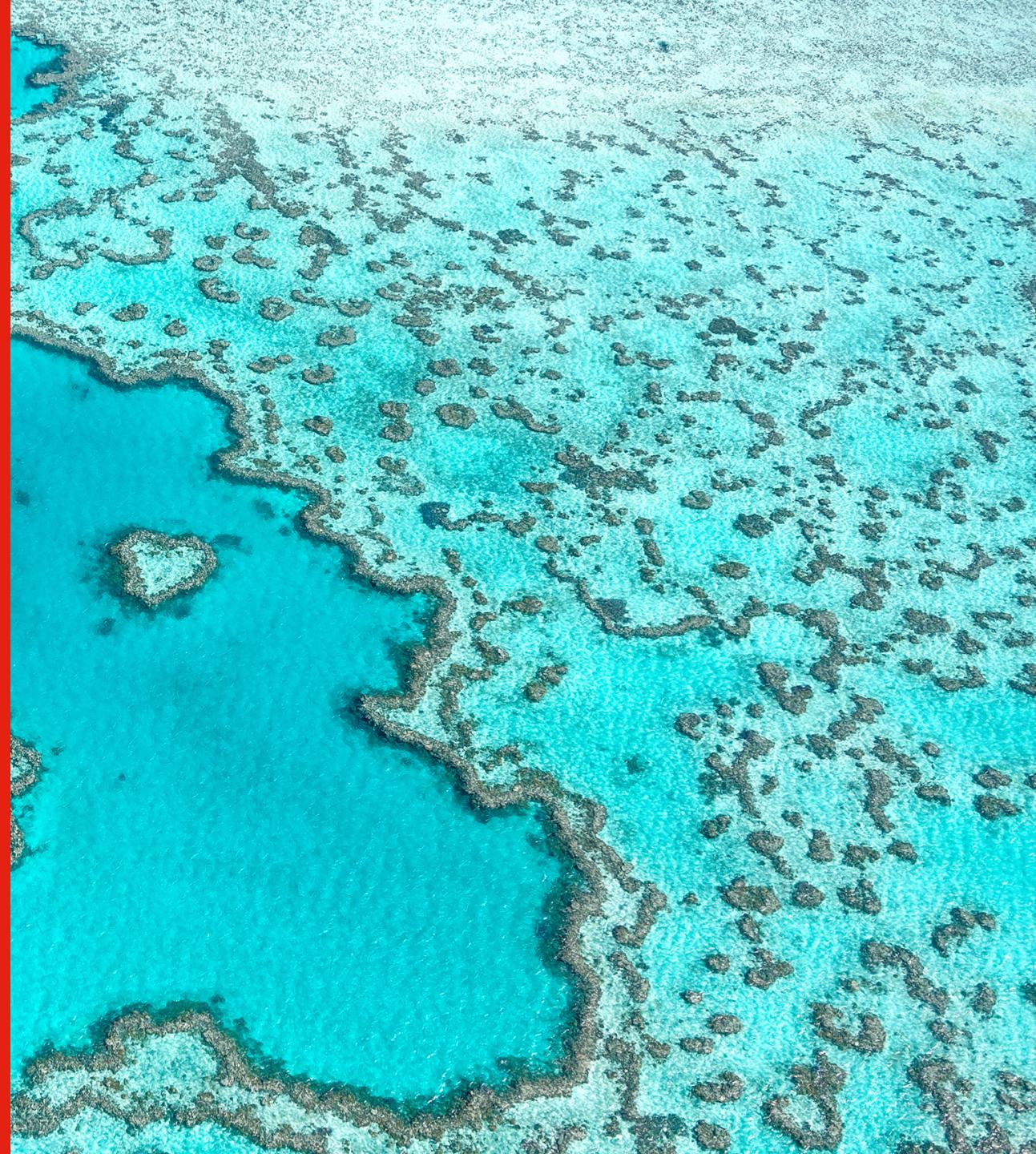




WE'RE LOOKING FOR SOMEONE AGE 22-26

WITH 30 YEARS OF EXPERIENCE

Key Trends



What do recruiters want from you?

- Short and succinct CVs and resumes
- Content that focuses on hard skills and measurable achievements
- ‘Verifiable’ information, that is, CVs supported by a LinkedIn profile

CVs and Resumes – what's the difference?

A CV is the abbreviated term for Curriculum Vitae, which is a brief summary of your education, qualifications, previous work experience and workplace achievements.

A resume contains essentially the same information as a CV but is typically provided on the one page (and no more than two pages).

In some sectors, such as academia, a longer CV might be required detailing your specific research achievements.

For most sectors, CVs do not need to be longer than 2 pages.

Today, many prospective employers are looking for a one-two page overview.

Key ingredients in your one page resume



Key Resume components

1. Your name, clearly set out at the top of the document
2. Contact email. Use an address that is professional sounding. Catsmoosh@hotmail.com isn't a great choice.
3. Contact phone number
4. A link to your Linkedin profile
5. Specialty skills. These should be set out in dot points.
6. Qualifications
7. Industry memberships
8. Summary paragraph of who you are and your experience.
9. Summary of your experience (relevant to the role you are applying to), including
 - a) The role you performed
 - b) Where you were employed when undertaking this role, and when
 - c) What you achieved in this role

Use dot points

Tailoring your resume/CV

Each advertised position requires a slightly different skill set or experience. Your CV should reflect these preferences.

Where you have skills that most align with the key terms or selection criteria in an advertisement, you should prioritise these.

You can do this by:

1. Reordering your skills, qualifications and industry associations
2. Rewording your achievements in your previous roles to highlight aligned experience
3. Reducing the amount of space covering roles that are less aligned to the advertised skill requirements.

Your name here

Your specialty title (if you have one), eg Cyber Security specialist

Contact phone
Contact email
Link to LinkedIn profile
General location (city, country)

Specialties

- Dot point 1
- Dot point 2
- Dot point 3
- Dot point 4

Education

List degree/award
University studied
Year graduated

Systems

- List platforms you have excellent skills in, prioritised for role, eg
- SAP
- AWS

About me

Use this section for a short paragraph that describes your professional offering and suitability for this role based on your skills and experience. This should be tailored to each role you apply for.

Career highlights

Select your top three career achievements and list them here. For example
Cyber Security strategy: Led the transformation of an underperforming and vulnerable cyber security system to industry best practice, ahead of project schedule and under budget.

Experience

Role title here

Company where you worked, and what time frame

One sentence to describe your role at this company.

- Specific achievement: what you did in your role, and what impact this had on the business, eg Solution design lead – led a team of 25 across multiple workstreams to deliver an asset management system in 15 locations.

Floor team member

Woolworths, June 2019-July 2021

Supported operations and customer service in an ASX 200 company

- Facilitated distribution of inventory to a high degree of accuracy that minimised sales disruptions
- Led customer support services, ensuring customers specific order requirements were met and delivered on time and to company standards

Things you do NOT need

1. Your home address.

This has been a trend for some time, but with the impact of the pandemic on how we work, including your address is no longer necessary. Remove it.

2. “References available upon request”

You do not need to include this statement. Should you progress through to a first or second interview your prospective employer (or HR staff member) will contact you for reference details. You do not need reference details or this line in your CV or resume.

3. An Objective statement

This was a trend that became popular 15-20 years ago. HR professionals and prospective employers do not read these. Delete and save the space to discuss your skills and achievements.

Things you do not need

4. A photo of yourself

Delete this.

5. Employment history from more than 20 years ago.

Employers want to know what you can do today. If you have very relevant experience that dates back this far, then consider its inclusion while minimising details of other roles that are less related to the experience and skills being sought in the job advertisement.

6. Any other imagery

Decorative elements are distracting, keep it simple and effective. But not too boring.

7. Your age

You do not need to disclose this.

Source: Greg Langstaff (@greglangstaff/greglangstaff.com)

Tip: Fonts and text size

Choose a font that is clear. Sans serif fonts are still preferred.

Do not use fonts considered less professional such as **Comic Sans**, or those considered out of date such as **Times New Roman**.

Text size is up to you. 12 pt is typically considered too large today. Consider anything from 8-11pt depending on the font you have chosen.

You should avoid excessive white/clear spaces on your CV.

Experimenting with font sizes might help to reduce this. Alternatively, slightly reducing the font size might help with getting your details into a one- or two-page format.

Technique: Thesaurusing

When it comes to presenting ‘professionally’ using a mixture of words to describe what you achieved in your roles can be advantageous.

Consider using any of the following verbs to improve the description of your achievements:

Facilitated	Planned
Amplified	Built
Created	Delivered
Led	Redefined
Improved	Mentored
Overhauled	Restructured
Enhanced	Eliminated
Addressed	Coordinated
Produced	Initiated

Cover letters

A cover letter should be a simple one page 'letter' written to the person/s who are running the recruitment process. In this letter you should convey your enthusiasm for the role, highlight which of your skills align with the advertised description, and draw some connections on how you would be a good fit for the company.

The goal of the cover letter is to introduce yourself and your achievements while concisely explaining how you will make a great fit.

It should **always** be tailored for each application.

Do not put 'Dear Sir/Madam'. Identify the key person behind the recruitment process and address to them (you can usually find this in the job advertisement).

Your cover letter should be a single page.

Get someone to review your letter before submitting. As far as first impressions go, spelling errors on a cover letter can leave a sour impression on the recruitment team.

Linkedin



LinkedIn

There are many professional databases and industry networking systems out there, but LinkedIn remains a go-to for both HR professionals and industry recruitment specialists.

LinkedIn specialises in professional networking, with over 756 million members worldwide.

When seeking suitable candidates, HR professionals will frequently search on LinkedIn for specific skill sets in their local area.

Why should you have a Linkedin profile?

When going through the recruitment process, the recruiting manager and HR professional will search and view your Linkedin profile. This is done to help verify the details in your application and CV, and to also determine if there are any connections between your network and theirs.

It is a great way to remain connected with people you have worked or studied with but are not close enough to 'friend' them on other social media platforms. These connections can come in handy during job search periods – both for when you are searching for a job as well as when you will be recruiting for specialist roles.

Linkedin Tips

The following aspects of the Linkedin profiles are optimised for when HR professionals are searching for potential candidates. You should spend some time on these sections to ensure your profile shows up in these searches and stand out from other potential candidates.

1. Personalised headline
2. Summary
3. Specialised skills and keywords
4. Personalised URL

1. Personalised headline

The personalised headline is sometimes known as your job title which sits under your name on the LinkedIn profile. It is much more than that: it can be your aspirational title, a summary of who you are and who you want to portray yourself to recruiters, or it can include a current goal, such as 'exploring opportunities in the XYZ sector'.

To adjust your headline, click on the pencil icon next to your name and headline to adjust your headline.

You can also add further details on how to pronounce your name and your preferred pronouns.

In creating your headline, consider using words that recruiters might use in their search terms. If they were searching for someone like you, what words do you think they would use?

You can also 'break up' your headline by separating details around your current role, aspirational roles, or elements about your personality or passions.

1. Personalised headline

For example,

Corinne Walker

Master of Cybersecurity at La Trobe | Passionate about web design | Open to opportunities

The profile above tells you the current role of Corinne, what they are most interested in, and whether they are open to new employment or consulting opportunities.

2. Summary

The summary section can be added to your profile by selecting 'Add profile section' and then 'Summary'.

When people visit your personal profile, they will only see the first two lines of your summary. Consider how you can highlight key information in these first two sentences.

This is also a good section to list your key skills. These will help your profile to show up in search results. Don't go overboard with the number of skills, only your key speciality areas should be listed here.

2. Summary

When writing your summary, use the **first-person narrative**.

Rather than saying,

Corinne combines her passion for web design with her study in cyber security at La Trobe University where she is scheduled to graduate in 2022.

(Third-person narrative)

Instead say,

I have a passion for web design which complements my studies in cyber security at La Trobe University (scheduled graduation in 2022).

(First-person narrative)

2. Summary

Strategies for constructing your summary.

Ask yourself the following questions:

- Who are you?
- What do you do?
- Why?
- How do you provide value?

3. Specialised skills and keywords

To optimise searching, you will need to emphasise your speciality skills and ensure you are highlighting relevant keywords to your role and industry sector.

In a broad ranging sector such as I.T. and Computer Science, identifying your skills in this sector is vital.

This helps you be identified for roles that relate to your preferences and experience.

Be specific. Broad ranging terms (such as 'I.T. professional') are too vague and are unlikely to rate highly in a search.

3. Specialised skills and keywords

How to find the right keywords to support your profile

Use the search function to search for roles you might be aspiring for. Consider the brief profiles of those that are listed in your search results. Unless you have a premium account you won't be able to review these pages, but you can see how others in your field use keywords and what words are used in their headline.

You can also search the jobs section of LinkedIn to identify advertised roles, and which keywords are used to support employment searches in your field. Spot the commonalities and ensure you have these words embedded in your profile including headline, summary and in the details of your study or work experiences.

4. Personalised URL

Linkedin gives you the option of creating a personalised URL for your profile. This creates a neat and professional link to add to your CV and/or resume.

On your personal profile page, you will see on the top right side a link that says, 'Edit public profile & URL', then on the top right side select, 'Edit your custom URL'.

Use this to tailor a personalised URL that will work for you.

Tip: avoid sharing your updates

Linkedin notifications can become overwhelming for both you and your potential network connections.

When editing any aspect of your profile, remove the selection that says:

'Share with network'

When this is turned on, ANY edits you might make to your profile or work experience will create a notification to your network. This can become annoying or result in your network connections congratulating you for a role you already work in, simply because you made a minor edit to the tasks and achievements in the work experience description.

Technique: the humble brag

The platform can also be used to amplify your achievements and technical skill set. This typically occurs in the ‘feed’ section, which has a similar roll out to a facebook feed.

Known as the ‘humble brag’, many people use the platform to modestly share their achievements. Typically, this is undertaken by publishing a post on your feed which can be seen by those in your network. Should someone in your network comment on your post, their network will also be able to view your post. This can be a way to softly promote your skills and experience and can keep your name on the radar of those in your network and beyond.

Technique: the humble brag

Note: keep these posts to the modest achievement surrounding skill or education acquisition. By way of example,

'It was an honour to be invited to the La Trobe University advancing innovation in cybersecurity workshop for high performing cybersecurity students. It was an amazing experience to work with so many talented people.'

(This is a classic humble brag – the person is saying they are a high performing cybersecurity student without explicitly stating this.)

La Trobe University is a great asset for supporting a humble brag. On completion of your degree, be sure to make a post to recognise your achievement and tag La Trobe University. The social media team frequently amplifies these graduate posts so everyone that is connected to La Trobe University will be able to view your achievement.

Things NOT to do on Linkedin

Check out Greg Langstaff's tiktok on things you should not do on Linkedin:

1. Sending a network connection request without an introductory text message
2. Job titles and the dates you worked in these roles not matching those on your CV
3. Having your Linkedin name different to the name on your CV
4. Using a cropped photo for your profile photo
5. Not customising your Linkedin URL.

View the advice here: <https://vm.tiktok.com/ZSefky5oP/>

Job interviews



Performing in Job interviews

Interviews can be an overwhelming experience for many. But they don't have to be.

The best way to approach a job interview is to embrace the following:

1. Research
2. Prepare
3. Practice
4. Be yourself

1. Research

Before your interview, make sure you research the company.

Check their website and read up on the broad range of activities they do.

- What is their mission?
- What are their key strategic priorities?

You can usually find this information in the corporate section or About us.

If they are available, read a recent Annual Report, which is their corporate brag book. This will tell you what the company is most proud of (and also their financial health).

1. Research

Write down some questions you might have about the company.

- What are their values?
- How do they support staff professional development?
- What techniques are used for managing staff?
- What I.T. systems do they have, and whether they have plans to change these?
- What does the company prioritise when it comes to corporate social responsibility – how are they good corporate citizens?
- Do they support diversity and innovation – how?

These questions focus on the workplace culture, which differ between companies.

It is important you begin to understand the environment which you spend a significant portion of time in.

2. Prepare

This section focuses on ensuring you can connect your skills and experience to the requirements outlined in the job description.

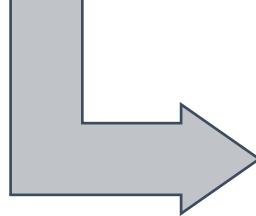
You are very likely to be asked questions relating to this.

The following technique is provided by employment consultant Greg Langstaff.

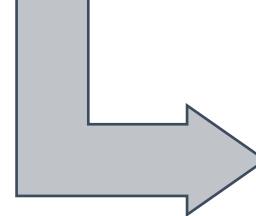
Source Greg Langstaff (@greglangstaff/greglangstaff.com)

2. Preparing for a job interview

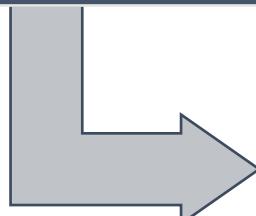
Open up an excel sheet



From the job advertisement, copy the list of responsibilities and key selection criteria (KSC) and post into a column, with each responsibility/KSC in separate excel cells



In the adjacent column, reword the responsibility/KSC with the words, 'Tell us about a time when you...(and complete with the responsibility/KSC)



In the next column, write down some bullet points to answer the 'question'. Provide an example of you demonstrating this skill from a previous role.

2. Prepare

Role Advertised: IT Security Analyst (AIA Australia Limited)

	A	B	C
1	Role:	IT Security Analyst, AIA Australia Limited	
2	Key Selection Criteria	KSC as interview question	Possible answers
3	Recent graduate with an IT Security related degree or two years of experience in IT, Project Management Office or Cyber Security gained in a large Financial Services organisation	What relevant qualifications or work experience do you have?	- Masters in Cyber Security (LTU 2022) - B.I.T. (2019)
4	Good understanding of security best practices	What is your understanding of security best practices? Can you give some examples?	
5	Excellent technical skills across Microsoft, Linux and Network technologies	Can you talk about your technical skills across Microsoft, Linux and Network technologies?	
6	Ability to work in a fast-paced dynamic environment	Can you tell us about your experiences and skills in working in a fast-paced dynamic environment	
7	Able to work independently and adapt quickly to change	Can you provide examples that show you can work independently and adapt to change?	
8	Knowledge of common security threats and vulnerabilities	In your opinion, what do you think are the most common security threats and vulnerabilities?	
9	Excellent team working and collaborative skills	Can you provide an example where you have worked well in a team?	
10	Adaptable, able to interact and build strong relationships with people from a diverse range of backgrounds	Can you demonstrate working with diverse groups of people?	
11	Cloud certifications (Azure, AWS) preferred	What cloud certifications do you have?	
12	CISSP or other security certification preferred	What other certifications do you have?	
13			

2. Prepare

Examples from a previous role do not need to be from a previous job. It could be from volunteering, being part of a sporting club or team environment such as from working in a group project at University, etc

Become familiar with the examples you have provided for each key selection criteria.

When it comes to the interview, you will have an immediate go-to answer to support you.

View Greg Langstaff's Tiktok video on this here: <https://vm.tiktok.com/ZSefkFB72/>
Source Greg Langstaff (@greglangstaff/greglangstaff.com)

3. Practice

Sometimes you will be asked to give examples of a situation that involved a challenge that wasn't straight forward to overcome.

These questions often come under the banner of **behavioural questions** – the interviewers are looking for how you respond to these scenarios and what decision making process you might apply.

To prepare for these questions, consider the SCAR (or STAR) answer framework.

- S What was the situation?
- C/T What was the complication/challenge or task involved?
- A What action/s did you take?
- R What was the result or outcome from your actions?

You can never anticipate what type of questions you might get, but you can anticipate getting asked about something that was challenging, and identify some scenarios to prepare for this.

3. Practice

For example:

- Tell us about a time when there was a problem with a project you were working on and your actions were key to resolving this.
- Tell us about a time when you had competing priorities. How did you resolve this?
- Tell us about a time when you were in a team and there was a disagreement on the best way to solve a problem. What did you do in this situation?

In each of these scenarios, the interviewers are looking for actions and decisions that YOU did.

Consider some scenarios that might work for these questions and write them down using the SCAR framework.

Practice the answers, and ensure they are kept to around 1-2minutes.

4. Be Yourself

There is only one you.

For you to excel in your job environment, you need to be comfortable being yourself while working at the company.

It is better for everyone if you are open, honest, and true to who you are.

Should you feel a need to adjust who you are in order to fit in with the company, then perhaps this isn't the ideal workplace for you.

End of module

Additional learning and resources:

LinkedIn provides guidance on how to best set up a profile. Search 'Learning LinkedIn' in the free courses section of LinkedIn.

Mock behavioural interview for product managers (16 mins 19 seconds)

<https://youtu.be/B2ueq1DRhE0> these examples demonstrate the *nugget plus SAR* framework:

Nugget: An overview of the impact you achieved in the anecdote you are able to share
S Situation
A Action
R Result

Check out the resources from the La Trobe University careers hub, including detailed assistance for setting up LinkedIn profiles, services to support the development of your CVs, and other assistance and guidance.

Thank you.