Momentum

Career Services

Module 1:
Introduction + How To Tell Your Story

Career Curriculum

Module 1:   Introduction & how to tell your story

Module 2:   How to build your network & research opportunities

Module 3:   How to apply, write a cover letter & navigate a job fair

Module 4:   How to prepare for a behavioral interview

Module 5:   How to ace a technical interview

Career Curriculum

Module 1:   Introduction & how to tell your story
(Agreement, Personal Pitch)

Module 2:   How to build your network & research opportunities
(Informational interviews, networking, company research)

Module 3:   How to apply, write a cover letter & navigate a job fair
(Job applications, cover letters, local job fairs)

Module 4:   How to prepare for a behavioral interview
(Review personal pitch, PAR format, FAQs)

Module 5:   How to ace a technical interview
(& coding challenge)

Our goals for today:

★ Have a common understanding of what a job search requires and of the Momentum job search process

★ Identify your personal story and learn how to present it in a compelling way in person, on paper and online

Tell me more...

OFFICE SPACE ©2016FOX

Finding a job is a full-time job

What you should be doing:

- Treat the process like a job!
- Do something to move your job search forward every day
- Get your resume and LinkedIn profiles in great shape

Ideas:

- Go to virtual networking events
- Set up alerts for job postings
- Notice who's hiring
- Expand your network on LinkedIn

- Get familiar with the language of software development job postings
- Find humans to talk to
- Do informational interviews

Where to find job postings:

- ➔ Company websites
- ➔ LinkedIn
- ➔ Dice.com
- ➔ AU job board
- ➔ WeWorkRemotely.com
- ➔ In Her Sight (women)
- ➔ Jopwell (for diverse talent)

Job search is an art, not a science...

- ❏ Average interview process is 3 - 4 weeks.

- ❏ We've had students get hired on the spot.

- ❏ We've had companies take 2 months.

- ❏ **It can be a waiting game.**

- ❏ The people who are hiring you are busy.

- ❏ What feels like weeks for you, may feel like days to the busy person on the other side.

- ❏ **It's always in your court to follow-up.**

Job Search Is An Iterative Process

Personal Pitch, Resume, LinkedIn

Research Companies & Jobs

Applications, Cover Letters, Job Fairs

Interview, Get Feedback

Coffee chats, Informational Interviews, Meet-ups, Growing Your Network, Meeting New People

Momentum's Job Search Process is Built Around Networking

Networking is simply building relationships

❏ You'll give and take from your network over your career

    ❏ Advice, information, job leads, introductions

❏ 80% of jobs are never posted

Build your network before you need it

Our Expectations Of You

Qualify
Complete the required homework, final project, meet our attendance requirements, and successfully graduate in good academic and social standing.

It's all or nothing
You must participate in all career services opportunities, including, interview prep talks, guest lectures, workshops, and mock interviews provided by the Campus staff. You must attend all of the required career service lectures.

Do the Work
Students must work with the Campus staff on their resume, cover letter, portfolio (if required for an application), and correspondence to employers. Students must act in good-faith and use their best efforts to obtain a job in a timely manner.
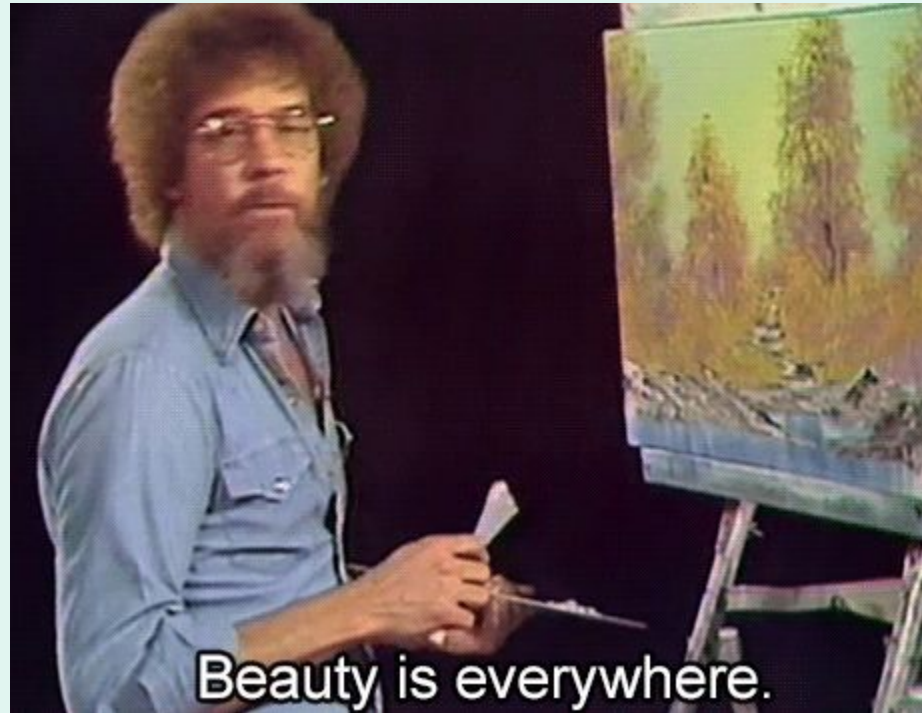
Communicate
Students must communicate all job applications and status updates through our online platform for tracking job search activity.

Stay motivated
Students must remain active in their job search by applying to new positions each week, attending networking events, and attending any career services meetings requested by the Campus staff.

Be Prepared
Students must adequately prepare for interviews with the proper study, practice, and interview prep advised by the Momentum staff.

Be Professional
Students are representing themselves and the Momentum staff and community to potential employers. We expect students to put their best foot forward and show up to interviews dressed professionally and appropriately for the occasion and to act in the same manner.

Crafting Your Personal Pitch

Momentum

It's an art not a science

"The purpose of an elevator pitch is to describe a situation or solution so compelling that the person you're with *wants to hear more* even after the elevator ride is over."

–Seth Godin

#1: You have a story to tell

WHY CODING?

What to consider:

➔ What got you here?
➔ What sparked your desire to start coding?
➔ What was the catalyst for change?
➔ What have you learned? *(What should the audience learn by listening to you?)*
➔ What are your immediate career goals?

#2: Define your "why"

Your story gives your audience (recruiter, hiring manager, etc.) a sense of who you are and why they should hire you.

★ Remember, **people hire people**
- ○ Your resume, cover letter and portfolio are important details that help you tell your story
- ○ Your "why" is the core detail people remember.

#3: Know your audience

Highlight the aspects of your story that your audience needs to know:

→ **Be relevant**
- ◆ What about your story matters to your audience?
- ◆ What can you highlight that will connect with them?
- ◆ If your story is misplaced or confusing your message will be lost - make sure you highlight the intersection of your narrative and the companies narrative
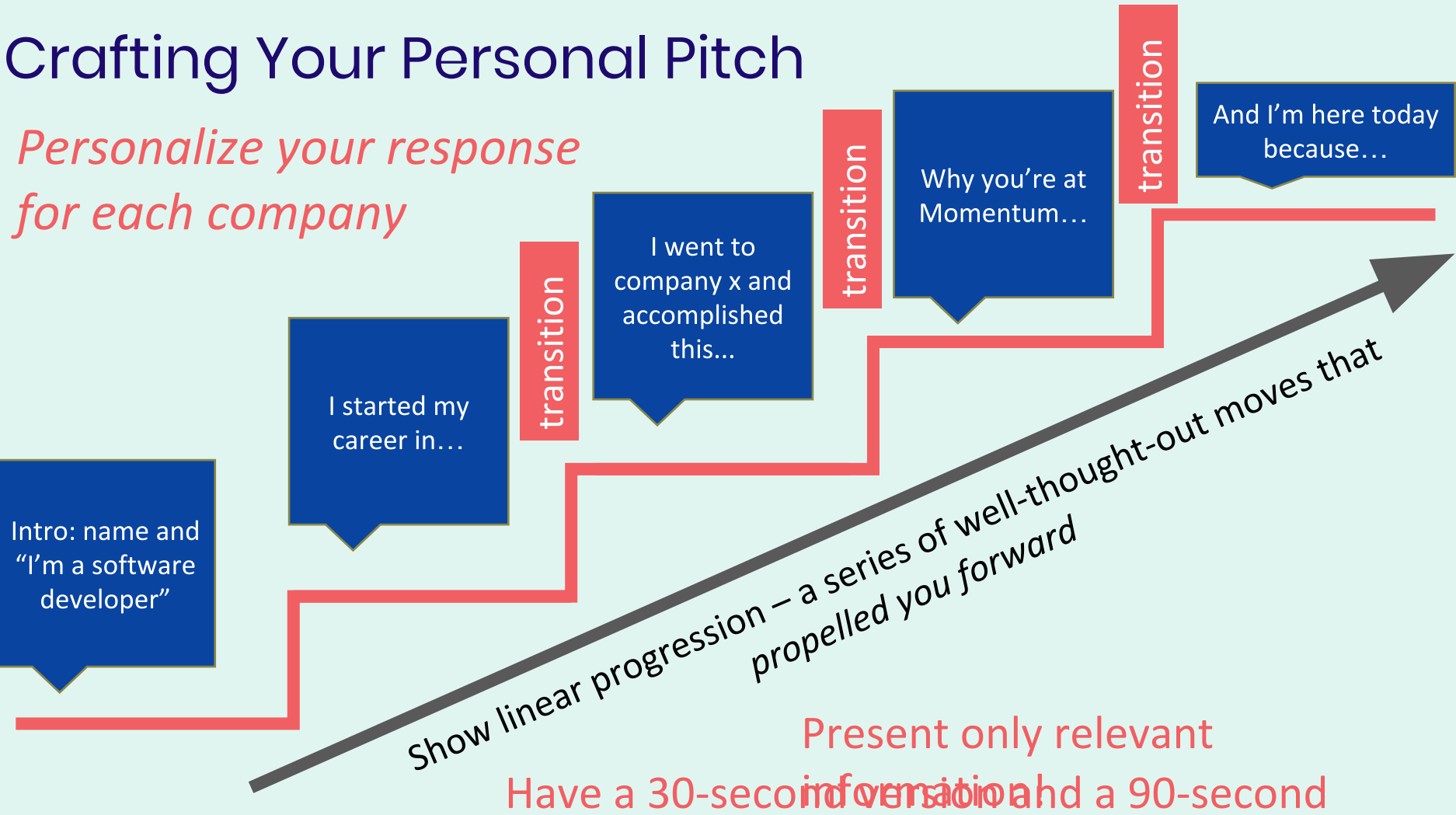
Crafting Your Personal Pitch

What makes you unique?

How can you tie your background with your current situation and relate that to your future as a software developer?

Crafting Your Personal Pitch

Personalize your response for each company

Intro: name and "I'm a software developer"

I started my career in…

transition

I went to company x and accomplished this…

transition

Why you're at Momentum…

transition

And I'm here today because…

Show linear progression – a series of well-thought-out moves that propelled you forward

Present only relevant information

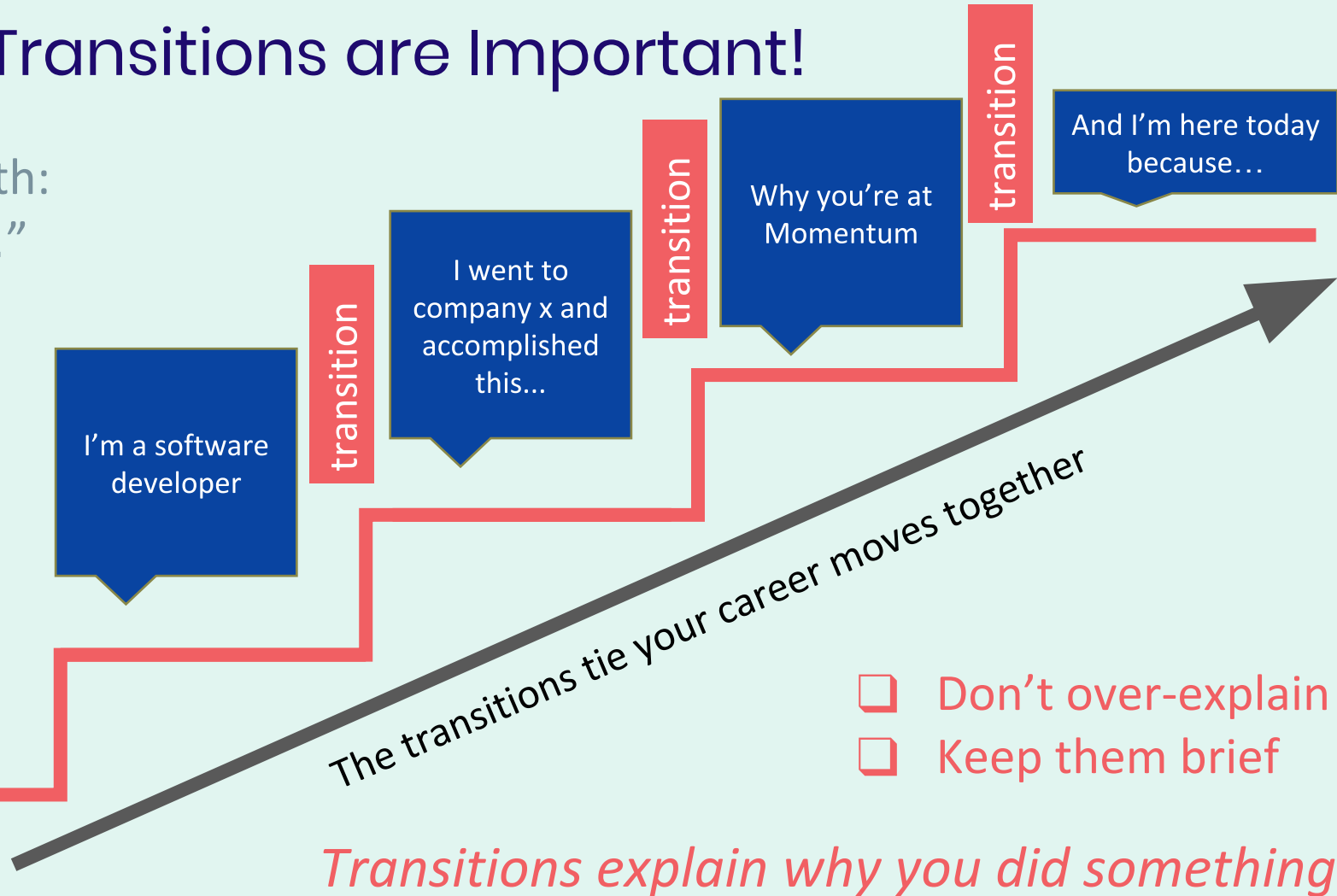Have a 30-second version and a 90-second

Avoid Common Mistakes

- ❏ Know when to use the long version (90-seconds) and the short version (30 seconds)
- ❏ Don't ramble – stick to the plan!
- ❏ Being too professional (be enthusiastic instead!)
- ❏ Don't apologize for your moves

Essential Elements for Your Pitch

- ❏ Tell the listener why you're interested in this company / position
- ❏ Let them get to know you on a personal level
- ❏ Work in what you know about this company (what do they value?)

Pixel 3

(Exercise time)

Time to practice

Part 1: Take 5 minutes to start designing your story

The prompt: Tell me about yourself / Walk me through your resume

Your audience: The manager at your dream company

Remember:

- A. Start with identifying the main message you want to relay
- B. Be authentic and focus on your strengths
- C. Be concise

Translate your story to your resume and your LinkedIn profile

Be consistent: Have a message and stick to it

Understand the difference between these formats:

- A. Resume is concise, presented in bullet points, focused on accomplishments
- B. Linkedin is more social, conversational, is made to invite interaction with others
- C. Your elevator pitch is designed to be interesting, memorable, personal

Take-aways for today:

★ Job search takes time and requires commitment

★ You know how to articulate your personal story and present it in a compelling way in person, on paper and online

Up Next...

Module 1:   Introduction & how to tell your story

Module 2:   How to build your network & research opportunities

Module 3:   How to apply, write a cover letter & navigate a job fair

Module 4:   How to prepare for a behavioral interview

Module 5:   How to ace a technical interview