WELCOME TO COGNIZANT OUTCOMES

‣ Welcome to Outcomes!

‣ Introduction to Cognizant

‣ Identify key areas of interview process for success

‣ Identifying and communicating your value

ABOUT COGNIZANT

Cognizant is an American multinational corporation that provides IT services, including digital, technology, consulting, and operations services.

Cognizant had a period of fast growth during the 2000s, becoming a Fortune 500 company in 2011. In 2015, the Fortune magazine named it as the world's fourth most admired IT services company. In 2017, Cognizant was named in Fortune's Future 50 list.

<u>Sample Case Study</u>

Cognizant has a deep library of white-papers, position papers, and client studies - <u>check them out here.</u>

These are incredibly valuable as you **do your research and prepare to demonstrate why you are a unique match for Cognizant.**

This is directly from Cognizant. Interview process subject to change by Cognizant Client request.

Overview: Four step process that takes place over 1-2 weeks; covers technical abilities, market awareness of technology, and a behavioral interview.

Stage	Description
1. Behavioral Phone Interview	• Review experience and professional scenarios • Ability to adapt, learn, pick up technical tools • Market awareness of technical tools and Cognizant
2. Technical Challenge	• Hacker Rank challenge on SQL and API development • Cognizant uses a benchmark to determine who moves on
3. Technical Follow-up	• Skype call + screen share with Cognizant engineer • Candidate will have to explain, defend technical choices
4. Background Check	• Education/past employers, up to 5 years • Criminal history/public records

OUTCOMES PROGRAMMING

COMMUNICATE YOUR SKILLS

PROVIDE YOU WITH INTERVIEW TOOLS

SUPPORT & DIRECT ACCOUNTABILITY

Outcomes Programming: A series of 90 minute job readiness trainings – coach you through the tools needed to navigate your Cognizant interview

Programming:

‣ Intro to Outcomes/ Your story

‣ Behavioral Interview

‣ Technical Interview part 1

‣ Technical Interview part 2

‣ Portfolio and mock interviews
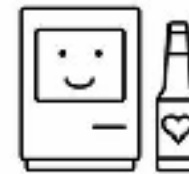
4 THEMES TO SUCCESS
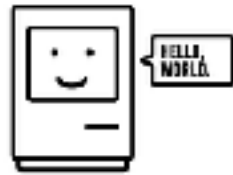
DESIGNING YOUR JOB SEARCH

Outcomes Participation

Interview Prep

Goal Setting

Communication

DEVELOPING YOUR BRAND

Your Competitive Edge

Digital Presence

Storytelling

UNDERSTANDING COGNIZANT

Job Description Requirements

Resources

Company Culture

BECOMING A THOUGHT LEADER

Application of Skills

Contribution to the Industry

Best Practices

EXPECTATION SETTING

I am your Accountability Partner, more so than the typical Career Coach

I'm here to support you with getting your outcome! I am on your team.

Information, Motivation and <u>Reality</u>

1. Being on time
2. Work ethic
3. Effort
4. Body Language
5. Energy
6. Attitude
7. Passion
8. Being Coachable
9. Doing Extra
10. Being Prepared

Q&A PART 1

WHAT'S YOUR BRAND

Deliberate Differentiation

- Debbie Millman

By developing your own brand, you'll have control over the initial perception people have of you. You need a strategy to inform your actions.

An honest, authentic, and specific brand consistent with all of your message mediums.

If you don't brand yourself someone else will.

- Inexperienced
- Unprepared
- Too young
- Unsure
- Too old
- Unqualified
- Bad culture fit

- Lacks confidence
- Too immature
- Too mature
- All over the place
- Not serious about development
- Too general
- Weak projects

You may be looking to reinvent your brand from:

Inexperienced graduate to driven candidate with new skills

Career changer to technology business professional

Doer to Leader

PERSONALITY & VALUES

Adjectives

60 seconds: Write all the adjectives that describe who you are. Don't think about it just write…

Go!

1. How do you want to be seen professionally?

2. How do you want to be seen personally?

3. How do you want your work described?

5 minutes

Identify those things you have done consistently and effectively through your career and your life.

My Brand is _____

But Not_____

My brand is purposeful but not loud

My brand is reliable but not predictable

My brand is simple but not easy

My brand is serious but not strict

My brand is persistent but not irritating

3 minutes

Choose the top 3 to 5 themes from your writing that you can DEFEND that you believe exemplify your overall value proposition.

Write them down.

Your statement should answer:

1. What do you do?

2. What problem do you solve?

3. How are you different?

4. Why should we care?

6 minutes

Pick 2 of your themes and find a partner.

Present one of your themes to your partner. You are the **presenter.**

Partner: Give one sentence of direct, **productive,** feedback.

Presenter: Explain why you chose that theme and explain how you can incorporate you partner's feedback.

Switch.

Write Your Professional Statement

Build a statement that encompasses these themes. Be concise, powerful and effective.

How are you impactful and memorable?

Ask your network how they perceive you

What are three words you would use to describe me?

If you didn't know what I was pivoting into what would you guess?

Rewrites

Review these two job descriptions:

- Full Stack Developer

- Web Developer

Rewrite your professional statement after getting feedback from your network.

For GA Immersive alumni: **Research Cognizant. How do you want to tailor your personal statement to the way Cognizant represents themselves?**

The Muse: Ask A Career Coach - What's the Best Way to Answer, "Tell Me About Yourself?"

Inc.: 5 Steps to Building a Personal Brand (and Why You Need One)

The Complete Guide to Building Your Professional Brand

The Muse: 4 Ways Leaders Approach Their Personal Brand (That Don't Feel Forced)

The Muse: 9 Soft Skills That'll Put You Ahead of the Competition, According to Real Hiring Managers

Science of People: How to Brag About Yourself Without Being Obnoxious

Andrew Linderman: How to Tell Stories with Your Pitch

Q&A PART 2