

Diploma in Career Advancement

– Part I



Lesson 1

Your Direction & Unique Selling Points

Presented by:
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In this course...

- Approaching your Career Direction
- Identifying your ideal career
- Strategy on Achieving
- Leveraging the right people (networking)
- Interviewing successfully
- Salary negotiation

Shaw Academy About Us

- 4+ Years / 2012
- **Largest LIVE Educator on the Planet**
- 400,000+ new students per month
- Offices All Over the World
- 350+ full time employees
- 10+ languages
- 60 Live course and more added every month
- Interactive Educators



Lesson 1

- Course Agenda
- Course Engagement
- Identify Your Ideal Career
- Your Unique Selling Points
- Your Communication Style
- Member Area & Community
 - Course Interaction / Q&A
 - Summary



Course Agenda

Week 1: Preparation

Lesson 1 : Your Unique Selling Points

Lesson 2 : CV Skill/Perception

Week 2: Connecting

Lesson 3 : Job Search Strategy

Lesson 4 : Networking (LinkedIn)



Week 3: Proposal

Lesson 5 : Profession Perception

Lesson 6 : Interviewing Skills/Technics

Week 4: Closing

Lesson 7 : Salary Negotiation

Lesson 8 : Your Career Road Map



Course Engagement

- Attending live is vital to this course
 - Asking & Answering Questions

What the most common mistake people make in a interview??

Answer will be discussed in the Q&A and I ask people to share their own experiences good bad and the funny.



A top-down view of a person's hands typing on a laptop keyboard. The person is wearing a light blue shirt and a black beaded bracelet on their left wrist. A large, white, hand-drawn style stamp is centered over the keyboard. The stamp is circular with a double-line border. Inside the circle, at the top, are three stars of varying sizes. In the center, the text 'LET'S GET STARTED' is written in a bold, sans-serif font. Below the text are two decorative swirls. The background is slightly blurred, showing the laptop screen and a dark surface.

LET'S GET STARTED

Your USP's

- What is unique about your:
 - Skills
 - Knowledge
 - Experience
 - Traits/Potential



Why USP's are Important to identify

- If you cant identify your USP's who can?
- You need to know what your selling.
- Learn skills to complement or Develop your core USP's. (Good Communicator + Sales Technics)
- Highlight in your CV, interviews & everyday work
- So what are your USP's ???



Self-Perception Vs. Professional Perception



Vs.



Ok so I have asked everyone to identify your USP's do you think
other can see them easily?

You should always be think can others see my true Identify!!

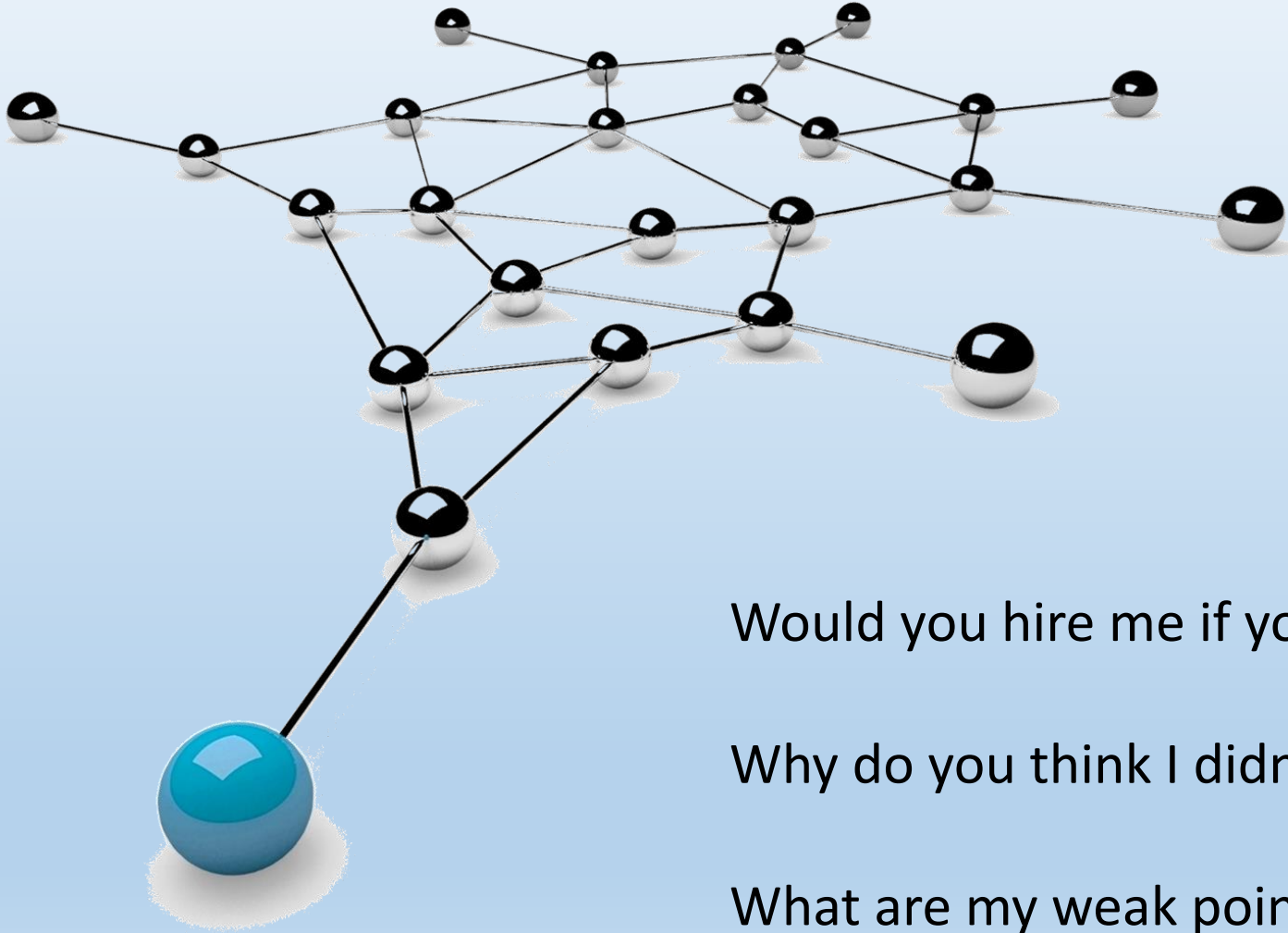
Ask friends and family

- Work colleagues
- Personal friends
- Family

Would you hire me if you had your own company and why?

Why do you think I didn't get that promotion?

What are my weak points?



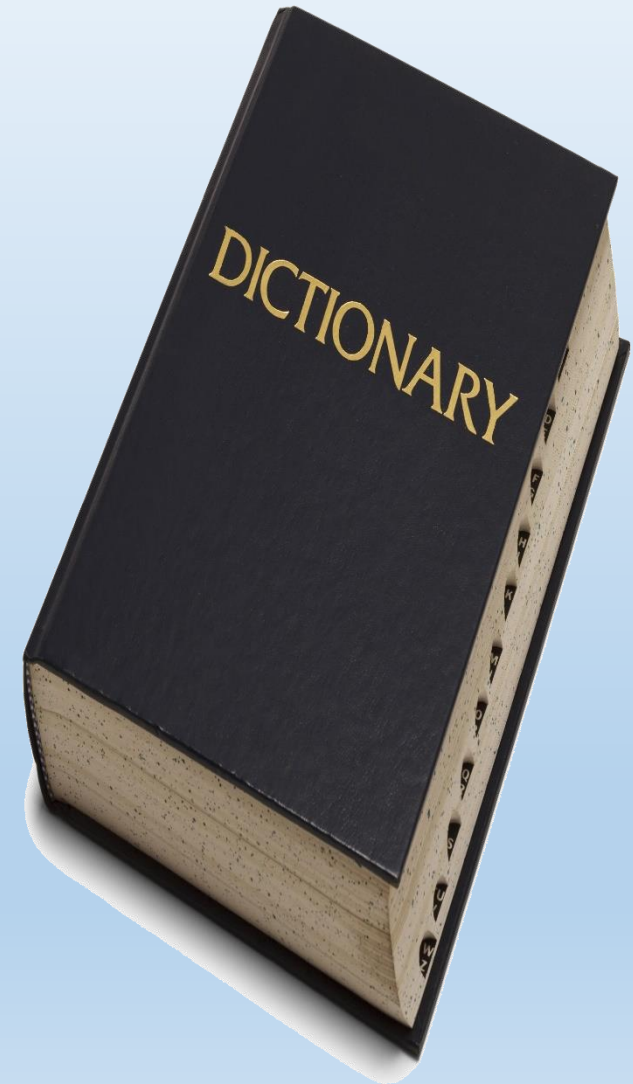
Career Definition

Occupation

“An occupation undertaken for a significant period of a person's life and with opportunities for progress.”

Job

“A paid position of regular employment”



Identify Your Ideal Career



Do you already know?

If so what is it?



What skills do you need for this Career?

Have you a timeframe ?

Your next career move

Green = Very clear

Orange = Sort of Know

Red = No Idea



Self Assessment- Your Direction

You know the direction
of your career

You *don't* know the
direction of your career



Self assessment



Self Assessment

- Strengths
 - Weaknesses
 - Opportunities
 - Threats
-
- People claim ignorance by not identifying SWOT.



Self Assessment

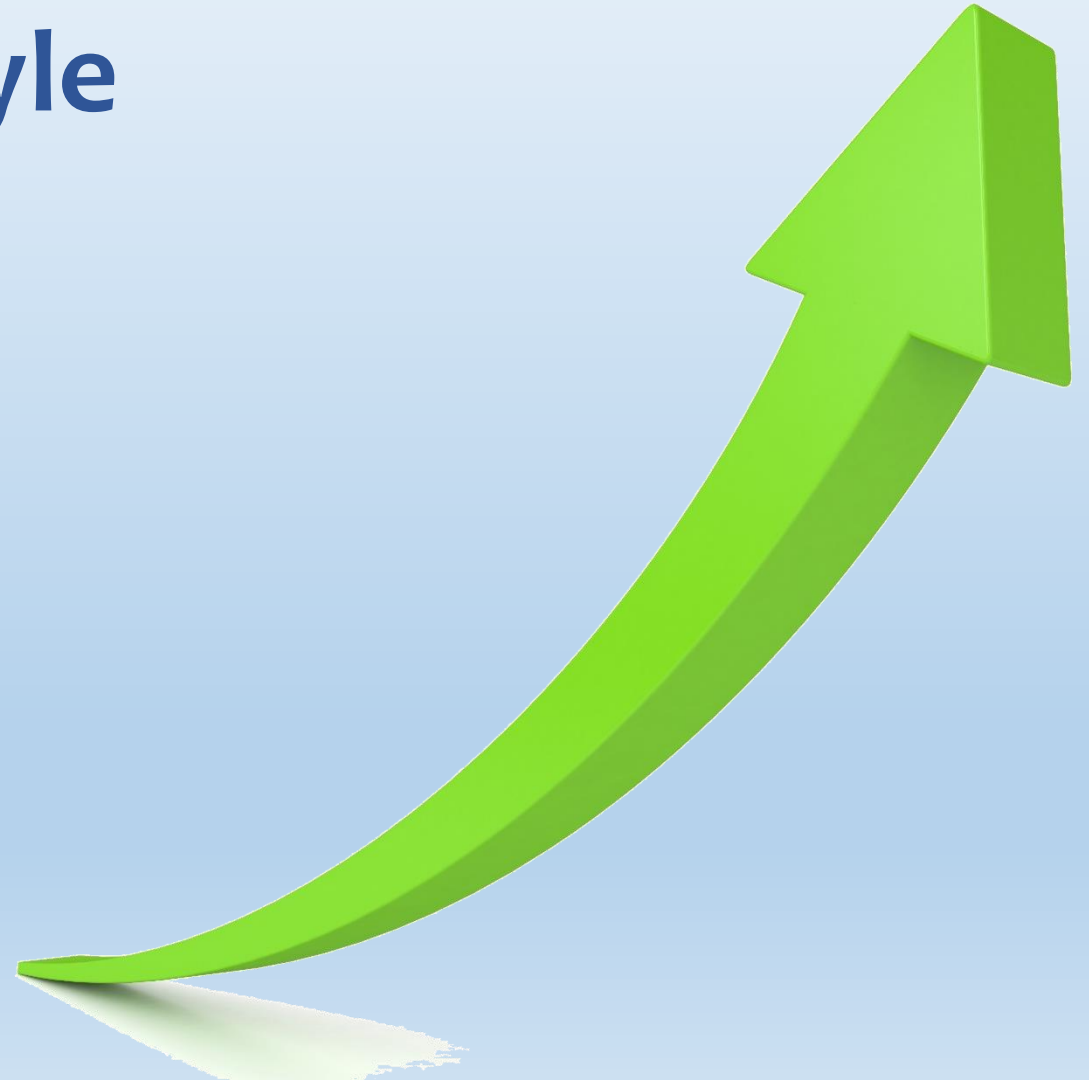
1. Your communication style
2. Your intelligence
3. Your Experience
4. Career Summary



1. Your communication style

Identify your communication

How does it work with others?



1. Your communication style

- The Logical Communicator
- The Instinctive Communicator
- The Practical Communicator
- The Connected Communicator



The Logical Communicator

- likes hard data
- real numbers/up to date info
- suspicious of people who aren't in command of the facts and data.



The Instinctive Communicator

- Likes the big picture/natural communicator
- Avoid getting bogged down in details
- Cut right to the chase
- Prefer a broad overview instead of linear



The Practical Communicator

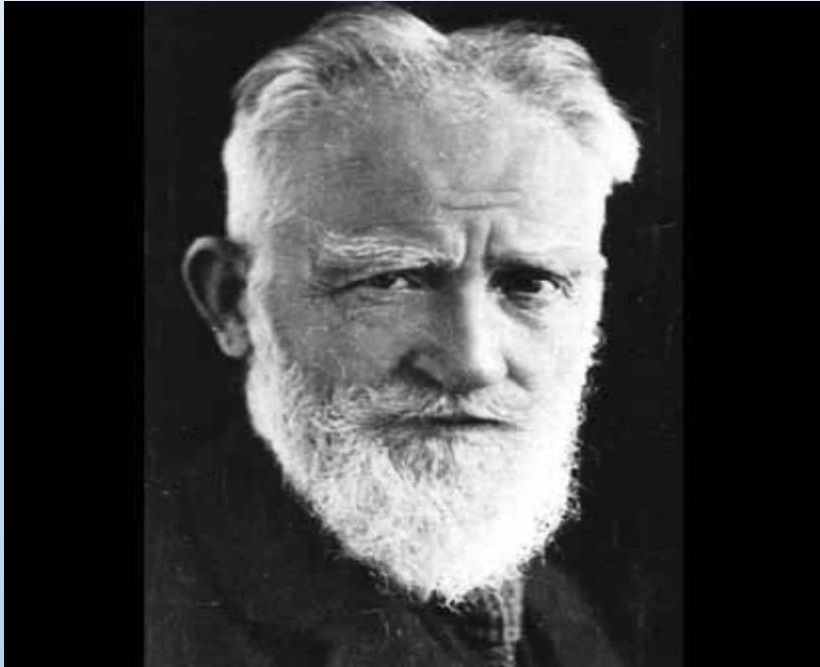
- Well-thought-out plans
- Place high value on action
- Move ahead resourcefully and determinedly
- Commit to action when they know that it is likely to work



The Connected Communicator

- Ability to note discrepancies between outward behaviour and inward feeling
- Ability to sort out complex emotional problems and situations.
- To interpret the meanings of behaviour





“The single biggest problem in communication is the illusion that it has taken place”

- George Bernard Shaw

Your intelligence strengths

- Knowledge

What knowledge do you possess that benefits your current career or your ideal career?

- Skills

Applying the knowledge to develop skill.



Your intelligence strengths

- Visual
- Linguistic
- Musical
- Physical
- Logical
- Interpersonal
- Intrapersonal
- Existential

Experience inventory

Opportunity What?

Approach How?

Result Why?

Remember:

- *Increase profit*
- *Reduced costs*
- *Increased efficiency*



Self Assessment

Career Summary so far!

What have I done?

What can I offer?

Is there more to achieve here!!



How do you find and pursue your ideal career?

- More of / Less of
- Create a plan
- Follow a strategy

Self Assessment

- More of?
- Less of?
- What skills to offer?
- USP's are most attractive for employers?
- What environment will you fit?



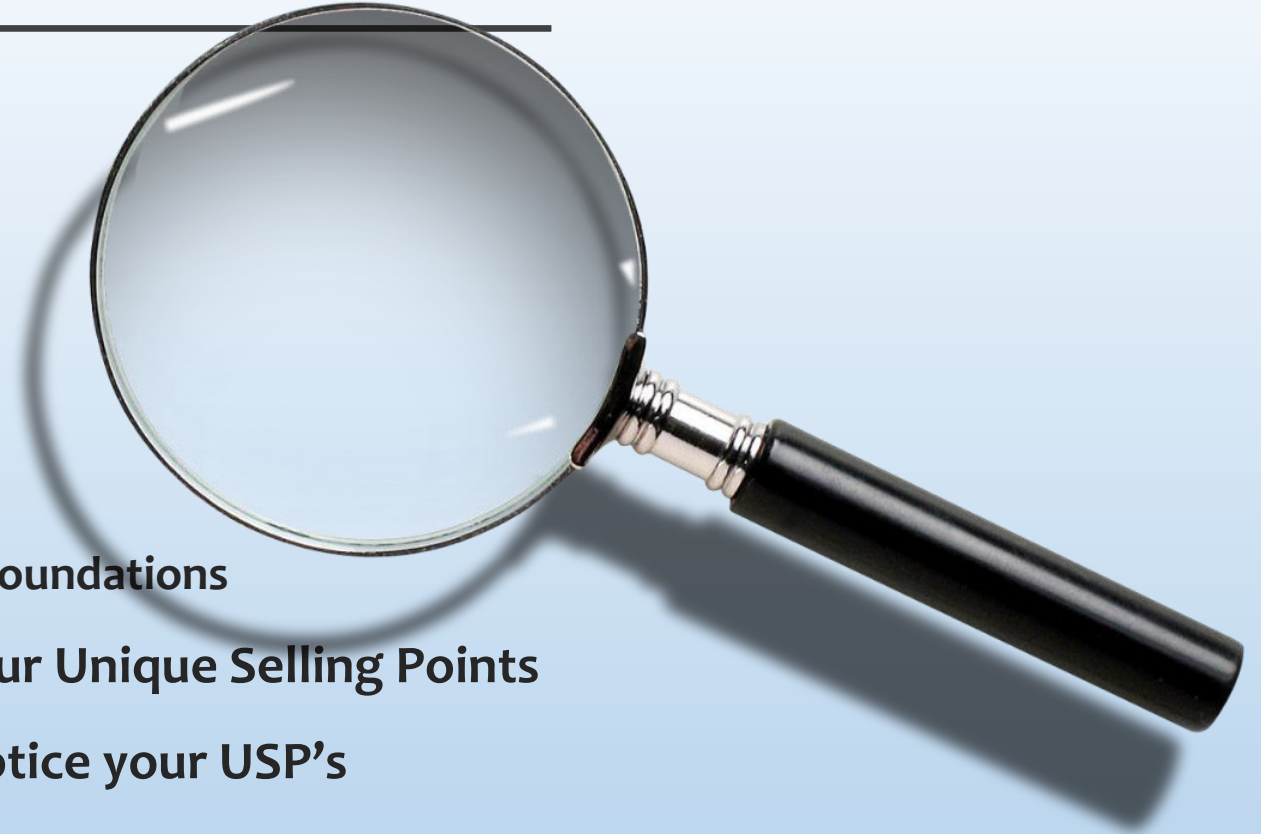
The Answer you have to these question are important take note.

Summary

- ✓ **Identify Your Career**
- ✓ **Your Unique Selling Points**
- ✓ **Your Communication Style**

Congratulations you have just laid the foundations

- Now we can start building on Your Unique Selling Points
- Moving forward make people notice your USP's
- Attend all of the lessons live to **ask Questions** in real time and benefit the most
- We're here to help, so contact us anytime!



Class interaction....

Check out our video, shared on our Twitter



<https://twitter.com/shawacademy>

Share your answers on Twitter

Next Lesson

- The next session is “CV / Resume preparation”
 - Vital information for your CV
 - What *HAS* to be in it
 - What you can leave out
 - The number 1 thing you need to focus on
 - Technical approach
- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **Lifetime Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours

Go to www.shawacademy.com and then the Top Right Corner – **Members Area**



- Any question about today's lesson?
- Any question about the course?
- Any questions about the toolkit?



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