

# WORK READINESS

 **TOPIC 1: CAREER DEVELOPMENT**

 **CAREER DEVELOPMENT QUIZ**

 **TOPIC 2: SKILLS AND INTERESTS**

 **SKILLS & INTERESTS QUIZ**

 **TOPIC 3: PERSONALITY ASSESSMENT**

 **PERSONALITY ASSESSMENT QUIZ**

 **TOPIC 4: BUSINESS COMMUNICATION**

 **BUSINESS COMMUNICATION QUIZ**

 **TOPIC 5: CREATE A CV**

 **CREATE A CV QUIZ**

 **TOPIC 6: INTERVIEW SKILLS** **INTERVIEW SKILLS QUIZ** **TOPIC 7: PROFESSIONAL NETWORKING** **PROFESSIONAL NETWORKING QUIZ** **TOPIC 8: WORKPLACE ETIQUETTE** **WORKPLACE ETIQUETTE QUIZ**

# TOPIC 1: CAREER DEVELOPMENT

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## INTRODUCTION

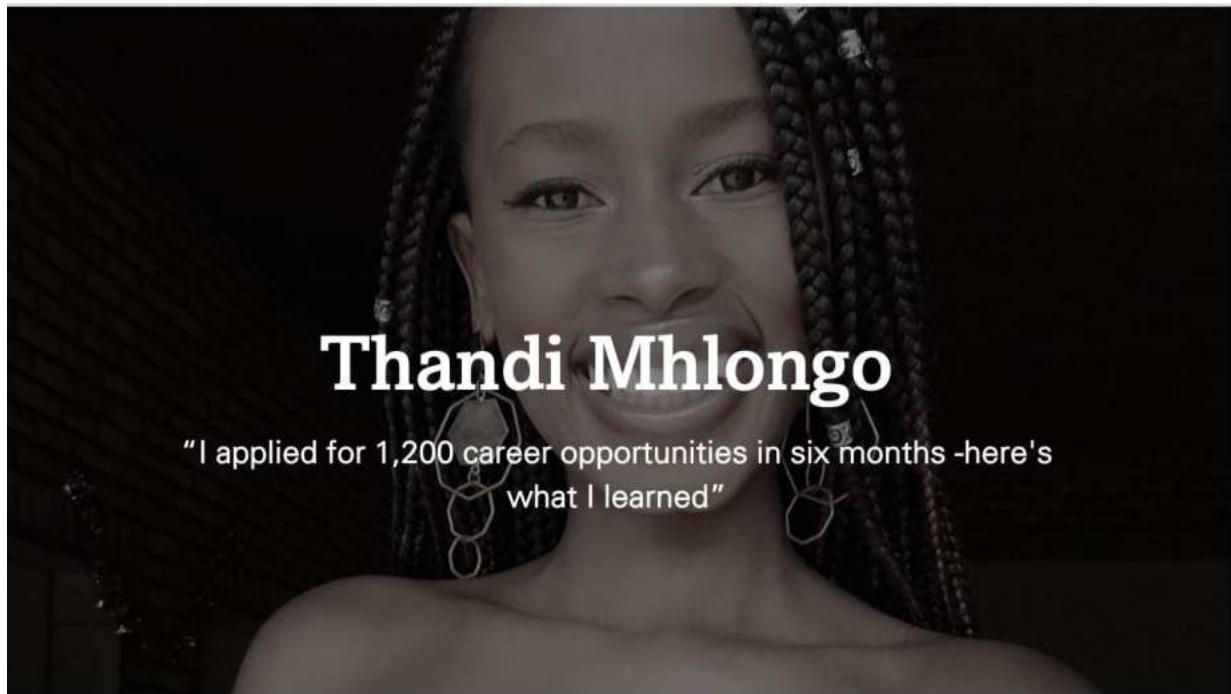
In this lesson, you'll learn everything you need to know about creating an effective career development plan—including what it is, why it matters, and the steps for creating a successful plan.

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## LEARNING OBJECTIVES

KNOW	KNOW YOURSELF.
UNDERSTAND	UNDERSTAND A JOB VERSUS A CAREER.
IDENTIFY	IDENTIFY A CHOSEN CAREER OPTIONS.
DEFINE	DEFINE CAREER GOAL.
CREATE	CREATE A CAREER PLAN.

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New Article – Thandi Mhlongo's Story

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## "I applied for 1200 career opportunities in six months – here's what I learned"



### THANDI'S STORY

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## CAREER DEVELOPMENT

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## WHAT IS A CAREER DEVELOPMENT PLAN?

A **career development plan** is a document that outlines your career aspirations and what it will take to achieve them. It identifies practical action steps you can take to work toward your career goals.

# PROCESS OF HELPING AN INDIVIDUAL CREATE A PERSONAL CAREER PLAN

CAREER COUNSELLING



We spend almost 40 years on work



A total of over 80 000 work hours



How do you want to spend these 80 000 work hours?



(8 hours a day) x (5 days a week) x (40 years)  
= 80 000 work hours

**How do you want to spend these 80 000 work hours?**

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**WHAT DO YOU WANT TO DO WITH THE REST OF YOUR LIFE?**

## OBJECTIVE 1

KNOW YOURSELF



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## KNOW YOURSELF



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## WHAT DO YOU WANT?

- Respect in society
- Money
- Fame
- Satisfaction
- Security
- Happiness and joy

## CHECK YOUR UNDERSTANDING

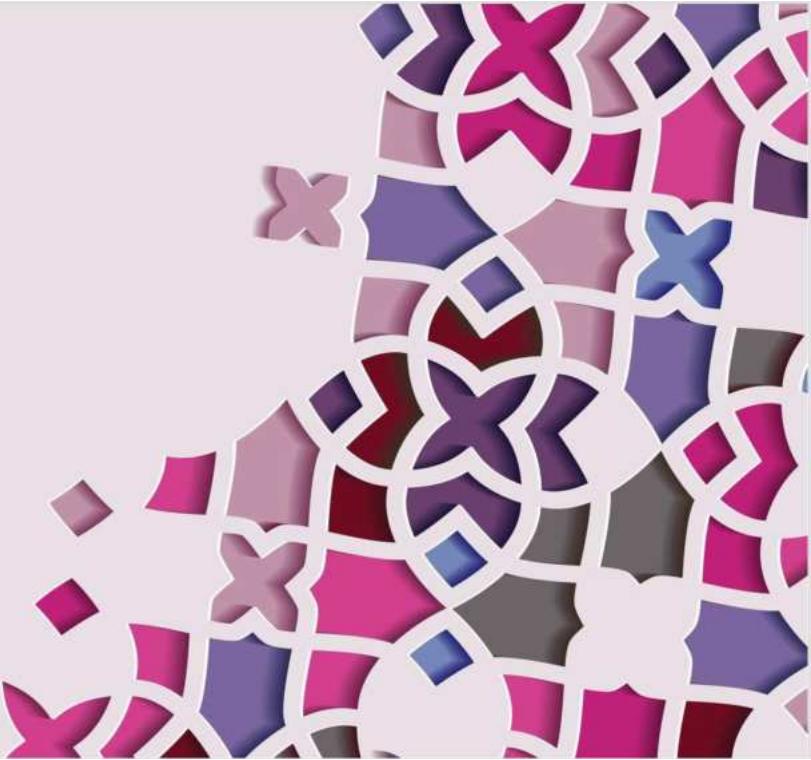
Name some of the steps in getting to know yourself.

- Goals, education, skills
- Respect, money, fame
- Food, clothes, car

SUBMIT

## OBJECTIVE 2

JOB VERSUS CAREER



### JOB VS CAREER

QUESTION:

What is the difference between a job and a career?

ANSWER:

A job is a work situation you take to earn money (Work to Live)

A career is a profession built on one's skills education and preferences. (Live to Work).

### CHECK YOUR UNDERSTANDING

The job is the same as a career.

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True



False

SUBMIT

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## QUIZ

	JOB	CAREER
WAITER	✓	
IT TECHNICIAN		✓
TEACHER		✓
CASHIER	✓	
ARTIST		✓

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## OBJECTIVE 3

CHOSEN CAREER OPTIONS



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## CLUES TO YOUR LIFE

LIST SOME OF YOUR CHILDHOOD WISHES.

LIST COMPLIMENTS YOU MOST FREQUENTLY RECEIVE.

WHOM DO YOU ADMIRE?

WHAT WOULD YOU ENJOY GETTING PAID TO DO?

LIST THE THINGS YOU ARE GOOD AT?

WHAT ARE YOUR UNIQUE QUALITIES?

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## SCHOOL EXPERIENCES

What did you like best about school?

What is your subject preference?

What subject did you dislike?

Which type of teaching style do you prefer, example closeness, authority?

Classroom condition or environment

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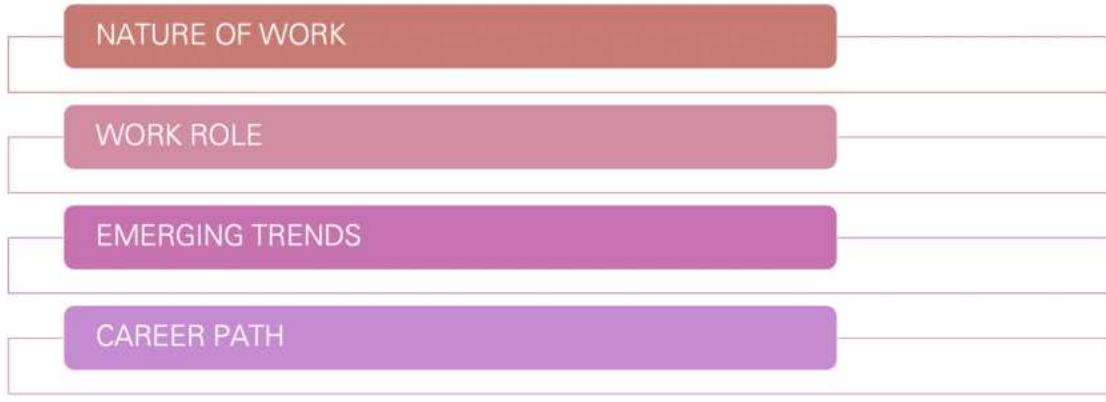
## IMAGINE YOUR WORK

LOCATION	ENVIRONMENT	TRANSPORT	WORK WEAR	SALARY
<ul style="list-style-type: none"><li>• EASTERN CAPE</li><li>• CAPE TOWN</li><li>• JOHANNESBURG</li><li>• OVERSEAS</li></ul>	<ul style="list-style-type: none"><li>• LARGE CORPORATION</li><li>• SMALL BUSINESS</li></ul>	<ul style="list-style-type: none"><li>• PUBLIC TRANSPORT</li><li>• BICYCLE</li><li>• CAR</li><li>• WORK FROM HOME</li></ul>	<ul style="list-style-type: none"><li>• FORMAL</li><li>• CASUAL</li></ul>	<ul style="list-style-type: none"><li>• BASIC SALARY R3500 PER MONTH</li></ul>

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## CAREER CHOICE



## CHECK YOUR UNDERSTANDING

Which of these options does not help you help you decide to work?

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Location

Transport

Weather

**SUBMIT**

## OBJECTIVE 4

CAREER GOALS



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### TASK VS GOAL

QUESTION:

What is the difference between task and goal?

ANSWER:

Tasks are things on your "to do" list.

Goals are defined by your interests, values and talent.

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### CLARIFY YOUR GOALS

First, you need to know where you're going before you can chart a path to get there. So, start by reflecting on your career goals. While it's ultimately up to you to determine a vision for your career, you might also talk to a manager, mentor, friend, family member, or coworker to get their perspective on your strengths.

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## CAREER GOALS



A career goal will guide you into doing what you want with your life.



A career goal is based on your skills, interests, career possibilities and job trends.



Once you have chosen a career, determine the steps to accomplish your goal.



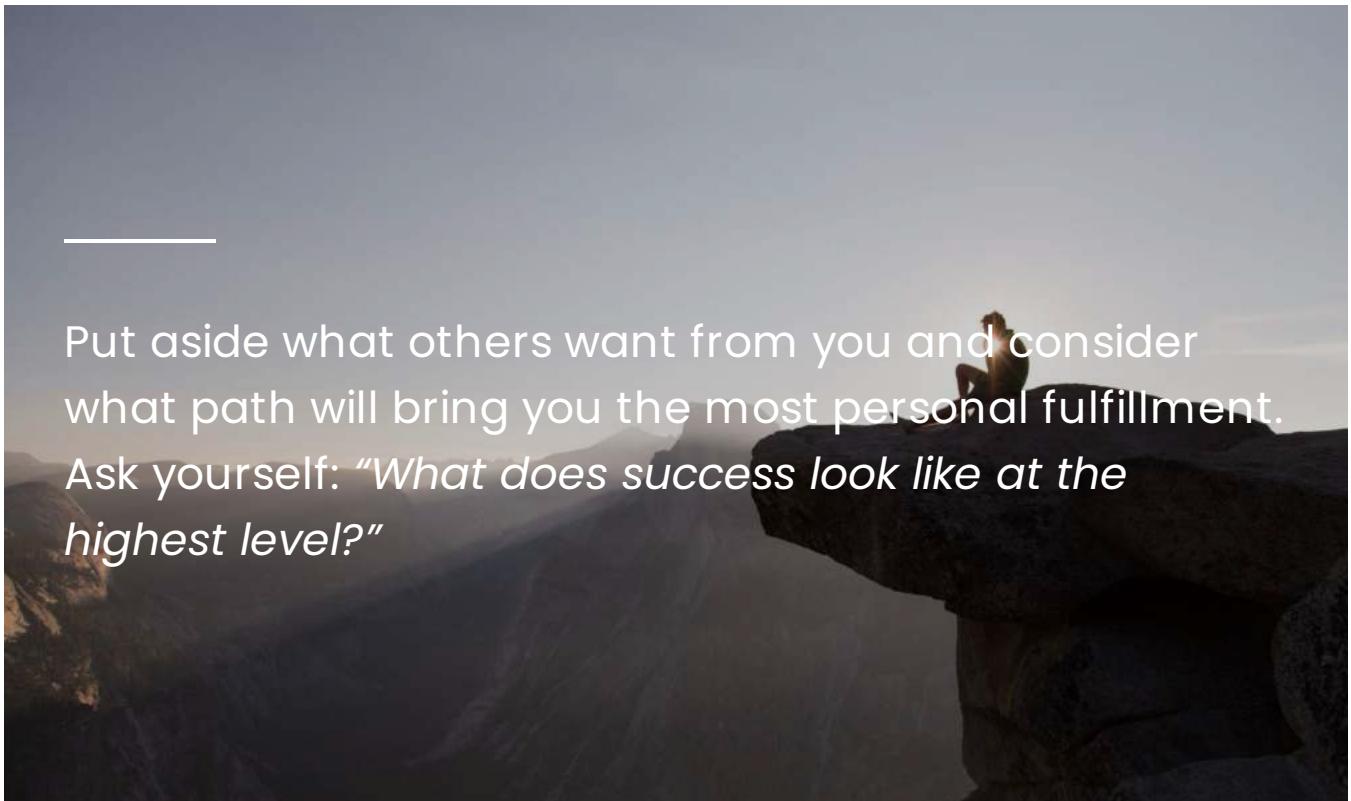
Accomplishing a career goal is easier if you have a career plan.

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Ask yourself the following prompts to start brainstorming:

- *What are my strengths, interests, and values?*
- *What do I want to do or where do I want to be in three years?*
- *What do I want to achieve over the next year?*
- *What experiences would I like to have in my career?*

- *What skills or abilities would I like to develop?*
- *What knowledge would I like to acquire?*



Put aside what others want from you and consider what path will bring you the most personal fulfillment. Ask yourself: *“What does success look like at the highest level?”*

## SETTING GOALS

- 1 WRITE DOWN YOUR GOAL
- 2 SHARE YOUR WRITTEN GOALS WITH OTHERS
- 3 CREATE A PLAN TO ACHIEVE YOUR GOALS
- 4 REVIEW YOUR GOALS AFTER SIX MONTHS

## CHECK YOUR UNDERSTANDING

Which of the following factors can influence career decision-making and development?

- Personal values and interests
- Only financial incentives
- Current fashion trends



Television advertisements

SUBMIT

## MAKE YOUR GOALS SMART

As you answer these questions, challenge yourself to home in on and get really precise with your goals. The best way to do this is to turn your career vision and aspirations into SMART goals. SMART goals are those that are:

- **S—Specific.** Is your goal specific and well-defined? To set specific goals, write down as many details as you can. A goal needs to be specific to be actionable.
- **M—Measurable.** Can you measure and track your goal? To set measurable goals, avoid vague words such as “better” and “more” and stick to action words like “create,” and “produce.” Then, turn those words into quantifiable benchmarks by adding dates and precise amounts. Your goal must be measurable to track your progress.
- **A—Attainable.** Is this goal attainable? If you set a goal that you can’t realistically achieve, then your only achievement will be frustration and disappointment. To set attainable goals, keep your objectives challenging but realistic. They should be achievable within the resources, knowledge, and time you have available.

- **R—Relevant.** Is this goal relevant to your broader career path and long-term plan? It's easy to fall into the trap of setting a goal that looks good on paper but doesn't align with what you really want. To set relevant goals, ask yourself: "*Does this goal align with my long-term interests, values, and vision?*"
- **T—Time-Bound.** Does your goal have a deadline? Without a time frame or target date, it's easy to procrastinate and get distracted. To keep your goals time-bound (and create that internal pressure) focus on building long- and short-term deadlines, marking those dates on your calendar, and setting reminders.



“ If you set goals and go after them with all the determination you can muster, your gifts will take you places that will amaze you.

Les Brown

## CHECK YOUR UNDERSTANDING

What is the process of setting specific, measurable, achievable, relevant, and time-bound career goals called?



Networking

- Career planning
- Skill development
- Job searching

SUBMIT

5

## OBJECTIVE 5

### CAREER ACTION PLAN



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## PLANNING STEPS



What are your interests?



What do you want to be?



What are your skills?



What types of careers fit your skills and interest?



How do you prepare for the career?

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## DEVELOP AN ACTION PLAN

So, you have a direction. You have a SMART vision of where you're heading and what milestones or goals you want to work toward.

Now, what do you need to make it happen? Answer this question by working through the following steps.

### **Make a List of Requirements**

First, make a list of requirements. What are the specific skills, knowledge, or experiences required for the position you want, the level of expertise you hope to reach, or the career step you want to take? Break down the criteria for success.

### **Identify the Gap**

Second, review your list of requirements and compare that list to your current skills, knowledge, and experiences. What's missing? What experience do you need—but don't yet have? What skills do you lack? Identify the gap between what skills or qualifications you have and what skills or qualifications you need.

### **Brainstorm Action Steps**

Finally, use this information to brainstorm action steps. What will you do about it? List what you will do to develop the expected skills, gain the necessary experience or knowledge, and fulfill the required qualifications to realize your next career goals.

What do you need to reach your goals? Pinpoint any missing skills, knowledge, or experience you need to be successful, and then detail what you will do to acquire them.



“ I like to think of ideas as potential energy. They’re really wonderful, but nothing will happen until we risk putting them into action.

Mae Jemison

## IDEAS TO GET YOU STARTED

If you’re struggling to brainstorm specific steps you can take to gain the experience you need or bridge the skills or knowledge gap, then consider the following options.

### Learn From Experience

First, think about the different ways that you might learn from experience, such as:

- Job rotations or cross-functional assignments
- Taking on special projects, assignments, or stretch goals
- On-the-job training

**Tip!** You might also gain relevant experience outside of work. For example, if your career goal is to break into a new field altogether, then you might seek volunteer opportunities that allow you to get experience in your desired field. Or, if your career goal is a creative pursuit, then you might seek out artistic opportunities or start a creative, passion project outside of work.

## **Learn From Others**

Second, reflect on opportunities you have to learn from others. Explore options such as:

- Coaching or mentoring
- Collaborating with coworkers who have more experience, skills, or expertise than you
- Receiving feedback
- Job shadowing or studying others' work

## **Learn From Structured or Formal Education**

Third, consider what structured or formal educational opportunities might support your career vision, including:

- Workshops or classes
- Certification programs
- Online learning
- College courses or degree programs
- Professional conferences or seminars

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## TAKING ACTION

FIND A CAREER

STEPS TO REACH THE CAREER

DEVELOP SKILLS

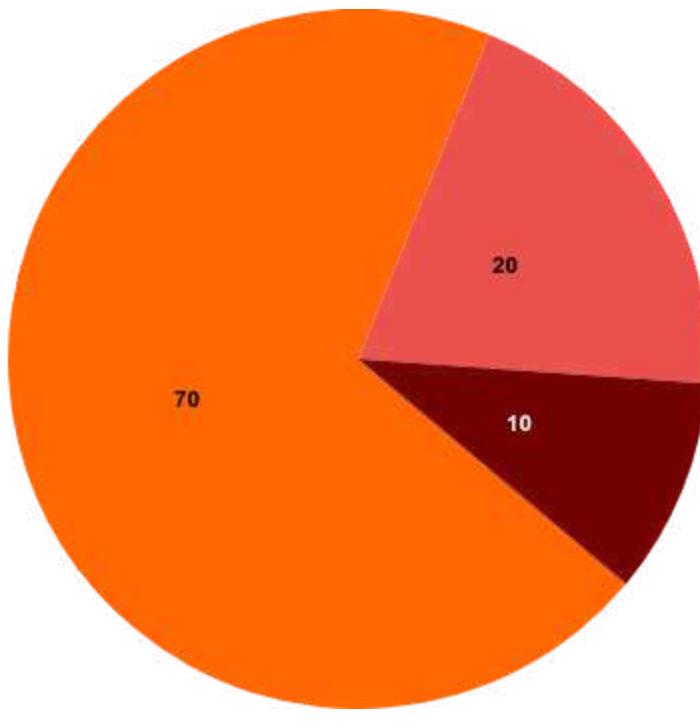
DEVELOP THE RIGHT ATTITUDE FOR SUCCESS

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## 70/20/10 DEVELOPMENT MODEL

According to the **70/20/10 Development Model**, people learn best when they spend 70% of their time learning from experience, 20% learning from others, and 10% learning from structured or formal educational opportunities. Keep these ratios in mind as you develop your career development plan.

## 70/20/10 Development Model



- Learn from experience
- Learn from others
- Structured/formal learning

## Clarify Your Goals

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Imagine that you start by asking yourself the question, “*What do I want to do in three years?*” You write down that you want to move into a management role—but that’s not very specific.

So, you think about how to turn this career vision into a SMART goal. You bring your vision into focus by saying: “*As someone who enjoys helping others and developing projects, I want to become a technical lead with at least three people reporting to me within two years.*”

## Develop an Action Plan

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Next, you want to develop an action plan for becoming a technical lead within two years. So you:

**1. Make a list of requirements.** In this case, after doing your research, you might discover that to become a technical lead, you need expertise in the following areas:

- Technical understanding
- Business knowledge
- Technical leadership
- Mentorship
- Emotional intelligence
- Communication

**2. Identify your skill gaps.** Then, with that list, you can identify your skill gaps. For example, let's say, you lack communication and technical leadership skills.

**3. Brainstorm action steps.** In that case, you might brainstorm action steps, such as:

- Introduce new technology and get buy-in from teams
- Run two kick-off meetings this year
- Extend my sphere of influence outside of my direct team

## HOW TO...



READING



SURFING THE  
INTERNET



CAREER  
TALKS



SEMINARS



WORKSHOP



CAREER  
EXHIBITIONS

## CHECK YOUR UNDERSTANDING

**True or false.** After you clarify your career goals, the next step toward creating a career development plan is to identify action steps to reach those goals.

True

False

**SUBMIT**

What is the primary goal of career counseling for high school learners?

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- Finding a job immediately after graduation
- Identifying a specific career path for the rest of their life
- Exploring career options, interests, and goals
- Earning the highest possible salary

SUBMIT

A career development plan charts where you're going in your career and how you'll get there. The best career development plans are specific, realistic, and practical. They chart clear and actionable steps you can take to achieve your professional aspirations.

Finally, keep in mind that your career development plan is only as successful as its implementation. Always follow through with your commitments and hold yourself accountable.

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## SUMMARY



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## REFERENCES

<a href="https://www.businessinsider.co.za/how-to-make-your-cv-stand-out-2020-1-2">https://www.businessinsider.co.za/how-to-make-your-cv-stand-out-2020-1-2</a>
<a href="https://fr.slideserve.com/Mercy/career-choices">https://fr.slideserve.com/Mercy/career-choices</a>
<a href="https://www.slideserve.com/careerpath12/abc">https://www.slideserve.com/careerpath12/abc</a>
<a href="https://www.scribd.com/document/243712879/1">https://www.scribd.com/document/243712879/1</a>
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## **CAREER DEVELOPMENT QUIZ**

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**Question**

**01/05**

What is the purpose of setting goals in career counselling?

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- To create unrealistic expectations.
- To have something to write on a CV.
- To provide a clear direction and motivation for career development.
- To compare oneself to others.

**Question**

**02/05**

What should be the outcome of effective career counselling?

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- A guaranteed job offer.
- A clear and realistic career plan tailored to the individual's goals and needs.
- A large salary.
- A comprehensive list of job openings.

**Question**

**03/05**

What's the primary goal of career development?

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- Finding a job with the highest salary.
- Achieving a work-life balance.
- Continuous personal and professional growth.
- Obtaining job security.

**Question**

**04/05**

Which one of the following best describes the concept of career planning?

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- Making spontaneous decision about one's career.
- Setting short-term and long-term career goals and developing a strategy to achieve them.
- Waiting for job opportunities to come your way without taking any action.
- Pursuing a career solely based on financial incentives.

**Question**

**05/05**

Which of the following is an example of a hard skill?

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- Time management.
- Leadership.
- Computer programming.
- Conflict resolution.

## TOPIC 2: SKILLS AND INTERESTS

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## LEARNING OBJECTIVES



## INTRODUCTION

On a typical Sunday evening, are you motivated to start work the next morning? Or, do you get a nervous “*I don’t want to go*” feeling? If you have that sense of dread, you’re not alone. For many of us, our jobs are just jobs—we go to them because we have to, not because we want to.

So, why does this happen, and how can we fix it? One of the main reasons people are unhappy at work is because their jobs misalign with their values. Values are principles that you find meaningful. And, if you ignore them, you’re likely to feel overworked in a seemingly pointless, stress-filled job.

To remedy the problem, you first need to look inward—defining your values so that you can align your career to them. In this lesson, you’ll learn more about what core values are, why they’re worth understanding, and how to define your own. Then, you’ll learn how to apply that awareness so that you can add more meaning to your career.

## WHAT ARE CORE VALUES?

Core values are highly personal principles that give meaning to your career and your life. They are the things that you hold most dear, and they're defined by:

- What's most important to you
- How you want to live your life
- What matters most in your career

Your values are an essential part of who you are. They lay the foundation for what you need to feel a sense of pride, happiness, and fulfillment. And, depending on where you are in your career and life, those values are subject to change.

For example, as a new parent, one of your core values might involve spending time with your family. Or, as someone who's chasing financial freedom, you may value a large paycheck, regardless of the time sacrifice it might take. What's important to you may be irrelevant to someone else. And what matters to you today may change tomorrow.

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"Your values are like an internal compass. They are the guiding principles that drive your decisions. They



point you to who you are now, what you care about, and what you need to feel fulfilled."

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## IDENTIFY AND PROMOTE YOUR SOFT SKILLS

NEWS ARTICLE



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Identifying and promoting your soft skills is crucial for professional success. Soft skills, such as communication, teamwork, and problem-solving, are often more valuable than technical skills in the workplace. By identifying your strengths and weaknesses in these areas, you can develop a plan to improve and showcase them to potential employers. This article will guide you through the process of identifying your soft skills and provide tips for effectively communicating them in your resume and during interviews.

## SKILLS NEEDED BY COMPANIES



1

### OBJECTIVE 1

IDENTIFY YOUR VALUES



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## VALUES

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Career plan should include values.



Assess your values to determine if the position is right for you.



Values are what you feel strongly about.



Values stir your emotions.

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## THE VALUE OF VALUES

Whether or not you acknowledge them, we all have values. When you understand your values—and align your career with them—you're more likely to feel satisfied with your job and your life. Take the time to reflect and uncover your values, and you'll:

1

**Make better career decisions.** It's easy to find yourself in a job that looks good on paper but is disappointing in practice. For example, if you value human connection, but are working in an isolated cubicle day-after-day, you're unlikely to feel happy—regardless of your salary. To make beneficial career decisions, you must have a strong reference point for what you need to feel fulfilled.

2

**Focus your energy.** When you know your values, you can spend more energy on what you care about—and less on what

you don't. Knowing your values helps you simplify your life, giving you a sense of direction for what's important and what isn't.

3

**Improve your workplace engagement.** Purpose is personal, and we all have different needs. To feel engaged, you must listen to those needs and follow your standards—rather than someone else's. Choose a job that fulfills your sense of purpose, and you'll experience higher levels of commitment to your work.

4

**Boost your job performance.** With heightened engagement, you're also likely to boost your performance. After all, the more invested and immersed you are in your work, the more willing you'll be to strive to a greater standard of excellence.

“

When your values are clear to you, making decisions becomes easier.

Roy Disney

## DEFINING YOUR VALUES

When you know your values, questions such as, "What role should I pursue?" and "Should I accept this promotion?" become much easier to answer.

So, how do you define your values? One of the best ways to discover your values is to identify what makes you feel most prideful, happy, and fulfilled. Expand the rows below to learn more.

## Pride

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First, recognize what makes you feel prideful, as that will help you understand what achievements you value. For example, while some people are most proud of their individual accomplishments, others are proudest of their group accomplishments. In other words, while some value doing things independently, others value teamwork.

To discover your values, consider times you've felt the strongest sense of satisfaction and pride. Then, answer the questions below:

- Why were you proud?
- What factors contributed to those feelings of pride?
- Did others share that pride with you?

## Happiness

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Next, consider times in your job when you felt the happiest. By answering this question, you'll come to understand what activities you value. For example, while some people value devising creative strategies, others value a consistent strategy with proven results.

Think about moments in both the distant and recent past. Then, as you explore those answers, consider the following questions:

- What were you doing?
- Why did you feel happy?
- What factors contributed to your happiness?
- Were you with other people? And, if so, what impact did they have?

## Fulfillment

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Finally, think back to when you felt most fulfilled. Unlike happiness—which can be short-lived—fulfillment is deeper. It's a feeling that lasts beyond the day-to-day. For example, even if you have a rough day at work, you might still feel an overall sense of workplace fulfillment.

Fulfillment often goes hand in hand with a sense of purpose. For example, if you feel most fulfilled helping others, then that's likely your sense of purpose. To uncover fulfillment, consider those longer-term events that instilled overall satisfaction. Then, answer the following questions:

- What need was fulfilled?
- How did the experience give your life meaning? Why do you think that is?
- What circumstances contributed to your feelings of fulfillment?

## DETERMINING YOUR TOP VALUES

Your values will be the outcome of the questions you answered above. What will it take for you to feel a sense of pride, happiness, and fulfillment at work? What is most important to you?

The values you choose should be a combination of all three factors, and they can be highly unique. To help you sort through the possibilities, consider the list below. Which of the following values can you relate to most?



**Creativity.** I want the freedom to develop my own ideas.



**Family.** Spending quality time with my family is non-negotiable.



**Freedom.** I need independence to feel satisfied.



**Expertise.** I want to be a subject matter expert in my field.



**Altruism.** I am concerned with the well-being of others and want to help.



**Challenge.** I want to solve challenging problems.



**Variety.** I'm happiest when I'm working on several projects at once.



**Consistency.** I'm happiest when I can work on the same task and perfect a skill.



**Self-reliance.** I prefer relying on myself and my own resources.



**Team-reliance.** I prefer working with a group and collaborating.

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## DETERMINE VALUES

- 3 – GREATEST VALUE
- 2 – MAYBE VALUABLE
- 1 – SMALLEST VALUE

VALUE	SCORE	VALUE	SCORE	VALUE	SCORE	VALUE	SCORE
COMMUNICATE	3 2 1	ACCOMPLISHMENT	3 2 1	ADMIRATION	3 2 1	ADVANCEMENT	3 2 1
ADVENTURE		AESTHETICS		AUTONOMY		SUPPORT	
CHALLENGES		BUILDING THINGS		DEADLINES		DETAILS	
EDUCATION		EXCITEMENT		FAST PACES		HIGH INCOME	
FLEXIBLE HOURS		FREEDOM		HELPING OTHERS		HUMOUR	
INDEPENDENCE		GAMING		INTEGRITY		INTELLECTUAL	
LOGISTICS		DECISION MAKING		ORGANISATION		OUTDOORS	
EMPOWERMENT		PUBLIC ENGAGEMENT		QUIET		RECOGNITION	
SECURITY		STATUS		EASY GOING		SUPERVISING	
SUPPORTS FAMILY		TRAVEL		VARIETY		FACE TO FACE CONTACT	

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1. DETERMINE YOUR TOP FIVE VALUES.
  2. LOOK AT ALL THOSE YOU SCORED AT "3"
  3. CHOOSE YOUR TOP FIVE.
  4. LIST THE FIVE.

## VALUE SELECTION

1.

2.

3.

4.

5.

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## QUALITIES YOU VALUE



List 5 people you admire.



List characteristic you admire or value in that person or character.



Next, list the characteristics you admire about yourself.



It might be a quality you wish to enhance or improve.

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## NEXT STEPS

Once you've identified your core values, the next step is to seek careers that align with those standards. Use your values as personal parameters that you can evaluate

all career decisions against Consider:

1. What type of **job** (or tasks) must you do to feel fulfilled?
2. What type of **organization** do you want to work for?
3. What type of **people** do you want to work with?

For example, if you value self-reliance, only consider those jobs that give you the freedom to work independently, organizations that stress autonomy, and managers who adopt a laissez-faire approach. Everyone's values are different. So, take the time to uncover what you need, then only pursue those activities that honor those needs and feel right to you.



“ I have learned that as long as I hold fast to my beliefs and values—and follow my own moral compass—then the only expectations I need to live up to are my own.

**Michelle Obama**

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## TO DETERMINE YOUR TOP FIVE VALUES, LOOK AT ALL THOSE YOU SCORED AS "3" AND CHOOSE YOUR TOP FIVE.

- LIST YOUR FAVOURITE SUBJECT.
  - LIST SKILLS FROM SCHOOL ACTIVITIES.
  - LIST SKILLS FROM ANY VOLUNTEER WORK.
  - LIST SKILLS FROM HOBBIES.
  - DOUBLE CHECK THAT YOU DO NOT INCLUDE TRANSFERABLE SKILLS.
- 

Core values are highly personal principles. They define what's most important to you. Guiding your decisions, your values act as an internal compass. Define your values, and you're more likely to make better career decisions—helping to focus your energy, improve your engagement, and boost your performance.

To define your values, answer three questions:

1. What makes me feel **proud**?
2. What makes me feel **happy**?
3. What makes me feel the most **fulfilled**?

Once you've defined those values, hold them closely. Consider what job or tasks you need to do, what organizations you need to work for, and what type of people you'd like to work with. Then, seek out those opportunities, as that's the key to finding a satisfying and personally rewarding career path.

## CHECK YOUR UNDERSTANDING

Based on what you've learned, which of the following statements are true? Check all that apply.

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Before values can exist, they must first be defined.



Values are those principles that are most important to us.



Values are defined by what makes you feel the greatest sense of pride, happiness, and fulfillment.



Your values should guide your decisions.



Values are static and don't change.

SUBMIT

## OBJECTIVE 2

KNOW YOUR INTERESTS



## KNOW YOUR INTEREST

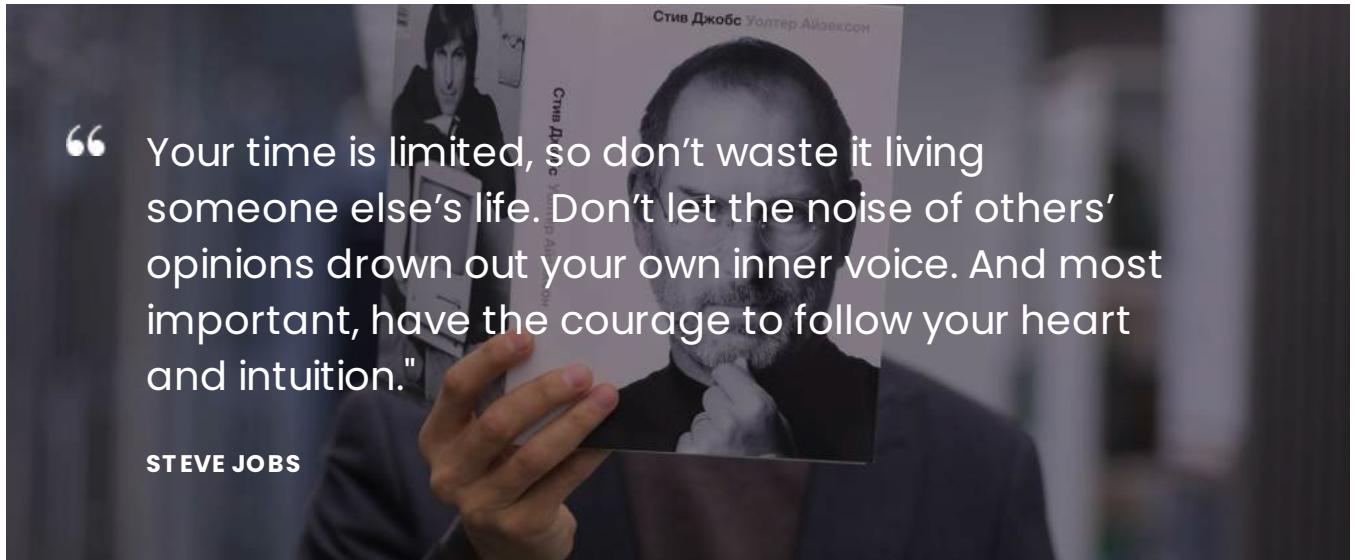
LIST YOUR INTERESTS?

LIST WHAT YOU LIKE TO DO?

LIST 10 ACTIVITIES YOU HAVE ENJOYED.

WHAT SKILLS DO YOU NEED TO DEVELOP FURTHER.

When we show up to the present moment with all of our senses, we invite the world to fill us with joy. The pains of the past are behind us. The future has yet to unfold. But the now is full of beauty simply waiting for our attention.

A black and white photograph of Steve Jobs. He is holding a small white device, possibly an iPhone or iPod, in his right hand and is looking at it intently. His left hand is resting against his chin, supporting his head in a thoughtful pose. The background is slightly blurred, showing what appears to be an office environment. The top right corner of the image contains the Russian text "Стив Джобс Уолтер Айзексон".

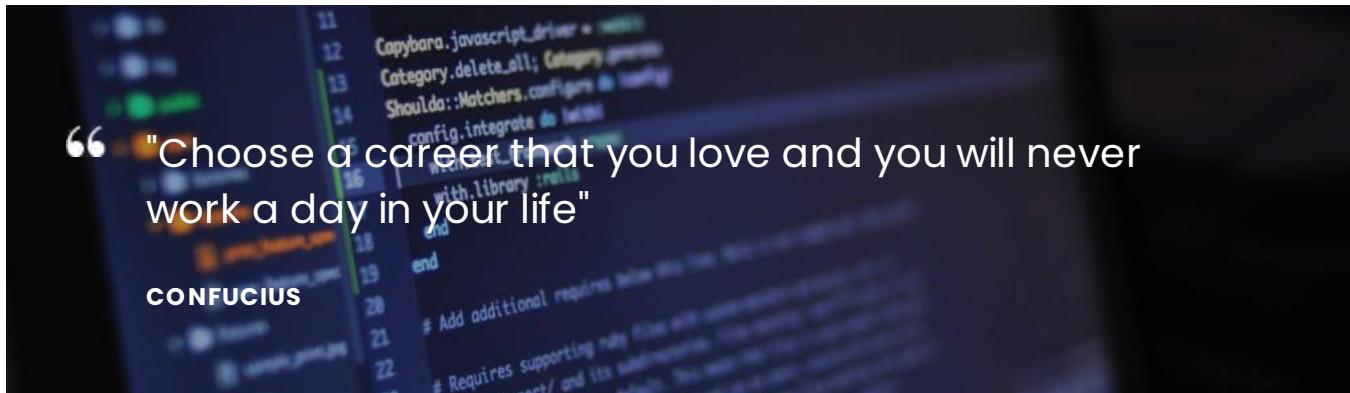
“ Your time is limited, so don’t waste it living someone else’s life. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.”

STEVE JOBS

If you could have any job, what would it be? Would you do something in the visual, literary, or musical arts? What about public relations, marketing, or sales? Or, would you pursue a path in social services, healthcare, finance, or education?

The possibilities are endless and—for many of us—that's the problem. With countless avenues available, it's easy to get swept into the wrong current. It's easy to find ourselves in an unfulfilling job that we dread going to each morning.

So, how can you fix that? In this lesson, you'll learn how to weed through the career options and match your job to your interests. First, you'll learn why it's worth defining those interests. Then, you'll learn about six vocational interest types, which jobs align with each one, and how to pick a career that combines your unique preferences.



## DISCOVERING YOUR INTERESTS

When choosing a career path, many of us spend so much time thinking about what we're capable of doing that we forget to consider what we like to do. And, as a result, we end up feeling unfulfilled, burned out, and frustrated with our work—regardless of how good we are at our jobs.

For a fulfilling and rewarding career, it's essential to pick a job that you're not only good at but also that you enjoy doing. Discover your interests, and align your career with them, and the advantages are twofold:

- **First, you'll increase your job satisfaction.** If you're interested in what you're doing each day, your work will be more enjoyable.
- **Second, you'll improve your performance.** If you enjoy your work, then you'll approach your job with higher discipline, engagement, and determination—thus also elevating your performance.

## PROFESSIONAL INTERESTS

So, how can you find a career that's personally fulfilling? First, you'll need to define your top vocational interests.

---

Your vocational interests are those tasks that you enjoy doing the most.

They answer the question: "If I were planning an ideal workweek, what would I do?"

Vocational interests are often divided into six, overarching categories. Most people fit into several of these groups—not just one.

Do some self-reflection now and select your top three interest areas from the list below:



**Realistic:**

Do you prefer doing and building things? Rather than thinking in the abstract, those with realistic interests enjoy working with tangible, real-world materials. If you fall into this category, you'll enjoy using your hands—whether that's working with machinery, tools, plants, or even animals.



**Investigative:**

Do you like thinking through questions and ideas? Those with investigative interests enjoy theories, research, and intellectual inquiries. If you like working with concepts, evaluating information, and figuring out problems mentally, you'll align well with this category.



**Artistic:**

Do you enjoy creating things? Are you interested in tasks that involve artistic expression? Those with artistic interests like expressing unique ideas through creative mediums such as photography, writing, design, music, drama, and art.



**Social:**

Are you someone who enjoys helping others? Do you prefer working with people over things? Those with social interests are "people" people. They enjoy making a difference by communicating with, caring for, and teaching others.



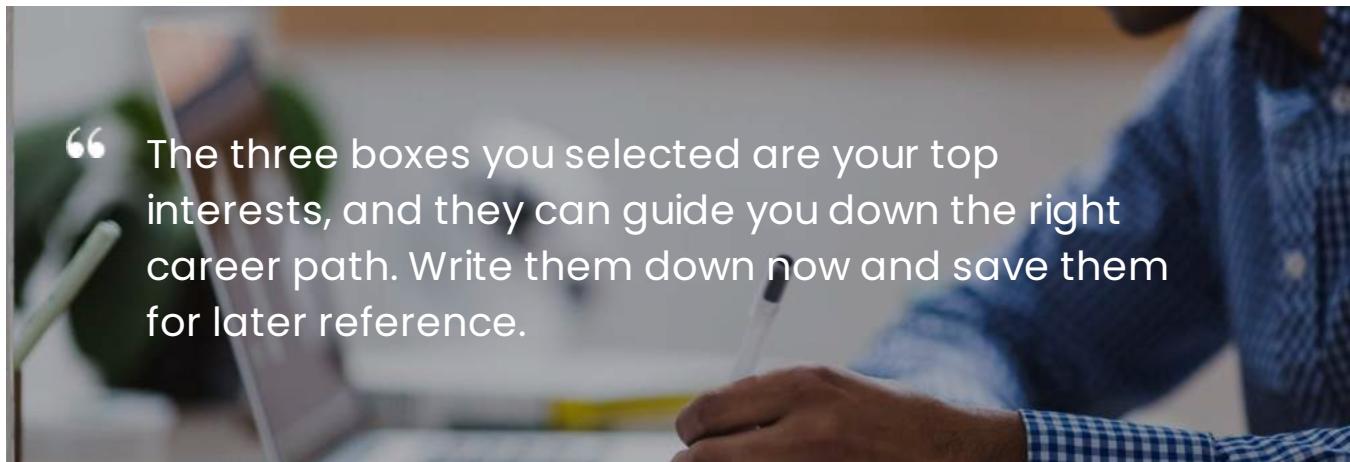
**Enterprising:**

Do you enjoy persuading others? Those with enterprising interests like being in charge— influencing, managing, and leading groups. If you’re someone who enjoys making decisions and using your influence to sell things (or ideas) to others, you likely have enterprising interests.



#### **Conventional:**

Are you interested in organizing data, information, or files? Do you enjoy following procedures? Those with conventional interests avoid ambiguous work that lacks structure. Instead, they prefer detail-oriented activities that follow an orderly fashion.



“ The three boxes you selected are your top interests, and they can guide you down the right career path. Write them down now and save them for later reference.

## **MATCHING INTERESTS TO CAREERS**

Now that you’ve determined your top three vocational interests, the next step is to explore the careers that match those preferences.

Each of the broad interest areas relates to different work environments and sample occupations. And, as you’ll see, there are a lot of options for each category (as well

as some overlap). Expand the rows below to learn about those options, and make a note of which ones jump out at you:

## REALISTIC

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Those with realistic interests prefer an environment where they can physically see and touch their work. Consider jobs that allow you to build and repair things as well as those that incorporate tools and machines.

Here are some examples:

- Engineer
- Pilot
- Mechanic
- Carpenter
- Veterinarian
- Landscaper
- Firefighter
- Dentist

## INVESTIGATIVE

---

Those with investigative interests prefer a workplace where they can research, experiment, theorize, and solve problems. Consider jobs that give you the opportunity to study and learn about the world around you.

Here are some examples:

- Mathematician
- Lab technician

- Physician or surgeon
- College professor
- Market researcher
- Psychologist
- Economist
- Astronomer

## **ARTISTIC**

---

Those with artistic interests enjoy working in unstructured, flexible environments where they can use their imagination and creativity to construct something new or unique. Consider jobs that give you space to express your originality.

Here are some examples:

- Fashion designer
- Architect
- Musician
- Writer
- Dancer or choreographer
- Animator
- Floral designer
- Photographer

## **SOCIAL**

---

Those with social interests prefer environments where they can work with people, empathetically connect, and help others. Consider those careers that involve counseling,

advising, teaching, and assisting.

Here are some examples:

- Therapist
- Social worker
- Athletic trainer
- Teacher
- Childcare worker
- Nurse
- Counselor
- Restaurant server

## ENTERPRISING

---

Those with enterprising interests prefer an environment where they can take the initiative and be assertive. Consider jobs that give you the opportunity to persuade, lead, or influence others.

Here are some examples:

- Attorney
- Business owner
- Sales agent
- School principal
- Cosmetologist
- Manager
- Head chef
- Real estate agent

## **CONVENTIONAL**

---

Those with conventional interests fare best in an orderly environment where they can complete well-defined tasks with accuracy and precision. Consider jobs that include processing and filing information, as well as those that follow strict procedures.

Here are some examples:

- Bank teller
- Accountant or auditor
- Office manager
- Cashier
- Administrative assistant
- Air traffic controller
- Court reporter
- Bookkeeper

## **COMBINING YOUR INTERESTS FOR THE PERFECT JOB**

So, how do you find the perfect job? The best career is one that matches your unique makeup.

For example, if you have an interest in the realistic, artistic and investigative category, you might gravitate toward a career in engineering, as that allows you to work with tools, use your creativity, and think through problems. Or, if you align with the social, enterprising, and conventional category, you might enjoy becoming an

attorney, as that allows you to help clients, persuade judges, and follow organized legal processes.

You may not find a career that matches all your interests but do your best to combine at least two. After all, the more interests you meet, the more likely you are to end up in a career you enjoy.

To increase your job satisfaction and workplace performance, align your career with your interests. Your interests are those things that you enjoy doing, and they can be separated into six broad categories:

## CHECK YOUR UNDERSTANDING

Check your understanding by matching each of the six interest types with their correct definition on the right.

---

☰ Realistic

Enjoys doing things and working with real-world materials

☰ Investigative

Enjoys thinking intellectually and solving problems

☰ Artistic

Enjoys creative work and self-expression

☰ Social

Enjoys helping others and working closely with people

☰ Enterprising

Enjoys leading and persuading others

☰ Conventional

Enjoys organizing things and following structured tasks

SUBMIT

## OBJECTIVE 3

UNDERSTAND YOUR  
TRANSFERABLE SKILLS



### ADAPTIVE AND TRANSFERABLE SKILLS

Let's get started by exploring the benefits of understanding your skills. Your skills give insight into who you are as a person. They tell you what unique skills, knowledge, and talents you have.

By taking the time to understand those skills, you take the time to understand yourself. And that leads to several personal and professional rewards, including:

1

#### A fulfilling career:

A fulfilling career works with your skills, not against them. Understand your skills, and you can work with those abilities. So, rather than letting talents go to waste, you'll use those skills and, ultimately, achieve greater success.



#### Increased confidence:



Often, we get so caught up in trying to fix what's broken that we forget to improve what's great. By understanding your skills, you can switch your thoughts from: "I can't do X, Y, and Z" to "I'm great at A, B, and C."

3

### **Greater engagement:**

Discover your skills, and you'll discover what you should be doing. Then, as you play to those abilities, your time will yield greater rewards. Start from a place of excellence, and you'll likely feel an increased sense of happiness, well-being, and engagement.

4

### **Improved performance:**

What sets these individuals apart is that they use their skills—rather than their shortcomings—to propel their work. Recognize and use your strengths, and you'll bring your top talents to the table. That helps you to excel as a professional.



## DISCOVERING YOUR SKILLS

To make the most of your strengths, you must first identify them. So, how is that done? It starts with some self-reflection. Expand the rows below and—being as honest as possible—answer the following five questions:

### What Do You Know?

First, reflect on what you've learned thus far in your career. Focusing on where you feel the most confident, what are your hard skills? Consider three areas:

- Education

- Training
- Work experience

If you spent years learning, training, and perfecting a skill, that capability is unique to you—and it speaks to the value you offer. For example, a lawyer has advanced legal knowledge, a construction worker has expert mechanical skills, and a writer understands grammar's nuances.

## Where Have You Excelled?

---

Next, list your biggest wins. Where have you excelled in the past? What achievement are you proudest of?

As you think about those answers, consider what skills helped you reach those end results. For example, maybe you stayed level-headed during a time-sensitive challenge, which propelled your team forward. Or, perhaps you're creative, which once helped you devise an original, wildly successful campaign idea.

## What Comes Naturally?

---

What comes naturally to you? Consider where you feel the least amount of friction to get started—or to keep going. What tasks just seem to flow smoothly? What activities instill an "I've got this" attitude? Make a note of these instinctive skills now.

For example, when there's a conflict, can you easily understand both sides of the situation? If so, you're likely a skilled mediator. Or, maybe you're great at figuring out how to get from point A to point B. If so, you're likely an excellent planner.

## What Separates You from Others?

---

Ask yourself: "How am I different from others? What's something I do that others struggle to do?" In a room full of people, how do you tend to shine the brightest?

To help you answer that question, consider what role you usually assume within groups. For example, are you known for being especially speedy—but also accurate? Are you hyper-organized and detailed? Do you bring an extra sense of enthusiasm, versatility, or patience to your work? Consider what separates you from the pack.



### **Adaptable:**

Are you excellent at "going with the flow" and adapting quickly?  
Are you comfortable taking things as they come?



### **Organized:**

Do you have a knack for making order out of disorder? Are you skilled at arranging things so that they follow a logical sequence?



### **Inclusive:**

Do you notice when others are feeling left out? Are you skilled at helping people feel included and like they have a place at the table?



### **Analytical:**

Are you skilled at thinking through choices? Before taking action, do you consider all potential factors? Do you know how to avoid obstacles ahead of time?



### **Public speaking:**

Are you adept at speaking to a group? Can you put thoughts into clear, engaging, and impactful words?



**Developer:**

Are you great at developing others? Do you know how to spot another's potential and help them reach a higher standard of excellence?



**Restorative:**

How are you at fixing things? When presented with a problem, are you talented at calmly figuring out what's wrong and resolving that issue?



**Positive:**

Do you normally look on the bright side of things? Can you use that enthusiasm to get others excited and feeling optimistic?



**Futuristic:**

Are you skilled at seeing the big picture? Do you know how to brainstorm future ideas and start new, innovative projects?

## ADAPTIVE SKILLS

SKILL	SKILL	SKILL	SKILL
ADAPTABLE	AGREEABLE	APPRECIATES DIVERSITY	ATTENTION TO DETAIL
CLIENT SKILLS	COMMUNICATES EFFECTIVELY	COMPLETES WORK ON TIME	CONFIDENT
CONSCIENTIOUS	COPES WITH DEADLINES	CREATIVE	DEPENDABLE
DETAIL ORIENTED	DIPLOMATIC	EASY TO WORK WITH	EFFECTIVE
EFFICIENT	ENERGY	ENTHUSIASTIC	FRIENDLY
FOLLOWS DIRECTIONS	GOOD HUMOUR	ATTENDANCE	GREAT MEMORY
HARDWORKING	HIGH STANDARDS	IMAGINATIVE	INDUSTRIOUS
INTUITIVE	LOGICAL	LOYAL	MANAGES TIME WELL
MATURE	MENTOR	MULTITASKS	ORGANISED
PATIENT	PERFORMS WELL UNDER PRESSURE	POSITIVE ATTITUDE	PRACTICAL
RESOURCEFUL	RESPECTS SUPERVISOR	SEES THE BIG PICTURE	SELF-CONFIDENT
SELF-MOTIVATED	SINCERE	SOCIAL NICETIES	SOLVES PROBLEMS
STRONG LEADER	TRUSTWORTHY	WINNING ATTITUDE	

## TRANSFERABLE SKILLS

TRANSFERABLE SKILL	GOOD	EXPERT	TRANSFERABLE SKILL	GOOD	EXPERT
TEAM BUILDING			DECISION MAKING		
PUBLIC SPEAKING			CONFLICT MANAGEMENT		
LISTENING			SELLING		
WRITING			TIME MANAGEMENT		
TYPING			DELEGATING		
BUILDING RAPPORT			RESEARCH		
IDENTIFYING PROBLEMS			FOREIGN LANGUAGE		
SOLVING PROBLEMS			BUILDING		
ACHIEVING GOALS			MANAGING		
ANALYSING			RECORD KEEPING		
PREDICTING			FUNDRAISING		
TEACHING			SUPERVISING		

## CHECK YOUR UNDERSTANDING

- Is self-motivation an adaptive skill or transferable skills?
- 



Adaptive skill



Transferable skill

SUBMIT

## OBJECTIVE 4

DEFINE JOB SPECIFIC SKILLS



### LEVERAGING YOUR SKILLS

So, once you've uncovered your skills, how can you use them to your advantage?

First, reflect on what you're currently doing. What's working? What isn't? Then, consider how you can redesign your habits to utilize and build on your top talents. Expand the rows below to learn more.

#### Reflect

At the end of each workday, spend a few minutes reflecting on two questions:

1. What skills did I use today? How did I use them?
2. What are some missed opportunities?

As you write out those answers, be specific. For example, let's say you work in customer service and one of your top skills is "harmony"—meaning you're great at finding consensus and resolving conflicts. If that's the case, you might say:

1. Used skills: A colleague transferred a frustrated customer to my phone line, and I quickly calmed the person down and resolved the problem.
2. Missed opportunity: During a group meeting, I stayed silent as my coworkers argued—even though I could have helped resolve the problem.

## Redesign

---

To spark creativity, feed your brain material like you're cramming for a tough test. Then stop thinking about the problem you want to solve. Go surfing or take a leisurely walk. Research shows that letting your mind wander fosters creativity.

It's also found that meditation helps you spot and solve problems in creative ways. It promotes divergent thinking that gets novel ideas flowing. According to these studies, meditation also makes you more open to considering new solutions. Time to breathe.

## CHECK YOUR UNDERSTANDING

To determine your job specific skills, you need to list your school activities.

---



True



False

SUBMIT

5

## OBJECTIVE 5

IDENTIFY ACHIEVEMENTS



---

## BRAND ACHIEVEMENT

WHAT ARE THE SLOGANS FOR THE FOLLOWING BRANDS?

### BRAND SLOGANS

NIKE

KFC

VODACOM

TOYOTA

---

## IDENTIFY ACHIEVEMENTS

LIST 5 OF YOUR ACHIEVEMENTS OR AWARDS

1.
2.
3.
4.
5.

---

## CHECK YOUR UNDERSTANDING

An achievement is different from an award.

---



True



False

SUBMIT

---

---

## SUMMARY

IDENTIFY YOUR VALUES

KNOW YOUR INTEREST

UNDERSTAND TRANSFERABLE SKILLS

DEFINE JOB SPECIFIC SKILLS

IDENTIFY ACHIEVEMENTS

---



**Values change with time.** Your values define who you are in your life today—and they may change as you move through different stages. So, continue to assess your values. And if you're ever feeling unhappy with your job, do another self-assessment and ask yourself: "Is my job honoring my core values?" If not, commit to changing course.

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## REFERENCES

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Source: <https://careeradvice.careers24.com/career-advice/graduate-advice/identify-and-promote-your-unique-set-of-soft-skills-20150312>

---

## **SKILLS & INTERESTS QUIZ**

---

**Question**

**01/05**

What are values?

---

- Personal preferences
- Core beliefs and principles
- Skills and abilities
- Hobbies

**Question**

**02/05**

Skills are:

---

- Things you enjoy doing in your free time
- Core beliefs and principles
- Abilities developed through learning and practice
- None of the above

**Question**

**03/05**

Which of the following is an example of a transferable skill?

---

- Gardening
- Problem-solving
- Watching TV
- Singing

**Question**

**04/05**

Interests can be described as:

---

- Natural talents
- Things you find enjoyable
- Personal values
- Fixed traits from birth

**Question**

**05/05**

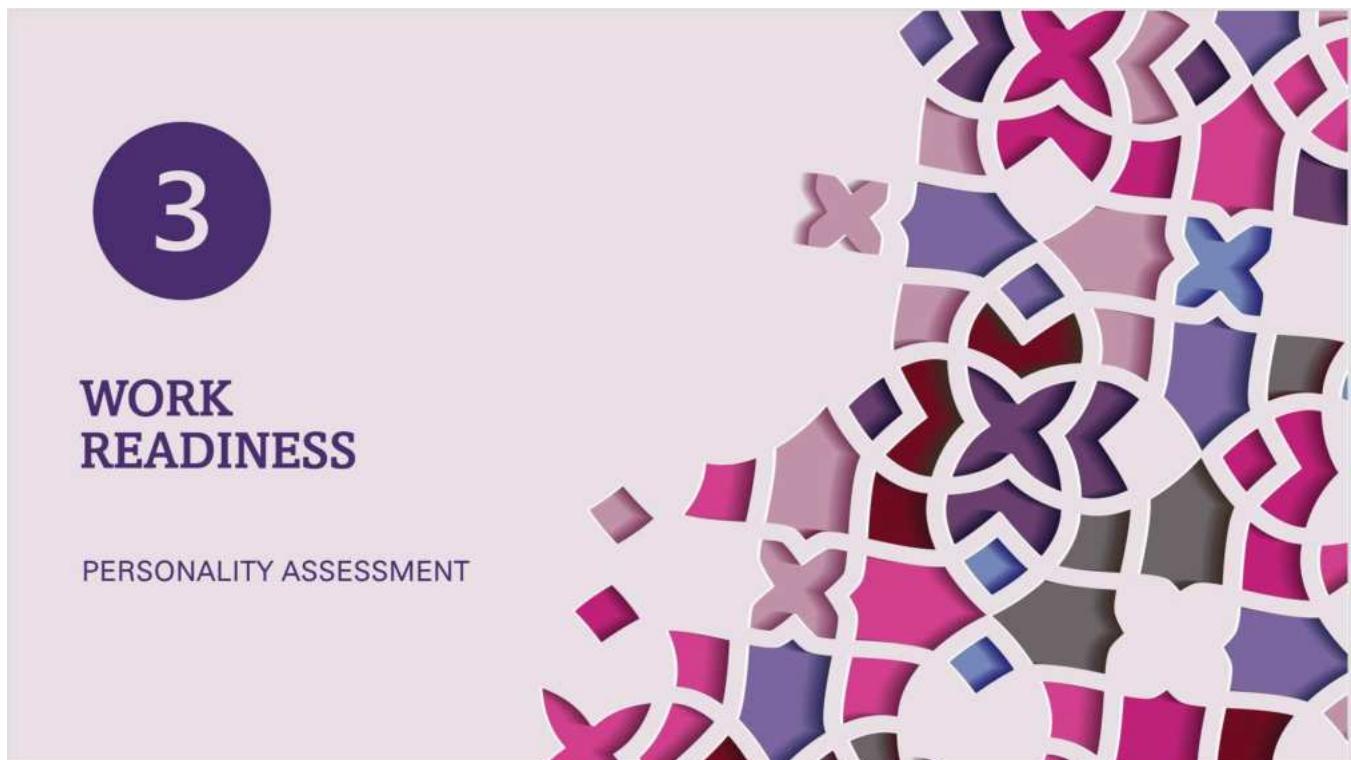
How can values influence your career choices?

---

- They have not impact on career decisions
- They help determine job availability
- They guide decisions that align with your beliefs
- They determine your skills and abilities

## TOPIC 3: PERSONALITY ASSESSMENT

---



# PERSONALITY

"85% of your financial success is due to your personality and ability to communicate, negotiate, and lead. Shockingly, only 15% is due to technical knowledge."

– Carnegie Institute of Technology



## LEARNING OBJECTIVES



## OBJECTIVE 1

### CAREER INFLUENCES



### CAREER CHOICE INFLUENCES

TV?	FRIENDS?	LIFE INTERACTIONS?	PARENT?
<ul style="list-style-type: none"><li>• What you see on TV is not what happens in real life.</li></ul>	<ul style="list-style-type: none"><li>• Ask yourself:</li><li>• Do they proactively use the career tools available?</li><li>• Are they knowledgeable sources of information?</li></ul>	<ul style="list-style-type: none"><li>• Professionals you interact with are:<ul style="list-style-type: none"><li>• Dentists,</li><li>• Pharmacists,</li><li>• Teachers</li><li>• </li><li>• Do you really know what it is like to do their job?</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Is their career the right fit for your personality?</li></ul>

## INTRODUCTION

On a typical Sunday evening, are you motivated to start work the next morning? Or, do you get a nervous “*I don’t want to go*” feeling? If you have that sense of dread, you’re not alone. For many of us, our jobs are just jobs—we go to them because we have to, not because we want to.

So, why does this happen, and how can we fix it? One of the main reasons people are unhappy at work is because their work culture misalign with their personality.

To remedy the problem, you first need to look inward—defining your personality so that you can align your career to them.

In this lesson, you’ll be able to define your personality. Then, you’ll learn how to apply that awareness so that you can add more meaning to your career.

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---

### PERSONALITY TRAITS THAT GET YOU HIRED

NEWS ARTICLE



---

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## THE PERSONALITY TRAITS THAT WILL GET YOU HIRED



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"Your smile is your logo, your personality is your business card."“

---

## CHECK YOUR UNDERSTANDING

TV, friends, and parents help to positively influence your choice of career.

---



True



False

SUBMIT

2

## OBJECTIVE 2

PERSONALITY PROFILING



# AIM OF PERSONALITY PROFILING

Identify your strengths, weaknesses, temperament, and your style of leadership.

## KNOWING YOUR PERSONALITY

USE YOUR STRENGTHS

AVOID YOUR WEAKNESSES

PRESENT YOUR ABILITIES TO YOUR EMPLOYER

CONNECT WITH OTHERS

TELL YOUR STORY IN INTERVIEWS

SPEAK THE BUSINESS LANGUAGE

## CHECK YOUR UNDERSTANDING

You get to know your personality by using your weaknesses and avoiding your strengths.

---



True



False

SUBMIT

3

## OBJECTIVE 3

HOW TO ASSESS YOUR PERSONALITY?



### PERSONALITY EVALUATION

WHERE DO YOU GET YOUR ENERGY?

HOW DO YOU TAKE IN INFORMATION?

HOW DO YOU MAKE YOUR DECISIONS?

HOW DO YOU APPROACH LIFE?

### CHECK YOUR UNDERSTANDING

You evaluate your personality by understanding what activities energises you.

---



True



False

SUBMIT

4

## OBJECTIVE 4

### SIX PERSONALITY TYPES



#### **Realistic:**

Do you prefer doing and building things? Rather than thinking in the abstract, those with realistic interests enjoy working with tangible, real-world materials. If you fall into this category, you'll enjoy using your hands—whether that's working with machinery, tools, plants, or even animals.



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### **Conventional:**

Are you interested in organizing data, information, or files? Do you enjoy following procedures? Those with conventional interests avoid ambiguous work that lacks structure. Instead, they prefer detail-oriented activities that follow an orderly fashion.

## **MATCHING PERSONALITY TO CAREERS**

Now that you’ve determined your top three vocational interests, the next step is to explore the careers that match those preferences.

Each of the broad interest areas relates to different work environments and sample occupations. And, as you’ll see, there are a lot of options for each category (as well

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- Veterinarian
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- Firefighter
- Dentist

## REALISTIC THEME



## INVESTIGATIVE

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Here are some examples:

- Mathematician
- Lab technician
- Physician or surgeon
- College professor
- Market researcher
- Psychologist
- Economist
- Astronomer

## INVESTIGATIVE THEME



### IDENTIFY IF YOU ARE:

- ANALYTICAL
- INQUISITIVE
- SCIENTIFIC
- INTELLIGENT

## ARTISTIC

Those with artistic interests enjoy working in unstructured, flexible environments where they can use their imagination and creativity to construct something new or unique. Consider jobs that give you space to express your originality.

Here are some examples:

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- Architect
- Musician
- Writer
- Dancer or choreographer
- Animator
- Floral designer
- Photographer

## ARTISTIC THEME



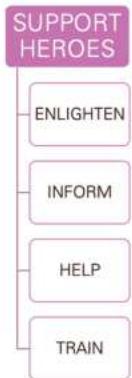
## SOCIAL

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Here are some examples:

- Therapist
- Social worker
- Athletic trainer
- Teacher
- Childcare worker
- Nurse
- Counselor
- Restaurant server

## SOCIAL THEME



### IDENTIFY IF YOU ARE:

- PATIENT
- HELPFUL
- IDEALISTIC
- UNDERSTANDING

## ENTERPRISING

Those with enterprising interests prefer an environment where they can take the initiative and be assertive. Consider jobs that give you the opportunity to persuade, lead, or influence others.

Here are some examples:

- Attorney
- Business owner
- Sales agent
- School principal
- Cosmetologist
- Manager
- Head chef
- Real estate agent

## ENTERPRISING THEME



## CONVENTIONAL

Those with conventional interests fare best in an orderly environment where they can complete well-defined tasks with accuracy and precision. Consider jobs that include processing and filing information, as well as those that follow strict procedures.

Here are some examples:

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- Air traffic controller
- Court reporter
- Bookkeeper

## CONVENTIONAL THEME



For example, if you have an interest in the realistic, artistic and investigative category, you might gravitate toward a career in engineering, as that allows you to work with tools, use your creativity, and think through problems. Or, if you align with the social, enterprising, and conventional category, you might enjoy becoming an attorney, as that allows you to help clients, persuade judges, and follow organized legal processes.

You may not find a career that matches all your interests but do your best to combine at least two. After all, the more interests you meet, the more likely you are to end up in a career you enjoy.

To increase your job satisfaction and workplace performance, align your career with your interests. Your interests are those things that you enjoy doing, and they can be separated into six broad categories:

## CHECK YOUR UNDERSTANDING

Check your understanding by matching each of the six interest types with their correct definition on the right.

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☰ Investigative

Enjoys thinking intellectually and solving problems

☰ Artistic

Enjoys creative work and self-expression

☰ Social

Enjoys helping others and working closely with people

☰ Enterprising

Enjoys leading and persuading others

☰ Conventional

Enjoys organizing things and  
following structured tasks

SUBMIT

5

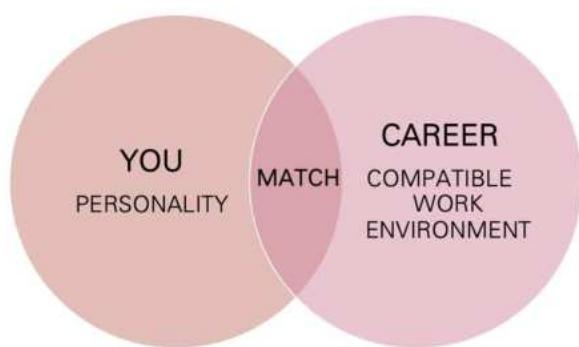
## OBJECTIVE 5

PERSONALITY AND CAREER MATCH



**MATCH YOUR PERSONALITY TO YOUR PERFECT  
JOB**

So, how do you find the perfect job? The best career is one that matches your unique makeup.



LEAD TO GREATER SUCCESS AND SATISFACTION

**Matching personality to professions helps to create the ideal job environment.**

## PERSONALITY AND CAREER MATCH

The key to finding a satisfying career is to match your fundamental interests and personality type with occupations.

A Social person would go crazy sitting alone in an office all day.

An Artistic person would probably hate having to conform to a set of strict rules in a job.

### CHECK YOUR UNDERSTANDING

The key to finding a suitable career is to find a match between your personality and career.



True



False

SUBMIT

---

## SUMMARY

OUTSIDE CAREER INFLUENCES

PERSONALITY PROFILING

PERSONALITY SELF-EVALUATION

SIX PERSONALITY TYPES

PERSONALITY AND CAREER MATCH

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## REFERENCES

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## **PERSONALITY ASSESSMENT QUIZ**

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**Question**

**01/05**

What is the primary goal of personality and career matching?

---

- To find the highest paying job.
- To help individuals discover their passions.
- To align an individual's personality with a suitable career.
- To ensure job security.

**Question**

**02/05**

The "Realistic" personality type is often associated with careers in

---

- Healthcare
- Engineering and construction
- Counselling and therapy
- Creative arts

**Question**

**03/05**

The "Artistic" personality type is associated with careers that emphasise:

---

- Analytical thinking and problem solving
- Creativity, self-expression and artistic pursuits
- Practical and hands-on skills

**Question**

**04/05**

Which of the following represents individuals who prefer working with data, facts, and ideas in a systematic and analytical manner?

---

- Social
- Investigative
- Conventional
- Realistic

**Question**

**05/05**

Someone with a strong "Conventional" code preference is likely to excel in which type of career?

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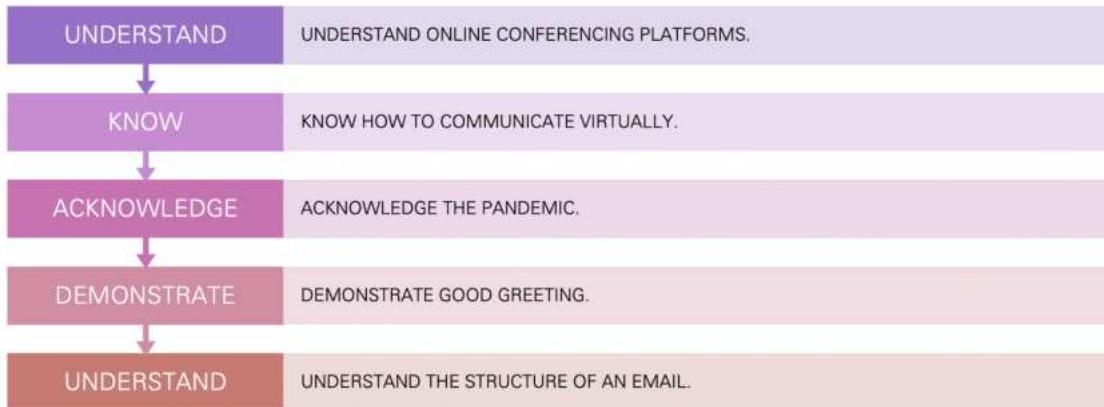
- Counselling and therapy
- Science and research
- Organising and managing information
- Creative arts and design

## TOPIC 4: BUSINESS COMMUNICATION

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## LEARNING OBJECTIVES



## BUSINESS COMMUNICATION

Choosing an appropriate tone for your professional communications is similar to selecting an appropriate outfit for an event. Consider the following matching activity:

**Matching activity.** Which outfit is appropriate for each occasion?

Match the correct outfit and event below.

☰ A beach wedding

A summer dress

☰ A corporate job interview

A blazer, blouse, and slacks

☰ A friend's backyard party

Jeans and a T-shirt

☰ A black-tie event

A cocktail dress or evening gown

SUBMIT

## DO YOU SEE THE DIFFERENCE?

Imagine if you wore jeans to a corporate job interview—or an evening gown to a friend's backyard BBQ. How might others react? The wrong tone can likewise leave the wrong impression.

In this lesson, you'll learn what it means to have a formal versus informal tone. You'll also review examples of each and determine which tone is appropriate for the situation.

“

90% of the friction of daily life is caused by the tone of email "voice"

## FORMAL VERSUS INFORMAL TONE

We use a **formal** versus **informal** tone for different people and situations. Flip the flashcards below to learn more.

Formal

A **formal** tone is less personal and more official. It avoids slang and uses correct grammar, spelling, and punctuation.

People typically use

## Informal

An **informal** tone is conversational. You can use slang, colloquialisms, and otherwise break traditional spelling, grammar, or

punctuation rules.

---

In general, a formal tone conveys professionalism, respect, and authority, whereas a personal tone expresses emotion, personality, and intimacy.

## WHAT DO YOU THINK?

In which of the following communications should you use a formal tone? *Please select all options that apply.*

---



A cover letter

- A business proposal
- A personal email to a friend
- A message to a close coworker in a casual work culture
- A presentation in a corporate work environment

SUBMIT

## **DIFFERENCE BETWEEN FORMAL AND INFORMAL COMMUNICATION**

So, what makes communication sound more or less formal? Click through the following interaction to learn some of the differences between formal versus informal word choice and syntax.

## Difference 1

### Word Choice

A formal tone avoids **slang and colloquialisms**, whereas an informal tone embraces conversational language. Formal language may also incorporate more sophisticated or precise vocabulary. For example:

#### Example 01

- **Informal:** "Hiya Steve, I got that postcard you sent me. Thanks a lot, bud!"
- **Formal:** "Dear Steve, thank you for sending the thoughtful postcard. I appreciate the kind wishes."

#### Example 02

- **Informal:** "Can you glance over this proposal for mistakes?"
- **Formal:** "Could you review this proposal for mistakes?"

## Difference 2

# Grammar, Spelling, and Punctuation

Use correct **grammar, spelling, and punctuation** in formal communications. Avoid emoticons, excessive exclamation points, words in all caps, or unnecessary bolding and underlining. Informal communications have wiggle room to break these rules. Consider the following examples.

### Example 01

- **Informal:** "Whatcha gonna do this weekend?"
- **Format:** "What are your weekend plans?"

### Example 02

- **Informal:** "You got it! I'm happy to share the document and make you a collaborator. Give me one sec. :)"
- **Format:** "No problem. You can now edit the document. Please let me know if you have trouble accessing it."

### Difference 3

## Abbreviations and Acronyms

While informal communications use **abbreviations and acronyms**, formal communications limit or avoid them. When introducing a new acronym, formal documents spell out the word and put the acronym in parentheses behind it. After that, it's acceptable to use the acronym alone. For example:

### Example 01

- **Informal:** "Get back to me ASAP."
- **Format:** "Please respond as quickly as possible."

### Example 02

- **Informal:** "Check the CDC website for regular updates."
- **Format:** "Refer to the Centers for Disease Control and Prevention (CDC) website for regular updates."

## Difference 4

### Contractions

**Contractions** make your tone less formal. A contraction is a shortened form of a word, such as “won’t” instead of “will not” or “there’s” instead of “there is.” An apostrophe represents omitted words or letters. For example:

#### Example 01

- **Informal:** “You’re welcome to sign up for a tour.”
- **Formal:** “You are welcome to schedule a tour.”

#### Example 02

- **Informal:** “The team hasn’t had time to review it.”
- **Formal:** “The team has not had time to review it.”

## Difference 5

### Pronouns

Finally, some formal contexts discourage the use of **first-person and second-person pronouns**, such as “I,” “you,” and “we.” Academic or medical papers, for example, may encourage the use of the third-person or passive voice instead. Consider these examples.

#### Example 01

- **Informal:** “What can you do to create and maintain healthy habits?”
- **Formal:** “What can individuals do to create and maintain healthy habits?”

#### Example 02

- **Informal:** “We asked managers to create 30-60-90 day plans for new hires.”
- **Formal:** “Managers were asked to create 30-60-90 day plans for new hires.”

**Consider your context:** Keep in mind that this rule only applies to certain contexts. In most professional fields, you can communicate with a formal or professional tone while still using first- and second-person pronouns. For example, consider how a customer service representative might ask, “How can I assist you today?”

### CHECK YOUR UNDERSTANDING

Check your understanding of formal versus informal communication by completing the following exercises. Fill in the blank with the correct answer: **Formal** or **Informal**. For an extra challenge, identify *why* you chose that answer.

### **Exercise 1 of 3**

*"What's the scoop? Do you have any new info on the rental situation?"*

Type your answer here

---

**SUBMIT**

### **Exercise 2 of 3**

*"Employees may make changes to their health insurance outside of the benefit enrollment period if they have a qualifying life event."*

Type your answer here

---

**SUBMIT**

### **Exercise 3 of 3**

*"I'm sorry you experienced that, and I can imagine how frustrating that must have been. Let's take a look and see what we can do to resolve the issue."*

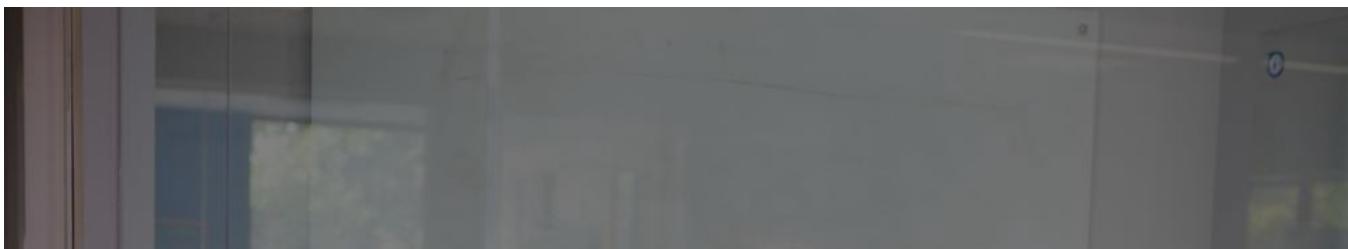
Type your answer here

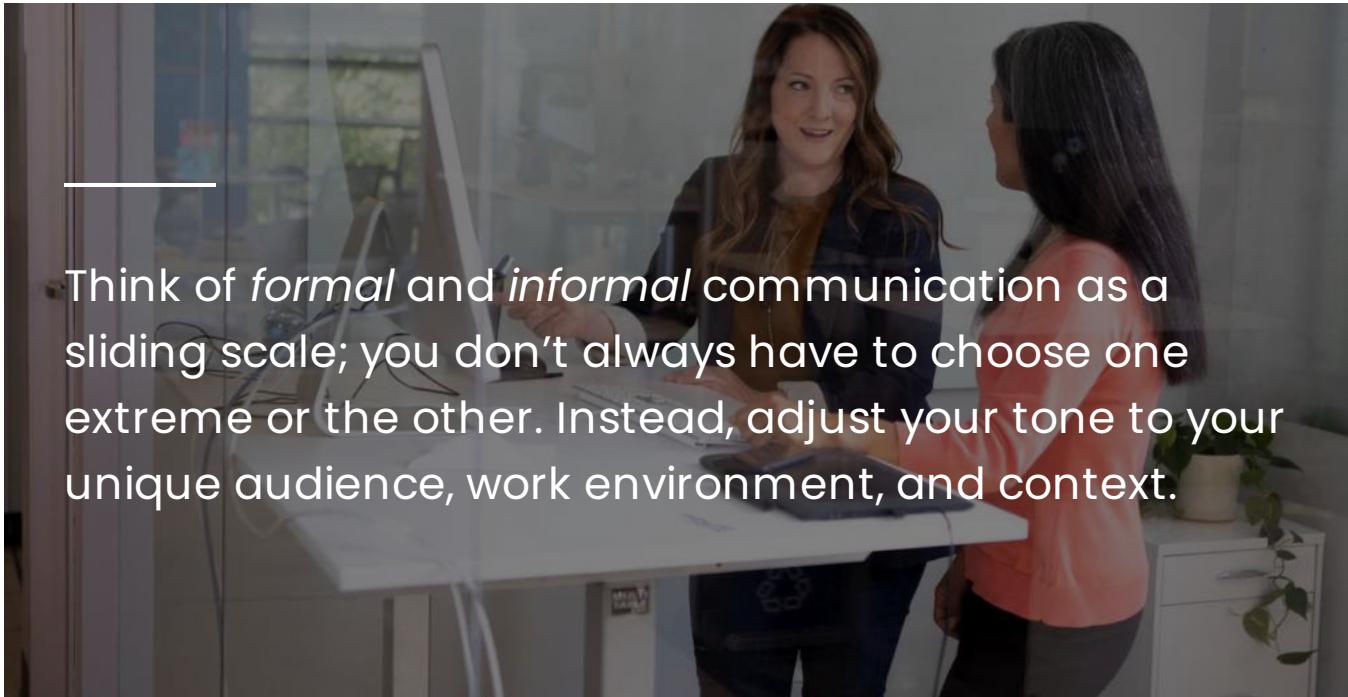
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SUBMIT

## THE RELATIONSHIP BETWEEN TONE AND PROFESSIONALISM

We often associate professionalism with formality, but exceptions exist. Some companies, for example, may encourage customer service agents to adopt a more **neutral** tone that's polite and professional yet playful and conversational. Agents may adhere to traditional spelling, grammar, and punctuation rules, but also use emoticons and everyday language. In these contexts, overly formal language may seem stilted and antiquated. The same goes for communicating with your team or boss.





Think of *formal* and *informal* communication as a sliding scale; you don't always have to choose one extreme or the other. Instead, adjust your tone to your unique audience, work environment, and context.

## HOW TO CHOOSE AN APPROPRIATE TONE

Let's unpack this idea further. To choose the most appropriate tone for the situation, answer the following three questions:

1

**What's your relationship with the audience?** In general, the closer your relationship with the other person, the less formal you need to be. However, distinguish between *personal* and *professional* relationships. Professional relationships generally require greater formality.

2

**What's the standard for your industry or work culture?**

Assess previous communications at your company and choose a tone that "blends in" with the status quo.

3

**What's the context?** Consider the formality of the situation.

Are you chatting about weekend plans with coworkers or delivering an important presentation? Your tone should fit the context.

## CHECK YOUR UNDERSTANDING

Check your understanding of formal versus informal communications by completing this final sorting activity. Drag and drop each statement into the correct category:

**Formal or Informal.**

Formal

You must use correct spelling and grammar.

Avoid using emoticons, words in all caps, or excessive exclamation points.

**Some contexts discourage the use of the first- or second-person voice.**

**Example:** “Please advise on how to proceed.”

**Informal**

**Use this tone with friends, family members, or close colleagues.**

**You can use abbreviations, contractions, or acronyms.**

**Slang and everyday language are acceptable.**

**Example:** “Woohoo! Congrats on the new product launch.”

What's the difference between a formal and informal tone? A formal tone is more official. Avoid slang and use correct spelling, grammar, and punctuation. By contrast, an informal tone is conversational. You can break the rules, abbreviate, and embrace everyday language. While different, there's a time and a place for both.

Use a formal tone in corporate or academic contexts—and an informal tone in casual settings with close friends, family members, or colleagues.

Assess your work environment, audience, and context to determine the appropriate tone for the situation. Remember that tone exists on a sliding scale. Look to your company culture and previous communications for guidance.

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## 3 SKILLS HIRING MANAGERS ARE LOOKING FOR IN REMOTE JOB CANDIDATES

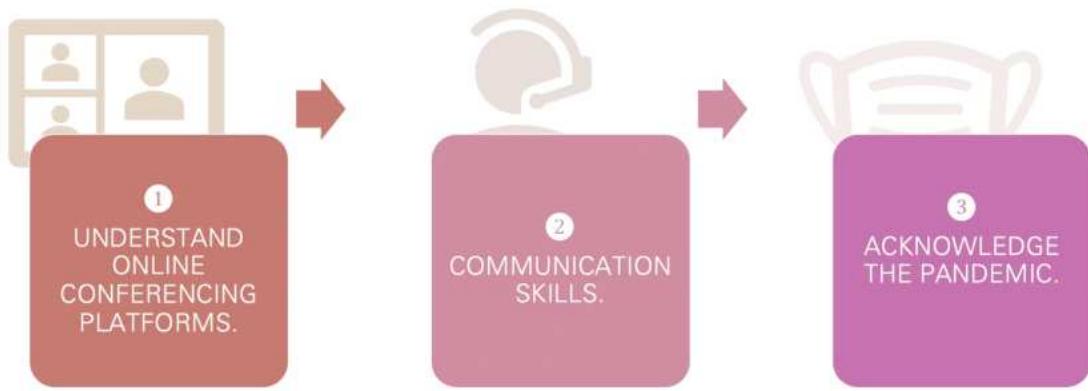
NEWS ARTICLE



## REMOTE RECRUITING AND REMOTE WORKING

-  BUSINESSES WILL OPERATE REMOTELY.
-  NEW SKILL SET REQUIRED BY JOB SEEKERS.
-  UNDERSTAND HOW REMOTE INTERVIEWS WORK.
-  UNDERSTAND ONLINE CONFERENCING PLATFORMS.
-  SHOW INITIATIVE IN COMMUNICATING ONLINE. .
-  BE OPEN TO PANDEMIC DISCUSSIONS.

### 3 KEY SKILLS



## OBJECTIVE 1

ONLINE CONFERENCE  
PLATFORMS



### ONLINE CONFERENCING PLATFORMS



Master the art of  
presenting yourself  
over remote  
interviewing  
platforms.

PROFESSIONAL ONLINE PRESENCE

## ONLINE CONFERENCING PLATFORMS



Online communication should occur in a quiet, well-lit room with a plain background.

GOOD LIGHTING

## ONLINE CONFERENCING PLATFORMS



Despite communicating virtually from home, you are required to dress smartly as you would an in-person meeting.

DRESS SMARTLY

## DIFFERENT TYPES OF ONLINE PLATFORMS

### MICROSOFT (MS) TEAMS

- Licensed software.
- Used in corporate and academic organisations.
- A Microsoft email account is required to access the MS Teams platform.

### GOOGLE MEET

- Free online conferencing software.
- Google Meet is available for users with Google accounts.
- Users with Google accounts may set up online meetings.
- Users without Google accounts can attend the online meeting.

### ZOOM

- Free online conferencing software.
- The user registers on the zoom platform with any email address.
- Users can setup online meetings on the online conferencing platform.

## CHECK YOUR UNDERSTANDING

You can wear your pyjamas if you are meeting on an online conferencing platform.



True



False

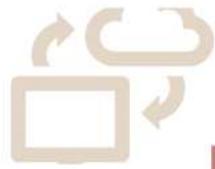
SUBMIT

## OBJECTIVE 2

COMMUNICATION SKILLS



## COMMUNICATE VIRTUALLY



All job seekers still need to have the ability to reach out and communicate virtually.

## HOW TO COMMUNICATE WHILE WORKING REMOTE

(1)  
ACTIVE  
COMMUNICATION IS  
IMPORTANT.

(2)  
DON'T BE SHY OVER  
VIRTUAL MEETINGS.

(3)  
STAY IN CONTACT  
WITH YOUR TEAM  
THROUGHOUT THE  
DAY.

(4)  
ENGAGE IN VIRTUAL  
CONVERSATIONS WITH  
WORK COLLEAGUES  
REGULARLY.

## CHECK YOUR UNDERSTANDING

You must communicate virtually by staying in regular contact with your team during your working day.

---



True



False

SUBMIT

3

## OBJECTIVE 3

ACKNOWLEDGING THE PANDEMIC



### WORKING REMOTELY

DON'T BE AFRAID TO BRING UP THE PANDEMIC.

THE HUMAN ELEMENT WINS OVER INTERVIEWERS.

ASK THE INTERVIEWER HOW THEY ARE DOING.

CONVINCE THE INTERVIEWER THAT YOU WILL BE SUCCESSFUL IN A REMOTE ROLE.

### CHECK YOUR UNDERSTANDING

Why should you acknowledge the pandemic?

---

- To win over the interviewer with your human element
- To make small talk
- To demonstrate your fancy vocabulary

SUBMIT

## OBJECTIVE 4

PROFESSIONAL GREETING



### ACCEPTABLE GREETING

A	'Hi [name], ... '	✓
B	'Hi everyone, ... '	✓
C	'Greetings, ... '	✓

---

## GREETINGS TO AVOID

A	'Hey!'	✗
B	'Hey there!'	✗
C	'Hi [name]!!!!'	✗
D	'To whom it may concern, ...'	✗

---

---

## GENDER OFFENDER

A	'Mr./Mrs./Ms. [last name], ...'	✗
B	'Mr./Mrs./Ms. [first name], ...'	✗
C	'Hi Mrs. ...'	✗
D	'Dear [Job Title], ...'	✗
E	'Dear Sir or Madam, ...'	✗
F	'Gentlemen, ...'	✗

---

---

## TOO FORMAL

A	'Dear Mr./Mrs./Ms. [last name], ... '	✗
B	'Dear [first name], ... '	✗
C	'Dear friend, ... '	✗
D	'Dear [Job Title], ... '	✗
E	'Dear Sir or Madam, ... '	✗

---

---

## TOO CASUAL

A	'To [name], ... '	✗
B	'[First name]!'	✗
C	'Yo!'	✗
D	'[Misspelled name], ... '	✗
E	'Hi [nickname], ... '	✗
F	'All, ... '	✗
G	'Hallo, ... '	✗

---

## TIME-ZONE DEPENDENT

A	'Good morning, ... '	✗
B	'Good afternoon, ... '	✗
C	'Good evening, ... '	✗



**When in doubt, err on the side of formality.** Start formal, and take the other party's lead from there. You can always change your tone to mirror the other person's response.

## CHECK YOUR UNDERSTANDING

Hallo is an acceptable greeting.



True



False

SUBMIT

5

## OBJECTIVE 5

STRUCTURE OF AN EMAIL





Emails create a “digital” trail. Use them to organize and document information—such as sharing meeting notes with your team, assigning tasks, or submitting formal requests. Don’t share confidential information, deliver bad news, or discuss private matters over email.

## HOW TO WRITE BUSINESS EMAILS

Email is the most common form of written business communication. Whether you need to apply for a job, contact a client, or send project updates to your boss or team—knowing how to write effective business emails is essential.

While a well-written email helps you achieve specific business goals, a poorly written email creates confusion, misunderstandings, and frustration. A rambling or typo-riddled business email can even damage your professional reputation.



Treat your email subject line like a movie trailer – give a preview so they know what to expect.

---

**So, how do you write professional and effective business emails? In this lesson, you'll learn when to send an email, followed by email formatting and style guidelines.**

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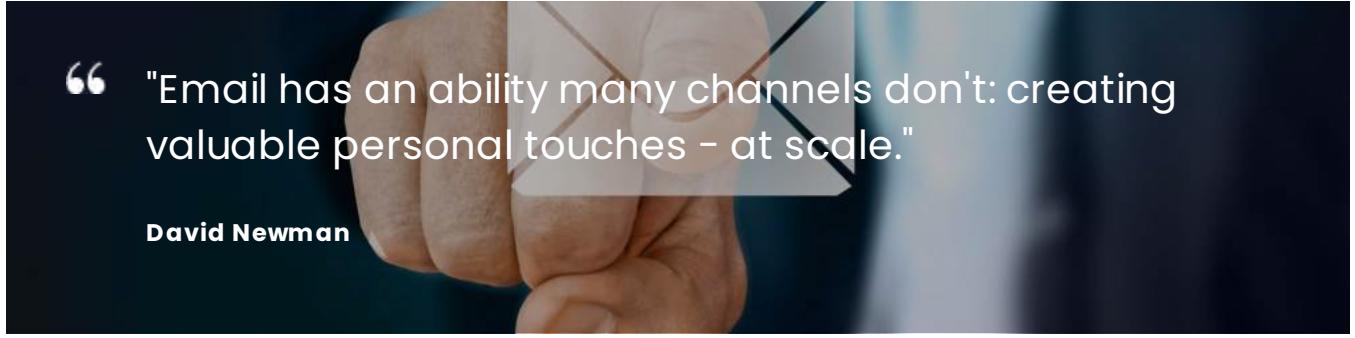
Emails are a form of asynchronous communication.

Communication is delayed rather than instant. The recipient can open and respond to an email on their own time and terms.

## STRUCTURE OF AN EMAIL

ACTION-FOCUSED SUBJECT LINE.	PROFESSIONAL GREETING	INTRODUCTORY PARAGRAPH	CONTENT	CONCLUSION PARAGRAPH	SIGNATURE
Use short specific phrases	Begin the email with a professional greeting.	Introduce yourself.	Promote your skills.	Explain why you are the best candidate for the job.	<ul style="list-style-type: none"><li>• Closing greeting</li><li>• Name and Surname</li><li>• Contact Details</li></ul>





**“** "Email has an ability many channels don't: creating valuable personal touches - at scale."

**David Newman**

## STRUCTURE OF AN EMAIL

Business emails follow a predictable format. Move through the markers below to dissect the anatomy of a typical business email.

To: Lusanda@gmail.com
Subject: Application for Developer at Woolworths 
Dear Lusanda Maqungoe 
I would like to apply for the position advertised on career junction for the post developer. Please find attached: <ul style="list-style-type: none"><li>• CV</li><li>• Copy of ID</li><li>• Matric Certificate</li></ul> 
I look forward to hearing from you. 
Kind regards Thandi Mhlongo  T: 021 460 3010 E: tmhlongo@gmail.com 


To: Lusanda@gmail.com
Subject: Application for Developer at Woolworths 
Dear Lusanda Maqungoe  I would like to apply for the position advertised on career junction for the post developer. Please find attached: • CV • Copy of ID • Matric Certificate  I look forward to hearing from you.  Kind regards Thandi Mhlongo  <i>TMhlongo</i> T: 021 460 3010 E: tmhlongo@gmail.com


## Subject Line

A subject line summarizes an email. What can the recipient expect?

Create subject lines that make it easy for recipients to organize, prioritize, and locate emails in their inbox. For example, write a subject line that's:

- Concise. Don't try to fit your entire email into a subject line.
- Obvious. Make it obvious what the email is about.

To: Lusanda@gmail.com
Subject: Application for Developer at Woolworths
Dear Lusanda Maqungoe  I would like to apply for the position advertised on career junction for the post developer. Please find attached: • CV • Copy of ID • Matric Certificate  I look forward to hearing from you.  Kind regards Thandi Mhlongo  T: 021 460 3010 E: tmhlongo@gmail.com
<input type="button" value="SEND"/>

## Sign-Off

End business emails with an appropriate sign-off and contact information. Depending on your tone and relationship with the recipient, you might write:

- Sincerely
- Thanks/Thank you
- Best or Best wishes/regards
- Kind wishes/regards
- See you soon/Speak soon
- Looking forward to hearing from you
- Have a great day/weekend

To: Lusanda@gmail.com

Subject: Application for Developer at Woolworths

Dear Lusanda Maqungoe

I would like to apply for the position advertised on career junction for the post developer. Please find attached:

- CV
- Copy of ID
- Matric Certificate

I look forward to hearing from you.



Kind regards  
Thandi Mhlongo

*TMhlongo*

T: 021 460 3010  
E: tmhlongo@gmail.com

SEND

## Closing

Add a closing sentence or paragraph before signing off. Summarize key takeaways, recap action items, or express gratitude or good wishes.

For example: "To recap, Jovanie will write the press release, Ben will contact our strategic partners, and Issa will manage our social media channels. I appreciate your support"

To: Lusanda@gmail.com
Subject: Application for Developer at Woolworths
Dear Lusanda Maqungoe  I would like to apply for the position advertised on career junction for the post developer. Please find attached: • CV • Copy of ID • Matric Certificate
I look forward to hearing from you.
Kind regards Thandi Mhlongo  T.Mhlongo T: 021 460 3010 E: tmhlongo@gmail.com
<input type="button" value="SEND"/>

## Body

The body conveys the purpose of your email. You can structure your email body in one of two ways:

- Direct. Lead with your main decision, message, or request. Then support it with additional context or background information.
- Indirect. Start with background information, building up to your main decision, message, or request at the end of your email.

To: Lusanda@gmail.com
Subject: Application for Developer at Woolworths
Dear Lusanda Maqungoe 
I would like to apply for the position advertised on career junction for the post developer. Please find attached: <ul style="list-style-type: none"> <li>• CV</li> <li>• Copy of ID</li> <li>• Matric Certificate</li> </ul>
I look forward to hearing from you.
Kind regards Thandi Mhlongo
<i>T.Mhlongo</i> T: 021 460 3010 E: tmhlongo@gmail.com


## Greeting

Always begin your email with an appropriate greeting. Depending on your tone and relationship with the recipient, you might write:

- Hi [insert name]
- Dear [insert name]
- Good morning/afternoon
- Greetings

---

**Well-composed business emails are courteous, clear, and concise. They provide the recipient with important or actionable information.**

---

## BUSINESS EMAIL STYLE GUIDELINES

Emails differ from phone, in-person, or direct message conversations because you have the opportunity to plan and edit your message before sending. There's no excuse for disorganized thoughts, typos, or other mistakes. Write more thoughtful and professional business emails with these style tips:

### Professional

Don't confuse business with personal emails. How you communicate in a casual email to a close friend won't fly when emailing your boss, coworkers, or clients. Keep business emails professional by avoiding or limiting the use of:

- Emoticons, slang, or colloquialisms
- Words spelled in all caps
- Unnecessary exclamation points, highlighting, bolding, or italics
- Unconventional fonts or font colors

Remember: Emails create a potentially permanent conversation record. Always be polite, and never write an email when you're angry or emotional—lest it come back to haunt you.

### Polished

Always edit and proofread your emails for spelling, grammar, or punctuation mistakes. Review content for broken links or inaccuracies. And to avoid embarrassment, always double-check your recipient field so you don't accidentally forward private information to the wrong person or group.

Tip: Send a test email to yourself or a trusted coworker, especially before dispatching an email to a large recipient list or important stakeholder or customer.

## **Clear**

---

Is your message clear and easy to understand? Muddled emails can cause misunderstandings—or lead recipients to miss your point. Keep emails organized and accessible with these tips:

- Use simple and straightforward language. Avoid jargon, acronyms, uncommon words, or overly formal language.
- “Chunk” information. Break information into bite-sized pieces by using short paragraphs and numbered or bulleted lists.
- Employ graphic highlighting. Bolding, italics, or other graphic highlighting techniques draw attention to important information.
- Create a logical structure of ideas. Craft a message that’s coherent and easy to follow. Follow traditional email-formatting rules.

## **Concise**

---

Respect your recipient’s time by getting to the point. Be concise and avoid rambling run-on sentences or superfluous information. Ask yourself, “What’s my purpose for writing this email?” Keep your message focused on that purpose. Use short sentences, and cut unnecessary words or details

## **Appropriate**

---

Last style tip: Check your tone to make sure it’s appropriate for your work culture and audience. For example:

- Formal tone. Corporate environments (such as legal or finance) typically use a formal tone to display professionalism. Also, use a formal tone when communicating with people you don’t know well.

- Informal tone. Some work cultures (such as creative agencies or startups) employ a more casual tone in communications. Employees or customers of these organizations may perceive a formal email as stiff, cold, or impersonal—especially if you have a close relationship.

Remember: Recipients can't read your body language or hear your tone of voice over email. Avoid sarcasm or jokes that a recipient could misinterpret. Also, be intentional about your tone in writing to ensure that your message doesn't come across as angry or annoyed.



## A BEFORE AND AFTER EXAMPLE

Review the following before-and-after examples of a business email from an HR representative. Compare both versions and see if you can spot the differences.

### BEFORE

Email Subject: Raif's Job Description/Role Change

Morning Stacie!

I reviewed Raif's JD per our discussion yesterday. I have a few edits/comments, which you can find attached. I've left comments on his suggested job title and only a few slight edits under the Essential Duties section.

Happy to meet for a quick meeting if that is easier for you. The comments/edits are very slight. Once you give me feedback and then the OK on the job descriptions we can work on updating his salary. We can only Please note this can only occur at the beginning of a pay period (1/11 or 11/25).

For Raif's increase once you speak with Dave let me know (and the amount) and I can send the increased approval request. If approved, I will create a memo for you and Yvonne to sign, and then it will be effective in the system.

Thanks!

Noah

## AFTER

**Email Subject:** Raif's Job Description/Role Change

Good morning Stacie,

I've attached Raif's job description with my comments. I had two edits to his suggested job title and essential duties.

Once you approve the job description, we can move forward with the next steps:

- Let me know the amount of Raif's salary increase. Please note that pay increases can only go into effect at the beginning of a pay period (1/11 or 1/25).
- If approved, I will create a memo for you and Yvonne to sign. It will then be effective in the system, and Raif will receive his salary increase on the next pay period.

Please let me know if you have any questions or concerns. As always, I'm happy to meet.

Thank you!

Noah Campbell  
555-555-5555  
[noah@xyzcompany.com](mailto:noah@xyzcompany.com)



### **What changes did you notice?**

The second example scrubbed the email of acronyms, typos, and spelling mistakes. It's also clearer, concise, well-structured, and easy to follow. Bullet points and bolding draw the eye to key action items, and a new signature lets Stacie know where to reach Noah.

### **CHECK YOUR UNDERSTANDING**

Which of the following options is the best example of an effective email subject line?

---

- Equipment Request
- New Printer Needed
- New Printer Request – Sales Department
- The sale department is in desperate need of a new printer!

**SUBMIT**

Which of the following items should you avoid in business emails?  
Please select all options that apply.

---

- Emoticons and slang

- Typos and mistakes
- Excessive exclamation points
- Long or run-on sentences
- Jokes or sarcasm

SUBMIT

Which of the following options are appropriate sign-offs in an email to a corporate client? Please select all options that apply.

---

- Thank you
- Best regards
- Later

SUBMIT

## SUMMARY

ONLINE COMMUNICATION PLATFORM.

COMMUNICATE VIRTUALLY.

ACKNOWLEDGE THE PANDEMIC.

PROFESSIONAL GREETING.

STRUCTURE OF AN EMAIL.



**Send a copy to yourself. Send a copy of important emails to yourself to file for future reference.**

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<https://www.businessinsider.co.za/cold-emails-calls-job-clients-contact->

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## **BUSINESS COMMUNICATION QUIZ**

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**Question**

**01/05**

What is the primary purpose of business communication?

---

- To entertain
- To inform, persuade and instruct
- To gossip
- To criticise

**Question**

**02/05**

Which of the following is an example of non-verbal communication?

---

Email

Phone call

Body language

Memo

**Question**

**03/05**

When should you use formal language in business?

---

- Always
- Only with clients
- Only with managers
- Depending on the situation

**Question**

**04/05**

What is the recommended tone for a business email?

---

- Informal and relaxed
- Agressive and confrontational
- Professional and respectful
- Sarcastic and humourous

**Question**

**05/05**

What is the recommended etiquette for virtual backgrounds in video conferencing?

---

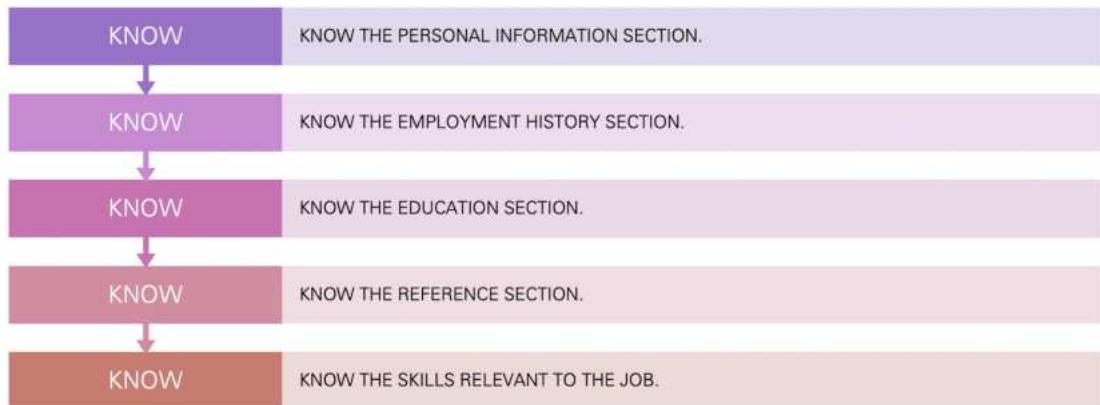
- Use distracting and colourful backgrounds
- Choose backgrounds that showcase personal interests
- Select professional and non-distracting backgrounds
- Leave the background blank

## TOPIC 5: CREATE A CV

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## LEARNING OBJECTIVES



## WHAT IS A CV AND WHY IS IT IMPORTANT?

One of the first steps to finding a new job is to create your CV. A resume is a one- to two-page document that summarizes your work experience and qualifications. Most companies require job candidates to submit a resume as part of the application process.

Employers may sift through dozens—or even hundreds—of applications for a single job opening. It's not uncommon for an employer to review your CV for a mere **five to six seconds** before deciding whether to “keep” or “cut” your application.

That's why it's so important to make sure your CV makes the right impression.

This guide will teach you everything you need to know about writing a professional, polished, and compelling CV.

Learn what to include in your CV, what best practices to apply for styling and formatting it, and how to edit your CV.

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## REALISTIC TIPS TO HELP MATRICULANTS SUCCEED AT FINDING JOBS

PARENT24 NEWS ARTICLE



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## JOB TIPS FOR MATRICULANTS

YOUR JOB IS TO  
FIND YOURSELF  
A JOB.

NETWORK.  
NETWORK.  
NETWORK.

VOLUNTEER.

GET YOUR  
RESUME AND  
REFERENCES IN  
ORDER.

LOOK WHERE  
THE JOBS ARE.

LOOK FOR  
WORK CLOSE  
TO WHERE YOU  
LIVE.

LEARN HOW TO  
"PACKAGE  
YOURSELF".

SPEAK CLEARLY  
AND  
CONFIDENTLY.

BEWARE OF  
SOCIAL MEDIA.

REGISTER WITH  
A  
RECRUITMENT  
AGENCY.

## WHAT LANGUAGE SHOULD I WRITE MY CV IN?

- South Africa has 11 official languages.
- This creates confusion.
- The language commonly used for resumes is English.
- English is commonly spoken in the corporate world in South Africa.
- You are not limited to English at all.
- Follow what was written in the job advertisement.
- If the advertisement was placed in IsiXhosa then submit a IsiXhosa resume.
- Use English to prepare a general resume that can be sent to multiple companies and recruiters.

## A MARKETING TOOL

One of the biggest mistakes job seekers make in CV writing is approaching their CV as an informational document rather than a marketing tool. They pack their CV with information. But they don't position or tailor that information to suit the unique job and company to which they're applying.

So, think of your CV as a carefully crafted pitch.

- What do you have to offer?
- What makes you stand out?
- And what relevant skills, education, or work accomplishments do you have to support your claims?

Keep your answers to these questions in mind as you move through the following sections:

1

What content should I include in my CV?

2

How do I style and format my CV?

3

How do I edit my CV effectively?

## WHAT CONTENT SHOULD I INCLUDE IN MY CV?

### WHAT GOES INTO A CV?

Your first question for creating a CV might be, “*What goes into a CV?*” Or, “*What information should my CV include?*”

CVs are typically broken down into different topics or sections. For example, your CV might include:

- a section that highlights your education,

- a section that summarizes your work experience,
- a section that lists your specialized skills.

## WHAT SECTION SHOULD BE IN A CV?

- 1 PERSONAL INFORMATION
- 2 EMPLOYMENT HISTORY
- 3 EDUCATION
- 4 REFERENCES
- 5 SKILLS RELEVANT TO THE JOB VACANCY

## MANDATORY SECTIONS

Expand the rows below to explore the sections that every resume should cover. Think of the following sections as the baseline or foundation for your CV:

### Name and Contact Information

Every resume should include your **name and contact information**. Make it easy for employers to follow up with you by including your telephone number and professional email address. You might also add your home city or address.

## **Education**

---

Most job postings include an educational requirement. In this case, you'll want to highlight your **education** so that employers can quickly see you meet that requirement. Here are some key points you might cover in this section:

- Name of the school or university you attended
- Type of degree earned
- Major and minor
- Dates attended or date of graduation
- Grade point average (if your GPA was strong)
- Awards, honors, licenses, or certifications received
- Participation, including any leadership roles, in clubs, extracurricular activities, and organizations

## **Employment History or Work Experience**

---

Most importantly, every resume should include a section that highlights your **employment history or work experience**. You might add internships here as well. Describe your employment history with the following information:

- Name of the company
- Dates employed
- Job title
- Description of relevant job responsibilities
- Measurable or key accomplishments

You don't have to list every job you've ever held. Focus on the work experience that's relevant to the position you're applying for and clearly demonstrates transferable skills.

## CV ESSENTIALS

NO JOB EXPERIENCE IN SA	LENGTH OF RESUME:	HOW TO START YOUR RESUME:	MISSED PHONE CALL OR EMAIL	RESUME SECTIONS:
<ul style="list-style-type: none"><li>• Add</li><li>• hobbies</li><li>• interests</li></ul>	1-page limit Resume	<ul style="list-style-type: none"><li>• Name at the top of the page</li><li>• Contact details directly below your name.<ul style="list-style-type: none"><li>• one phone number</li><li>• one email address</li></ul></li></ul>	Make sure that you are reachable on your contact details.	After your name and contact details, you will get into your "Resume sections."

## OPTIONAL SECTIONS

There are optional sections that you might include if you feel they are relevant to the specific job you're applying for or can otherwise help to distinguish you from other candidates. Expand the rows below to see a few examples of optional sections you may want to add:

### Objective or Personal Summary

Some job candidates may choose to add an **objective or personal summary or statement** near the top of their CV. This section is typically no more than four sentences long. You might highlight your goals or motivations as a professional, as well as your top skills, work experience, or accomplishments from a high level.

Think of this section as a quick snapshot or overview of who you are and what separates you from the competition. It should be succinct and clearly demonstrate what value you can bring

to the role or company.

## Skills

You might also decide to add a section that lists **specialized skills** or technical abilities. For example, you might include your skills with particular computer systems and applications, frameworks, languages, or lab work.

## Volunteer Experience or Professional Affiliations

Another optional section is your **volunteer experience or professional affiliations**. Only list these details if they're relevant.

For example, you might list your experience organizing conferences and events if you're applying for a job that involves event coordination.

## Work Samples

Finally, you might consider adding a section that links to your **work samples**. For example, job seekers who work in creative fields might link to web pages they've designed, writing samples and publications, creative portfolios, or demo reels.

## OBJECTIVE 1

PERSONAL INFORMATION  
SECTION



### NAME AND CONTACT DETAILS

Name: Lusanda Maqungoe  
Contact number: 078 945 5608  
Email address: Lusanda@gmail.com

## 5 MOST COMMON JOB SCAMS IN SOUTH AFRICA

NEWS ARTICLE



### JOB SCAMS

- 1) FALSE JOB APPLICATION.
- 2) YOU PAY FOR ITEMS.
- 3) PAY BEFORE AN INTERVIEW.
- 4) SIGN UP FOR A TRIAL PERIOD.
- 5) THE FAX JOB.

## PERSONAL INFORMATION

WHAT TO  
SHARE?

Date of birth  
and  
Nationality.

JOB SCAM

Limit the  
personal  
information  
you share.

WHAT IS  
REQUIRED

Listed in job  
description.

## NAME AND CONTACT DETAILS

Name: Lusanda Maqungoe

Contact number: 078 945 5608

Email address: Lusanda@gmail.com

# PERSONAL INFORMATION SECTION

Name: Lusanda Maqungoe  
Contact number: 078 945 5608  
Email address: Lusanda@gmail.com

PERSONAL INFORMATION

Date of birth: 01 January 2000  
Nationality: South African

## CHECK YOUR UNDERSTANDING

The personal information section consists of your identity number.

- True
- False

SUBMIT

## OBJECTIVE 2

EMPLOYMENT HISTORY  
SECTION

### EMPLOYMENT HISTORY

LIST WORK EXPERIENCE.

REVERSE  
CHRONOLOGICAL ORDER.

LIST  
DUTIES/RESPONSIBILITIES  
OF PAST JOBS.

CREATE A TIMELINE OF  
EXPERIENCE.

# EMPLOYMENT HISTORY SECTION

Name: Lusanda Maqungoe
Contact number: 078 945 5608
Email address: Lusanda@gmail.com
<b>PERSONAL INFORMATION</b>
Date of birth: 01 January 2000
Nationality: South African
<b>EMPLOYMENT SECTION</b>
Name of Company: ABC LTD
Duration: 1 July 2022 to 30 July 2022
Job Title: Cashier
Duties: Sale transaction on a PayPoint.

## CHECK YOUR UNDERSTANDING

The employment history is listed chronological order.

True

False

**SUBMIT**

## OBJECTIVE 3

EDUCATION SECTION



### EDUCATION SECTION

#### DESCRIPTION OF QUALIFICATIONS

HIGH SCHOOL EDUCATION (MATRIC).  
DO NOT LIST MATRIC RESULTS.

## EDUCATION SECTION

Name: Lusanda Maqungoe
Contact number: 078 945 5608
Email address: Lusanda@gmail.com
<u>PERSONAL INFORMATION</u>
Date of birth: 01 January 2000
Nationality: South African
<u>EMPLOYMENT SECTION</u>
Name of Company: ABC LTD
Duration: 1 July 2022 to 30 July 2022
Job Title: Cashier
Duties: Sale transaction on a PayPoint.
<u>EDUCATION SECTION</u>
Name of School: Cofimvaba High School
Year of completion: 2022
Qualification: National Senior Certificate

### CHECK YOUR UNDERSTANDING

The education section lists your Matric qualification but does not list your subject and results.



True



False

SUBMIT

## OBJECTIVE 4

REFERENCE SECTION



### REFERENCE SECTION

LIST 2  
REFERENCES.

INFORM  
PEOPLE THAT  
THEY ARE YOUR  
REFERENCE.

ENSURE  
CORRECT  
CONTACT  
DETAILS.

# REFERENCE SECTION

Name: Lusanda Maqungoe
Contact number: 078 945 5808
Email address: Lusanda@gmail.com
<b>PERSONAL INFORMATION</b>
Date of birth: 01 January 2000
Nationality: South African
<b>EMPLOYMENT SECTION</b>
Name of Company: ABC LTD
Duration: 1 July 2022 to 30 July 2022
Job Title: Cashier
Duties: Sale transaction on a PayPoint.
<b>EDUCATION SECTION</b>
Name of School: Cofimvaba High School
Year of completion: 2022
Qualification: National Senior Certificate
<b>REFERENCE SECTION</b>
Name: Waldon Hendricks
Contact number: 021 460 3010
Email: hendricksw@icloud.com

## CHECK YOUR UNDERSTANDING

You are required to list 2 references.



True



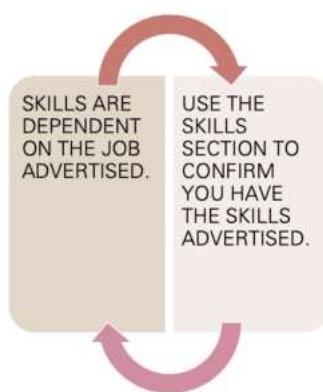
False

SUBMIT

## OBJECTIVE 5

### SKILLS SECTION

#### SKILLS SECTION



# SKILLS SECTION

Name: Lusanda Maqungo  
Contact number: 078 945 5608  
Email address: Lusanda@gmail.com

## PERSONAL INFORMATION

Date of birth: 01 January 2000  
Nationality: South African

## EMPLOYMENT SECTION

Name of Company: ABC LTD  
Duration: 1 July 2022 to 30 July 2022  
Job Title: Cashier  
Duties: Sale transaction on a PayPoint.

## EDUCATION SECTION

Name of School: Cofimvaba High School  
Year of completion: 2022  
Qualification: National Senior Certificate

## REFERENCE SECTION

Name: Waldon Hendricks  
Contact number: 021 460 3010  
Email: hendricksw@icloud.com

## SKILLS SECTION

Skills	Date accomplished
Word	30 September 2022
Excel	30 September 2022
PowerPoint	30 September 2022

## CHECK YOUR UNDERSTANDING

You only require some of the skills in a job advertisement to apply for the job.



True



False

SUBMIT

## DOS AND DON'TS

DO	Send a cover letter with your resume.
DO	Make sure your resume is free of spelling mistakes.
DO	Make your resume very easy to skim read.
DO	Keep your resume up to date.
DO	Keep it short and in bullet format if possible
DO NOT	Lie on your resume
DO NOT	Write long sentences/paragraphs.

Resume is a tool to market yourself.

## HOW SHOULD I STYLE MY CV?

## 5 RULES FOR FORMATTING

Now that you have a basic idea of what information to include, the next question is, “*What are some best practices to style or format that information?*” Expand the rows below to learn five rules for formatting.

### Create structure.

The first rule is to give an effective structure. In other words, you need to put the right information in the right order. Here’s how you can do that:

- **Organize your sections in a logical order.** For example, you might start with your contact information and personal statement before diving into the details of your education, work experience, and then work samples.
- **List your employment history in reverse chronological order.** Reverse chronological order means that your most recent experience should appear first, and your least recent experience should appear last.
- **Keep the most relevant, impressive, or important information at the top.** As a general rule of thumb, try to put your most relevant or impressive information at the top or the beginning of a relevant section.

### Make it easy to scan and find information.

The second rule is for employers to scan and find information quickly. If an employer only has six seconds to review, then you want to help them quickly find the qualifications they seek. Here’s what you can do:

- **Use section titles.** Make sure that each section on your resume has a clear title that tells the employer what information is listed there.
- **Use bullet points.** Bullet points are a great way to organize information and make it easy to read. For example, try using bullet points to list your job responsibilities, accomplishments, or skills.

- **Use white space and line breaks.** Pay attention to your resume's white space and line breaks. If there's too much white space, it may look like you ran out of things to say. If there aren't enough line breaks, it may be difficult to process information. Be intentional about when and where you use white space and line breaks.
- **Use text emphasis.** You might emphasize section titles or draw an employer's eye to other key information using bolding, upper case, underlining, or italics.
- **Use font size.** Finally, you might also use a larger font size to emphasize section titles or critical information.

**Tip!** Make your name and contact information stand out from the rest of your resume.

### **Use varied action verbs in the past tense.**

Start each bullet point or sentence on your resume with an action verb in the past tense. For example:

- Instead of saying, "*I lead orientations with new students*," you might say, "*Led new student orientations*."
- Or, instead of saying, "*Responsible for conducting product walk-through webinars*," you might say, "*Presented product walk-through webinars*."

**Tip!** Use a variety of different action verbs, such as produced, coordinated, managed, analyzed, and developed. Avoid repeating the same action verb multiple times.

### **Omit unnecessary words and information.**

The fourth rule is to omit unnecessary words or information. Keep your resume punchy and get to the point. You can do this by following these tips:

- Use sentence fragments instead of complete sentences.
- Don't use the first person: "I."
- Eliminate unnecessary words such as "a" and "the."

- Omit details that aren't directly relevant to the skills, qualifications, and needs of the job you're applying for.

## Create consistency.

It's also important to check your resume for consistency in your formatting and punctuation. For example:

- If you put a period at the end of one bullet point, then you should add a period to the end of every bullet point.
- If you capitalize one section title, then you should capitalize all section titles.
- Make sure your spacing and margins are consistent.



**Mirror the company's style and tone.** Review the company's website and communications to get to know their brand personality, style, and tone. Try to match or mirror these elements in your own resume. For example, if you're applying for a creative company that values out-of-the-box thinking, then you might take a creative risk with an untraditional resume design and layout.



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# HOW DO I EDIT MY CV EFFECTIVELY?



## PROOFREAD

Finally, always proofread for mistakes and look for opportunities to make it more polished and easier to read. Small details can make or break your chances of getting an interview. So, here are some details to look out for:

- Review for spelling, punctuation, or grammar mistakes.
- Limit to one to two pages. Don't add work experience from more than 10 to 15 years ago.
- Make sure your margins are an appropriate size (roughly  $\frac{1}{2}$  inch to 1 inch wide on all sides.)
- Choose a font that's professional and easy to read.
- Look for opportunities to quantify your accomplishments with numbers, dollars, percentages, or other amounts, as appropriate.

- Avoid using industry jargon or acronyms that a prospective employer won't understand.
- Write specific descriptions of your job responsibilities that give employers a clear and vivid picture of your daily work. Avoid empty words and generic statements.
- Keep bullet points and descriptions short and succinct.



**Borrow keywords used in the job posting.** One way to make it easy for employers to quickly see how your experience and skills apply to the position is to borrow keywords from the job posting. For example, if the job posting asks for candidates who have a strong research background, then incorporate "research" in your resume's language.

## CHECK YOUR UNDERSTANDING

Check your understanding of what makes a compelling resume by sorting each statement into the correct category: resume do's or don'ts.

Do

**Put your name and contact information at the top**

**Omit unnecessary words like “a” and “the”**

**Quantify your work accomplishments when possible**

**Proofread your resume for grammar, spelling, and punctuation mistakes**

**Use past-tense action verbs**

**Make your resume easy to scan by using bolding, upper case, underlining, etc.**

**Don't**

**Make your resume margins smaller than  $\frac{1}{2}$  inch**

**Use complete sentences**

**Add everything you've ever done or worked on**

**Use the first person: “I”**

Add your age, sex, personal interests, or hobbies

Use a generic resume to apply for multiple positions

Your CV is an employer's first impression of you, and it provides them with quick data to make rapid decisions. Make it count. Identify the key qualifications and work experiences that make you the best candidate for the position. Then, focus on crafting your CV's content, style, and formatting around that. Cut everything that's unnecessary or dilutes your message. Instead, make sure that every bullet point, description, and detail on your CV supports a unified and compelling story about who you are, what you can contribute, and what separates you from other candidates.



**Allocate space on your resume by level of importance.**

For example, allocate more space to describe your most recent job experience and less space to describe a less relevant internship. Pay attention to how much visual space each section of your resume consumes.

## WRITING A COVER LETTER

### INTRODUCTION

Imagine that you're on a mission to find a new job. You've identified a dozen job openings to apply for, but every application is taking longer than you expected.

You come across a job posting that doesn't require a cover letter—but there is an option to attach one if you wish. You really don't want to spend another hour or two writing an unnecessary document. Is it okay to skip the cover letter since it's not mandatory?

Only at your own risk. Don't underestimate the power of a well-written cover letter to catch an employer's attention, communicate your value, and stand out from the competition.

Take advantage of the opportunity to add context to your resume—and shape the story you tell—with the following tips. In this lesson, you'll learn best practices for writing a cover letter that gets your application noticed and selected from the candidate pile.

## WHAT'S THE DIFFERENCE?

While most job seekers have a general idea about what a cover letter is, there's still a lot of confusion about what its purpose should be and how it differs from a resume. A resume and cover letter are two distinct but complementary documents.

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**While a CV gives employers data about your skills, education, accomplishments, and employment history, your cover letter tells employers how to interpret or explain what that data means.**

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## HOW TO DIFFERENTIATE YOUR COVER LETTER

Your cover letter shouldn't simply regurgitate the same information that an employer can glean from your resume. Instead, it should expound on that information and connect the dots between your experience and the job qualifications. It's an opportunity to:

- 1 Make connections and explain why your background and experiences make you a good fit for the job.
- 2 Convey subjective information – such as your values, motivations and what appeals to you about the job or company.
- 3 Let your personality and style shine through.

Both your cover letter and resume are designed to showcase your qualifications and convince an employer that you're the best candidate for the job. However, while a resume sticks to the facts, a cover letter gives meaning to them. A cover letter is also an opportunity to let your personality, values, and motivations shine through.

## THE BASICS

Now that you understand the purpose of a cover letter, and how it's distinct from your resume, let's cover a few basics. Your cover letter should be roughly three to four paragraphs—and no longer than a page—in length. Assume that an employer will read your cover letter and resume in conjunction. While you shouldn't use the first person or complete sentences on your resume, you should use the first person and complete sentences when writing your cover letter. However, be sure to vary the start of your sentences—don't begin every sentence with "I."

## **HOW TO STRUCTURE YOUR COVER LETTER**

So, how should you structure your cover letter? Follow these steps to craft a cover letter that's focused and engaging, and effectively presents your case. Afterward, we'll share examples of each.

## Step 1

### FIND YOUR FOCUS

Before you even begin writing your cover letter, start by finding your focus. Ask yourself, "What are the top three selling points I want an employer to take away?"

While you may have more than three reasons that you believe you're the best candidate for the job, less is often more on your cover letter. There's limited real estate. So, it's better to make three, well-developed, and memorable arguments than it is to make a dozen weak and forgettable claims.

## Step 2

### CONTACT INFORMATION AND SALUTATIONS

At the top of your cover letter, you'll need to add your name and contact information before writing a salutation. Depending on the position and industry, you may need to use a business letter format to present this information.

It's always ideal to address your cover letter to the person who will be reviewing applications, directly. Look online to see if you can find the hiring manager's name, and write, "Dear Mr./Mrs./Ms. [insert name]."

However, if you can't find a name, you could use another appropriate cover letter salutation such as:

- To the [insert department name] Hiring Manager
- To the [insert department name] Hiring Team
- Greetings

### Step 3

## INTRODUCTION

The first paragraph of your cover letter is your introduction or hook. It's the first thing an employer will read—and it can quickly set the right or wrong expectations for everything that follows. Your goal is to catch an employer's attention—and convince them to keep reading.

Leading your cover letter with a canned or generic expression of interest will likely come across as dull, ordinary, or uninspired. Instead, try leading with an accomplishment, a personal story, your unique skills, or an explanation of where your connection to the employer's industry or brand started. You might even find a way to inject humor to show a bit of your personality.

The introduction can be anything that introduces yourself and states your interest in the position in an engaging but relevant way.

## Step 4

### BODY

After introducing yourself, you'll want to transition quickly to the body of your cover letter. That is where you'll make your value proposition, which covers the unique skills and values you can bring to the job.

Highlight the top three selling points you've identified in the first step. Here are a few tips to make your value proposition more compelling:

- Show—don't tell. Explain how specific accomplishments or work experiences match the job requirements. Avoid making generic claims, such as, "I'm a hard worker." or "I have a proven track record." Instead, give specific or measurable examples.
- Draw your employer's eye. Consider using bullet points and bolding to separate each selling point and draw an employer's attention. This portion of your cover letter is the most important, so make it stand out or easy to find.
- Use simple and straightforward language. Include keywords from the job posting requirements to help employers easily see how your experience or skills apply to the role. Also, avoid using jargon or empty adjectives.

## Step 5

### CONCLUSION

Your first paragraph is your introduction, your second (and maybe third) paragraph is your body—and now, your last paragraph is your conclusion. In the conclusion of the cover letter, provide a summary and call to action.

Summarize and reinforce why you're a good match for the role and what unique skills or values you have to offer the team. End your conclusion by thanking the employer for their consideration, and making a clear request or call to action. For example, you might ask to continue the conversation over a phone call, interview, or a cup of coffee.

## Step 6

### CLOSING AND SIGNATURE

Finally, end your cover letter with a closing and signature. Appropriate closings for a cover letter might include:

- Sincerely
- Best/kind wishes
- Best/kind regards
- Thank you
- Looking forward to hearing from you

### GOOD AND BAD COVER LETTER EXAMPLES

See a few good and bad examples of a cover letter introduction, body, and conclusion by expanding the rows below:

#### INTRODUCTION EXAMPLE

Bad example:

- “I’m writing to you to express my interest in the video producer role, which I recently saw posted on X job board.”

Better example:

- “I believe in the power of a well-told story to connect an audience and drive action. That’s why I’ve dedicated the last five years to finding and producing human stories behind top products and brands—and why I hope to continue my journey by joining X’s team as a video producer.”

## BODY EXAMPLE

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Bad example:

- “I’m an enthusiastic and ambitious self-starter who knows how to get things done. I’m always thinking about new ways to improve myself, my team, and my company.”

Better example:

- Results-driven self-starter. As a customer service manager, I spearheaded an initiative to interview customers and better understand their pain points. The insights gleaned from this initiative led to changes that resulted in a 5% increase in customer satisfaction rates.

## CONCLUSION

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Bad example:

- “From my resume and the experiences I’ve highlighted above, I’m confident that I could excel in this role and be a positive contributor to your team. Thank you for your time and consideration. I hope to hear from you soon.”

Better example:

- “While my project management skills and experience make me the best person for the job, my collaborative leadership style and can-do attitude make me the best person for this team. Thank you for your time and consideration. I’d love to continue the conversation over a phone call or coffee.”

A strong cover letter is specific and focused. It shares your motivations and highlights why you're a good match. The best cover letters give examples—not clichés. They also use humor, wit, or personality to catch an employer's intrigue and make them want to read more.

## FINAL TIPS

Your cover letter has room to add your individual style or personal flair. However, there are still some best practices that everyone should follow. These include:

- Say yes more. Yes opens doors. No closes them. Yes pushes us. No keeps us safe at home. Imagine all the opportunities waiting for a yes.
- Triple-check for spelling, punctuation, and grammar mistakes. Some employers may automatically throw out your application if your cover letter is littered with typos and grammar or punctuation mistakes.
- Have some personality. You can be professional without sounding dull or dry. It's okay to give your cover letter an appropriate level of personality and color. Letting your personality shine through will make your cover letter more interesting for employers to read—and give them a better sense of who you are and how you might complement their team and organizational culture.



Stay on topic—and don't ramble. If you try to say too much, your cover letter won't communicate a coherent and memorable takeaway. Also, avoid excessively long or run-on sentences.



Customize your cover letter to the position. Yes, that means if you're applying to five jobs, you will need to write five, unique cover letters customized to each respective position.

## CHECK YOUR UNDERSTANDING

Check your understanding of best practices for writing an effective cover letter by completing the following sorting activity. Drag-and-drop each tip into the correct category: do or don't.

DO

Tailor your tone to the company's style, voice, and brand

Start your cover letter with a strong hook

Focus your cover letter on a few, main selling points

End with a succinct summary and call to action

**Use the first person and complete sentences**

**Give specific examples**

**Allow your personality to shine through**

**Connect the dots between your experience and the job qualifications**

**DON'T**

**Use the same cover letter template for every job application**

**Start your cover letter with a statement of interest**

**List all of your skills and qualifications**

**Repeat what was said in your resume**

**Write long or wordy sentences**

**Make cliché or generic claims**

Writing a resume and cover letter go hand in hand. Both documents are essential to the job search and application process. Both documents also work together to achieve the same goal: to showcase your qualifications and convince an employer to interview you. However, you aren't taking full advantage of your cover letter if you're simply repeating what's already shown on your resume. Don't make this common cover letter mistake. Instead, focus on highlighting your top three "selling" points, explaining why these qualifications make you the best candidate for the job, and giving employers a feel for your personality and what you could add to the company culture. Finally, don't mistake a cover letter that's professional for one that's dull. Tailor your cover letter to the position and brand, and strive to make it interesting and catch an employer's attention in relevant ways.



**Talk about what you can offer the job—instead of what the job can offer you.** Sure, employers like to know why the job appeals to you or why you're passionate about your work—but that shouldn't take over your entire cover letter. Don't spend too much time on your cover letter gushing about why the job is ideal for you. Remember, your goal is to communicate why you'd be ideal for the job.

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## SUMMARY

PERSONAL INFORMATION SECTION

EMPLOYMENT HISTORY SECTION

EDUCATION SECTION

REFERENCE SECTION

SKILLS SECTION

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## REFERENCES

Source: <https://www.news24.com/news24/southafrica/local/maritzburg-fever/10-realistic-tips-to-help-matriculants-succeed-at-finding-jobs-20200128>.

Source: <https://careeradvice.careers24.com/career-advice/job-hunting/top-5-job-scams-20140822>

## **CREATE A CV QUIZ**

---

**Question**

**01/05**

What is the primary purpose of a CV?

---

- To list your personal interests and hobbies
- To provide a detailed summary of your work experience and qualifications
- To include your high school achievements
- To showcase your creative writing skills

**Question**

**02/05**

What is the purpose of the "work experience" section in a CV?

---

- To list your favourite hobbies
- To provide a detailed history of your employment
- To showcase your academic achievements
- to demonstrate your creative skills

**Question**

**03/05**

What is the appropriate order for listing items in the "work experience" section of the CV?

---

- Most recent job first, followed by previous positions in reverse chronological order
- List jobs randomly to create interest
- Alphabetical order of employers names
- Oldest job first, followed by recent positions in chronological order

**Question**

**04/05**

What should you include in the "skills" section of a CV?

---

- A list of your favourite books
- A summary of your work experience
- A description of your hobbies
- Relevant skills and qualifications

**Question**

**05/05**

What should be the focus of the "education" section in a CV?

---

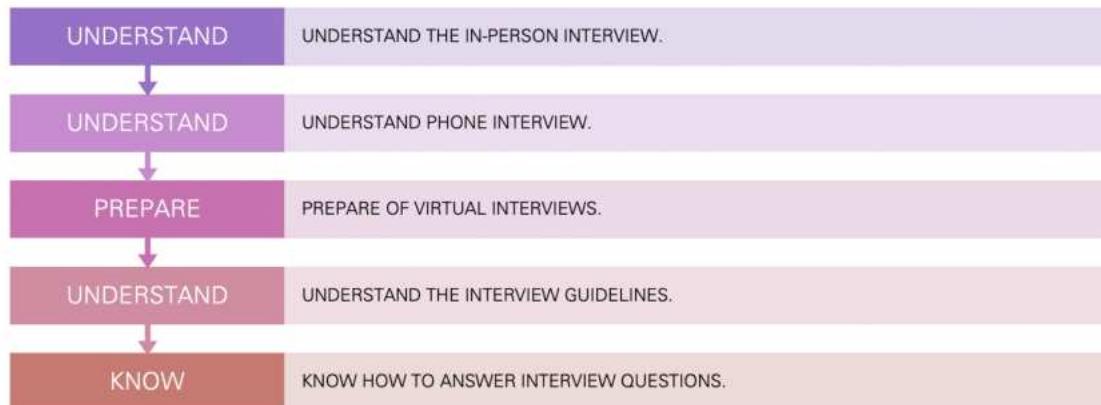
- Your favourite teachers and professors
- A list of schools you have attended
- Your academic achievements and qualifications
- Your social life during your school year

## TOPIC 6: INTERVIEW SKILLS

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## LEARNING OBJECTIVES



## ARE YOU READY?

Job interviews are inherently stressful. You're put on the spot, and everything you say—as well as how you say it—is scrutinized. No wonder so many job seekers dread the experience.

The good news is that interviewing is a skill, and like any skill—it can be learned. There are practical steps you can take to prepare effectively for a job interview, hone your technique, and create a strong impression. In this lesson, you'll advance your interviewing skills by learning:

- Interview etiquette and best practices
- How to prepare for a job interview
- Examples of common interview questions
- Tips to give better interview responses

While there's no way to predict exactly which interview questions a hiring manager will ask—or for you to have a ready-made response for every one of them—this lesson can help you improve your interviewing confidence, technique, and outcomes.

## OBJECTIVE 1

IN PERSON INTERVIEW



## IN PERSON INTERVIEW GUIDE

Schedule an interview at 10:30 on a Tuesday.

Dress using an appropriate colour.

Be aware of your hand gestures.

Use positive body language.

Speak slowly and with purpose.

Maintain eye contact.

## INTERVIEW ETIQUETTE

So, you've been selected for a job interview. Congratulations! You've made it past the first—or perhaps even second—round of cuts. That's no easy feat.

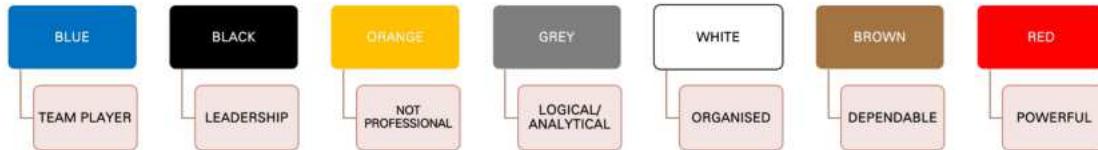
However, don't start celebrating quite yet. While there are fewer candidates to contend with, there's still plenty of work to do to put your best self forward, show an employer what you can offer, and land the job of your dreams. That starts with understanding basic interview etiquette.

Here's a list of general best practices to keep in mind as you approach the job interview:

- Arrive 10–15 minutes early. Never arrive late.
- Turn your cell phone or other distractions off.

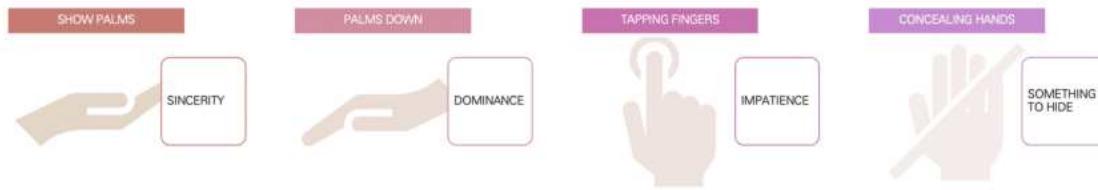
- Dress professionally and appropriately. Take cues from the company's brand and team for how formal or casual you should dress. Practice impeccable personal hygiene.
- Be friendly and respectful to everyone you come in contact with –regardless if it's the interviewer, receptionist, or the person standing next to you in the elevator.
- Make eye contact, smile, and give a firm (but not crushing!) handshake when introducing yourself.
- Sit or stand up straight and display positive body language. Make eye contact and smile throughout the interview. Don't slouch, cross your arms, fidget, or fiddle with your clothing or hair.
- Speak clearly and confidently. Don't mumble or speak too fast or quietly.
- Prepare a few questions of your own to ask at the end of the interview. Conclude the interview by thanking the other person for meeting with you.

## DRESSING FOR AN INTERVIEW



- Match the colour of your outfit to the image you want to project.
- Different clothing colours convey distinct impressions.

## HAND GESTURES



OVERUSING HAND GESTURES CAN BE DISTRACTING TO THE INTERVIEWER.

## CHECK YOUR UNDERSTANDING

The colour orange is the best colour to wear to an in-person interview.

---

- True
- False

SUBMIT

## OBJECTIVE 2

PHONE INTERVIEW



## PHONE OR VIDEO INTERVIEWS

Here are a few more tips that are specific to **phone** or **video** interviews. For phone interviews, standing up during the interview may help you to project your voice and sound more energetic. For video interviews, make sure to look into the webcam as you speak so that it looks like you're making eye contact. For both phone and video interviews—have your resume, job description, and any other notes within eyesight. Since you're behind a phone or screen, you have the added advantage of being able to glance at your notes throughout the interview.

### PHONE INTERVIEW GUIDE

#### FIRST STEP IN THE RECRUITMENT PROCESS

- IF YOU FAIL THE PHONE INTERVIEW, YOU WILL NOT GET THE JOB.
- YOU HAVE THE FIRST 15 SECONDS TO MAKE A GOOD IMPRESSION.

## PHONE INTERVIEW GUIDE



INTERVIEWER MUST ONLY  
HEAR YOU:  
• YOUR VOICE.  
• YOUR ANSWERS TO QUESTIONS,  
• NO OTHER SOUNDS.

## PHONE INTERVIEW GUIDE

### PREPARE FOR THE PHONE INTERVIEW

- THREE DAYS BEFORE THE INTERVIEW
- RESEARCH THE COMPANY
- PREPARE AND PRACTICE.

### CHECK YOUR UNDERSTANDING

If you fail the phone interview, you will not get the job.

---

True

False

**SUBMIT**

## OBJECTIVE 3

VIRTUAL/ONLINE INTERVIEW



## PREPARING FOR THE VIRTUAL INTERVIEW

- 1) BE PUNCTUAL FOR THE INTERVIEW.
- 2) REMOVE DISTRACTIONS.
- 3) SET UP A PLAIN BACKGROUND.
- 4) SET UP PROPER LIGHTING.
- 5) WEAR HEADPHONES.
- 6) TEST YOUR COMPUTER CAMERA AND MICROPHONE

## CHECK YOUR UNDERSTANDING

Which one is not a requirement for a virtual interview?

- A plain background
- Proper lighting
- Soothing background music

SUBMIT

## OBJECTIVE 4

INTERVIEW GUIDELINES



## **4 Ways to Prepare for a Job Interview**

It's also best practice (and in your best interest) to prepare. Preparation is one of the most effective ways to improve your job interview outcomes. So, what does that entail? Here are four ways to get ready for any job interview.

## Step 1

### Review Your Resume and Research

You should have already studied the job description and researched the company when you wrote your resume and completed the job application.

However, since then, time has passed. So, it's worthwhile reviewing your notes again. Make sure that you have a fresh and thorough understanding of:

- The company's mission, values, and business products or services
- Who key members on the team are and what they do
- The job description and responsibilities
- The job qualifications

Also, review your resume one more time. It's easy to forget the details—especially if you have a lot of experience or lengthy employment history.

## Step 2

### Know Your "Why"

The second step to prepare for a job interview is to know your “why.” Almost every interviewer will ask you some version of the following questions:

- Why do you want to work here?
- What interests you about this specific role or company?
- Why are you leaving your current position?

Be prepared to articulate your motivations succinctly. Always have an answer for why you want the role, why you’re connected to the company, and why you’re leaving your current role and organization.

**Tip!** Always speak positively. Never bash or otherwise speak negatively about your former team, boss, or company. For example, even if you’re quitting your job because your boss is a micromanager, you should never reveal that in the interview. Instead, you might say, *“I’m interested in taking on a role with more responsibility and ownership.”*

### Step 3

## Create a "Story Bank"

There's no way to know the exact questions you'll be asked—or precisely what you're going to say—in a job interview. That's why one of the best ways to prepare is to create a "story bank." Here's what we mean by that.

Reflect on your recent work experiences, projects, and accomplishments. What stands out? What situations or stories are most memorable or compelling to you?

Jot these ideas down or mentally tuck them away in your "story bank," which you can draw from later when you need to give specific examples or reinforce your message during the job interview. The items in your "story bank" might come from:

- Work accomplishments, projects, or activities
- Moments when you overcame a conflict, problem, or difficult situation at work
- Volunteer work or internship experiences
- Ideas you contributed at work
- Your experience leading or helping others at work

When you've prepared a story bank, you won't feel the need to memorize interview responses. Instead, you can feel confident that you have specific examples of your achievements and work experiences at the ready, which you can adapt to fit whatever question may come your way.

## Step 4

### Rehearse Common Interview Questions

Finally, the last way to prepare for a job interview is to rehearse common interview questions.

Again, this isn't about trying to memorize potential interview responses in advance. Instead, it's about getting comfortable with talking about your experiences and drawing from your "story bank" on the spot.

Try practicing with a friend, or speaking aloud if practicing by yourself. You might even take notes when questions solicit new insights or remind you of different work projects, situations, and experiences.

## Summary

The four best ways to prepare for a job interview are to review your resume and research about the job and company, know your “why,” create a story bank, and rehearse common interview questions.

### INTERVIEW GUIDELINES

DO	Research the company.	✓
DO	Understand the job you are interviewing for.	✓
DO NOT	Ask the interviewer personal questions.	✗
DO NOT	Flirt with the interviewer.	✗
DO NOT	Use profanities.	✗
DO NOT	Say anything offensive, sexist and racist.	✗
DO NOT	Lie to the interviewer.	✗

---

## RESEARCHING A COMPANY

The simplest way to research a company is to perform a search on the web.

---

## JOB REQUIREMENTS

The job advert provides you information about the job you are applying for.

## CHECK YOUR UNDERSTANDING

Your are allowed to ask the interviewer personal questions.

---

True

False

**SUBMIT**

## OBJECTIVE 5

INTERVIEW QUESTIONS



## EXAMPLES OF COMMON INTERVIEW QUESTIONS

Speaking of rehearsing common interview questions, here's a list to get you started.

Review each question below and practice how you might respond aloud:

### A List of Common Interview Questions

- Tell me about yourself.
- What are your strengths?
- What are your weaknesses?
- What attracts you to this job/company?
- What are your career goals?
- Where do you see yourself in five years?
- What motivates you?
- Describe your ideal work environment
- Describe your ideal manager.
- What's your leadership style?
- Tell me about a time when you made a mistake or experienced failure.
- What would you do if you had a conflict with a coworker?
- What's one of your most significant accomplishments in your career?
- Why should we hire you?
- Tell me about a time when you handled a difficult situation.
- What did you like most/least about your last position?
- Describe your leadership experience.
- Tell me about a time when you showed initiative or went above and beyond.
- How do you measure success?

- Do you prefer working independently or as part of a team?
- Tell me about a time when you had to make a tough decision.
- How do you stay organized?
- How do you deal with working under pressure?
- What do you think we could do better or differently?
- What are your salary expectations?
- Do you have any questions for me?

## **Examples of Questions You Might Ask the Interviewer**

---

At the end of the interview, every (good) interviewer will allow you to ask questions. So, don't come empty-handed. Here are some examples of questions you might ask at the end of your job interview:

- Can you tell me more about what a typical day will look like in this role?
- What do you like most about working here?
- What are the biggest opportunities and challenges you predict for this role/the company?
- What does success look like in this role in three months, six months, and a year?
- Can you describe your leadership style?
- Can you describe your team or company culture?
- What are the most essential qualities needed to excel in this role?
- Where do you think the company is heading in the next three to five years?
- What is the typical career path for someone in this position?
- Are there any concerns you have about me as a candidate that I can address?

**Tip!** Always ask about the next steps in the interview process as well as when you can expect to hear back from the employer.

"To become really good at anything, you have to practice and repeat, practice and repeat, until the technique becomes intuitive."

Paulo Coelho Good

## TIPS TO GIVE BETTER INTERVIEW RESPONSES

You are the expert on your skills, work history, and experiences. That means no one else can tell you precisely how you should respond to an interview question. However, here are some quick tips you can use to communicate your responses effectively:

1

**Always listen carefully to the question.** Don't hesitate to ask the interviewer to repeat or clarify the question as needed.

2

**Give a complete answer to the question being asked.** Don't stray off-topic or try to avoid the question. Your responses should be complete—but succinct. Don't ramble. Ideally, it should take 30 seconds to a couple of minutes to respond.

3

**Always end on a positive note—even if you're answering an inherently negative question.** For example, if an interviewer asks you about a time when you dealt with failure, you might share what you learned, how you bounced back, and the specific actions you took to improve as a result of the experience.

4

**Speak clearly (and don't speak too fast).** Avoid swearing or using filler words such as "um," "like," and "you know."

5

**Don't panic if you don't know the answer to a technical or situational question.** Instead, try to work through the problem logically and explain your thinking processes or rationale aloud. Sometimes interviewers are trying to understand how you approach a problem—and they aren't necessarily looking for a "right" or "wrong" answer.

## HOW TO RESPOND TO COMMON INTERVIEW QUESTIONS

You're ready for the job interview. You're dressed to impress, you've done your research, and you've even prepared a handful of achievements to bring up when the opportunity strikes. You've got your eye on the prize, and nothing can stop you now.

That is—until you draw a blank on one of your first interview questions. You stumble over your words, scrambling to come up with a coherent response, and regain composure. But it's too late. The resulting spike of adrenaline, sweaty palms, and racing thoughts throw off the rest of your answers. You don't get the job.

So, what could you have done differently? How might you avoid this situation in the future?

---

The best way to prepare for the job interview—and avoid drawing a blank—is to anticipate what questions an interviewer might ask, and rehearse your responses to them.

While you can't predict every interview question that will come up, you can get in the right headspace and prepare to articulate essential information about your strengths, accomplishments, goals, and work experiences.

In this study guide, you'll learn about some basic rules of responding to interview questions, followed by how to respond to seven of the most commonly asked questions. Then, you'll learn the CAR method for answering behavioral questions. Use this guide to anticipate what employers will ask and understand what elements make for an exceptional response.

## RULES OF RESPONSE

As you review our list of common interview questions, keep in mind the following rules for responding to any interview question. Your responses should always:



Give a complete answer to the specific question asked



Accurately reflect who you are, your skills, and your experiences



Be focused and concise—ideally, 30 seconds to a few minutes long per response

## HOW TO RESPOND TO SEVEN COMMON INTERVIEW QUESTIONS

Now, expand the rows below to learn some tips for responding to seven of the most common interview questions. These questions are a great way to warm up and start thinking about who you are, what you have to offer, and what you want as a professional:

### TELL ME ABOUT YOURSELF

---

First, interviewers often love to kick off the conversation with the open-ended question: “Tell me about yourself.”

This question is challenging because it’s ambiguous. You can take it in countless different directions.

The biggest mistake you can make when answering this question is rattling off a response that’s too long, convoluted, or all over the place. Never try to give a complete personal or professional history.

**Instead, keep your response relevant and focused by following these tips:**

- First, share your professional highlights. Focus on two or three of your most relevant work experiences or accomplishments.
- Second, explain why your professional highlights make you a good fit for this position. Your explanation doesn’t need to be long. You might simply say, “From this experience, I’ve become an expert in managing projects from start to finish—which is where I think I can contribute the most to your team.”

- Finally, share what you're looking for, what motivates you, why this role excites you, or how this role connects with your career ambitions and passions. Again, keep it short. For example, "In my next role, I'm looking to advance my career by working with even bigger clients and budgets. I think this opportunity offers the challenge I'm craving."

## WHAT ARE YOUR GREATEST STRENGTHS AND WEAKNESSES

---

Two more questions that many interviewers love to ask are: "*What are your strengths?*" and "*What are your weaknesses?*"

### **When talking about your strengths.**

Be specific, and focus on strengths that overlap with the critical requirements or needs of the role. Back up your statements with clear examples. So, instead of saying, "I'm a versatile writer," you could expand by saying, "I'm a versatile writer. For example, my work has been published on topics ranging from science, finance, news, and education to nonprofit management, parenting, and outdoor adventure stories."

### **When talking about your weaknesses.**

"I'm a perfectionist" "I'm a workaholic." "I'm too hard on myself." You aren't fooling anyone by half-heartedly disguising a positive trait as a weakness. While you don't want to tell an interviewer that you struggle with an essential skill for the job, you do want to demonstrate self-awareness, humility, and responsibility by sharing a real weakness and explaining what steps you're taking to improve it.

For example, you might say, "I'm a driver personality type. At my best, I'm good at driving action and getting things accomplished. At my worst, I can come across as insensitive or too blunt. That's why I've been actively learning about different communication styles and working on adapting my communication style to the situation."

Another strategy is to share a weakness that doesn't relate to the core functions of the job. For example, you might talk about your weakness in public speaking for a role that isn't public-facing.

## WHAT ARE YOUR GOALS

---

"What are your goals?" "Where do you see yourself in five years?" "What's your dream job?" These are all common variations of the same question. Interviewers want to learn more about your professional ambitions.

Be honest and specific about your goals. However, keep in mind that the interviewer is trying to see if your long-term goals align with the position's trajectory or the company's opportunities. Before heading into the interview, it's a good idea to do some research and try to identify the typical career development path this role might take.

Most interviewers will understand if you don't know exactly where you want to be five or more years down the road. However, you still need to give examples of the kind of experience you want to gain, skills you want to learn, or milestones you hope to achieve by then.

## WHAT ARE YOUR SALARY EXPECTATIONS

---

It's also possible that an interviewer will ask for you to share your current salary or your salary expectations. Answering this question can be tricky.

On the one hand, you don't want to sell yourself short by quoting a salary that's too low. On the other hand, you also don't want to put yourself out of the running by quoting a salary that's over the employer's budget.

So, what do you do?

- Do your research so that you know what salary expectations are in line with the job market or similar positions at the company. You might even check websites such as Glassdoor, where employees can anonymously post what they make.
- Give a range, and tell the employer that you're open to negotiation based on the complete benefits package.
- Turn the question around. Ask the employer if they have a specific budget or salary range in mind, and offer to confirm whether that aligns with your expectations. Just be careful to keep a friendly tone so that the question isn't misinterpreted as defensive or rude.

---

**Be yourself.** Never lie or exaggerate the truth when responding to an interview question. Embrace your personality and be strategic—but authentic—in the interview. To find a job and company that are the right fit for you, then you need to make sure the employer hires you for you.

## HOW TO RESPOND TO BEHAVIOURAL INTERVIEW QUESTIONS BY USING THE CAR METHOD

One of the most common types of questions interviewers ask is the behavioral question. This is any question that asks you to give an example of your past behaviors or describe a time when you demonstrated a particular behavior. So, any question that starts with, “Tell me about a time when ... ” or “Give me an example of ... ” or “Describe a time when ... ” are examples of behavioral questions.

The CAR method is one of the best techniques for giving more effective and focused responses to behavioral interview questions. CAR is an acronym that stands for **context**, **action**, and **result**.

## CAR: CONTEXT – ACTION – RESULT

CAR creates an easy-to-remember framework for answering behavioral interview questions. It helps you keep your responses focused and avoid meandering. When responding to a behavioral interview question, try structuring your answer with the following information:

### C-CONTEXT

First, give **context**. Give a brief setup, context, or relevant background information. For example, what was the situation? What was the problem or challenge you were facing? Or, what was the project or task you were assigned?

## A-ACTION

Second, describe the **actions** you took. What did you do to overcome the problem or challenge? What was your strategy for completing the task or project? What did you decide to do? Or, how did you handle the situation?

## R-RESULT

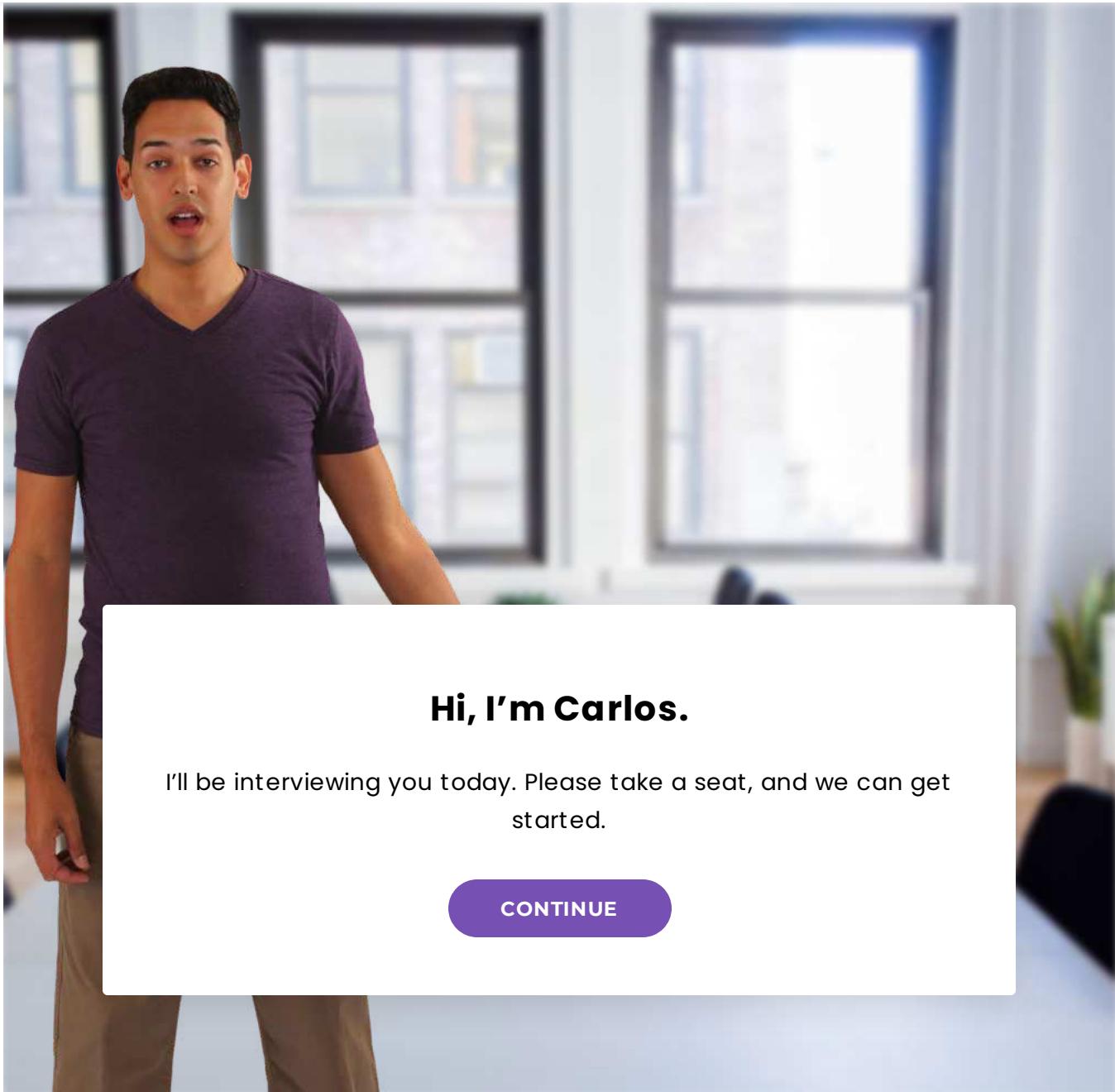
Finally, report the **results**. What was the impact of your actions? What were the measurable outcomes?



While the CAR method is ideal for answering behavioral interview questions, it's not ideal to use the CAR method when answering closed questions or questions that ask about your personal opinion or preferences.

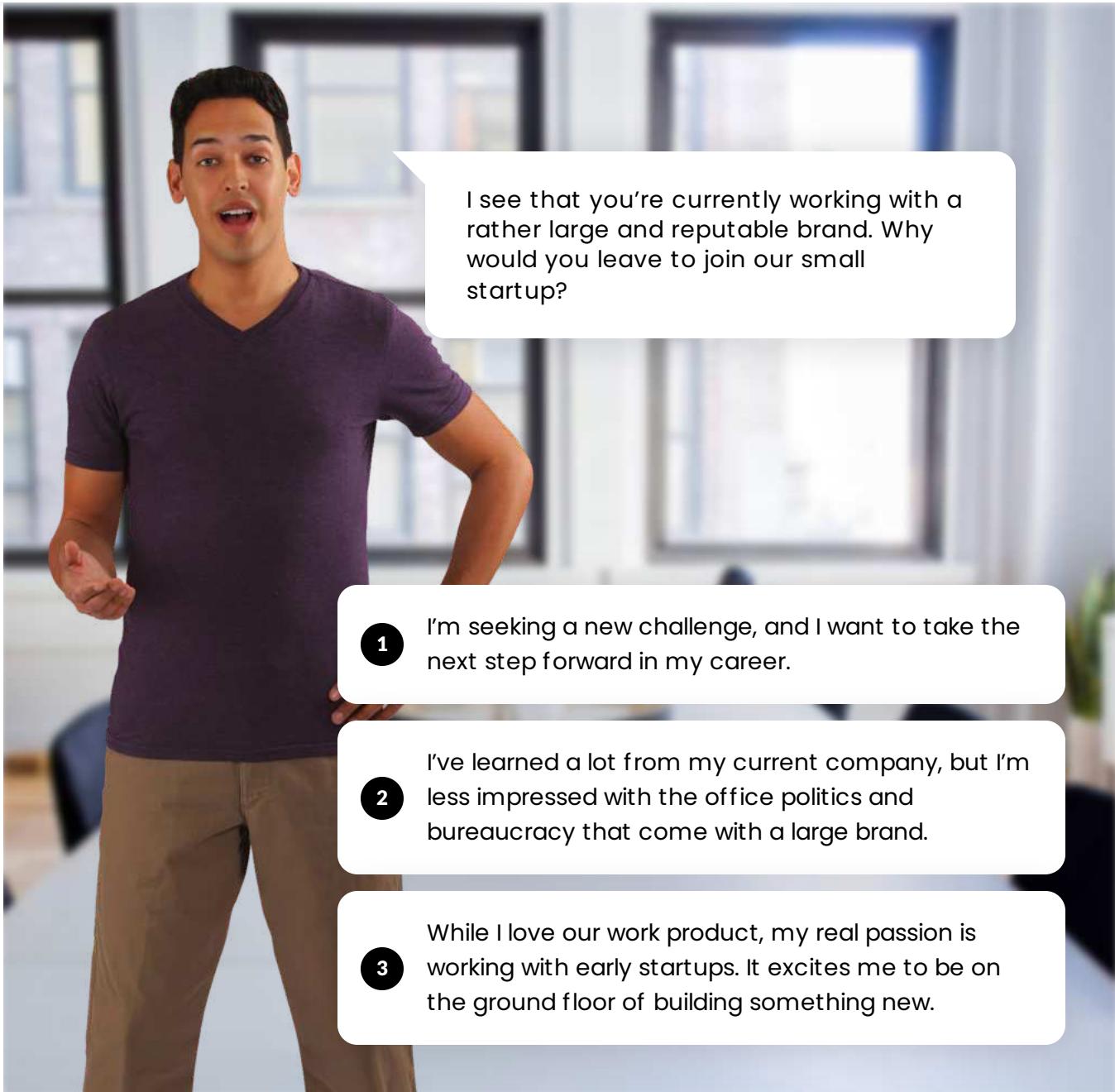
## CHECK YOUR UNDERSTANDING

Are you ready to put your interviewing skills to the test? Apply what you've learned in this lesson by navigating the following job interview.



## Scene 1 Slide 1

Continue → Next Slide



I see that you're currently working with a rather large and reputable brand. Why would you leave to join our small startup?

1 I'm seeking a new challenge, and I want to take the next step forward in my career.

2 I've learned a lot from my current company, but I'm less impressed with the office politics and bureaucracy that come with a large brand.

3 While I love our work product, my real passion is working with early startups. It excites me to be on the ground floor of building something new.

## Scene 1 Slide 2

0 → Next Slide

1 → Next Slide

2 → Next Slide

## Nice work!

Always give a complete response that directly answers the question being asked. Also, keep your responses positive. Never bash your former boss, colleagues, or company.

---

START OVER



### Scene 1 Slide 3

Continue → End of Scenario

It's likely not the first—nor will it be the last—time you've been asked one or more of the interview questions highlighted in this guide. That means there's no excuse to

arrive unprepared to answer them. Rehearsing how you might respond to some of the most commonly asked interview questions is a great way to gain a competitive edge and give more polished interview responses. Practice and hone your responses to these obvious interview questions to get a few easy wins in the interview and raise your confidence for facing the more unexpected questions that may come your way.



**Do you have any questions you'd like to ask me?** If an interviewer asks you this question, then your answer should always be, "Yes." Come prepared with a few thoughtful and tailored questions that show you've done your research on the company and care about making sure the job is the right fit.

It's often the sense of uncertainty that makes job interviews feel so scary. You don't know what questions an interviewer will ask or how you'll respond to them. However, you can minimize uncertainty and improve your outcomes through proper preparation. For example, make sure you understand good interviewing etiquette and study up on the job, team, and company you're targeting. You can also prepare for a job interview by crafting a compelling why and reflecting on recent work experiences, projects, and accomplishments that you might use as examples throughout the interview. Finally, remember that practice makes perfect. Rehearse your responses to common interview questions to get in the right headspace and iron out the kinks.

## SUMMARY

IN PERSON INTERVIEW

PHONE INTERVIEW

VIRTUAL INTERVIEW

INTERVIEW GUIDELINES

INTERVIEW QUESTIONS



**Send a thank-you email within 48 hours after the interview.** A thank-you note doesn't have to be long or complicated. You might simply tell the interviewer(s) that you enjoyed meeting with them—and note a few specific details of the conversation or process that excited you, or reinforced why you believe you'd be a good fit for the position.

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## **INTERVIEW SKILLS QUIZ**

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**Question**

**01/05**

What is the primary purpose of a job interview?

---

- To showcase your skills and qualifications
- To learn more about the company
- To evaluate if you are a good fit for the position
- To negotiate your salary

**Question**

**02/05**

What is the CAR method used for in interviews?

---

- Evaluating your technical skills
- Answering behavioural interview questions
- Assessing your personality
- Calculating your potential salary

**Question**

**03/05**

What is the purpose of researching a company before an interview?

---

- To find flaws and weaknesses to discuss in the interview
- To show off your knowledge of the company's problems
- To tailor your responses and question to the company's culture and values
- To gather gossip and insider information to use during the interview

**Question**

**04/05**

What is the best way to answer the " Tell me about yourself" question in an interview?

---

- Share personal information like hobbies and family
- Provide a detailed account of your entire life history
- Summarise your professional background and skills relevant to the job
- Give a brief response and ask the interviewer to move on to the next questions

**Question**

**05/05**

When asked about your greatest weakness in an interview, what is the best approach?

---

- Be honest and admit a major weakness
- Share a weakness unrelated to the job
- Mention a minor weakness and discuss your efforts to improve it.
- Refuse to answer the questions

## TOPIC 7: PROFESSIONAL NETWORKING

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### NETWORKING: A BUSINESS BUZZWORD

Talk to anyone about your job, career aspirations, or professional setbacks, and you're almost sure to hear the word "networking." Perhaps it's the vague question: "Do you have any connections?" Or, maybe it's the outright caution: "You should really start networking."

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No matter how it's said, the ongoing theme is the same: "*It's not what you know, it's who you know.*"

Networking gets a lot of hype. It's often described as the secret ingredient to driving your career forward, introducing you to coveted opportunities, and giving you a competitive edge in the workplace. But what exactly is networking, and is it really all that it's cracked up to be?

In this lesson, you'll learn to answer those questions by discovering the who, what, when, where, and why of professional networking. Then, you'll learn why establishing a strong professional network is so powerful and what benefits it offers.

## LEARNING OBJECTIVES



## WHAT IS PROFESSIONAL NETWORKING?

When we hear the word “*networking*,” many of us picture crowded public events filled with people wearing name tags, shaking hands, and waiting for the ideal moment to say: “*Here’s my business card. Let’s connect.*”

But networking involves so much more than one-off exchanges or formal events. Flip the card below to gain a more complete understanding of networking.

## Networking

Networking is the process of *building* and *maintaining* real, ongoing relationships.

It requires connecting with people from all walks of life and in all types of venues.

## 3 THINGS YOU NEED TO KNOW ABOUT NETWORKING

NEWS ARTICLE

## OUR GUIDE TO SUCCESS!

Whether you're a student or about to finish your studies and enter the job market, this magazine is for you! It's packed with loads of handy info that's pivotal to your life.



“ Your network is your net worth.

Porter Gale

## NETWORKING GUIDELINES



### BUILDING RELATIONSHIPS

- SOCIAL MEDIA CONTACTS
- FRIENDS
- FAMILY
- OTHER STUDENTS



## NETWORKING GUIDELINES



### MAINTAIN NETWORKS

- MAINTAIN CONTACT WITH YOUR NETWORK
- MEET FOR COFFEE REGULARLY



## NETWORKING GUIDELINES



### USE, DON'T ABUSE

- SHARE INFORMATION
- DON'T ASK FOR FAVOURS
- KNOW THE BOUNDARIES



## WHY IS NETWORKING IMPORTANT?

Because networking requires consistent work, it might not be at the top of your to-do list. You might be thinking: “*I can get by on my own*,” “*I don’t need help*,” or “*My calendar is already packed*.” But networking isn’t something you should push aside.

Establish a strong network—and invest in those relationships—and you’ll open the door to several professional benefits. Expand the rows below to learn why networking is important.

### Presents Job Opportunities

Should you decide to change jobs, your network can help you nail down a new position. Here’s how that happens:

**1. You’ll be the first to know.** Not all job opportunities are advertised immediately. Sometimes, companies hold off on sharing the news. Create a strong network, however, and you’ll be the first to know—which increases your chances of landing the role.

**2. You'll get the inside scoop.** Research only tells you so much. Know someone who has experience at a company, and you'll gain insider knowledge—knowledge that you can use to customize your cover letter and interview answers.

**3. You'll get a recommendation.** Often, employers prefer hiring candidates who are referred by a trusted source. So, if you know someone at a company and come recommended, you're more likely to get the job.

### **Connects You with Mentors**

As you increase your visibility through networking, you'll cross paths with experts who you look up to and admire. Connect with those people—and form genuine relationships with them—and they'll become a powerful resource.

When faced with a career challenge, you can reach out to these seasoned professionals, have an open discussion, and gain much-needed guidance and mentorship from someone who's "been there and done that."

### **Builds Your Social Confidence**

When it comes to social confidence, practice makes perfect—and nothing gives you more practice than networking.

As you continue putting yourself out there, meeting new people, and interacting with your connections, you'll fine-tune your social skills. You'll also grow accustomed to talking about yourself and asking questions about others. You'll build confidence when discussing your job, career milestones, and professional goals. And you'll perfect your ability to spot the subtle verbal and nonverbal cues of others.

### **Teaches You Industry Best Practices**

Networking is an excellent opportunity to exchange viewpoints and gain knowledge about industry best practices. Your connections are a secondary source of information, and you can use them to learn about:

- New business methods, strategies, and techniques
- The latest software programs and tools
- Top industry developments and trends

Not only will you gain that knowledge during natural conversations, but you can also seek it out by asking questions and seeing what your contacts share online. Then, you can share that information with your superiors and receive recognition.

### **Helps You to Overcome Roadblocks**

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Your professional network is a great resource for gathering fresh ideas and perspectives. Your contacts come from a variety of industries and professional landscapes, and those diverse experiences will prove valuable when you're feeling stuck.

So, if you need guidance, reach out to your network and ask for help. You'll likely hear insights that you hadn't considered. And, even if no one has an exact solution, you can still brainstorm and bounce ideas off one another.

# OBJECTIVE 1

PROFESSIONAL NETWORKING



## PROFESSIONAL NETWORKING

80% OF YOUR TIME ON NETWORKING.

BEST WAY TO FIND A JOB.

INTRODUCE YOURSELF TO THE INDUSTRY.

GET INSIDER INFORMATION.

PRACTICE TALKING WITH A PROFESSIONALS FROM THE INDUSTRY

BUILD MUTUALLY BENEFICIAL RELATIONSHIPS WHICH SUPPORT BOTH YOUR PERSONAL AND PROFESSIONAL GOALS.





“ Networking has been cited as the number one unwritten rule of success in business. Who you know really impacts what you know.

Sallie Krawcheck

## CHECK YOUR UNDERSTANDING

Before learning how to develop your professional network, check your understanding by completing the following multiple-choice question.

Review the statements below and select which one is **true**.

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- The best time to start networking is when you're looking for a new job or career change.
- For optimal results, I should only network with those who are in the same industry as I am.
- For successful networking to take place, I need to move past the surface level and build genuine relationships.

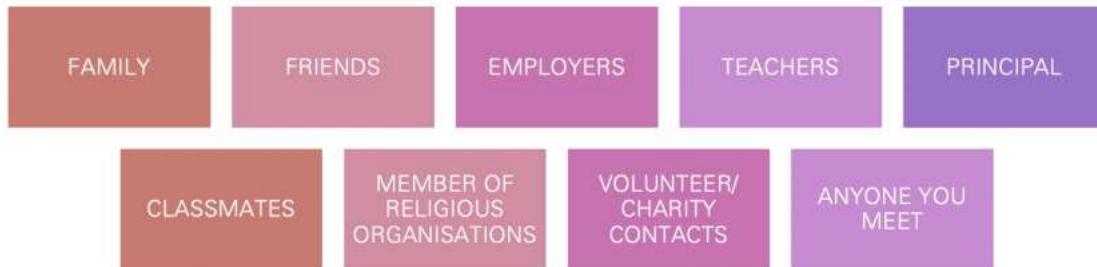
**SUBMIT**

## OBJECTIVE 2

WHO IS IN YOUR NETWORK?

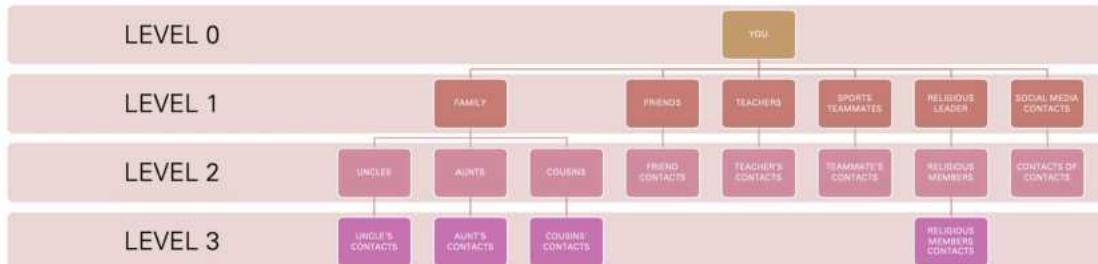


## WHO IS IN YOUR NETWORK?



Professional networking is an ongoing activity that can happen at any time, in any place, and with anyone. Its purpose is to help you form and nurture strong, reciprocal relationships—relationships that you can call upon (and who can call upon you) when you need help.

## LEVELS OF CONTACTS



“ Six degrees of separation is the theory that any person on the planet can be connected to any other person on the planet through a chain of acquaintances that has no more than five intermediaries.

Frigyes Karinthy

## CHECK YOUR UNDERSTANDING

Which one of the following is not in level 1 of your contacts?

- Family
- Uncle's friend
- Teachers

SUBMIT

## OBJECTIVE 3

HOW TO NETWORK?



## NETWORKING MATTERS

Regardless of your career path or industry, you've likely heard the advice that "networking matters." We're told that a great network is an invaluable asset—and that investing in our relationships is critical to our professional success.

### HOW TO NETWORK

- ATTEND EVENTS.
- MEET WITH CONTACT IN-PERSON.
- CALL A CONTACT ON THE PHONE.
- SEND AN EMAIL TO A CONTACT.
- SCHEDULE AN INFORMATION INTERVIEW AT A COMPANY.
- REGISTER ON PROFESSIONAL NETWORKING SITES E.G., LINKEDIN

What if you're just starting out and don't know anyone? What if your top contacts only consist of close family members and friends? Or, what if you just moved to a new city? How do you develop a strong professional network when you're starting from scratch?

In this lesson, you'll learn what it takes to build a professional network—including what you must do to form those connections and how to prove your value to others. Then, you'll learn where to find new contacts so that you can develop a powerful network worth leveraging.



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**What's less clear, however, is how to create that network.**

## HOW TO BUILD NEW CONNECTIONS

A professional network is a community of people—both online and off—with whom you can connect to give and get support. To build such a network, you must intentionally reach out to others, seize new opportunities, and prove that you're a worthwhile connection. On your part, that requires five key activities, including:

1

**Becoming socially active.** Putting together a great network requires ongoing effort. All relationships—professional or otherwise—take work. So, dedicate some time each week to attending events, staying active on social media, and meeting new people.

2

**Being strategic.** Your professional network's health depends on quality, not quantity. So, rather than trying to connect to everyone, be strategic. Set clear intentions so that you can build purposeful connections with people who align with your career goals and represent a variety of backgrounds. You should also

select contacts that you'd be glad to support, since networking is a two-way street.

3

**Offering your help.** Networking relationships are mutually beneficial—not self-serving. So, set the tone by helping others. As you engage in small talk, ask people about their workplace challenges, and look for opportunities to lend a hand. Offer your assistance, and you'll prove that you're a connection worth keeping.

4

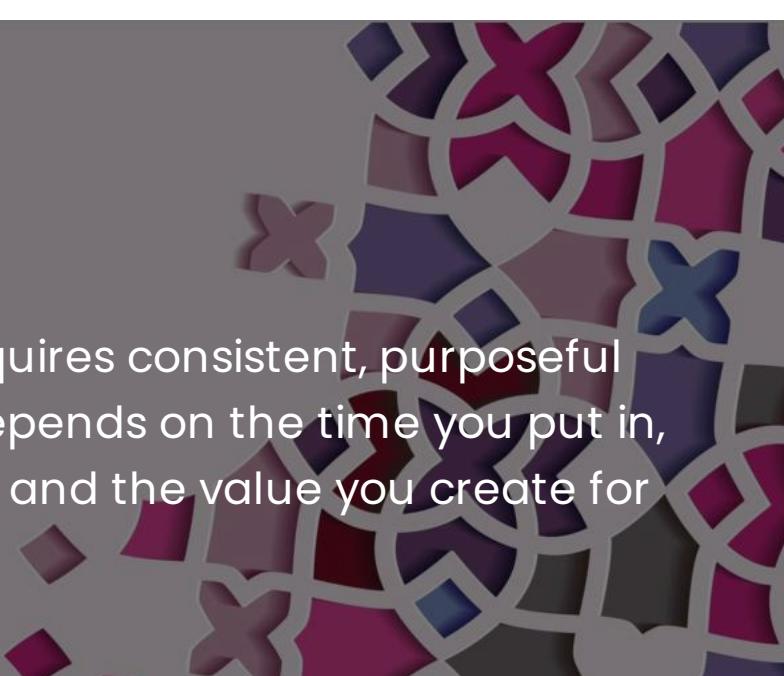
**Staying up to date.** Keep current with industry news to increase your value as a professional connection. Subscribe to relevant publications, sign up for alerts, and be someone others can turn to for advice. As a bonus, that extra knowledge will also give you more opportunities to help the people around you.

5

**Expressing interest in others.** Being self-centered is a surefire way to sabotage a new relationship. So, express interest in others by being an active listener, asking questions, and helping people feel heard and understood. Lend people your undivided attention, and they'll be more likely to see you in a positive light.

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Building a network requires consistent, purposeful effort. Your success depends on the time you put in, the intentions you set, and the value you create for others.





## CHECK YOUR UNDERSTANDING

Check your understanding of how to develop professional networking by completing the following activity.

Imagine you're building a professional network from scratch. Based on what you've learned, what should you do to form new connections? Select all correct statements.

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I should prioritise quality connections over quantity.

I should avoid using my existing contacts to meet new people.

I should only build connections in person, never online.

I should attend both career-oriented and social events.

SUBMIT

## OBJECTIVE 4

WHERE TO NETWORK?



- “ First, you have to be visible in the community. You have to get out there and connect with people. It's not called net-sitting or net-eating. It's called networking. You have to work at it.

Ivan Milner



## WHERE TO NETWORK



## WHERE TO FIND NEW CONNECTIONS?

Of course, even if you follow all of the above strategies, there's still the lingering question of where to find those new contacts. While you can start a conversation almost anywhere, some places are inherently better than others for meeting new people, engaging in small talk, and forming lasting relationships.

So, where should you start? You have several options, and much of your choice will depend on preference. Expand the rows below to learn five strategies for meeting new people and expanding your professional circle.

### TAP INTO YOUR EXISTING CONTACTS

While it might not be top of mind, you likely already have a small network in place. Consider your family, friends, neighbors, and former classmates and coworkers. Even if those contacts feel irrelevant, don't discount them. You never know how well-connected someone might be.

So, tap into your existing connections, ask for introductions, and expand from there. For example, you might call a few family members and ask: "Do you know anyone who works in the tech space?" Or, you might send an email to a few former classmates and ask: "Do you know any good publishers?" You can even use sites like LinkedIn to look through a friend's connections to see if they know someone who'd be a valuable contact for you.

While asking for an introduction might feel unnerving at first, most people are happy to help—and a friendly introduction is always better than a cold call or email.

## **CONNECT ONLINE**

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If there's someone you'd like to meet—and you don't share a connection with them—you can also use the internet as a launchpad. Use LinkedIn to search for people by name, industry, company, and location. If you find someone worth knowing, send them a personalized invitation to connect and lay the foundation for a new relationship.

You can also find leaders in your industry and engage with them on Twitter—reacting to their posts, sharing their tweets, and asking questions. And, if one of those leaders writes blogs, leave thoughtful comments, and share those works on your social pages. While these online relationships take longer to build, keep at it, and you'll soon become a prominent connection that people remember.

## **LEVERAGE YOUR ALMA MATER**

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Even if you went to school in a different state, there might be a regional alumni club in your area that you can leverage to your advantage. Often, these groups host numerous professional, social, and community events throughout the year.

Attend one of these events, and you'll likely meet a diverse range of people from a variety of industries. But unlike other networking events, you'll also have something in common with everyone—making those icebreaker conversations a bit easier to navigate.

## **JOIN PROFESSIONAL GROUPS**

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Another option is to join professional groups for certain fields and industries. For example, you might join a local group for lawyers, writers, or engineers. Or, you might go beyond your profession and join broader groups for women in the workplace or people of color.

A benefit of these organizations is that they connect you with like-minded individuals who share similar goals and professional challenges. And, like most organizations, they also hold social events, which you can use to meet others in your field and build long-term professional relationships.

## **GET INVOLVED IN YOUR COMMUNITY**

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If you'd like to meet people outside your line of work, you can also get involved in your community. Join a book club, sign up for a kickball league, attend a gym or yoga class, or volunteer for causes or organizations you care about.

The more visible you become, the more likely you are to make valuable professional connections. And because community events can attract a wide range of individuals, you're also likely to meet people who can add diversity and breadth to your network.

## **PROFESSIONAL NETWORKING SCRIPTS**



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## INTRODUCE YOURSELF

### CAREER EXPO

I'm [name], and I'm a student at [name of school], where I am studying towards [profession], and I'm passionate about [passionate about right now].

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## INTRODUCE YOURSELF

### PROFESSIONAL SETTING

I'm [name], and I'm a student at [name of school], where I'm in my [year] of study. Aside from that, I also [fun fact, hobby, interest, or passion].

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## INTRODUCE YOURSELF

### EVENT

I'm [name], and I'm a student at [name of school], and I'm excited about [your reason for being at the event].

## CHECK YOUR UNDERSTANDING

Check off each box below once you understand the who, what, when, where, and why of professional networking.



**Who.** You never know who's behind a great opportunity—or who someone knows. So, network with people both within and outside of your industry. Among others, that list includes former classmates and teachers, coworkers and supervisors, personal acquaintances, and people from your gym, volunteer groups, and community.



**What.** Professional networking is about creating and preserving authentic business relationships. These relationships are built on trust, and they're mutually beneficial—meaning you should help your contacts just as much as they help you.



**When.** Networking doesn't have an "off" switch. It's an ongoing process that requires consistently meeting new people, building relationships, and nurturing old connections. So, whether you're happily employed or actively seeking something new, there's never a wrong time to network.



**Where.** While networking events are a great place to start, you're not limited to those venues—and you certainly shouldn't stop there. You can also form and maintain contacts while waiting in line for coffee, chatting on social media, meeting people for lunch, or attending sporting events. There are opportunities everywhere.



**Why.** Create and maintain a strong network, and you'll have a community of support by your side. Your network can then connect you with others, introduce you to opportunities, offer guidance, and propel your professional goals forward.



**Start where you're comfortable.** When it comes to meeting new people, there are several strategies out there—and some may feel easier than others. So, start where you're comfortable and work your way up. You don't need to do everything at once, but you do need to start somewhere.

## OBJECTIVE 5

HOW TO MAINTAIN YOUR NETWORK



### HOW TO MAINTAIN YOUR PROFESSIONAL NETWORK

After countless “hellos,” smiles, and handshakes, you’ve finally done it: You’ve built a diverse and thriving professional network. You’re connected with mentors and peers. You know field experts and up-and-coming professionals. And a few contacts even share your career goals.

But now that you've established a network, how do you maintain it? How do you keep those relationships fresh so that reaching out doesn't result in a cringe-worthy: "Sorry, who's this again?"

Staying in touch with your network is tricky. It requires being visible without being bothersome. And, often, it requires a reason. So, what can you do? In this lesson, you'll learn why networks demand upkeep and how to organize your contacts so that no one's lost in the shuffle. Then, you'll learn six good reasons for reaching out and staying in touch.



**Start today.** The worst networking mistake you can make is putting it off. Genuine connections take time to cultivate and maintain. So, if you wait for a crisis to kick-start your networking, you'll be unlikely to reap rewards. Start growing your network today, and you can leverage those contacts when you need them.

## NETWORKS REQUIRE UPKEEP

Networks are founded on real relationships with real people. And, like all relationships, they take ongoing work. Meeting new people is an important networking step, but it's not the only step. To reap the full rewards of those connections, you must maintain them.

If you only reach out when you need something, you'll be seen as self-serving. If you let your address book collect dust, you won't be top of mind with your contacts when there's an opportunity. And, if the radio silence persists for too long, you might even be forgotten entirely.

Professional networking is the process of creating and maintaining mutually beneficial business relationships. These relationships are real and genuine, and they don't require the backdrop of a formal event. They can—and should—be formed and nurtured at any time, in any place, and with anyone.

Creating and maintaining a powerful network takes time and effort, but it's worth the investment. Establish a robust network, and you'll open doors to new job opportunities and mentors. You'll also build your social confidence, learn about industry best practices, and receive tips and tricks for overcoming roadblocks. So, commit to making networking a priority because it pays—both literally and figuratively—to know the right people.

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Professional networking is not a one-and-done arrangement. People drift apart. And, if you don't put down some anchors, those well-formed bonds won't last.

To reap the rewards of your network, you must keep connections fresh.

A strong professional network is a valuable career asset—and it's something that you must consistently and intentionally work toward. If your network is in short supply,

you'll need to commit to staying active and being strategic about which connections are worth pursuing. You'll also need to demonstrate your value to others by offering your help, staying up to date on industry news, and conveying interest in what other people have to say.

Overall, your goal is to get yourself out there and meet new people. So, tap into your existing contacts for introductions, connect with people online, leverage your alma mater, and join professional groups. Get involved in your community, meet a range of people, and increase your visibility, and you'll set the foundation for developing a rich and diverse professional network that you can leverage to your advantage.

## HOW TO GET ORGANISED

So, how do you prevent your network from growing stale? First, you must get organized. The more people you have in your network, the more likely they are to fall through the cracks. To make sure you're not forgetting anyone, organize your contacts by following three steps:

1

**Track your contacts.** Create a spreadsheet for your network. Within that spreadsheet, make columns sorted by "Name," "Job Title," "Company," "Industry," "Contact Information," "Last Date of Contact," and "Notes." And, if you'd like, create a "Score" column to prioritize people based on who's a network nice-to-have and who's a network necessity.

2

**Schedule time to reach out.** Next, take a look at that "Last Date of Contact." Has it been a while? You never want to be in a position where a year has gone by, and you haven't said anything to someone. To stay on everyone's radar, schedule time every few weeks to reach out to a few connections—paying careful attention to those who need extra attention.

3

**Perform regular audits.** Finally, every six months or so, perform an audit on your professional network. Search your

contacts on social media and look for changes. Did someone recently change their last name? Did they switch specialties? Or did they move to a new job? People change, which means that your spreadsheet should change, too.

## REASONS TO REACH OUT TO YOUR NETWORK

So, let's say you have a handful of people you haven't spoken to in a while. That "Last Date of Contact" is stretching out, and you need to say something—and soon.

What should you say? Your message doesn't need to be complicated. Expand the rows below to learn six genuine reasons you can use for saying, "Hello":

### THEY ARE ON YOUR MIND

A "thinking of you" message is a short and sweet way of staying in touch. Maybe you attended a conference that reminded you of someone. Maybe you just met a mutual connection. Or, perhaps you saw, read, or heard something that made you think of this person. If so, pick up the phone, send an email, or reach out on social media.

For some extra inspiration, follow this formula: "Hi! I thought about you this week because [insert reason]. How have you been? If you're not too busy, I'd love to catch up."

### YOU ARE THANKFUL

Has someone in your network made a positive difference in your life? If so, say, "Thank you." That difference could be intentional—such as if they gave you career advice or helped you land a job. Or, it could be unintentional. For example, maybe someone wrote an article that helped you through a tricky issue—or published a social media post that moved you.

Regardless of the reason, if a person inspires or helps you, give them recognition. For example: "Hi\_\_! I read your latest article, and it gave me the extra push I needed." Or,

"Thank you for your career advice. You helped me land that promotion!"

## YOU WANT TO SAY CONGRATULATIONS

As you regularly audit your network, keep an eye out for opportunities to congratulate people on professional milestones. Did someone recently get a promotion or start a new job? Did they receive an award, publish something on a major website, or present at an event? If so, cheer them on.

Saying, "I'm so excited for you!" or "Congratulations on the new job! I can't wait to see what you do there!" works great. These simple goodwill messages will keep you on a person's radar—and that person will be more likely to see you as someone who's in their corner.

## YOU ARE SCHEDULING A GET-TOGETHER

If you'd like to reconnect with a few people face-to-face, another great option is to schedule a get-together. Much like a mini networking event, you might plan a brunch, dinner party, or happy hour with a few connections.

These events are great for bringing people together and catching up. Plus, if the idea of a one-on-one, in-person meeting is causing you anxiety, these group gatherings will take off some pressure.

## YOU ARE SHARING READING MATERIALS

Another great reason for reaching out is to share articles or books. When following this tactic, keep a list of all reading materials you find inspiring or helpful. Then, as you consider those contacts who need some extra attention, go through that list. Is there anything relevant you can send over to those contacts? If so, send it along.

For example, maybe you know someone who works in marketing, and you read an article about the changing landscape in video marketing. If so, send it along with a quick note that

says: "I read this article, and it made me think about the work you're doing."

## YOU WOULD LIKE TO HELP

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Finally, find opportunities to help people in your network. Help others, and they'll see you as an integral connection. When offering that assistance, you might try:

- **Responding to their requests.** Did someone send out a survey? If so, fill it out. Did they ask you for a recommendation? If so, write a paragraph or two. Did they ask a question on social media? If so, offer your advice.
- **Sharing their work.** If one of your connections publishes something, help them gain traction by sharing it on your social pages. For example, you might tag them in a post and write: "This was a great read \_\_\_!" Or: "My friend \_\_\_ directed this video about\_\_\_."
- **Helping them find a new job.** If you know someone who's job hunting, see if you can lend a hand. Maybe there's an opening at your company. Or, maybe you know someone who's hiring.
- **Making connections.** If you know two people who would benefit from connecting with one another, make that introduction, and they'll both see you in a more positive light.

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**Networking is simply the cultivating of mutually beneficial, give-and-take, win-win relationships. It works best, however, when emphasizing the 'give' part.**



## KNOWLEDGE CHECK

### HOW WILL YOU MAINTAIN YOUR NETWORK?

Apply what you've learned in this lesson by answering the following question:

What's one key thing you should do to maintain your professional network?

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- So as not to overwhelm my contacts, I should only reach out if I really need something.
- To stay top of mind, I should check in with my network regularly—even if that means just telling someone that I'm thinking of them.
- To keep my connections authentic, I should avoid following a formal schedule—instead opting to reach out only when the opportunity presents itself.

SUBMIT

To maintain your network over the long haul, you must continue to nurture those relationships. First, that means getting organized by tracking your contacts on a spreadsheet, scheduling time to reach out, and performing regular audits. Second, it means finding genuine reasons for checking in and saying, “Hello.”

Remember, those reasons don’t need to be complicated. If someone’s on your mind, send them a “thinking of you” message, schedule a group get-together, or share reading materials. When appropriate, you might also say congratulations to someone, offer your help, or thank them for something they’ve done. Regardless of which tactic you choose, your goal is to keep those connections regular—because, when it comes to networking, you get out what you put into it.



**It's OK to let some connections go.** If you regularly reach out to someone and never hear back, it's OK to move on and let them go. Remember, networking is a two-way street. So, as much as you should give back to others, they should also give to you. Focus on maintaining mutually beneficial connections, and your network will continue to thrive.

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## SUMMARY

PROFESSIONAL NETWORKING.

KNOW WHO IN IN YOUR NETWORK.

UNDERSTAND HOW TO NETWORK.

KNOW WHERE TO NETWORK.

HOW TO MAINTAIN YOUR NETWORK.

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## REFERENCES

Source: <https://www.news24.com/you/partnercontent/3-things-you-need-to-know-about-networking-20220511>.

<https://www.businessinsider.co.za/scripts-how-to-introduce-yourself-networking-event-professional-meeting-2021-8>

## **PROFESSIONAL NETWORKING QUIZ**

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**Question**

**01/05**

What is the primary purpose of professional networking?

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- To make new friends.
- To build and maintain professional relationships.
- To gain social media followers.
- To find a job.

**Question**

**02/05**

What does the term " networking event" typically refer to?

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- A party with friends.
- A social gathering with family
- A formal meeting with colleagues
- A gathering designed for professionals to make connections

**Question**

**03/05**

What is the "golden rule" of networking?

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- Always arrive early to networking events.
- Treat others how you want to be treated.
- Always talk about yourself.
- Never share your contact information.

**Question**

**04/05**

Which of the following is a common mistake to avoid in professional networking?

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- Be a good listener.
- Only reaching out to your network when you need something.
- Following up with new connections.
- Sharing your achievements and goals.

**Question**

**05/05**

What is the first step in creating a professional network?

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- Attend networking events.
- Create a LinkedIn profile.
- Identify your goals and objectives.
- Reach out to potential mentors.

## TOPIC 8: WORKPLACE ETIQUETTE

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### KEY TO SUCCESS

What do successful CEOs, receptionists, financial advisors, and computer programmers all have in common? It starts with their behavior and demeanor: They all act *professionally*.

In fact, **professionalism** is the often-overlooked key to workplace success. In this lesson, you'll learn what professionalism is and how it can open doors for your

career and future. You'll then learn the do's and don'ts of practicing professionalism at work.

## WHAT IS PROFESSIONALISM?

What does it mean to *"be a professional"*? The answer has nothing to do with your job title, income, or status. Instead, professionals practice effective work habits, treat others with courtesy and respect, and follow their company's code of conduct. Flip the flashcard below to learn more:

Professionalism

Acting in a way that makes others view you as trustworthy, respectful, accountable, competent, and effective.

## **UNDERSTANDING EXPECTATIONS**

We all have expectations for appropriate workplace behaviors. A customer expects friendly, prompt, and helpful service. Or, an employer expects reliable and effective employees. Move through the following cards to reveal some more specific examples.

### Example 1

## A Doctor's Visit



Imagine you have an appointment with a new doctor. As a patient, how do you expect a competent and professional doctor to look and act?

You'd likely expect your new doctor to wear a white lab coat or other professional attire—not a casual T-shirt and sweatpants. You'd also anticipate that they would listen attentively and react respectfully to personal health details. Of course, they would also maintain doctor-patient confidentiality.

**By contrast:** How would you feel if your doctor took a personal phone call in the middle of your appointment? Or if they reacted with disgust to a health concern that was making you self-conscious?

## Example 2

### A Customer Support Call



Now recall the last time you called a customer service department for help with a product issue. How did you expect the customer support professional to treat you?

You probably expected a polite greeting, positive attitude, and business-oriented conversation. You'd also anticipate that they would make a sincere effort to solve your problem.

**By contrast:** How might your feelings about the company change if the customer service agent had been rude or snappy with you? What if they had gone off on a tangent and discussed their divorce and custody battle instead of your product issue?

### Example 3

## An Internal Promotion



Consider what will happen the next time a new opportunity opens up on your team. What qualities will you look for in a candidate?

You'll probably want someone with a reputation for being mature, responsible, and accountable. You also need someone who has a positive rapport with the rest of the team.

**By contrast:** Would you promote someone who's known for gossiping about others, blaming external circumstances for their mistakes, or acting inappropriately at work?



**"To be a professional, you have to act like one as well."**

Alcurtis Turner

## **WHY IS PROFESSIONALISM IMPORTANT?**

From these examples, you may have already started to notice the importance of professionalism. Professionalism advances your career, while a lack of it can stunt—or even end—your prospects.

Customers want to patronize businesses they trust. Likewise, employers want to hire and promote people they can rely on to do their job, make ethical decisions, and contribute to a positive working environment and public image.

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Acting professionally opens doors for your career.  
Unprofessional conduct shuts them.



## HOW TO ACT PROFESSIONAL?

So, how can you practice professionalism at work? Expand the rows below to reveal five best practices:

### Be Polite, Kind, and Respectful

Professionalism starts by treating every customer and colleague with **courtesy and respect**. This means striving to make others feel comfortable, supported, and valued. Consider the following examples:

- Show good manners. A sincere “please” or “thank you” will never go out of style.
- Act with goodwill. Manipulating, sabotaging, or misleading others often backfires.
- Celebrate and lift up your coworkers’ unique strengths and contributions. Never insult, embarrass, mock, belittle, or harass others.
- Address conflicts that do arise privately and directly. Don’t gossip about your coworkers, boss, or company.
- Practice flexibility when working with people who have different communication styles or working preferences.
- Avoid swearing, telling inappropriate jokes, or behaving in any other way that may make others feel uncomfortable.
- Maintain your composure when dealing with difficult people. A little patience, empathy, and accommodation go a long way.
- Be fair and friendly with everyone—whether they’re a receptionist or CEO. Don’t play favorites.

### Be Accountable

**Accountability** means fulfilling your commitments and taking responsibility for your actions, decisions, and outcomes. You can practice accountability by adopting the following behaviors:

- Show up at work and meetings on time.
- Fulfill your promises to customers or teammates.
- Own and rectify your mistakes.
- Communicate problems or setbacks proactively.
- Use your time at work productively.
- Develop skills, knowledge, and abilities to perform your job effectively.
- Be reliable—meet your deadlines and deliver on your work goals.

## Be Appropriate

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Demonstrate **appropriate** work behaviors. Some conduct may offend others or make them feel uncomfortable. Keep these tips in mind:

- Follow your company's dress code, and avoid offensive or overly revealing clothing.
- Don't drink to excess at company parties, conferences, or social events.
- Consider your work interactions carefully. When in doubt, ask yourself, "*Would I do or say this to my boss?*"
- Practice self-regulation when dealing with difficult emotions at work. Avoid yelling, crying, lashing out, or displaying anger openly. If you need to, excuse yourself from the situation.
- Demonstrate tact when dealing with difficult people or situations. While you don't have to like everyone you work with, you do have to collaborate effectively with them.
- Don't be an "oversharer" with coworkers or customers. Topics like politics, religion, health, family or relationship issues, or financial problems can sometimes create discomfort. This list will vary depending on your company and team culture.

## **Be Ethical**

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Professionals hold themselves to high **moral and ethical standards**. They live their personal and company values. While ethical dilemmas may vary by job, the following guidelines apply across industries:

- Follow the law and your company's code of conduct.
- Be honest. Don't lie, conceal information, or distort the truth.
- Strive to do the right thing for your team, company, and customers.
- Don't mislead or con anyone to make a sale or otherwise drum up business.
- Use company resources appropriately and wisely. Don't steal, misuse, or abuse them.
- Flag ethical dilemmas to discuss with your team, boss, or HR representative.

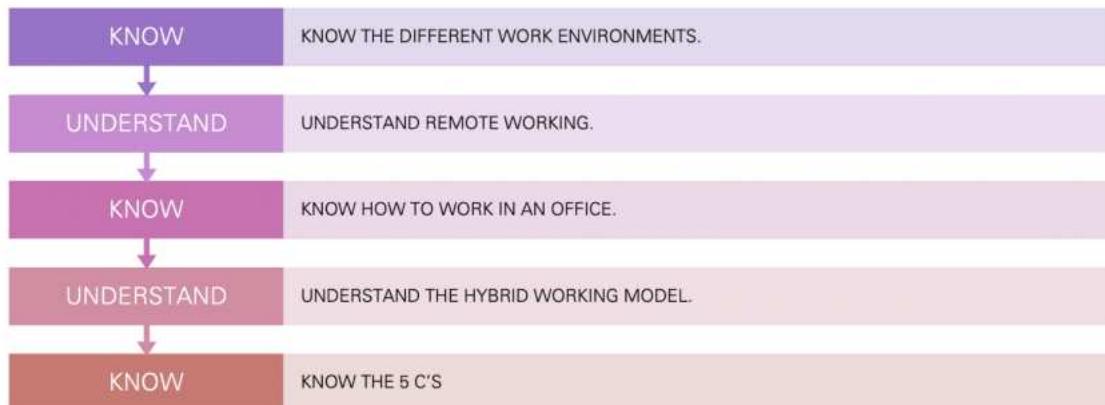
## **Be Positive**

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Finally, adopt a **positive, can-do attitude** with the help of these tips:

- Focus on brainstorming creative solutions rather than dwelling on problems.
- Encourage and motivate your teammates.
- Approach challenges with a spirit of enthusiasm.
- Embrace setbacks and constructive feedback as valuable learning opportunities.
- Practice resilience.

## LEARNING OBJECTIVES



### OBJECTIVE 1

DIFFERENT TYPES OF  
WORK ENVIRONMENTS



## WORKING ENVIRONMENTS

### WORK FROM HOME

- Remote working
- Normal working hours.
- Home workstation.
- Online meetings
- Online teamwork.

## WORKING ENVIRONMENTS

### WORKING IN AN OFFICE

- Normal working hours
- Physically travel to work
- Physically work on the business premises at a workstation.
- In person meetings.
- In person teamwork.

## WORKING ENVIRONMENTS

### HYBRID WORKING MODEL

- Normal working hours
- A portion of the week is remote working
- A portion of the week is working in the office.

### CHECK YOUR UNDERSTANDING

There are 5 different types of working environments.



True



False

SUBMIT

## OBJECTIVE 2

WORK FROM HOME

### ADVANTAGES OF REMOTE WORKING

- 1 FLEXIBILITY
- 2 AUTONOMY
- 3 EMPLOYEE SATISFACTION
- 4 QUIET WORK ENVIRONMENT

## POSITIVE OUTCOMES

The workforce must take more responsibility for their work.

Increase in accountability in completing tasks.

Balance work and home lifestyle.

## DISADVANTAGES OF REMOTE WORKING

NOT FOLLOWING THROUGH WITH ASSIGNED TASKS.

MAKING CHANGES TO PROJECTS WITHOUT WARNING

ASSIGNED TASK NOT COMPLETED PROPERLY.

NO WARNING OF FAILURE TO MAKE A DEADLINE

## NEGATIVE OUTCOMES



## REMOTE WORKING GUIDE

### ENCOURAGE CONVERSATION

- Invite questions from co-workers
- Ask for comments.

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## REMOTE WORKING GUIDE

### DON'T ASSUME

- Make sure you are understood by others.
- Ask them questions to check if they understood.

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## REMOTE WORKING GUIDE

### OVER COMMUNICATE

- Repetition reinforces the conversation.
- Provide detailed explanations prevent confusion

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## REMOTE WORKING GUIDE

### USE YOUR VOICE

- Use your voice on online conferencing platforms.
- Make calls to co-workers.

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## REMOTE WORKING GUIDE

### DETERMINE WHAT YOU WANT TO ACHIEVE

- Raise concerns regarding tasks and goals.
- Work together to achieve a collective goal.

## REMOTE WORKING GUIDE

### SHOW YOU CARE

- Engage in small talk online before a meeting.
- Build personal connections online.

### CHECK YOUR UNDERSTANDING

In remote working, distance destroys dialogue.



True



False

SUBMIT

## OBJECTIVE 3

WORKING IN AN OFFICE

### OFFICE ETIQUETTE



Dress smartly



Be on time



Keep office area  
clean



Don't gossip



Observe personal  
space



Don't check phone  
during meetings



Don't borrow  
without permission



Don't cell yell

## CHECK YOUR UNDERSTANDING

Office etiquette allows you to check your phone during meetings.



True



False

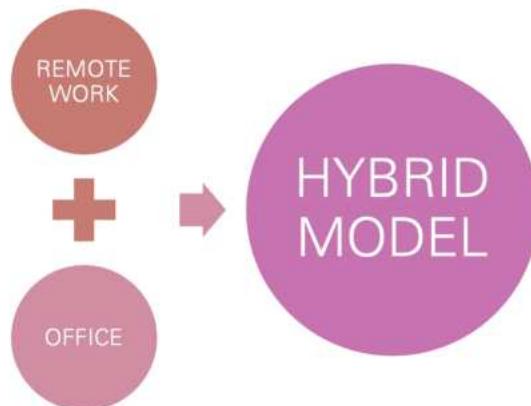
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## OBJECTIVE 4

HYBRID WORKING MODEL



## HYBRID MODEL



## HYBRID COMPETENCE

MANAGE VIDEO CALLS

MANAGE INSTANT MESSAGING PLATFORMS

MAINTAIN REMOTE RELATIONSHIPS

MANAGE TEAMS REMOTELY

SWITCH BETWEEN HOME WORKING AND IN PERSON WORKING.

GET RESOURCES AND SUPPORT

## CHECK YOUR UNDERSTANDING

The hybrid working model allows you to split your week between working at home and working in the office.

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True



False

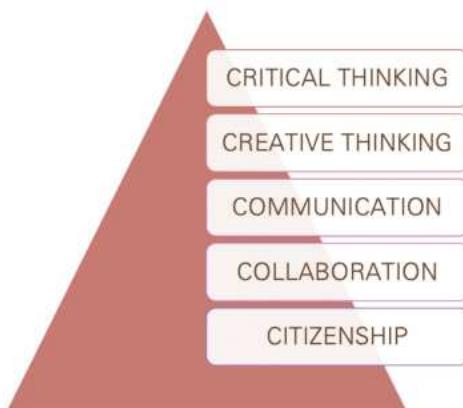
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## OBJECTIVE 5

THE FIVE C'S



### THE FIVE C'S



## YOUR IDEAL WORK ENVIRONMENT



Whether you've ascended the corporate ladder to the C-suite or are just starting off in the mailroom, you can stunt—or even end—your career if you behave unprofessionally. By contrast, demonstrating professionalism fosters trust, confidence, and respect.

So, how can you conduct yourself professionally at work? Dress and act the part. For example, be polite and treat others with respect. Stay positive, productive, and accountable to your team goals and work outcomes. Maintain high ethical standards and avoid work behaviors that could offend others or make them uncomfortable. If you follow these simple practices, you'll ensure that others perceive you as competent and courteous.

## CHECK YOUR UNDERSTANDING

Check your understanding of professional behavior by completing the following sorting activity. Drag and drop each statement into the correct category: **Do** or **Don't**.

Do

Dress appropriately.

Use your time at work productively.

Develop the skills and knowledge needed to perform your job effectively.

Be honest and transparent.

Own and rectify your mistakes.

Practice good manners.

**Be respectful, kind, and act  
out of goodwill toward  
others.**

Don't

**Yell or display negative  
emotions at work.**

**Show up at meetings late.**

**Discuss controversial or  
overly personal subjects at  
work.**

**Complain.**

**Gossip about your coworkers  
or customers.**

**Insult, harass, sabotage, or  
put down others.**

**Blame others or react  
negatively when you receive  
constructive feedback.**

## SUMMARY

DIFFERENT TYPES OF WORK ENVIRONMENTS

WORKING FROM HOME

WORKING IN AN OFFICE

HYBRID WORKING MODEL

THE FIVE C'S



**Review your company's code of conduct.** A code of conduct provides more tailored guidelines for professional behaviors in *your workplace*.

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## **WORKPLACE ETIQUETTE QUIZ**

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**Question**

**01/05**

What should you do if you receive a work email with a rude or offensive tone?

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- Respond with a similarly rude tone.
- Ignore the email and hope the issue goes away.
- Reply politely and professionally to address the issue.
- Forward the email to your colleagues for a laugh.

**Question**

**02/05**

You have a meeting scheduled to start at 10:00 AM. What time should you arrive?

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10:00 AM sharp.

9:55 AM

10:05 AM

9:45 AM

**Question**

**03/05**

How should you handle confidential information in the workplace?

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- Share it with your friends outside of work.
- Discuss it openly with co-workers during breaks.
- Keep it confidential and only share with authorised individuals.
- Use it to gain competitive advantage.

**Question**

**04/05**

When is it acceptable to use your personal cell phone for non-related calls and texting at your desk?

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- Anytime as long as you keep the volume low.
- During lunch breaks and outside of work hours.
- When your supervisor is not around?
- Whenever you feel like it.

**Question**

**05/05**

If you need to leave work early for a personal reason, what should you do?

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- Sneak out without telling anyone.
- Leave a note on your desk and hope no one notices.
- Notify your supervisor and make arrangements to ensure your work is covered.
- Send an email to your colleagues after you have left.