



BUILD YOUR BRAND

Getting Interview Fit

Visit our website



Take note!

Important: By **2 February 2025**, you should have recorded an **invite to an interview** (if seeking employment) or a **self-employment declaration** (if seeking to be self-employed) at www.hyperiondev.com/outcome8. Additionally, you should record an **offer of a job** (if seeking employment) or evidence of obtaining **new work/contracts** (if self-employed or seeking to be) at www.hyperiondev.com/finaloutcome8 by **30 March 2025**. Please record these milestones as soon as you reach them.

A **limited** number of co-certifications will be awarded based on your achievement of all **four criteria** for successful completion of this Skills Bootcamp.

Introduction

This task focuses on equipping you for interviews. Although it will be of more relevance to job seekers than the self-employed, you'll find that several aspects can be easily transferred to a situation like pitching for new business.

You will also be assembling and submitting your final leadership portfolio, which is typically a comprehensive collection of documents and reflections that demonstrate your leadership skills, experiences, and accomplishments. It often includes various components to showcase your growth and capabilities (all of which you worked on during your previous BYB tasks).

Remember, it is crucial to ensure there are no errors or inconsistencies in your final portfolio that you will be submitting to us and sending to employers as part of job applications. A polished presentation reflects professionalism. Seek feedback from trusted colleagues or mentors to improve and refine your portfolio.

Make sure to periodically update your portfolio to reflect new experiences, achievements, and skills as you progress through the bootcamp. This ensures it remains current and relevant. Be prepared to discuss and present your portfolio during upcoming interviews. Practice articulating your experiences and achievements to friends, and family and through networking with industry professionals as this will lead to confidence in your ability to promote and sell your leadership skills.

Part 1: Finding opportunities and applying for jobs/pitching for self-employed work - Round 2

After completing the first round of applications and pitching in the previous BYB task, it's time to build on your progress and refine your approach. This second round will help you apply the feedback you received and focus on finding new leadership and management opportunities.

Whether you're seeking employment or self-employed work, the aim is to continue targeting suitable opportunities, showcasing your skills, and gaining valuable experience. Although the process will feel familiar, this round gives you the chance to further improve your applications or pitches. Follow the steps based on your category—job seeker or self-employed—and take this opportunity to strengthen your application skills.

Part 1: Finding opportunities and applying for jobs/pitching for self-employed work - Round 2

First, create a Google doc with a uniquely identifiable filename that includes your name and email address and a task identifier for this task (Interviews). For example, if your name was John Smith and your email address was john_smith@gmail.com, your filename would be John Smith - john_smith@gmail.com - Interviews. As you progress through the task you will fill your answers into this Google doc, which you will save as a PDF and upload to your GitHub folder at the end.

As usual, the instructions below differ slightly for job seekers and self-employed students. Read them carefully and follow those that fit the category you are in.

Job seekers

Time to apply for some more roles! You can follow these steps, which should be familiar:

- Consider the sort of roles you might like to apply for and the sort of companies you might want to work for. Take into consideration the role, the skills required, location, ways of working (remote, hybrid, or on-site), the type and size of the organisation, and the industry.
- Find five junior tech roles currently being advertised, **different from any previous roles you identified or applied for**, ensuring you consider **a range** of employers – large (1000+ employees) and small (100 – 500 employees)

companies as well as tech scale-ups (up to 100 employees), paid internships and apprenticeships, or companies that source, hire, and train.

Remember that we specifically request that you search for and apply to a **broad range of organisations**. Many years of experience in helping students find work in the tech sector have shown us that this is **best practice** for a number of reasons: it pushes students out of the comfort zone of just applying to work for the major brands they're already familiar with; it helps students to broaden their knowledge of which companies form part of the tech hiring landscape, particularly small to medium enterprises (SMEs); and, it ensures that we meet the DfE requirement to address the needs of the broader, especially SME, tech market. Keep in mind that our team will review your submitted data and endeavour to create relationships with your identified companies wherever possible if we do not already have relationships with those companies; focusing on companies of different sizes and profiles will also help to diversify your application profile and increase your chances of success.

- **For each of the roles** you have identified, again identify the recruiting or hiring managers (possibly the Talent or HR people at each company) and their contact details if possible.
- **Create and submit applications** to these five opportunities. Also, **reach out** to the contacts you have identified in whatever way possible (email, LinkedIn direct message, phone call, etc.), drawing their attention to your application to their company's role.

Self-employed students

- Once again, consider companies and business contacts that you would pitch your services or products to. Note the contact person and other details of five such companies and contacts.
- **Create and submit pitches** to these five opportunities. For each opportunity you pitch for, this will involve:
 - Using your improved CV as the basis, create a CV tailored to the business opportunity. Ensure you have your GitHub and LinkedIn profile links included in your CV.
 - Using the cover letter template we shared previously along with the guidance provided, create a cover letter tailored to the business opportunity.

- You will need to track this data in your copy of the tracker spreadsheet as you go along.
- For each of the opportunities you pitch for, capture your contact's details if possible (company name, name, email, phone number, and their LinkedIn profile URL if possible). **Try to find LinkedIn profile links for all contacts.**

All students

- Fill in the details of the contact people you have identified into [this form](#). Take screenshots of the form showing all the data you have filled in, and paste them into the Google doc you created earlier so that the person reviewing your work can see that you have completed this part of the task. Also include a screenshot of the message that displays on-screen after your form has been successfully submitted, proving that you have properly submitted the form. Note that each BYB submission success message contains a unique code, so please take care to avoid accidentally using a screenshot from a previous BYB form.
- Update your copy of the **Job Interviews/Pitch Opportunities Tracker** and insert a publicly accessible link to it into your Google answers doc. This [short video](#) will guide you through creating a shareable link. Remember that your tracker will be reviewed fortnightly to assess updates, however, you will not receive additional grades or feedback.

Part 2: Getting Interview Ready

General interview preparation

The next step is to prepare for interviews and synchronous meetings. The process will vary by company, but there are some general steps you can take to stand out.

Start by researching the industry and potential client company. Their website is a great resource, providing valuable information about their business and what they do. Use this information to tailor your skills and experience to the company and prepare specific reasons why you're a good fit.

Next, compare your skills and qualifications to the job requirements or aspects of the potential client's business. This will help you anticipate concerns and prepare answers that showcase your strengths. Use your achievements and transferable skills to craft

these answers. For example, if you're lacking experience in a specific tool, express your willingness to learn and grow. For more information on how to identify your transferable skills, you can take a look at [Transferable Skills | SkillsYouNeed](#).

In addition to researching the company and comparing your skillset to the job specification, answering common interview questions should be part of your preparation. Remember, every response in an interview should demonstrate why you're the best fit for the job or business opportunity. The following questions can help you prepare for future interviews or synchronous meetings.

Think about how you would respond to these common questions:

- Tell me about yourself and your background.
- What do you know about the company?
- Why are you applying for this position/business opportunity?
- Why do you want to work at/with this company?
- What appeals to you about the job description/business opportunity?
- What are you passionate about?
- What are your salary expectations/rates for the product or service offered?
- Are you interviewing with other companies/Do you provide this product or service to other clients?
- When would you be available to start?
- What type of management style do you prefer?
- What are your career goals?
- What are you most proud of and why?
- What are some lessons you've learned from your previous experience?
- Can you give an example of a time when you worked well in a team and what lessons you drew from the experience?
- Can you give me an example of a time when you had to deliver demanding results under time pressure?

When an interviewer/potential client asks you to 'tell them a little about yourself/your company' make sure you have a solid elevator pitch prepared. For more information on what an elevator pitch is, you can check out the following resource: [What is an elevator pitch and why do I need one?](#)

Candidates/companies who are well prepared for interviews/client meetings are more confident and provide more thorough answers. Be sure to practise answering questions aloud or with another person to build up your confidence and reduce your stress on the day of the interview. Remember to consider how you can leverage your strengths and mitigate your weaknesses in the role/business opportunity. You can also note where you have had a positive impact in professional roles or informal roles such as volunteer work or sports teams.

Some of the questions that are likely to be asked are behaviour and competency questions. The best way to answer this type of question is by using the STAR technique.

STAR technique:

- **S - Situation:** Describe the situation to provide context to the interviewer.
- **T - Task:** Outline your role in the situation by explaining your duties and what was expected of you.
- **A - Action:** Explain how you performed your tasks including instances where you went above the call of duty to achieve a positive outcome.
- **R - Result:** Conclude your response with the outcome of your actions and whether the situation was resolved or not. If possible, it is beneficial to include quantitative data to quantify the outcome.

Practise answering behavioural interview questions using the STAR technique by referring to a list of [common STAR interview questions](#). The same approach can be used to structure a meeting with a potential client, by referring to situations in previous business opportunities or related experiences that can help to convince the potential client you have what it takes to deliver the product or service they want if they give you their business.

More examples of STAR interview questions and possible answers are available from career coaches [Amri Celeste](#) and [Richard McMunn](#).

More technical questions may also be included in an interview/potential client meeting, even if it is not framed as a 'technical interview'/'technical meeting'. You should be able to answer specific technical questions related to the role/business opportunity and be able to explain your thought process in solving technical problems, as employers/potential clients want to see that you are a problem solver and strategic

thinker. Examples include:

- How do you approach decision-making in high-pressure situations?
- How do you motivate and inspire a team to achieve challenging goals?
- Explain a time when you managed conflict within a team and the strategies you used to resolve it.

At the end of an interview/potential client meeting, you will usually have the opportunity to ask questions). Prepare some well-informed questions to demonstrate that you have done your homework about the company and that you have a genuine interest in working for them. Some examples include:

- Can you tell me more about the day-to-day responsibilities of the role? / Can you provide more detail about the business opportunity?
 - This provides an opportunity for you to sell yourself with regard to some of the skills/products/services required if you haven't had a chance to do so earlier in the interview/potential client meeting.
- How could I impress you in the first three months?
 - The aim of this question is to identify goals or challenges the potential employer/client is facing that you could support them with. Asking this type of question shows a goal-orientated and growth-directed mindset, which is attractive to employers/clients.

Before you leave, ask what the next steps are or when you can expect to receive feedback from the potential employer/client.

Technical leadership interview

While you may excel in an initial verbal interview or potential client meeting, when it comes to hiring for leadership and management roles, the core of the process is to determine your ability to lead effectively, make strategic decisions, and manage teams or projects efficiently. Hiring managers or potential clients often assess this through scenario-based questions, case studies, and problem-solving tasks.

The main aim of technical leadership interviews goes beyond simply testing your ability to lead a team or execute a strategy. Hiring managers or potential clients want to test

your decision-making skills, emotional intelligence, and your ability to handle complex challenges under pressure. Some questions they may ask themselves include:

- How do you approach making difficult decisions in uncertain situations?
- What is your process for managing a team during a high-stakes project?
- Are you able to handle conflict and guide your team toward a resolution?
- How do you ensure alignment between team objectives and organisational goals?
- Do you document your leadership strategies and communicate clearly?

During a leadership interview or meeting, your best approach is to take a moment to organise your thoughts, think through the scenario verbally, and ask clarifying questions if needed. Discuss various strategies to tackle the issue and explain why you would prefer one approach over another. Often, interviewers are looking for a combination of the right solution and a logical, clear-thinking leader who remains composed in challenging situations.

For self-employed leaders, there may be flexibility to request a more detailed project or proposal and respond with your strategic approach at a later date. This mirrors situations where potential employers assess candidates through take-home strategic tasks or leadership exercises.

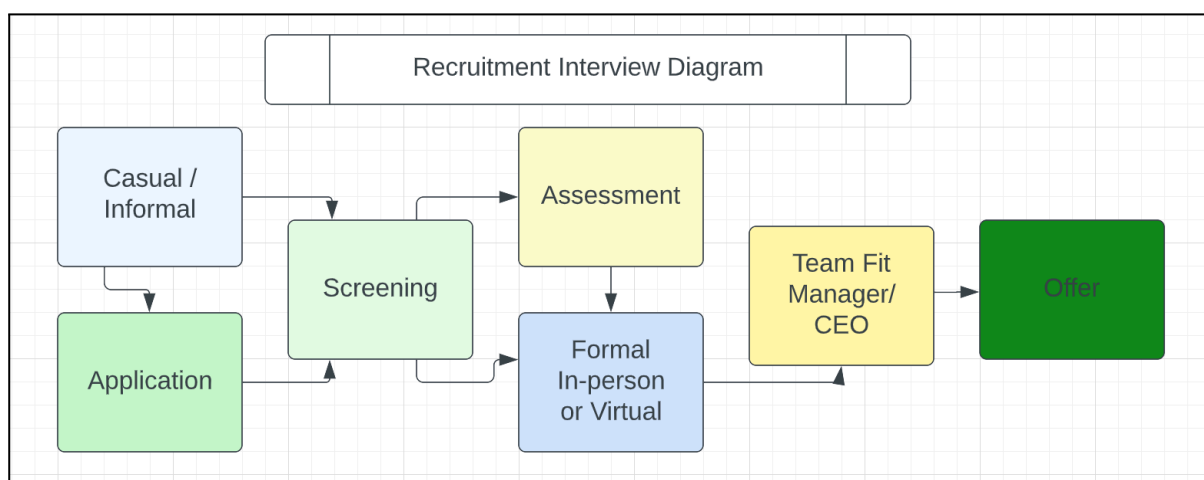
Here are some resources that can help you prepare for leadership and management interviews or meetings:

- [**The Balance Careers**](#) provides leadership interview questions with detailed explanations of how to answer them.
- *Indeed* offers insights into leadership-focused interview questions, helping you to understand what employers may ask and how to respond.
- [**Forbes**](#) offers articles on leadership best practices and how to showcase your leadership style during interviews. Some examples include:
 - [**6 Leadership Interview Questions That You Can Expect**](#)
 - [**10 Ways To Show That You Are A Leader During Job Interviews**](#)
- [**Leadership IQ**](#) includes assessments and insights on how to improve leadership competencies.
- [**HBR \(Harvard Business Review\)**](#) offers case studies and real-world examples of leadership challenges and solutions. Some examples include:
 - [**The Work of Leadership**](#)
 - [**A Survival Guide for Leaders**](#)
 - [**Understanding Leadership**](#)
 - [**HBS Case Selections**](#)

Explore additional resources online to find tools and websites that enhance your leadership skills. It's important to be confident in your abilities and convey your leadership style clearly. The best way to do this is to communicate genuine confidence and passion for leadership and management during interviews or client meetings.

Types of interviews and pitch opportunities

Each company will have a different interview process for job seekers, however common elements include assessing behaviours and competencies (STAR questions), technical skills, and team fit. In this section, we will discuss the different types of interviews and assessments that may be included in the interview process. An example process is illustrated in the diagram below:



In some cases, steps may be skipped; for instance, a headhunted candidate might proceed directly to a screening interview without applying. Multiple interview types can be combined or held separately. If combined, the process might last a full day with various interviews and assessments. This also applies to business pitches; companies may not always follow the same hiring process, though larger firms typically have established procedures.

Informal or casual interviews/pitches

Informal interviews or business pitches can occur at industry meet-ups, network events, or conferences. These allow employers to observe your behaviour and determine if you fit their company or if they'd like to do business with you. During these opportunities, learn about the role or business needs and align them with your skills and experience to demonstrate your fit. If they mention challenges or needs, offer solutions to show your value. If invited to apply or pitch, send your customised application or proposal promptly.

Screening interviews/meetings

Screening interviews/meetings are normally performed after you have sent your application. They are similar to informal interviews/pitch opportunities in that they allow the potential employer/client to observe how you conduct yourself and gauge whether or not you would fit into the company or department, or whether you're the right person to provide the product/service they need. Telephonic or videoconference screening interviews/meetings are generally 15 to 30 minutes. Ensure you're in a quiet place and have a good connection and a charged device for the call. Prepare by using some [screening interview questions](#) assembled for tech roles.

Career history interview

Career history interviews, conducted by one or two hiring committee members, assess role fit and explore your relevant career roles. Employers seek to understand your responsibilities, achievements, challenges, and team dynamics. For technical positions, expect detailed discussions about your technical work and side projects. Prepare by reviewing [work history questions](#). Self-employed candidates may face potential clients interested in their experience providing the pitched products or services, using past work to demonstrate suitability.

Focused, competency, or behavioural interview

In a [competency or behavioural interview](#), one or two hiring committee members assess culture fit by focusing on essential competencies for the team and role. Interviewers explain each competency and ask you to share instances from past roles where you demonstrated or could have better demonstrated these competencies. For self-employed candidates, this is a chance to highlight qualities attractive to potential clients, such as confidence, industry knowledge, organisation, and professionalism. Reflect on what you value when choosing a product or service provider.

Assessments

Interview assessments or client requests for detailed business proposals can include challenges, projects, or tests. Job seekers might complete take-home assignments, while self-employed individuals may present what they or their company will do to prove their suitability. The length and difficulty of these tasks vary by company or client and the role, product, or service. These assessments, often called 'technical interviews,' reveal a candidate's true abilities and personality, showing how they perform under pressure. Various methods can be used to test a candidate's skills, including:

- **Aptitude tests** assess skills and capabilities, mainly used in interviews rather than business pitches.
- **IQ** tests measure problem-solving, numeracy, and literacy, crucial in tech, typically used in interviews over business pitches.
- **Psychometric tests** evaluate intelligence, values, behaviours, and personality, mostly used in interviews.
- **Personality tests**, stemming from the field of psychology, identify character traits, used primarily in interviews, occasionally in business pitches.
- Technical assessments combine application and knowledge-based questions.
- Business simulations involve competing in groups to develop, market, and distribute products, with self-employed candidates addressing real business needs.
- Presentations evaluate self-confidence and communication, conducted in person, virtually, or via video. Crucial for self-employed pitches to potential clients.
- Take-home tests are written assignments or presentations reflecting job tasks, requiring a professional format. Similar business proposals for self-employed candidates must showcase research and unique value.
- Group discussions test interactive skills with problem-solving scenarios, either simulated or real business issues, demonstrating analysis and solutions.

Virtual vs face-to-face interviews/meetings

It's very important to prepare for the specific interview or meeting format, whether face-to-face, by phone, or via video conference. Many companies prefer virtual meetings for efficiency.

Virtual interviews/meetings

For virtual sessions, ensure:

- a neutral background,
- a quiet room,
- good lighting, and
- a working device with a camera and microphone.

Install and test the required platform (e.g., Google Meet, Microsoft Teams, Skype, or Zoom) ahead of time and ensure good connectivity, with a backup plan like mobile

hotspot data. Dress professionally, be punctual, and maintain eye contact to convey confidence, especially in virtual settings.



Extra resource

Learn some [tips and tricks for virtual interviews](#) on the HyperionDev blog.

Face-to-face (in-person) interviews/meetings

A face-to-face (in-person) interview/meeting requires more preparation time due to transport planning, parking logistics, and appearance preparation. Try to get there ahead of time to show punctuality (aim to be at least 10 - 15 minutes early). Give a firm handshake and smile when introducing yourself. During the interview/meeting, maintain a good posture but feel free to lean forward or nod to show interest when the interviewer/potential client is asking a question or explaining something. Eye contact also contributes to confident body language. Resist the urge to fidget; keep your arms relaxed and hands folded in your lap.



Extra resource

Read more [tips for a successful interview](#) and [advice on body language](#) to make a good first impression.

Interview Checklist

The infographic below is specific to interviews, but the principles apply to self-employed students and pitch/business meetings as well.

How to ace an interview



Use the checklist below to do a quick review of the key steps you need to take to prepare for an interview/business meeting.

Before the Interview/Meeting

- ☐ Respond promptly to interview requests or client inquiries, even if you're not interested, to maintain good relationships.
- ☐ Research the company or client to understand their needs and show your interest.
- ☐ Be ready to explain how your education and experience make you a good fit. Avoid yes/no answers to help them decide on you easily.
- ☐ Review your technical knowledge from your Skills Bootcamp. Companies expect a basic level of technical skill, while clients expect more. If needed, capture the client's requirements and promise a detailed proposal later.
- ☐ For online interviews, connect and install necessary software the day before.

On The Day

- ☐ Be punctual. Arriving late or rescheduling can hurt your chances, so prepare to be on time.
- ☐ Log in early for virtual meetings to check your microphone and camera, allowing time to fix any issues.
- ☐ Use positive body language: maintain eye contact, sit up straight, and show enthusiasm.

- ☐ Dress appropriately, even online. Professional attire helps you feel and appear professional.
- ☐ Smile and appear happy to be there. Staying relaxed and confident gives a good impression.
- ☐ Highlight your strengths and how you can contribute to the role or meet the client's needs.
- ☐ Ask about next steps before leaving. For pitches, propose specific follow-up actions.
- ☐ Thank the interviewer or client for their time. Follow up with an email expressing enthusiasm, and for pitches, include additional details like proposals or brochures.

Part 2: Getting Interview Ready

Using one of the job listings or business opportunities you identified in **Part 1**, practise your interviewing/live business pitch skills by conducting a mock interview/pitch. This exercise will help you articulate your thoughts, showcase your skills, and improve your interview/pitch technique with constructive feedback from career coaches.

Preparation:

- Select a job description/business opportunity you have recently applied/pitched to or plan to apply/pitch to in the near future. This will serve as the basis for your mock interview/pitch.
- Choose a simple recording app, such as Photo Booth (for Mac users), or free online recording software like Loom, to record your mock interview/pitch.

Recording setup:

- Ensure you are in a quiet, well-lit space where you can record without interruptions.
- Test your microphone and camera to ensure they are working correctly and that you are clearly visible and audible in the video.

Record yourself answering these mock interview/pitch questions:

- State whether you are a job seeker or a self-employed student.

- Those who wish to remain at the same company but achieve an internal move to/promotion into a leadership or management role should follow the instructions for job seekers.
- **Tell the imagined interviewer/potential client about yourself/your company/your product or service (elevator pitch).**
 - Job seekers: Introduce yourself, your leadership experience, and what you bring to the table for the role you're applying for.
 - Self-employed: Introduce your company, services, or leadership approach, and how they align with potential opportunities.
- **Why are you interested in [role/business opportunity]?**
 - Tailor this response to the specific leadership or management position, business opportunity, or industry you're pursuing. Focus on what excites you about the role or opportunity and how it aligns with your long-term leadership goals.
- **Please share some of your professional strengths/company areas of specialisation that you feel would be particularly beneficial for [role/business opportunity].**
 - Job seekers: Highlight key leadership competencies such as team building, strategic planning, or conflict resolution.
 - Self-employed people: Discuss your leadership style or management practices that would benefit the potential client or partnership.
- **What is an area you are currently improving or working on developing?**
 - Job seekers: Share a leadership skill or management practice you're actively working on, such as improving delegation or enhancing strategic thinking.
 - Self-employed: Discuss a business area you're developing, such as expanding into a new market or improving operational efficiency.
- **Describe a leadership challenge you faced and how you overcame it.**
 - Share an example of a leadership or management challenge, such as resolving conflict within a team, leading through change, or achieving alignment across different departments. Explain how you approached the situation and the positive outcomes you achieved.

- Choose a leadership or management concept and explain it to the imagined interviewer/potential client assuming they are not familiar with it.
 - For example, explain strategic planning, performance management, or delegation in leadership. Break it down in simple terms and describe its importance in achieving organisational success.

Take note:

- Start your recording by introducing the mock interview/pitch, and mentioning the role/business opportunity and company related to the job description/opportunity you've chosen.
- Proceed to answer each of the six questions, aiming for concise yet informative responses. Each answer should ideally be from one to two minutes long, so your overall video length should not exceed approximately 15 minutes.
- Conclude your recording by thanking the imagined interviewer/potential client for considering your application/pitch.

Submission:

- Once you are satisfied with your recording, either add a link to it (if it is hosted online) into your Google answers doc, or upload a copy of the video itself to your GitHub folder for this task.
- Ensure your file is named appropriately, including your name and the date of submission for easy identification, e.g., **John_Doe_Interview_20032024** or **Jane_Doe_Business_Pitch_20032024**.

Part 3: Final Leadership Portfolio

It is now time to assemble all the different parts of your leadership portfolio, which you have completed as part of the various build-your-brand tasks. See some tips below to help you create a standout portfolio.

It's important to create a clear and organised structure for your portfolio. This structure should give you a solid foundation to build on. Tailor it to fit your experiences of your bootcamp and work experience.

Example outline

Cover page

- Title (Leadership Portfolio)
- Your name (e.g., Jane Smith)
- Date (most recently updated)
- Contact information (email and phone number)

Table of contents

- List of sections and page numbers for easy navigation.

Introduction

- Personal introduction: A brief overview of your leadership philosophy, goals, and what you aim to achieve with this portfolio.
- Leadership philosophy: Your personal leadership philosophy, including your values, principles, and approach to leadership.
- Reflection: How your philosophy has evolved and how it is reflected in your actions.

Leadership experiences

- Position descriptions: Detailed descriptions of leadership roles you have held (e.g., team leader, project manager, club president).
- Achievements: Specific accomplishments in each role, including metrics or results if applicable.
- Challenges and solutions: Examples of challenges you faced and how you addressed them.

Skills and competencies

- Technical skills
- Office skills
- People skills
- Leadership skills: Specific skills you have developed (e.g., communication, problem-solving, strategic planning).
- Competency examples: Real-life examples of how you have applied these skills in different situations.

Personal development

- Training and education: Courses, workshops, or seminars related to leadership.
- Certifications: Any relevant certifications or qualifications.

- Self-assessments: Results from leadership assessments or feedback from peers and mentors.

Projects and initiatives

- Project summaries: Overview of key projects or initiatives you have led.
- Impact: The impact of these projects on your team or organisation, including measurable outcomes if available.

Testimonials and feedback

- Letters of Recommendation: From supervisors, colleagues, or mentors.
- Feedback: Summaries of feedback received from various stakeholders.

Future goals

- Short-term goals: Immediate leadership objectives or areas you plan to focus on.
- Long-term goals: Your vision for future leadership roles and how you plan to achieve them.

Appendices

- Supporting documents: Additional documents such as reports, presentations, or any other relevant materials.
- Certificates: Copies of any relevant certifications or awards.

Final Reflection

- Summary: Recap of key takeaways from your portfolio.
- Personal insights: Any final thoughts on your leadership journey and future aspirations.

Leadership portfolio - design and formatting tips

Your leadership portfolio should have the following important characteristics:

- **Professional design:** Ensure the portfolio is well-organised, visually appealing, and free of errors.
- **Consistency:** Use a consistent format for headings, bullet points, and fonts throughout the document.
- **Clarity:** Be clear and concise in your descriptions and reflections.

Depending on your preference and the context, your Leadership Portfolio could be presented in various formats, including using presentations or documents.

You can review the following Leadership Portfolio as an example of what it could look like:

- [Alex Chen's Leadership Portfolio - Example](#)

Creating a digital leadership portfolio can also be a great way to showcase your skills and experiences in a professional, accessible manner.

Portfolio presentation

Here are some examples of how portfolios can be presented online, each serving different purposes and audiences:

Personal websites

- [**Orestis Georgiou's Portfolio**](#): Orestis Georgiou's site showcases his leadership and expertise in the fields of technology and innovation. The portfolio highlights his achievements and contributions through a clean, professional online presence.
- [**Michale Isik's Portfolio**](#): This portfolio demonstrates Michale Isik's work in product leadership, focusing on innovative strategies and solutions within the tech industry. It's an excellent example of using a personal website to showcase leadership in digital transformation.
- [**Gilbert Simon, MD's Portfolio**](#): Dr. Gilbert Simon's website highlights his leadership in healthcare, providing insights into his medical achievements and thought leadership. This portfolio serves as a strong example for professionals in leadership roles within specialised industries.
- [**Callie Schweitzer's Portfolio**](#): Callie Schweitzer's site is a great example of using a personal blog and portfolio to establish thought leadership and share experiences in the media and communications industry.

Professional portfolio platforms

- [**Clarity.fm**](#): This platform allows professionals to set up profiles where they can offer advice and consultancy services, effectively demonstrating their leadership expertise and thought leadership.
- [**Behance**](#): While this is primarily used for creative portfolios, you can use it to showcase leadership in creative projects and initiatives.

Leadership-specific portfolios

- **[LinkedIn](#)**: Your LinkedIn profile can serve as a dynamic leadership portfolio, showcasing your experiences, skills, endorsements, and articles you've written or contributed to. See the [LinkedIn article](#) following [these instructions](#).
- **[GitHub Pages](#)**: For those with a technical or project management background, GitHub Pages allows for the creation of a custom website to showcase projects, leadership in tech initiatives, and coding skills.

Personal branding sites

- **[Seth Godin's Blog](#)**: Though it's more of a blog, Seth Godin's site is an excellent example of personal branding and thought leadership.
- **[Marie Forleo](#)**: Forleo's site combines her leadership content with personal branding, demonstrating how to present leadership skills and accomplishments engagingly.

Industry-specific portfolios

- **Design Leadership: [Design Leadership Council](#)**: A site that focuses on leadership in the design industry, showcasing portfolios of industry leaders.
- **Tech Leadership: [Tech Leaders](#)**: This platform highlights leadership within the technology sector.

Creating your own leadership portfolio website

You can read through the following to get a better understanding of the key elements of a professional and engaging leadership portfolio website: [What are the key elements of a professional and engaging leadership portfolio website?](#)

Platform choices

- **[Wix](#)**: User-friendly website builder with customizable templates.
- **[Squarespace](#)**: Another popular platform for creating professional-looking websites with built-in templates.
- **[WordPress](#)**: Highly customisable with various themes and plugins to showcase your leadership experiences.

Key features to include

- **Homepage:** Clear introduction to who you are and what you offer.
- **About me:** Detailed section about your background, leadership philosophy, and professional journey.
- **Portfolio:** Showcase your projects, roles, and achievements with detailed descriptions.
- **Testimonials:** Include quotes or letters from colleagues, mentors, or supervisors.
- **Blog entries/Articles:** Share your insights on leadership and industry trends.
- **Contact information:** Easy ways for people to get in touch with you.

These examples and platforms should provide you with a good starting point for creating or refining your own leadership portfolio.

Part 3: Final Leadership Portfolio

In this task, you will be submitting your final version of your leadership portfolio.

The Leadership portfolio could be presented in various formats. You can use any of the following formats:

- Powerpoint presentation
- Word document - saved to pdf
- Professional portfolio platforms
- Leadership-specific portfolios (Github or LinkedIn)
- Creating your own Leadership Portfolio Website

Put a link of your final Leadership Portfolio in your Google answers doc you created earlier.

Final Task Submission

Checklist

Ensure you hand in the following:

- In your Google doc:
 - Screenshots of your completed job/pitch form and a screenshot showing proof that you have successfully submitted the form.
 - A publicly accessible link to your copy of the Job Interviews/Pitch Opportunities Tracker, updated to include the five new roles you applied for.
 - A link to your interview video if you're hosting it online. Or, if you upload it to GitHub instead, add a note into your Google doc specifying this, and don't forget to upload the file(s). Remember to ensure your video file is named appropriately, including your name and the date of submission for easy identification, e.g., **John_Doe_Interview_25092024** or **Jane_Doe_Business_Pitch_25092024**.
 - A publicly accessible link to your final Leadership Portfolio.
- Once you've done the above, save your Google doc as a PDF (using menu options File → Download → PDF document) and upload it to the GitHub folder for this task.

Submission:

If you score below 18/27 for these tasks, you will be able to resubmit the tasks. If you score 18/27 or higher, your submission is automatically accepted and so you will not be able to resubmit the tasks.

Remember, if you secure an interview, it is absolutely vital that you notify us via hyperiondev.com/outcome8.

Task Rubric

Job Applications (/5)			
Criteria	Unsatisfactory (0 - 1)		Outstanding (5)
Job/Pitch Data Form: Provision of evidence of completion	Evidence not provided or incomplete		Evidence provided as requested.
Mock Interview/Pitch Video (/45)			
Criteria	Unsatisfactory (0 - 1)	Acceptable (2 - 3)	Outstanding (4 - 5)
Appearance/ Physical presentation of self	<ul style="list-style-type: none"> Appearance is untidy or somewhat untidy OR <ul style="list-style-type: none"> Choice in clothing is inappropriate (shirt un-tucked, t-shirt, too much jewellery, etc.) OR <ul style="list-style-type: none"> Poor grooming 	<ul style="list-style-type: none"> Overall neat appearance Choice in clothing is acceptable for an interview or business pitch Well groomed (i.e. shirt tucked in, hair neat, minimal clothing wrinkles) 	<ul style="list-style-type: none"> Overall appearance is very neat Choice in clothing is appropriate for any job interview/business pitch Very well groomed (hair, clothes, etc.) Overall appearance is highly professional
Greeting/ Introduction	<ul style="list-style-type: none"> Uses informal/overly casual behaviour and language, doesn't modify behaviour to fit the interview/pitch scenario Attempts to be courteous but is awkward 	<ul style="list-style-type: none"> Acceptable behaviour, comes across as polite, professionalism may be immature or somewhat lacking 	<ul style="list-style-type: none"> Professional behaviour and language Friendly and courteous demeanour
General spoken communication	<ul style="list-style-type: none"> Speech is unclear – lapses in sentence structure and grammar (<i>do not mark students down for poor sound quality related to having a poor microphone, as this is out of their control</i>) OR <ul style="list-style-type: none"> Volume is inappropriately loud/soft/uneven (varied) 	<ul style="list-style-type: none"> Speech is clear with minimal mistakes in sentence structure and grammar Volume is appropriate 	<ul style="list-style-type: none"> Speaks clearly and distinctly with no lapses in sentence structure and grammar usage; speaks concisely with correct pronunciation Volume conveys business tone and professionalism
General body language	<ul style="list-style-type: none"> Fidgets (i.e., frequent movement of hands and body unrelated to expressively communicating answers) OR <ul style="list-style-type: none"> Rigid/inexpressive body language and facial expressions which convey fear/boredom 	<ul style="list-style-type: none"> Minimal fidgeting (i.e., occasionally shifting); average use of physical gestures, facial expressions and body movements in a manner which enhanced what they were saying 	<ul style="list-style-type: none"> No fidgeting Consistently uses facial expressions and body movements in a manner which enhance the delivery of what they are saying

Specific body language - posture and eye contact	<ul style="list-style-type: none"> Does not look at camera OR <ul style="list-style-type: none"> Keeps head down OR <ul style="list-style-type: none"> Minimal to no eye contact OR <ul style="list-style-type: none"> Poor posture/slouching 	<ul style="list-style-type: none"> Sits up straight, good posture; establishes eye contact with interviewers during the interview 60-70% of the time 	<ul style="list-style-type: none"> Sits up straight, excellent posture Looks relaxed and confident Establishes appropriate eye contact with interviewers during the interview 90-100% of the time
General attitude	<ul style="list-style-type: none"> Shows little enthusiasm OR <ul style="list-style-type: none"> Appears only somewhat interested in the mock interview/pitch delivery 	<ul style="list-style-type: none"> Shows interest in the mock interview/pitch delivery, shows some enthusiasm 	<ul style="list-style-type: none"> Conveys interest in and enthusiasm for the mock interview/pitch delivery
Responses to set questions	<ul style="list-style-type: none"> Long and waffley responses to questions (total over 16 minutes) OR <ul style="list-style-type: none"> Responses that don't really answer the questions 	<ul style="list-style-type: none"> Answers the questions but doesn't always provide answers that would win over a potential interview of business client; answers may be slightly too short or long and overall question responses lack maturity/polish 	<ul style="list-style-type: none"> Concise yet informative responses that provide appropriately tailored and nuanced answers to the questions Answers are likely to impress an interviewer or potential business client
Overall demonstration of interview/ pitch skills	<ul style="list-style-type: none"> Demonstrates limited proficiency; limited demonstration of competent interview skills and general professionalism 	<ul style="list-style-type: none"> Demonstrates average proficiency; average demonstration of competent interview skills in a generally confident manner 	<ul style="list-style-type: none"> Demonstrates a high level of proficiency Appropriately utilised interview/pitch skills in an engaged and professional manner Conveys confidence and authenticity

Leadership Portfolio (/50)

	Unsatisfactory (1)	Acceptable (2)	Outstanding (3)
Personal Statement	0: No personal statement is provided. 1: Personal statement is vague and lacks connection to leadership.	2: Basic personal statement is provided but lacks clear connection to leadership philosophy or goals. 3: Personal statement outlines leadership philosophy, but with limited reflection or specificity about personal growth and objectives.	4: Well-articulated personal statement that clearly aligns with leadership philosophy and goals. 5: Detailed, insightful personal statement that shows deep reflection on leadership journey and articulates clear goals for the future.
Goals	0: No goals are provided. 1: Goals are vague and lack specific direction or relevance to leadership.	2: Some goals are mentioned but are too general or not clearly aligned with leadership growth. 3: Goals are present and related to leadership but may lack specificity or clear action steps.	4: Clearly defined goals that are aligned with leadership development and are actionable. 5: Goals are specific, measurable, and show a strong connection to personal leadership philosophy and

			long-term vision.
Leadership Experiences	<p>0: No leadership experiences are documented.</p> <p>1: Leadership experiences are included but with minimal detail and no examples of challenges or outcomes.</p>	<p>2: Leadership experiences are described but lack depth, with only basic information on challenges, actions, and results.</p> <p>3: Experiences are listed with some examples of challenges or successes, but the reflection is limited or lacks specific impact details.</p>	<p>4: Well-detailed leadership experiences with clear examples of challenges and how they were overcome.</p> <p>5: Comprehensive, impactful leadership experiences, with clear documentation of challenges, results, and how leadership contributed to success.</p>
Skills and Competencies	<p>0: No relevant skills or competencies are mentioned.</p> <p>1: Only a few basic skills are listed, and they lack relevance to leadership.</p>	<p>2: Lists relevant leadership and transferable skills but with limited context or application.</p> <p>3: Relevant skills are listed with some application examples but lack strong connection to leadership competencies or do not provide sufficient depth.</p>	<p>4: A broad range of relevant leadership, technical, office, and people skills are presented with clear examples of how they have been applied.</p> <p>5: Extensive list of skills and competencies, with well-developed real-life examples showcasing leadership abilities and accomplishments.</p>
Personal Development	<p>0: No personal development activities mentioned.</p> <p>1: Minimal mention of personal development, with no clear relevance to leadership growth.</p>	<p>2: Some personal development activities listed (e.g., training, workshops) but without strong reflection on their impact.</p> <p>3: Personal development activities are mentioned with basic reflection on how they contribute to leadership growth or improvement.</p>	<p>4: Strong evidence of personal development, including relevant training and certifications, with thoughtful reflection on how they contribute to leadership skills.</p> <p>5: Personal development is comprehensive, with detailed reflection on how activities and certifications have shaped leadership skills and future growth.</p>
Evidence	<p>0: No evidence of leadership projects or accomplishments provided.</p> <p>1: Minimal evidence provided, lacks depth or relevance to leadership impact.</p>	<p>2: Some evidence is provided but lacks strong connection to leadership impact, or the examples are not fully developed.</p> <p>3: Provides relevant evidence but lacks detailed examples or measurable outcomes.</p>	<p>4: Well-developed evidence of leadership projects and their impact, with clear examples and outcomes.</p> <p>5: Strong, comprehensive evidence of leadership accomplishments with measurable results and detailed reflections on their significance.</p>
Testimonials and Feedback	<p>0: No testimonials or feedback included.</p> <p>1: Minimal feedback included that is generic or lacks</p>	<p>2: Some testimonials or feedback are included, but they lack depth or strong relevance to leadership development.</p>	<p>4: Meaningful testimonials and feedback provided, with clear insight into leadership strengths and areas for</p>

	meaningful insight.	3: Feedback is provided, but lacks specificity or deep insight into leadership strengths and growth.	improvement. 5: Strong, detailed feedback or testimonials that offer deep insight into leadership qualities, with thoughtful reflection on how this feedback will shape future leadership development.
Projects and Initiatives	0: No leadership projects or initiatives mentioned. 1: Projects are mentioned but lack detail or relevance to leadership.	2: Some projects or initiatives listed, but details are limited and lack connection to leadership impact. 3: Projects and initiatives are described, but the impact or leadership role is not clearly articulated.	4: Clear description of projects or initiatives with strong examples of leadership impact. 5: Comprehensive documentation of leadership-driven projects with detailed descriptions of their outcomes and the role leadership played in their success.
Layout & Presentation	0: Portfolio is disorganised, with no clear structure or visual appeal. 1: Layout is confusing, with inconsistent headings, fonts, or formatting.	2: Layout is somewhat organised, but inconsistencies in design or format make it hard to navigate. 3: Layout is mostly organised but lacks some clarity or consistency in design, making navigation slightly difficult.	4: Portfolio is well-structured and easy to navigate, with a professional appearance. 5: Outstanding layout and presentation, with a clear, consistent structure, polished design, and excellent readability throughout the document.
Grammar, Formatting & Spelling	0: Portfolio contains multiple grammar, formatting, and spelling errors, making it difficult to read. 1: Several errors that distract from the overall quality.	2: Some grammar, formatting, or spelling errors are present but do not significantly impact the overall quality. 3: Minor errors in grammar, formatting, or spelling that do not detract from the overall presentation.	4: Portfolio has minimal errors and is professionally presented. 5: Flawless grammar, formatting, and spelling, with polished, professional presentation.



Take note!

A reminder of the important dates.

By **2 February 2025**, you should record an **invite to an interview** (if seeking employment) or a self-employment declaration (if seeking to be self-employed) at www.hyperiondev.com/outcome8. Please record this milestone as soon as you reach it. You can record any of the following:

- Joining an apprenticeship programme that utilises some of the knowledge obtained in your bootcamp.
- Obtaining a paid work opportunity for a duration of at least 12 weeks that utilises some of the knowledge obtained in your bootcamp.
- Obtaining a full-time job that utilises some of the knowledge obtained in your bootcamp and is with a new employer or your current employer (e.g. a promotion or extension of role).

Additionally, by **30 March 2025**, you should record **an offer of a job** (if seeking employment) **or evidence of obtaining new work/contracts** (if self-employed or seeking to be) at www.hyperiondev.com/finaloutcome8. Please record this milestone as soon as you reach it. You can record any of the following:

- An offer of a new job or apprenticeship that utilises part or all of the skills acquired in your bootcamp. You don't need to accept the offer to fulfil this requirement.
- New contracts or opportunities you obtained that utilise the new skills acquired through the bootcamp, which may include self-employed contract work or starting your own company.

Remember to keep an open mind and **explore various opportunities** to help you practise your interviewing skills and broaden your engagement with the tech sector. If you receive an invitation to a job or apprenticeship interview, please remember to fill out www.hyperiondev.com/outcome8 before attending the interview.

A limited number of co-certifications will be awarded based on your achievement of all [four criteria](#) for successful completion of this Skills Bootcamp.



Rate us

Share your thoughts

HyperionDev

strives to provide internationally excellent course content that helps you achieve your learning outcomes.

Think that the content of this task, or this course as a whole, can be improved, or think we've done a good job?

[Click here](#) to share your thoughts anonymously.

