

MScAC

Master of Science
in Applied Computing

Session 2

Elevate your Interviewing and networking

Benchmark and Level set

6:00 pm Check up and Elevate interviewing and networking
6:45 pm Networking level up with Elevator Pitch practice
7:15 pm BREAK
7:30 pm LinkedIn Clinic and Interview level up
9:00 pm Thank you!

Objectives: After today's session you should

- Be more comfortable starting conversations
- Have a better “tell me about yourself”

Something to ponder

“The most important decision we make is whether we believe we live in a friendly or hostile universe.”

- Albert Einstein



REMEMBER!

This is a safe space! Plus a BRAVE space!

We're here to learn and grow: Progress vs Perfection!



Memory Techniques

Memory tools

- MOM: Motivation, Observation, Mechanics
- Mechanics
 - SEE+C: Senses, Emotion, Exaggeration, Connection
 - Loci: Memory Palace
 - Mnemonic alphabet (major system)
 - Peg system and linked lists
 - Acrostics - Acronyms, etc.
 - People: Visualizations, sounds like



Let's memorize

What's on your grocery list?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

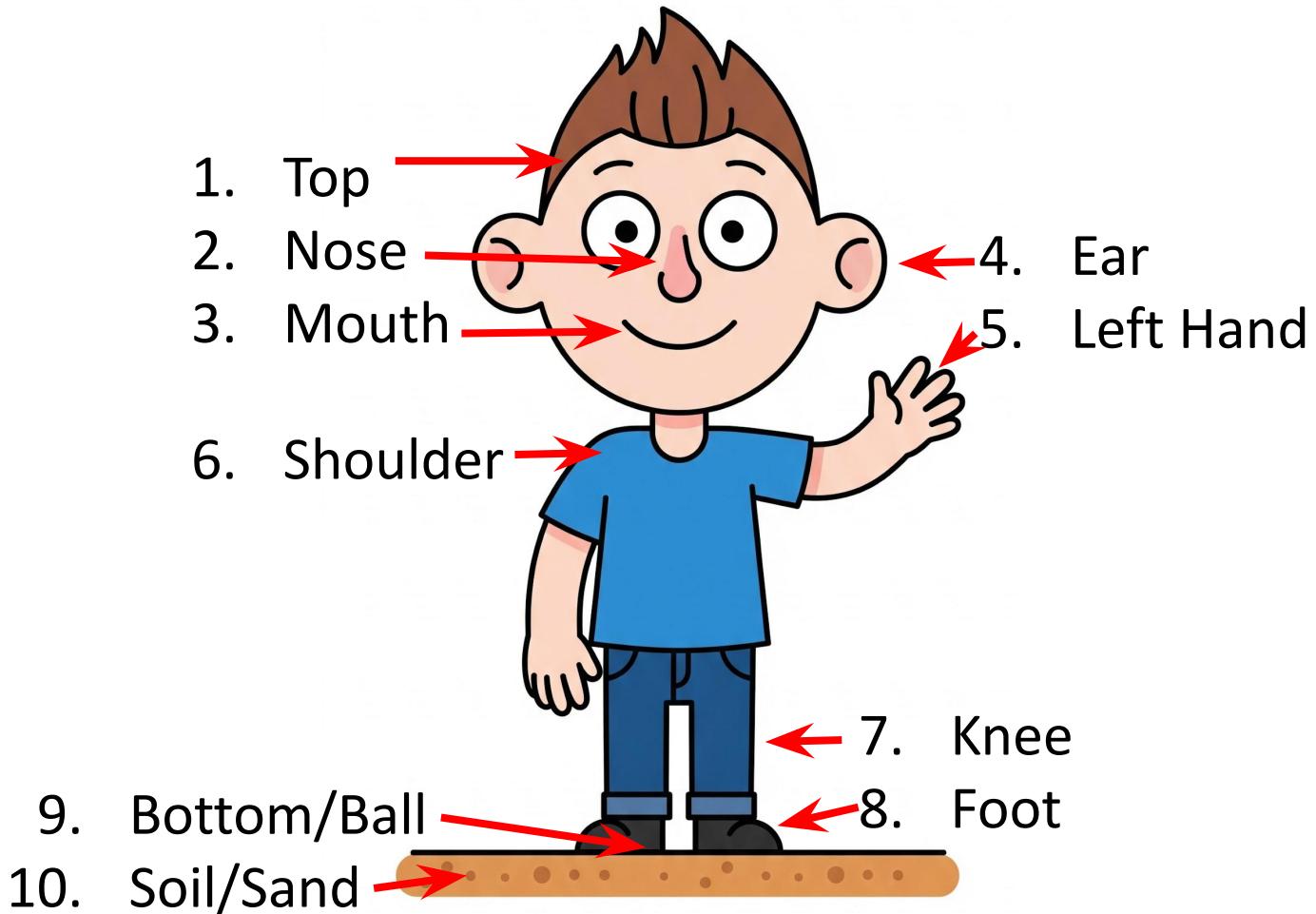
Let's memorize

What's on your grocery list?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

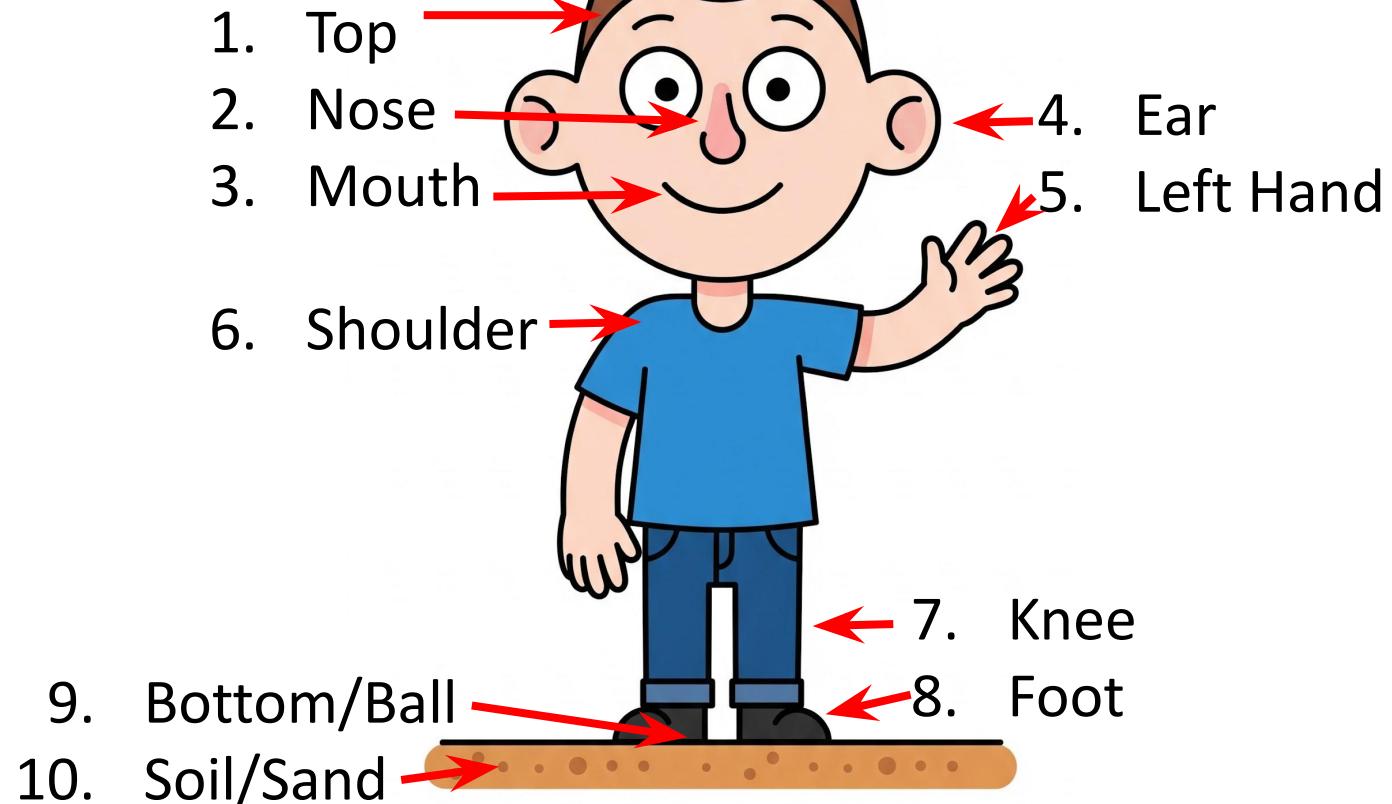
Let's memorize

1. Top (of your head)
2. Nose
3. Mouth
4. Ear
5. Left Hand
6. Shoulder
7. Knee
8. Foot
9. Bottom/Ball
10. Soil/Sand



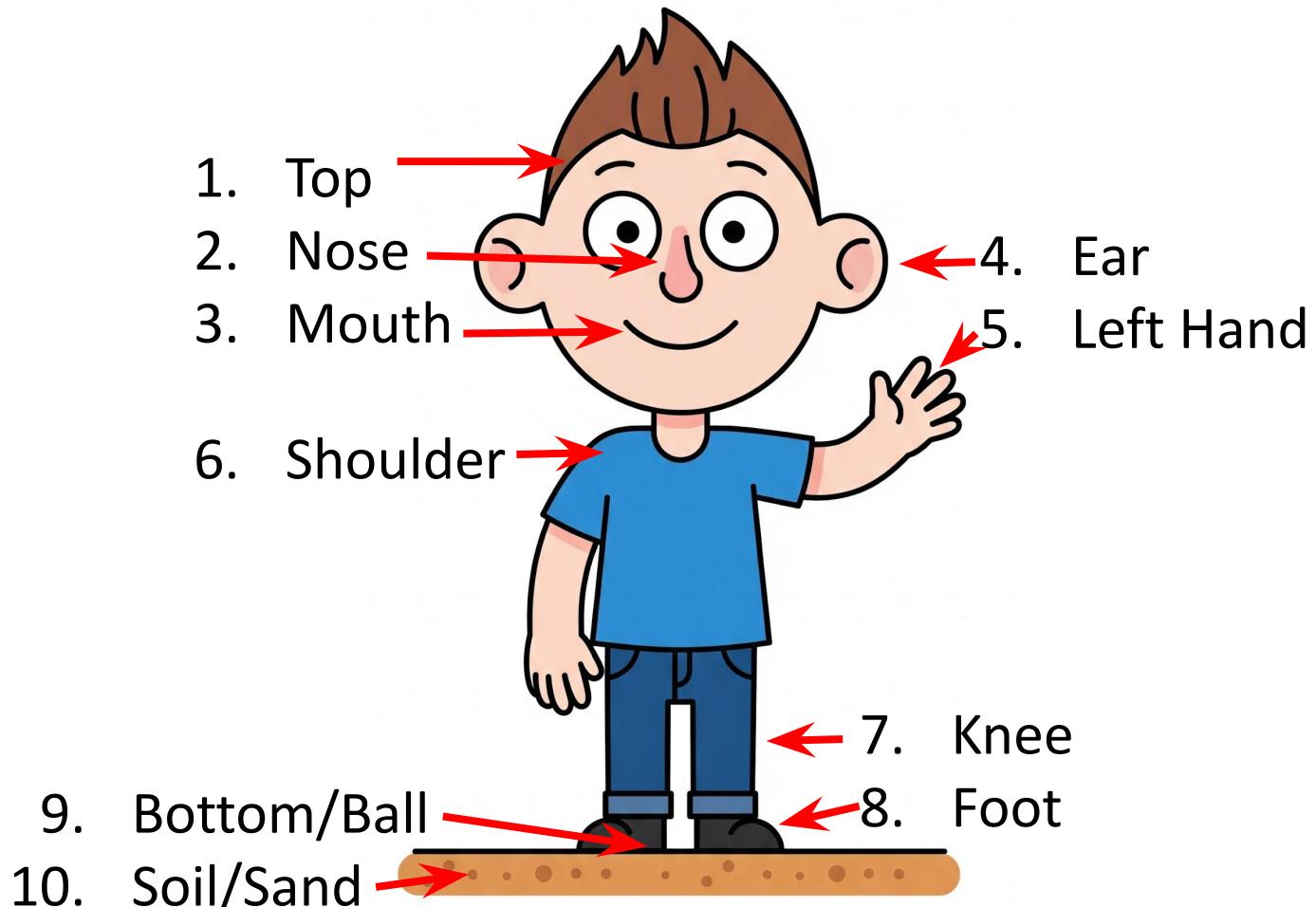
Let's memorize

- | | |
|-----------------------|-----|
| 1. Top (of your head) | 1. |
| 2. Nose | 2. |
| 3. Mouth | 3. |
| 4. Ear | 4. |
| 5. Left Hand | 5. |
| 6. Shoulder | 6. |
| 7. Knee | 7. |
| 8. Foot | 8. |
| 9. Bottom/Ball | 9. |
| 10. Soil/Sand | 10. |



Let's memorize

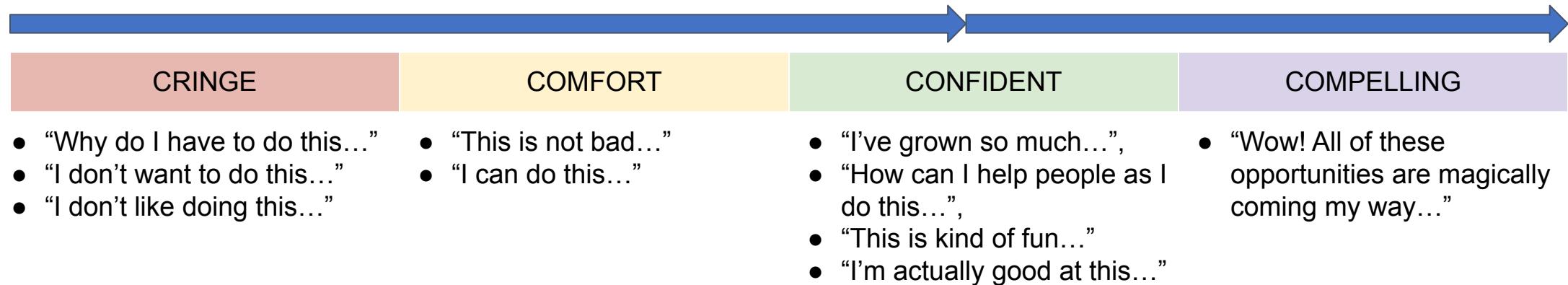
1. Top (of your head)	T/D
2. Nose	N
3. Mouth	M
4. Ear	R
5. Left Hand	L
6. Shoulder	SH/J/CH
7. Knee	K
8. Foot	F/V
9. Bottom/Ball	B/P
10. Soil/Sand	S



Confidence: “the ability to figure it out”

Feel the fear, stress, anxiety AND do it anyways!

Who is still in CRINGE?



Helpful “Tools”

- Body Scan
- Power Pose!
- ‘5-second rule’



Imposter Syndrome



- Perfectionist: “Everything I do must be perfect”
 - “How come their work is always amazing? Mine looks like \$hit”
- Soloist: “I did it all by myself”
 - “I can’t ask for help or they’ll think I’m not good enough”
- Natural Genius: “I was able to get it the first time”
 - “Why is this so hard for me to understand?”
- Superman/woman: “I work, get my assignments done, spend time with my kids, volunteer at a homeless shelter, run a YouTube channel on the side, and...”
 - “How can they do all that, when I can barely get this done?!?”
- Expert: “I need to know everything”
 - “I’ll only be good enough when I know everything”

Networking and Interviewing Level Up

Who wants to crowdsource feedback for their:

- Elevator pitch
- Tell me about yourself
- LinkedIn profile?



CHECK-UP: Around the room!

Where are you now?

Where do you want to be?

- <https://docs.google.com/forms/d/e/1FAIpQLSeVCHwPwbewtZCAEZtvNlatXVdzbDv7fHG6OZJ3bVNnVGgUkA/viewform?usp=header>

Resumes

Cover Letters

Interviews

Networking

LinkedIn

* We don't expect you
to be applying yet!

** Remember: Coffee
Chats ARE interviews!



By now you should have AT LEAST:

Interviews

- Practiced 30 high frequency questions from [RESOURCES](#), recorded + self-rated on Yoodli
- Planned and progressed towards an 8+/10 rating
- Had peers interview review for 10+ questions (in Yoodli)

Networking

- Connected with 14-112 people of interest
- Scheduled or had 1-2 coffee/virtual chat

Luck: when preparation meets opportunity!

Events: Industry night and others

Before

- Research
- Pre-connect
- Practice: initiating/engaging in conversations, “value stories”
- Plan: Goals and “targets”

“Value stories”

- Interesting projects, experiences, learnings
- Areas of interest

During

- Relax!
- Build Meaningful Connections
 - Interest AND Interesting
- Get contact information



After

- Reflect, learn and improve
- Thank you note with follow-up questions
- Calendarize follow up and “value brainstorm”
- Coffee/virtual chats?
- It’s all about the follow up!

Coffee/virtual chats

Similar to attending an event

- Before: Research, Practice, Plan: Goals
- During: Interested vs interesting, add value, watch the time!
- After: Reflect, learn and improve, Thank you note with follow-up questions, Calendarize follow up and “value brainstorm”



FAQ: How do I get over not knowing how to answer a question?

WHY does that even happen?!?

- Cognitive overload: Practice and preparation
- Fight/Flight/Freeze: Desensitization
- Lack of Structure: Frameworks
 - STAR/**SHARE**: Situation, Task/Hinderance, Action, Result, Evaluate
 - **PARA**: Point, Action, Result, Ask
 - **PREP**: Point, Reason, Example, Point
 - **321**: 3 Steps, 2 types, 1 thing
- Goal: Curiosity, Connection, Value



Research + Preparation

- Company, Industry, Domain
- Person
- Your Stories “Lego blocks”:

Brainstorm 3-5 memorable: Assignments, Projects, Volunteering, Extra Curricular activities, Research, Part time jobs, Internships, Prior work experience, etc.

Practice describing them from the context of:

- Communication (especially Technical to Non-technical), Training
- Problem-solving, Analyzing, Supporting
- Designing, Implementing, Building, Testing, Troubleshooting
- Innovating, Creativity, Exploring
- Leadership, Teamwork, Cross-functional Collaboration, Customer service
- Learning, keeping “up-to-date”, Researching, Demonstrated understanding
- Time management, Resiliency, Tenacity
- Technicals

- Goal: Curiosity, Connection, Value



STAR	SHARE
● Situation	● Situation
● Task	● Hinderance
● Action	● Action
● Result	● Result
● Evaluate	● Evaluate

Conversation Context and Styles

Dominance

“The general”

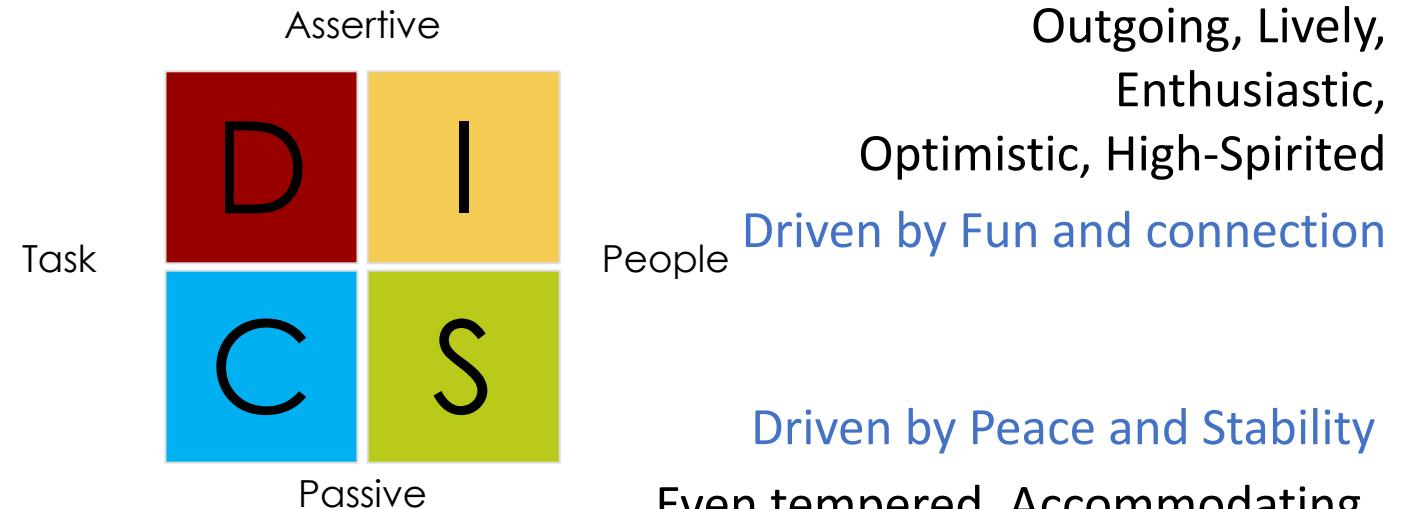
Direct, Forceful,
Results-oriented,
Firm, Strong Willed

Driven by Power and Results

Driven by Logic and Structure
Analytical, Reserved,
Precise, Private, Systematic

Conscientiousness

“The engineer”



Influence

“The sales person”

Outgoing, Lively,
Enthusiastic,
Optimistic, High-Spirited

Driven by Fun and connection

Driven by Peace and Stability
Even tempered, Accommodating,
Patient, Humble, Tactful

Steadiness

“The mother”

How are you communicating differently?

**Remember the person's name
and help them remember yours!**

What's in a name...

“A person's name is to that person,
the sweetest and most important sound in any language” -Dale Carnegie

Remember - Reverse engineer:

- SEE+C: Senses, Emotion, Exaggeration, Connection
- Sounds like, Spelling, Meanings, Stories



“Elevator Pitch” Practice

- Share your elevator pitch
- Feedback
- SWITCH!



How is it better/different from last class?

Practice a variation

- General
- Peers
- Seniors
- Technical
- Non-technical

Every human longs for:

- Attention
- Acceptance
- Approval

Let's do Coffee Chat Theatre!

- Introduction
- Intro + Conversations: HEFE - Hobbies, Entertainment, Food, Environment, FORD - Family, Occupation, Recreation, Dreams
- Upgrade your networking Level: CACPF - Contact, Acquaintance, Casual, Professional Friend, Friend
- Listening: SCCMU - Self, Content, Context, Meaning, Understanding
- Conversational threading: Disclose and Connect
- Value: ARCST - Attention, Resources, Connections, Skills, Time

Remember:

- And how about you?
- That's interesting, tell me more about...



Break!

6:00 pm Check up and Elevate interviewing and networking
6:45 pm Networking level up with Elevator Pitch practice
7:15 pm BREAK
7:30 pm LinkedIn Clinic and Interview level up
9:00 pm Thank you!



LinkedIn: Clinic

Who wants their profile reviewed?
Get crowd-sourced suggestions

Profile

- Professional looking picture
- Background
- Compelling Headline
- About section
- Experience: to be searchable
- Skills: matching jobs of interest
- Engage and interact: like, comment, share



For “Important” POI’s, add a personalized connection message

LinkedIn: Connection Time!

Find POIs (People of Interest)

- Classmates, Department, Seniors, Alumni
- FRANK: Friends, Relatives, Acquaintances, Neighbours, Kids
- YHIRA (HAIRY): You, Hiring Manager, Influencer, Recruiter, Anyone of Interest
- Companies of interest
- Previous internship companies
- “People also viewed”
- Feed
- Hashtags



Let’s find a POI “Person of Interest” to connect to!

NOTE: Expect a 10% acceptance rate and be pleasantly surprised if more respond!

Make it personal by using the name
of the company at least once!

Tell me about yourself: Let's Polish Your Draft

- What do you like?
- What part would you want to be better/different?



Speed interviewing!

- Mock role + Company
- “Tell me about yourself”
- Feedback
- Switch: “Tell me about yourself” + Feedback
- Rotate and Repeat
 - Be sure to adjust based on feedback!



If you're done, try these questions

- What are your Strengths?
- What are your weaknesses?
- Where do you see yourself in 5 years?
- What are 3 words others would use to describe you?

Interview Foundations

Mindset

- Growth mindset
“Whether you think you can, or you think you can't – you're right” - Henry Ford
- Imposter Syndrome:
Perfectionist, Soloist, Natural Genius, Superman/woman, Expert



Delivery

- SMILE!
- Eye contact
- Filler words (pause instead)
- Pace, volume, variation
- Posture, presence and overall confidence
- Attire

MINDSET

Delivery

Content

Content

- Every interview question is a 3-part question:
 - Whatever the question is...
 - and how does it benefit the company and the role...
 - and why should we hire you?
- Did you answer the question WELL by making it relevant to the company/role?
- Did your answer showcase why they should hire you?
 - SKILL: Do they think you can do the job?
 - MOTIVATION: Do you show passion for the work/domain/industry?
 - FIT: Do they want to work with you?

Do you feel that you...

1. Are more comfortable starting conversations
2. Have a better “tell me about yourself”



Interview and Networking expectations

Between now and next session

Interviews

1. Practice ALL (30) high frequency questions from [RESOURCES](#) (record in Yoodli)
 - Estimate 2-3/day over 2 weeks (20 mins/day)
 - Self-rate and build a plan to get to an 8+/10 rating
 - Peer interview practice to rate 10+ questions (in Yoodli)
 - ADVANCED: Practice by turning job posting into questions

Networking

1. Connect with 1-8 people of interest/day
 - Plan to have 1-2 coffee/virtual chat
 - ADVANCED: Do a value brainstorm or value project



Thank you!