



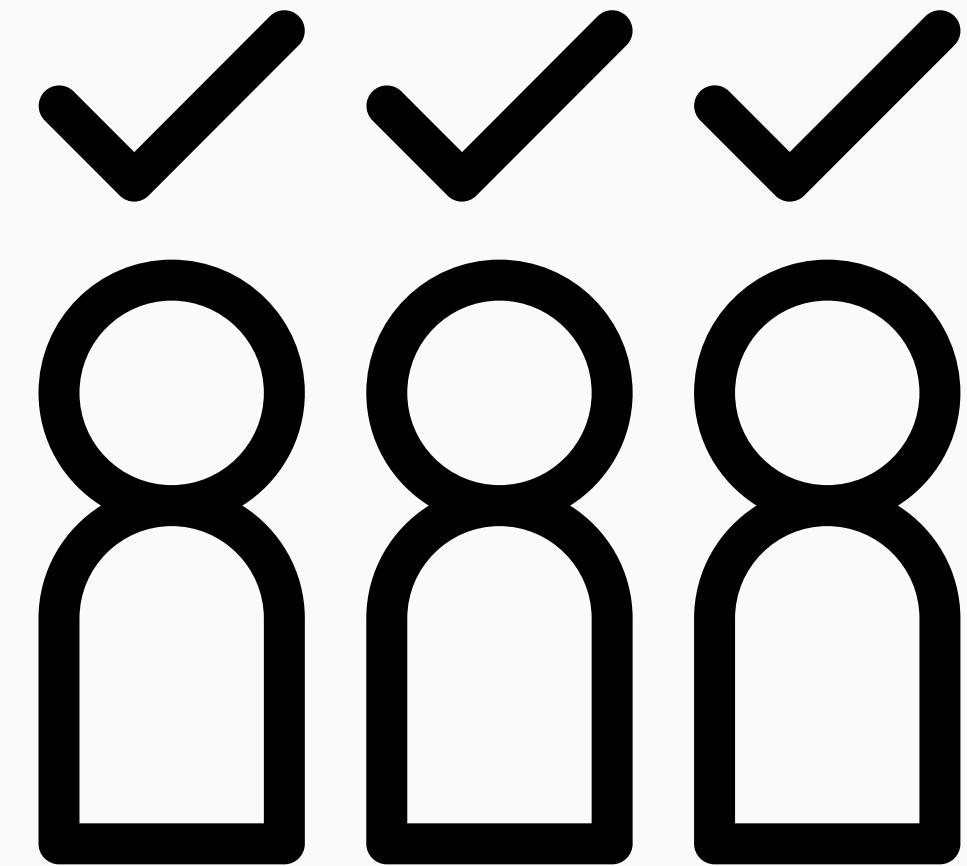
Communication For Leaders

Module Four

By Prof. Rosemary Obi
rosemary.obi@epita.fr

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Time For Attendance

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Part VI

Package yourself to get the right JOB.

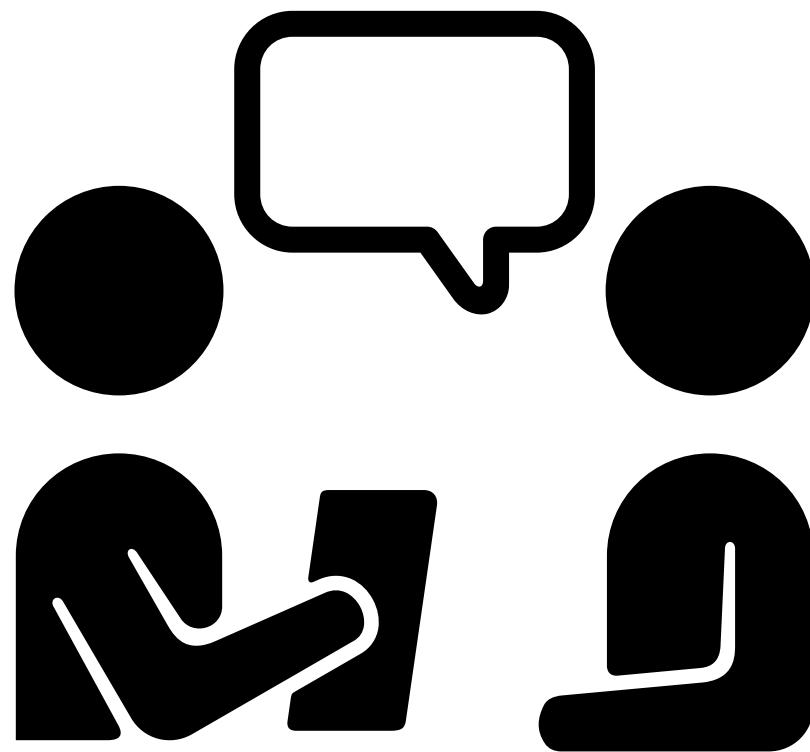
Interview Preparation

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BEHAVIORAL INTERVIEW TECHNIQUES

What are Behavioral Interview Techniques?



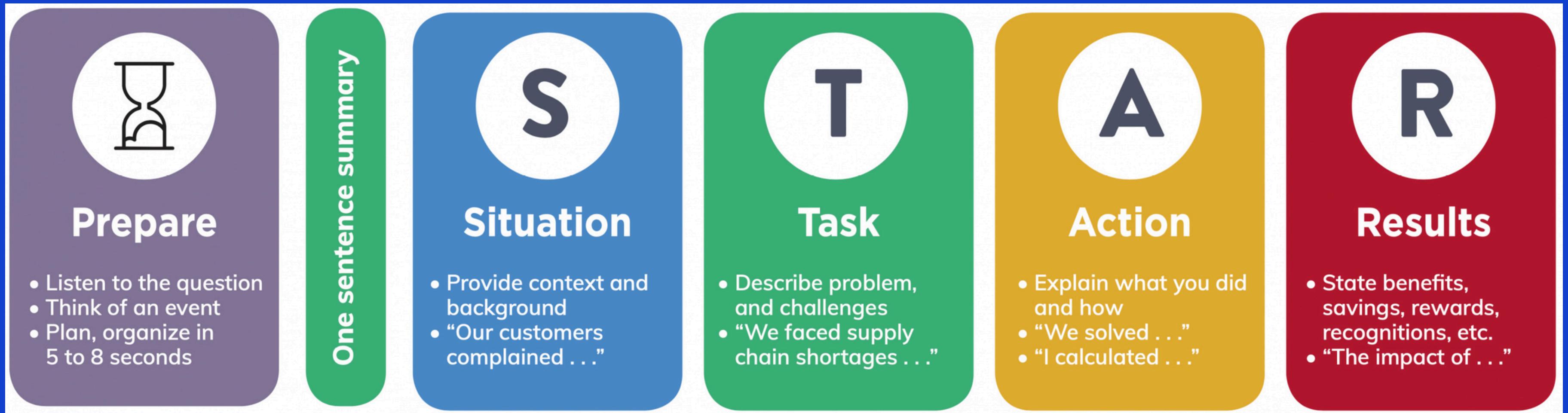
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Behavioral questions assess how candidates handled past situations to predict future behavior.

- Examples:
 - “Tell me about a time you faced a challenging project.”
 - “Describe a situation where you had to work under pressure.”
 - “Can you share an example of when you resolved a conflict within a team?”

BEHAVIORAL INTERVIEW TECHNIQUES

The STAR Method

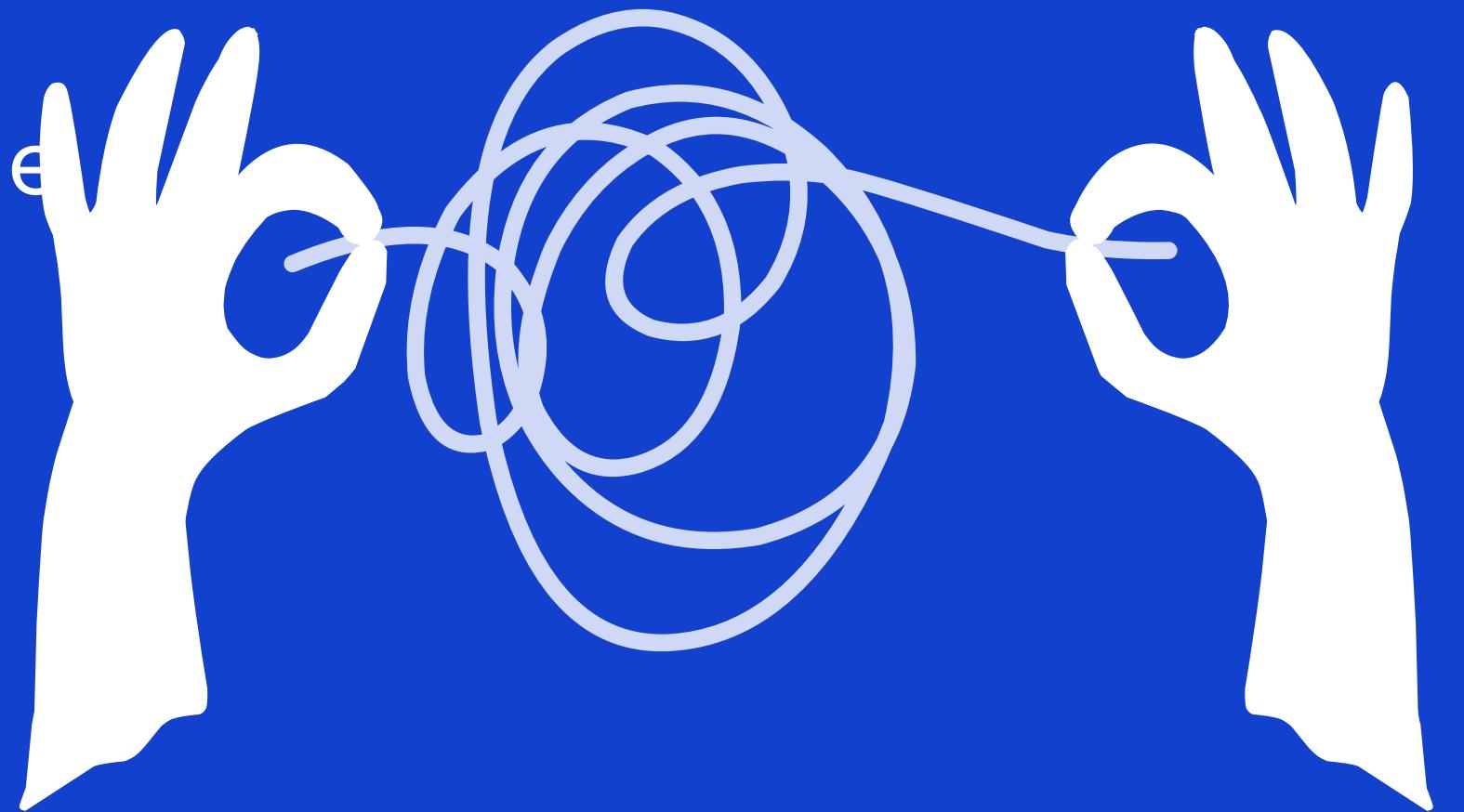


BEHAVIORAL INTERVIEW TECHNIQUES

The STAR Method

1. A structured framework to answer behavioral questions effectively:

- **Situation:** Set the scene. Describe the context or challenge you faced.
 - **Example:** “While working as a project coordinator, our team faced a sudden resource shortage two weeks before a major deadline.”

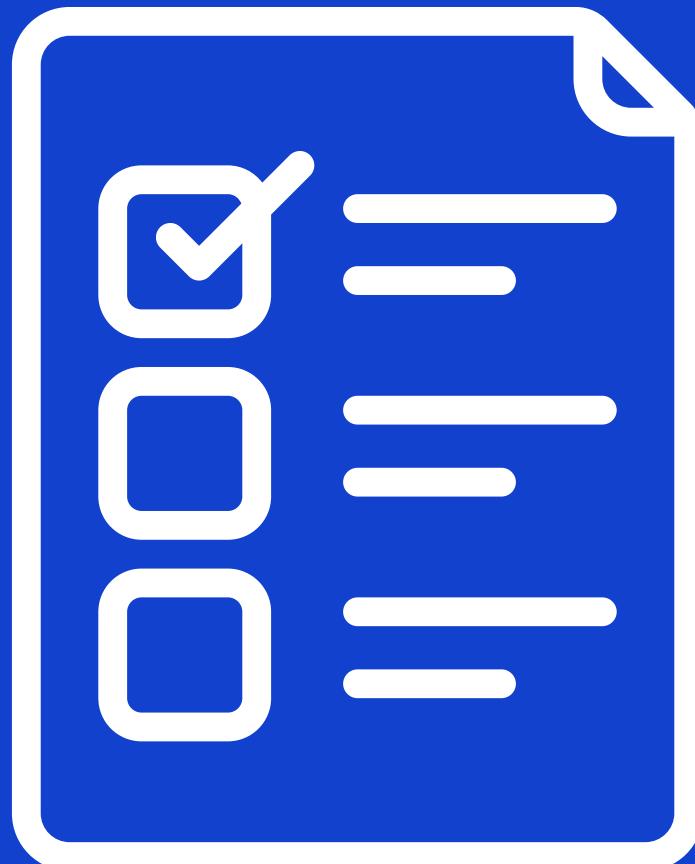


BEHAVIORAL INTERVIEW TECHNIQUES

The STAR Method

2. Task: Explain your specific role or responsibility in the situation.

- **Example:** “As the project lead, it was my responsibility to ensure the project stayed on track despite these challenges.”



BEHAVIORAL INTERVIEW TECHNIQUES

The STAR Method

3. Action: Detail the steps you took to address the situation. Focus on what you did.

- **Example:** “I organized a meeting to reprioritize tasks, redistributed responsibilities across the team, and communicated with stakeholders to adjust expectations.”



BEHAVIORAL INTERVIEW TECHNIQUES

The STAR Method

4. Result: Share the outcome and its impact. Use measurable results if possible.

- **Example:** “We delivered the project on time, meeting 95% of the client’s requirements, and received positive feedback for adaptability.”



BEHAVIORAL INTERVIEW TECHNIQUES

The STAR Method helps you to:

- **Be Specific:**
 - Avoid vague responses. Provide concrete examples with clear outcomes.
- **Stay Concise:**
 - Aim for responses that are 1–2 minutes long.
- **Maintain Professionalism:**
 - Use formal language and avoid slang or overly casual expressions.



BEHAVIORAL INTERVIEW TECHNIQUES

Sample Question 1:

Tell me about a time you worked under a tight deadline.

Response:

- **Situation:** “While leading a product launch, our supplier delivered key components three days late.”
- **Task:** “My role was to ensure the launch proceeded as scheduled despite the delay.”
- **Action:** “I coordinated with the team to expedite packaging, adjusted the shipping plan, and kept stakeholders informed of our revised timeline.”
- **Result:** “We successfully launched on the original deadline, meeting all KPIs and receiving positive client feedback.”

BEHAVIORAL INTERVIEW TECHNIQUES

Sample Question 2:

Describe a time you resolved a conflict within a team.

Response:

- **Situation:** “Two team members had a disagreement over resource allocation during a project.”
- **Task:** “As the team lead, it was my responsibility to mediate and find a resolution.”
- **Action:** “I held a one-on-one conversation with each member to understand their perspectives, then organized a meeting to discuss a compromise and reassigned tasks collaboratively.”
- **Result:** “The team worked cohesively afterward, completing the project ahead of schedule.”

BEHAVIORAL INTERVIEW TECHNIQUES

Researching the Company

Why It's Important:

- Demonstrates genuine interest and preparation.
- Helps align your answers with the company's goals, values, and culture.



BEHAVIORAL INTERVIEW TECHNIQUES

Researching the Company

How to Research:

- 1. Visit the company's website:** Look at the mission statement, recent news, and team bios.
- 2. Study the job description:** Identify keywords and skills the company prioritizes.
- 3. Check LinkedIn:** Learn about the company's employees, achievements, and updates.
- 4. Review recent press releases, launches, reports, or awards.**



INCORPORATING RESEARCH INTO A COVER LETTER

Researching a company thoroughly before applying for a job not only strengthens your understanding of the role but also allows you to craft a personalized and impactful cover letter.



INCORPORATING RESEARCH INTO A COVER LETTER

Steps to Incorporate Research

1. Reference the Company's Mission or Values

- Show alignment with the company's mission, goals, or values, demonstrating that you are a cultural fit.
- **Example:**
 - "I am inspired by [Company Name]'s mission to deliver innovative solutions that empower communities. Your commitment to sustainability aligns with my passion for implementing eco-friendly practices in supply chain management."

INCORPORATING RESEARCH INTO A COVER LETTER

Steps to Incorporate Research

2. Mention Recent News or Achievements

- Acknowledge a recent success, product launch, or recognition to show that you've done your homework and are genuinely interested in the company.
- **Example:**
 - "I was particularly impressed by [Company Name]'s recent launch of [Product/Service], which reflects a forward-thinking approach to addressing market demands. My experience in product development positions me to contribute meaningfully to similar initiatives."

INCORPORATING RESEARCH INTO A COVER LETTER

Steps to Incorporate Research

3. Highlight Job-Specific Keywords and Skills

- Use the language from the job description to demonstrate that your skills align with the company's needs.
- **Example:**
 - "The emphasis on [Skill/Keyword] in the job description resonates with my professional background, where I successfully [Example of how you used the skill]."

INCORPORATING RESEARCH INTO A COVER LETTER

Steps to Incorporate Research

4. Show Awareness of the Industry Context

- Highlight your understanding of the company's position within the industry.
- **Example:**
 - "As [Company Name] expands its global presence in [industry/market], I am eager to leverage my international marketing expertise to support strategic growth initiatives."

INCORPORATING RESEARCH INTO A COVER LETTER

Tips for Success

- 1. Be Specific:** Refer to concrete details from your research instead of general statements.
- 2. Show Enthusiasm:** Express genuine interest in the company and role.
- 3. Customize for Each Application:** Tailor the content to match the company's unique values and priorities.
- 4. Maintain Professionalism:** While showing personality, keep the tone professional and aligned with industry standards.

QUICK ACTIVITY

Write a cover letter

- Research a company of interest and find out their latest news
 - Then follow these to put together a cover letter
 - **Opening Paragraph:** Reflecting on Mission and Recent News
 - **Body Paragraph:** Connecting Job Description and Skills
 - **Closing Paragraph:** Acknowledging your strength and Future Contributions

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Role of ATS in Modern Recruitment



- **What is ATS?**

- Applicant Tracking Systems (ATS) are software tools used by recruiters to filter and rank job applications based on relevance.
- **Fact:** Over 75% of resumes are rejected by ATS before reaching a human recruiter.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Role of ATS in Modern Recruitment



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How ATS Works:

- ATS scans resumes and profiles for specific keywords that match the job description.
- Resumes are ranked based on keyword matches, formatting, and relevance to the job.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Role of ATS in Modern Recruitment



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Benefits of ATS for Employers:

- Saves time in the hiring process.
- Ensures candidates meet baseline qualifications.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Role of ATS in Modern Recruitment



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Impact on Job Seekers:

- Failure to optimize resumes for ATS often results in disqualification, even for qualified candidates.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Identifying Relevant Keywords from Job Descriptions



What Are Keywords?

- Words or phrases that describe specific skills, qualifications, and experience required for a job.
- Found in job descriptions, especially in sections like "Responsibilities," "Requirements," and "Skills".

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Identifying Relevant Keywords from Job Descriptions



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Types of Keywords:

1. **Hard Skills:** Specific technical skills (e.g., "Python programming," "project management").
2. **Soft Skills:** Interpersonal traits (e.g., "communication," "team leadership").
3. **Certifications:** Industry-specific qualifications (e.g., "PMP certification," "AWS Certified Solutions Architect").
4. **Tools and Software:** Knowledge of specific platforms (e.g., "Salesforce," "AutoCAD").
5. **Action Verbs:** Words that demonstrate achievements (e.g., "led," "analyzed," "implemented").

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Identifying Relevant Keywords from Job Descriptions



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How to Extract Keywords:

- Read the job description multiple times.
- Highlight repeated words or phrases.
- Use online tools like Jobscan to compare your resume with the job description.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Identifying Relevant Keywords from Job Descriptions



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EXAMPLE

Job Description:

Seeking a data analyst with expertise in SQL, data visualization, and statistical analysis. Experience with Tableau or Power BI preferred.

- **Keywords:**

- **Hard Skills:** "SQL," "data visualization," "statistical analysis."
- **Tools:** "Tableau," "Power BI."

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Aligning Resumes and Profiles for ATS Optimization



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Tips for Resume Optimization:

1. Mirror the Job Description:

- Use the exact keywords and phrases from the job description.
 - **Example:** If the job description mentions "data visualization," avoid using "graphing tools" as an alternative.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Aligning Resumes and Profiles for ATS Optimization



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Tips for Resume Optimization:

2. Customize for Each Job:

- Tailor your resume to align with the specific role you're applying for.

3. Avoid Keyword Stuffing:

- Integrate keywords naturally into sentences and avoid overloading them.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Aligning Resumes and Profiles for ATS Optimization



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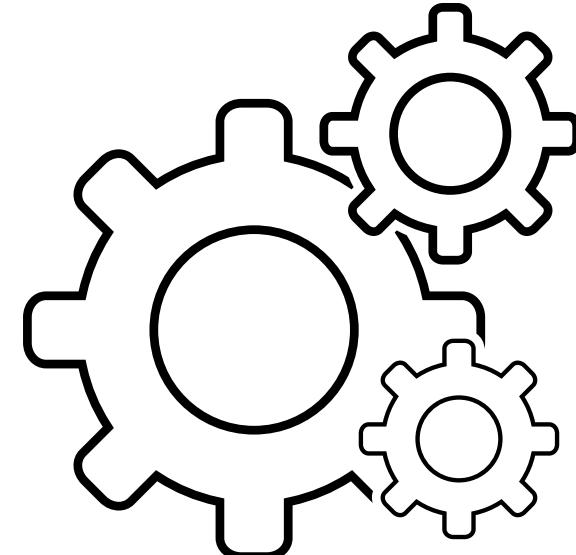


Focus on Key Sections:

- **Professional Summary:** Include top skills and achievements.
- **Skills Section:** List relevant hard and soft skills.
- **Experience Section:** Use keywords to describe accomplishments and responsibilities.
- **Certifications:** Include job-relevant certifications prominently.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Aligning Resumes and Profiles for ATS Optimization



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Tools and Resources

1. **Jobscan (www.jobscan.co)**: Compares resumes to job descriptions for ATS optimization.
2. **Zety Resume Builder (zety.com/resume-builder)**: Helps improve resume formatting for ATS.
3. **Resumeworded (www.resumeworded.com)**: Provides feedback on resumes' ATS readiness.
4. **Grammarly**: Improve clarity and professionalism in resumes.
5. **LinkedIn Skills Tool**: Identify relevant skills for specific job titles.

OPTIMIZING RESUMES AND PROFILES WITH KEYWORDS

Aligning Resumes and Profiles for ATS Optimization



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Don't automatically save your resume as a PDF file. PDF files are not always the most compatible file type for applicant tracking systems when it comes to resumes. While PDF files are great for preserving the design and format of your resume template, they may not work with all ATS software.

If you are asked to upload your resume to an ATS in PDF format, you should do so. However, unless PDF compatibility is explicitly stated, submitting your resume as a Word document (.doc or .docx) or as plain text is better. This way, you will not have any formatting issues.



CLASS ACTIVITY

Individual Resume Upload and Analysis

1. Instructions for Students:

- **Upload Your Resume:** Each student uploads their resume to an ATS tool of their choice, like Jobscan.com.
- **Upload a Job Description:** Provide a relevant job description (or allow students to choose their own).
- **Analyze Results:** Students review their resumes' match percentage, keyword analysis, and formatting feedback.

2. Key Areas to Evaluate:

- **Match Percentage:** How well does their resume align with the job description?
- **Keywords:** Are critical terms from the job description included?
- **Formatting:** Does the resume use ATS-friendly formatting (e.g., standard fonts, clear headings)?