

BUSINESS COMMUNICATION RESUME. COVER LETTER.

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Skoltech

Professor Maxim Kiselev, CEI





The Four Communication Skills



Today

Personal Brand Networking

Resume/CV What do you need it for?

How to make it smart.

Cover Letter: What for?

How to write a winning cover letter?

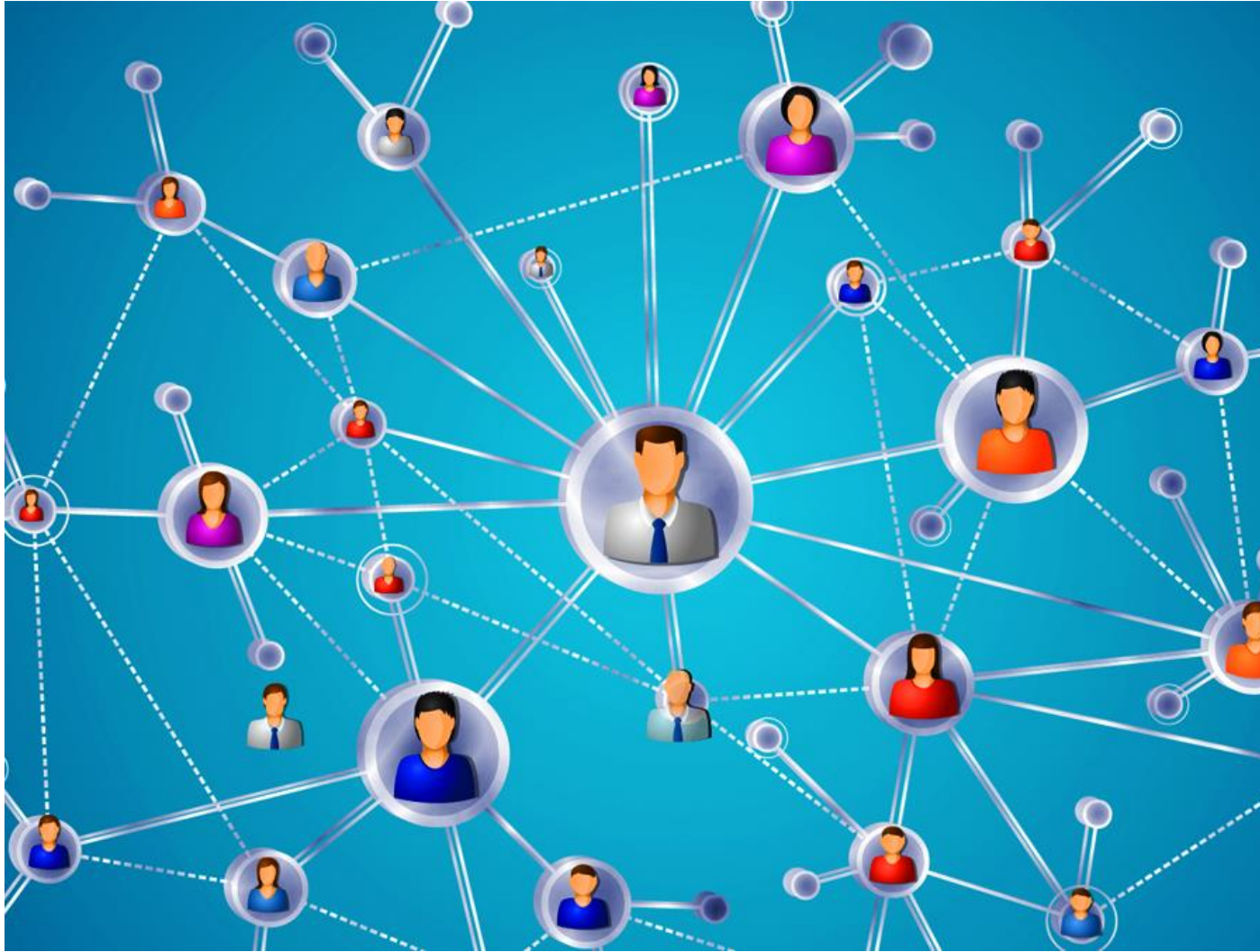


Personal Brand

The 8 C's of Personal Brand Management



Networking



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Mobile: 0444 871 541
Email: e.engineer@student.monash.au

Bachelor of Engineering / Bachelor of Commerce	Mar 2012 – Current
Monash University	
Achievements:	High distinction average, predicted to graduate with Honours for Engineering Rotary Student Scholarship awarded for tertiary study
Majors:	Electrical Engineering, Computer Systems and Management
Completion:	Nov 2015

Feb 2010 – Nov 2011

Jan - Feb 2015

3rd Year Engineering Project	Jun - Nov 2014
Telstra, Melbourne	
Responsibilities:	Undertook research project to scope possible solutions to resolve barriers to the expansion of network-portable access to remote and rural areas.
Achievements:	The project findings were sent to Telstra Corporate Strategy Committee and contributed to the program which improves remote computer access, specifically for individuals in rural areas.

Committee member Jun 2009 – Current
Bacchus Marsh Youth Group
Responsibilities: Led fundraising activities including annual fete, weekly BBQ and trivia night



The Resume/CV

- Think of a resume as just another form of “specialized business writing”
- A resume can be the difference between getting a job and never getting an interview
- Like other business messages, we must Plan, Write and Complete the resume (3 step process)

True or False?

- The purpose of a resume is to list all your skills and abilities...
- If you think FALSE, then what is the **purpose** of a resume?

FALSE. The purpose of a resume is...

→ To generate interest in you and get you an interview

True or False?

→ A good resume will get you the job you want

FALSE. A good resume...

→ Will get you in the door...that's all

True or False?

→ Your resume will be read carefully and thoroughly

FALSE. Your resume...

- In most cases, your resume needs to make an IMMEDIATE impact on the reader...maybe you have 30 seconds before they decide whether to interview you or not
- Many resumes are first screened by a computer for key words...if you don't have the key words then a human may never see it

True or False?

→ The more good information you present about yourself in your resume, the better...

FALSE

- Recruiters do not need that much information about you at the resume collecting stage, and they probably won't read it.

True or False?

→ If you want a really good resume, pay to have it prepared by a specialized professional resume writer/writing service

False

→ You have the skills needed to prepare an effective resume, so do it yourself.

True or False

→ If I have been to a great university, have an excellent credentials or lots of qualifications it will be a huge advantage getting a job

FALSE

→ Proven, practical skills and demonstrated attitude is what will get you a job. Qualifications are only really a big help if it is your first job out of university...but if you have previous employment, this is what matters. Jobs are practical things, not theoretical.

PREPARING TO WRITE CV



Analyze your audience

- Research the company online. What is their culture like? What are their growth plans? What are their values? What is their strategy?
- Call up and find out more about the job. Get the person's name to whom you should apply
- Is the contact person on Face book or LinkedIn?
- Talk to people who work there, know about the company or are previous employees

Gather information

- Always update your resume
- Do not have just one version of your resume...it needs tailoring to each job
- Review your resume for relevance and interest
- Gather every bit of experience you have that is relevant and write the resume to the job description
- Seek to do things (in jobs or the community) that broaden and strengthen skills and experience

Organize your resume

- Organize your resume around your strengths
- Highlight what recruiters are looking for:
 1. Think in terms of results
 2. Show how you get things done
 3. Prove you are well rounded / multi-skilled
 4. Show signs of career progress
 5. Show you are a team player but also can lead
 6. Demonstrate flexibility and willingness to change
 7. Prove that you communicate effectively
 8. Highlight relevant passions

Identify and resolve likely problems

- Frequent job changes
- Gaps in work history
- Eclectic work history across professions
- Inexperience
- Over-qualification
- Long term service with one company
- Being fired from jobs
- Criminal record or health issues
- No referees

Resume design

- Career-based (focus is on employment history, positions held, responsibilities)
- Skills-based (focus is on proven skills gained through projects across different jobs)
- Education-based (focus is on academic qualifications and achievements)

Writing the resume

- Be honest
- Do not use I, abbreviations, acronyms, colours, decorations and symbols like %, &, @, #
- 1 or 2 common fonts, 12point text (14 or 16 for headings). Do not overuse bold type or underlining. Bullet points are good. Spacing is important.
- Layout must be consistent – same spacing, same type of bullets, same writing style.
- Verb sentence openers (saved; trained; solved, created; established etc)

CV Preparation Tips

CV reflects your ability

- ▶ Your CV is like a snapshot of your ability. Take time ensuring it portrays you accurately.

Writing and Structuring

- ▶ It should be clear and easy to read.
- ▶ Ensure your career is logical
- ▶ While writing and structuring CV remember it is essentially marketing you and that a potential employer will use the details provided to form interview questions.
- ▶ Gaps in career history should be explained and falsehoods and inaccuracies avoided at all costs

Grammar and Typos

- ▶ Check your CV carefully for grammatical errors and typos. If possible get it checked from a 'Third party' for proof reading before it is sent out.

Concise

- ▶ Emphasize the last 5 to 7 years of experience.
- ▶ Keep your CV concise and to-the-point

Customize

- ▶ Customize your CV according to the employer, highlighting your most relevant skills and competencies

Focus on achievements

- ▶ Show what you can do for a prospective employer. Use action verbs.

Keep it simple

- ▶ Avoid too much color, fancy borders, boxes, shading, or cute graphic designs. Use white paper.

How search professionals view and think over your CV





Preparing Cover Letters

The Cover Letter

- When you submit your resume (electronically, in person or through the mail) it should be supported by a cover letter
- The cover letter is the first thing a prospective employer will read.
- If the cover letter is poor, they probably will not bother to look at your resume
- A cover letter is usually about 1 -2 pages depending on the level/requirements of the advertised job

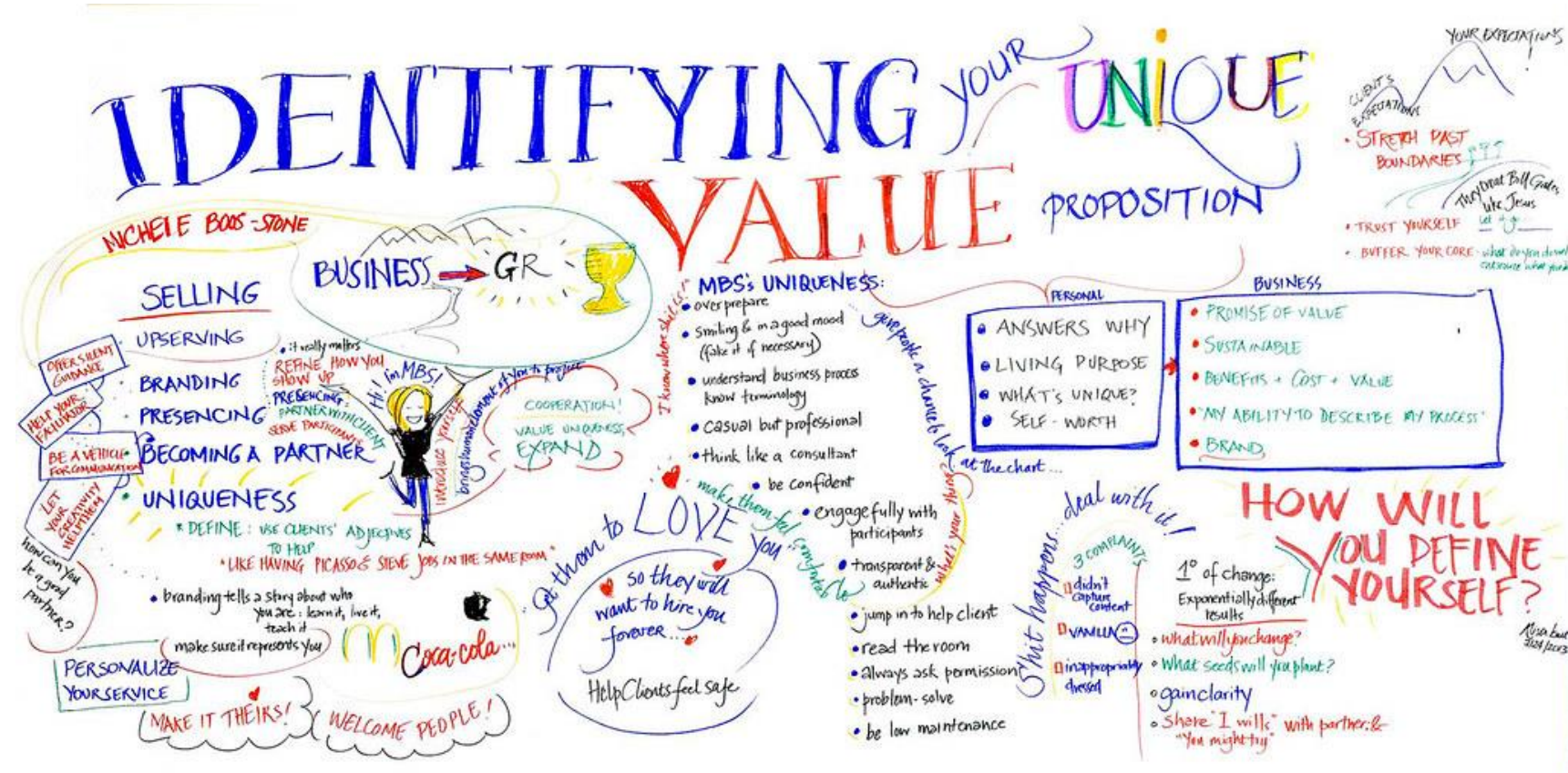
Purpose of the Cover Letter

- The cover letter introduces you to the reader
- It sets out your claim for the position
- It should create interest in you so that the reader wants to look over your resume
- It should specifically explain how you are perfect for the job
- The objective is to clearly show a perfect match between you and the position

Standard Cover Letter

- Many companies, especially large ones, have a standard online template for resumes, but not so much for cover letters
- The cover letter is often your email to which the resume is attached
- Therefore; your email cover letter can be your only chance to freely express yourself
- Email cover letters should be short, so how you use words to generate interest in yourself becomes very important

PREPARING TO WRITE A COVER LETTER



Analyze your Audience

- Try to find out the name and position of the person you are addressing
- Call them beforehand to find out more about the job, then mention this in your cover letter
- The cover letter should be conversational, direct and businesslike...this is what the audience will expect. Excellent presentation and no typing errors is essential for a great first impression

Tips for the Cover Letter

- Be clear, keep it very focused on the job. No long paragraphs or verbose sentences
- Prove that you understand the job and company
- Tell them why the job is ideal for you
- Sound interested and enthusiastic in the prospect of working for them
- Do not brag; do not mention salary (unless they asked); do not sound desperate

Tips for the Cover Letter

- Align your core values to theirs
- Prove how you have a passion for their core products / services
- Show how you have been preparing / working towards such a job
- Mention something unique about their business and why this appeals to you
- Indicate that this is a company you see a long term future with

Tips for the Cover Letter

- If you are weak against some of the selection criteria, think how you will compensate for this
- Perhaps highlighting similar or transferable skills
- Perhaps showing a desire to acquire the skills they are looking for
- Perhaps highlighting different but valuable skills you have that the company would desire
- Perhaps showing you are working towards certain skills / knowledge

AIDA

Attention, Interest, Desire, Action

This rule applies well to cover letters because with cover letters (and resumes) we are advertising...we are advertising ourselves

AIDA

- **Attention**: the opening paragraph should get the reader's attention by doing two things:
1. Clearly stating your reason for writing and
 2. Giving the reader a reason to keep reading

AIDA

- **Interest:** The middle section of the letter will build interest by clearly explaining why you would be great for the position. It might be your current role; a very relevant qualification; some special skills or perhaps valuable experience.

AIDA

- **Desire:** You want them to desire to meet you. As you address the selection criteria you have the opportunity to reveal your personality and values (which should, of course, match the job and company)

AIDA

- **Action:** At the end of the letter tell them you are available for interview at a time convenient to them. Don't list restricted days and times you are available.
- At the top of your letter will be you mobile phone number and email contact

Unsolicited Cover Letters

- This is where you contact a company (or recruitment agency) to see if they do have any upcoming positions. **You are not responding to an advertisement**
- At least 50% of all jobs are filled before they are advertised
- If you want to work for specific companies then the unsolicited letter might get you in the door

Rules for Unsolicited Cover Letters

- Show how your skills would benefit the organization
- Show a strong understanding about the company (culture, values, products, services, history, future plans)
- If you know a good current employee, mention their name
- Refer to company activities, achievements, good story in press
- Offer to drop by for an informal meet

thx.

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