

# **Optimiser sa Présence Numérique pour Candidater et Réussir en Freelance**

Abdelkader OUARED

abdelkader.ouared@univ-tiaret.dz



# Agenda



- Motivation
- Visibilité numérique
- Postuler pour un poste
- Travail en freelance
- Veille d'informations

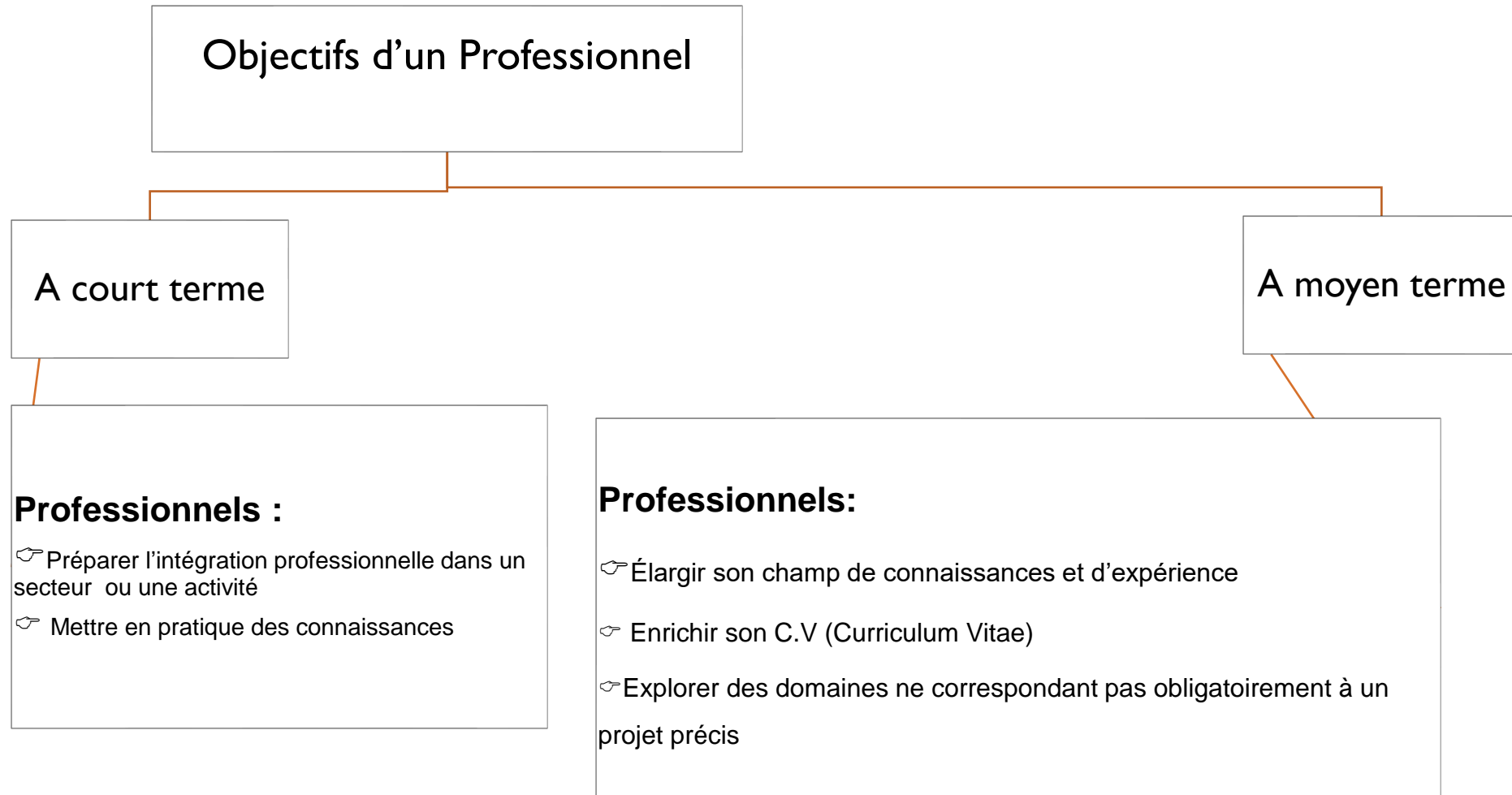


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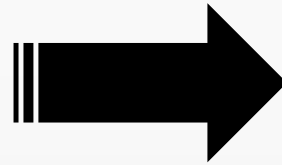
# Introduction (Vision)



# Contexte & Motivation

- L'évolution numérique
- la transformation digitale

L'adoption des nouvelles technologies numériques ***dans tous les aspects***



Le marché de l'emploi

**Linked in**



Pour les étudiants et les professionnels en Algérie, cela représente à la

fois **un défi** et **une opportunité**

# Opportunités

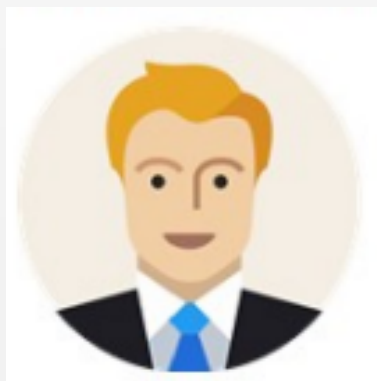


- ❑ La possibilité de travailler à distance, en **freelance**,
- ❑ Travailler en collaboration avec des personnes dispersées dans le monde entier grâce aux technologies numériques.
- ❑ S'intégrer dans des entreprises et des compagnies à travers le monde.

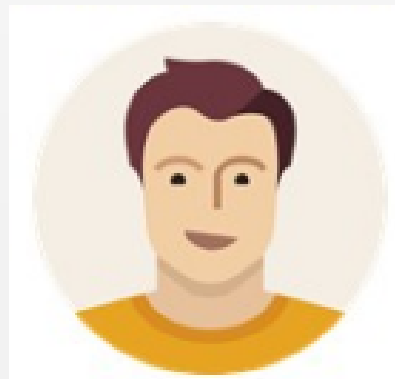
***Les défis*** > > les étudiants et les  
professionnels en Algérie ☹️

# PARLONS DE DEUX PERSONNES...

Younes



Riad





# ***Younes*** avait comme compétence...



CV de programmeur



Soumettre une vidéo sur  
YouTube tous les trois jours



Rejoindre des groupes  
professionnels sur des  
plateformes comme LinkedIn

**Stratégie d'apprentissage continu**  
(certificats en ligne: edX, Coursera, Google, Amazon)



# Ce qu'il manquait à ***Riad....***

- ✓ Compétence technique..
- Compétences interpersonnelles et réseautage
- Communication
- Compétences en gestion du temps
- Compétences en branding personnel
- Adaptabilité et apprentissage continu ,



# Z Generation 😊

**AI** is considered a learning  
**facilitator**

Multitask on  
everything and have  
short attention span

Interested in  
multimedia

Like to create Internet  
content

Relying on search engines  
to get information

Interactive learning/  
teamwork and  
cooperation

Learn by discovery / trial  
and error

**GENERATION Z**



# Agenda

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- Travail en freelance
- Demande d'informations

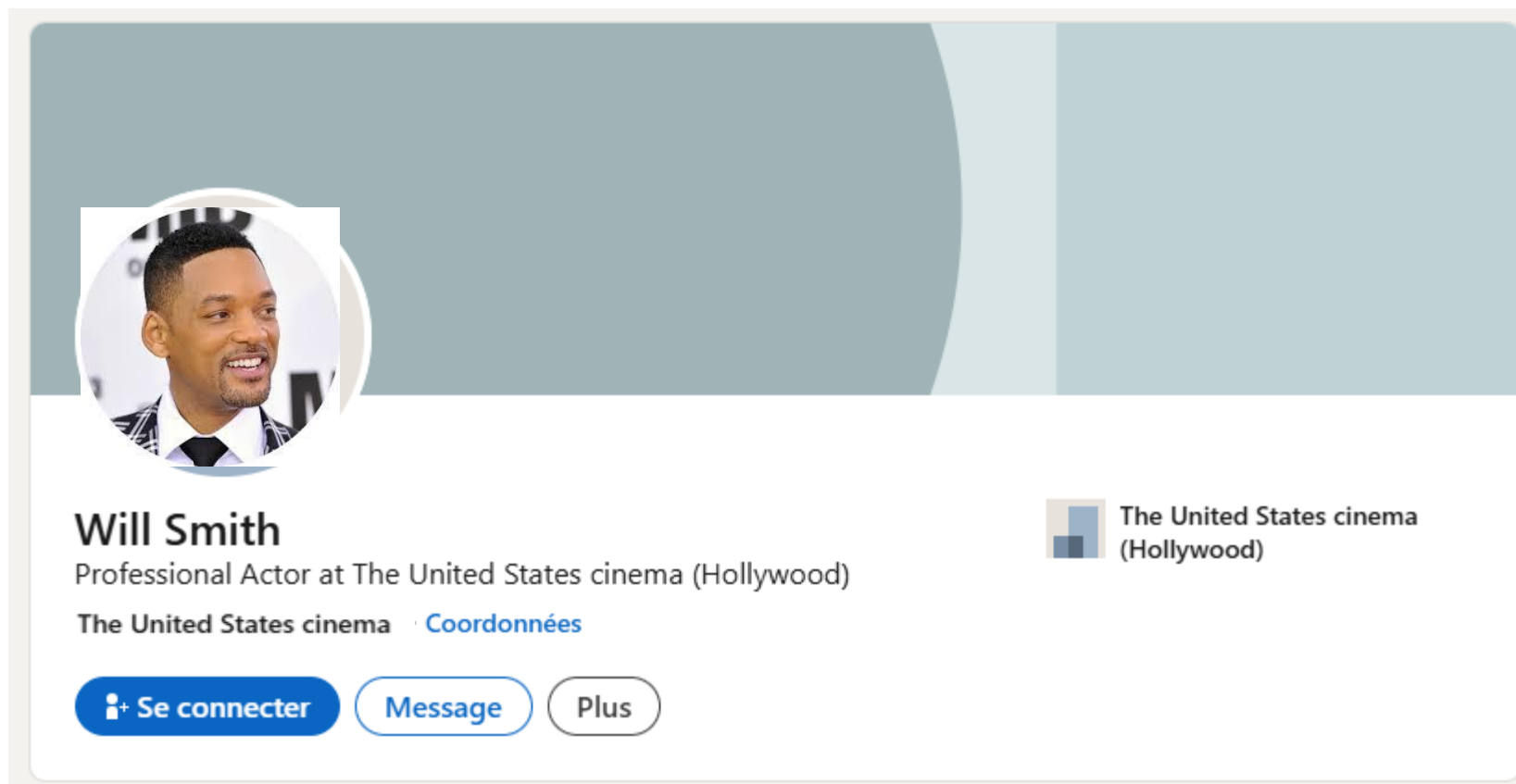
# Chercher un emploi ..

*Pursuit of happiness*

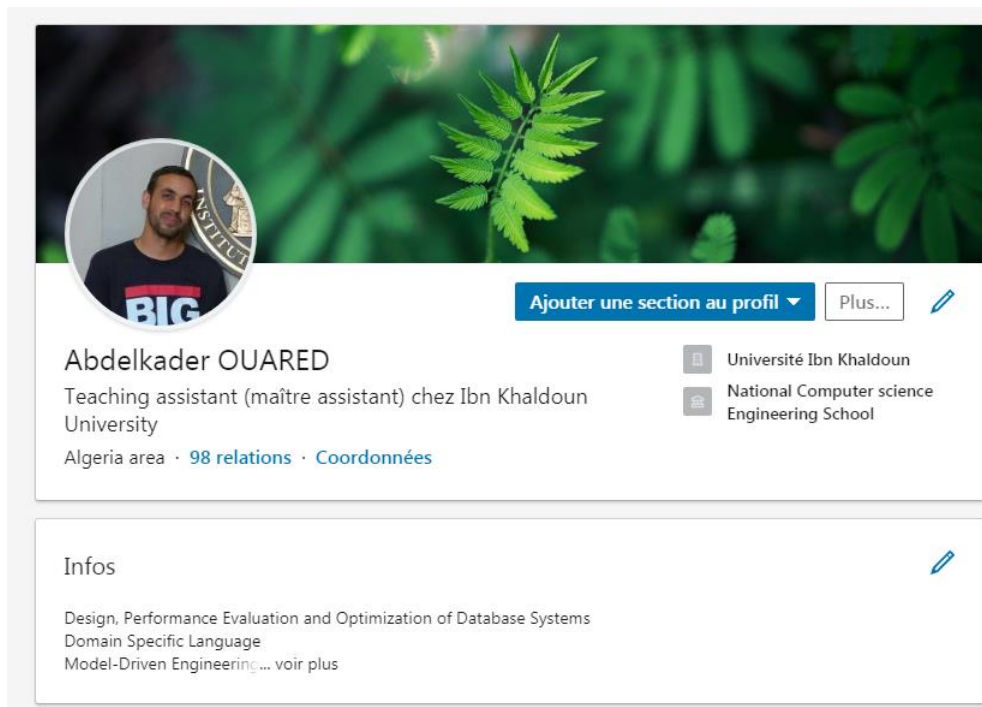


**Chercher un emploi c'est un emploi en soi**



# Utilisez ces stratégies pour augmenter votre visibilité







# Votre profil professionnel sur les réseaux sociaux





ResearchGate

Facebook:  

Github:  

LinkedIn:  

Twitter:  





# LinkedIn ?



500 millions  
de membres  
dans le monde  
  
dont 13 millions  
en France



+ 200.000  
membres  
dans le monde  
chaque jour



Plus de 50%  
des membres  
actifs sont  
sur mobile

**CRM**



# Experts de LinkedIn

- Votre réseau, c'est votre richesse
- Le monde numérique, c'est le monde réel
- Branding, création de contenu, et interaction

# Comment créer un profil LinkedIn ?

- Photo
- Entête (Titre )
- Résumé
  - 2 premières lignes de votre résumé → *click voir plus*
- Publier des articles « *blog* »

→ Aujourd'hui vous devez développer votre cercle avec **une personnalisation**

# Comment créer un profil LinkedIn

- Pourquoi êtes-vous sur LinkedIn ?
  - Je suis un expert , je suis là pour vous apporter une valeur ajoutée, monter la valeur ajoutée (*accélérer, optimiser, réduire*)
- Les **3 priorités** essentielles pour un profil LinkedIn (**Le Titre, Le Résumé, La dernière expérience** )
- Gérer son profil LinkedIn en plusieurs langues
- Soigner le résumé de son profil LinkedIn et surtout les 2 premières lignes
- La dernière expérience de votre profil LinkedIn est la plus importante
- Ajouter des compétences à votre profil LinkedIn
- Ajouter des recommandations à votre profil LinkedIn
- ....

# Utilisez ces stratégies pour augmenter votre visibilité

- Rédigez un article
- Illustrez votre expertise régulièrement
  - + Partage → + visibilité → le **plus lu**
- Utiliser les hashtags sur LinkedIn (@)
- Partagez et publiez avec les objectifs professionnels de votre métier et votre savoir
- Influencez votre réseau
- Mettre un commentaire et rester bien objectif
- Privilégier le partage de nouveauté
- Participez aux opportunités d'apprentissage.
- Démontrez votre expertise.
- Développez votre réseau... ..

# Utilisez ces stratégies pour augmenter votre visibilité

- Solliciter des personnes de votre métier # @Nom
- Mentionner quelqu'une pour avoir l'audience
- Aller liker
- Mettez des commentaires sur tel sujet
- Enrichir la conversation → pour avoir de l'audience
- Utiliser des trucs intelligents et originaux (*Faire preuve d'originalité*)

# Exemple: Augmenter l'audience

## Recherche d'emploi

"Ceux qui pensent que  
c'est impossible sont priés  
de ne pas déranger  
ceux qui essaient ..."

Bonjour à tous, un "j'aime" de votre part m'aidera peut être à trouver mon futur emploi

Publié le 22 novembre 2016

 Alexandra Mougati · Suivre  
LOOKING FOR NEW OPPORTUNITIES IN LUXURY / Le...

Bonjour à tous , un "j'aime" de votre part m'aidera peut être à trouver mon futur emploi ... Je suis à la recherche d'un poste d'assistante commerciale adv ou de gestionnaire logistique supply chain dans l'industrie du luxe (Mode, Joaillerie, Cosmétiques) sur Paris ou à l'étranger. Je suis bilingue en anglais et je possède plusieurs années d'expérience en commerce international.

Merci d'avance :)

## Le mémoire

14:20 62 %  
 Jeremy Bakkalian  
Responsable du Bureau des marchés du GHT Paris Ps...  
4 mois

« La mobilisation de l'achat public pour l'innovation »

Ma soutenance étant passée, je propose à toutes les personnes intéressées par le sujet de leur faire parvenir une copie de mon travail. N'hésitez donc pas à partager ou à me communiquer votre courriel si vous êtes curieux :-)



386 J'aime • 376 commentaires



## Offre d'emploi

21:39 19 %

a partagé la nouvelle de Barbara FORRIC  
10 heures

 Barbara FORRIC  
Chargée de mission RH chez FRAÏSSINET et Associés

Cher Réseau, je recherche très activement un(e) Commercial(e) Sédentaire B to B (débutant accepté). Poste à pourvoir en CDI. Basé à Aix-en-Pr ...voir plus

2 J'aime



# Les compétences les plus attendues ...

**9 compétences  
comportementales et  
deux compétences  
techniques**

- PENSÉE ANALYTIQUE ET INNOVATION
- APPRENTISSAGE ACTIF ET STRATÉGIES D'APPRENTISSAGE
- RÉOLUTION DE PROBLÈMES COMPLEXES
- PENSÉE CRITIQUE ET ANALYSE
- CRÉATIVITÉ, ORIGINALITÉ ET PROACTIVITÉ
- LEADERSHIP ET INFLUENCE SOCIALE
- USAGE, MONITORING ET CONTRÔLE DE LA TECHNOLOGIE
- DESIGN TECHNOLOGIQUE ET PROGRAMMATION
- RÉSILIENCE, TOLÉRANCE AU STRESS ET FLEXIBILITÉ
- RAISONNEMENT, RÉOLUTION DE PROBLÈME ET IDÉATION
- INTELLIGENCE ÉMOTIONNELLE







# Agenda



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# La démarche pour chercher un emploi

- **Chercher un emploi**
- **Postuler: Dossier de candidature sur le poste**
- **Préparer l'entretien**
- **Déroulement de l'entretien**
- **Visite de site**

# La démarche pour chercher un emploi

- **Chercher un emploi**
- Postuler: Dossier de candidature sur le poste
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# Chercher un emploi

- Effectuez des recherches sur **Google, Indeed, LinkedIn, Freelance**, etc.,
- Lire le poste
  - Lisez attentivement les conditions de candidature.

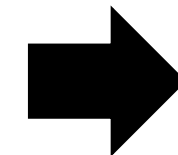


# Préparez-vous à un entretien d'embauche avec une analyse SWOT

Strengths	Weaknesses
Opportunities	Threats

# Préparez-vous à un entretien d'embauche avec une analyse SWOT

<ul style="list-style-type: none"><li>• <b>Points forts</b><ul style="list-style-type: none"><li>○ Éducation</li><li>○ Certification</li><li>○ Accomplissement</li><li>○ Avantage par rapport aux autres</li><li>○ Des qualités qui vous séparent de vos concurrents</li><li>○ ..</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Faiblesses</b><ul style="list-style-type: none"><li>○ Domaine manquant de compétences / certification</li><li>○ Habitudes de travail négatives</li><li>○ Ce que les autres vous ont dit</li><li>○ Réseau faible</li><li>○ ..</li></ul></li></ul>
<ul style="list-style-type: none"><li>• <b>Opportunités</b><ul style="list-style-type: none"><li>○ Nouvelles tendances</li><li>○ Peu de concurrents dans votre région</li><li>○ Besoin naissant de votre domaine</li><li>○ meilleure économie</li><li>○ autre industrie</li><li>○ ...</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Menaces</b><ul style="list-style-type: none"><li>○ Nouvelles technologies</li><li>○ Réduction des effectifs</li><li>○ Obligation familiale</li><li>○ ...</li></ul></li></ul>



Utiliser cette analyse pour écrire *la lettre de motivation*

# La démarche pour chercher un emploi

- Chercher un emploi
- **Postuler: Dossier de candidature sur le poste**
- Préparer l'entretien
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# Dossier de candidature sur le poste: Position XXX

- Lettre de motivation
- Curriculum Vitae (CV) → **Adaptez le CV si nécessaire**
  - Ingénieur de projet, Ingénieur R&D, chef de projet
  - Données personnelles
  - Étude
  - Expériences Académiques
  - Expériences Professionnelles
  - Compétences diverses
  - L'intégration
- Référents
- *Research proposal*
- Annexes/Pièces Jointes

Ecrire un Email + Tel



# CV SECTION OPTIONS

<b>Awards</b>	<b>Certifications</b>	<b>Grants</b>	<b>Hobbies &amp; Interests</b>	<b>Presentations</b>
Include academic awards, fellowships, scholarships, medals, and prizes.	List certification or license status, i.e.: Mental Health First Aid (certified March, 2015).	Include monetary amounts.	For hybrid CVs: this optional section is at the end of the CV with no detail. It may be related to the position or show you in a positive light.	Include conference presentations (oral or poster) and invited lectures. List the title, authors, & audience.
<b>Professional Memberships</b>	<b>Projects</b>	<b>Publications</b>	<b>Research</b>	<b>Work Experience</b>
List membership or leadership positions. This section may include student organizations.	If you are an undergraduate with little research experience, highlight research heavy school projects.	Include everything: works submitted, in progress (cite as such), and reports. Use standard citation style for your field.	Include current research, research assistantships, your thesis, and post-doctoral fellowships.	Hybrid CV only: list in reverse-chronological order; include demonstration statements and dates.
<b>Academic Associations</b>	<b>Clinical Electives</b>	<b>Committees</b>	<b>Community Service</b>	<b>Conferences Attended</b>
<b>Shadowing Experiences</b>	<b>Inventions/ Patents</b>	<b>Leadership</b>	<b>Technical Skills</b>	<b>Volunteer Experience</b>

Modern CV may also include:

- Relevant Coursework & Training
- Profile Summary or Qualifications Section
- Media
- Guest Lecturer
- Moderator & Facilitator

# ***la production vidéo*** pour une communication ***plus efficace***

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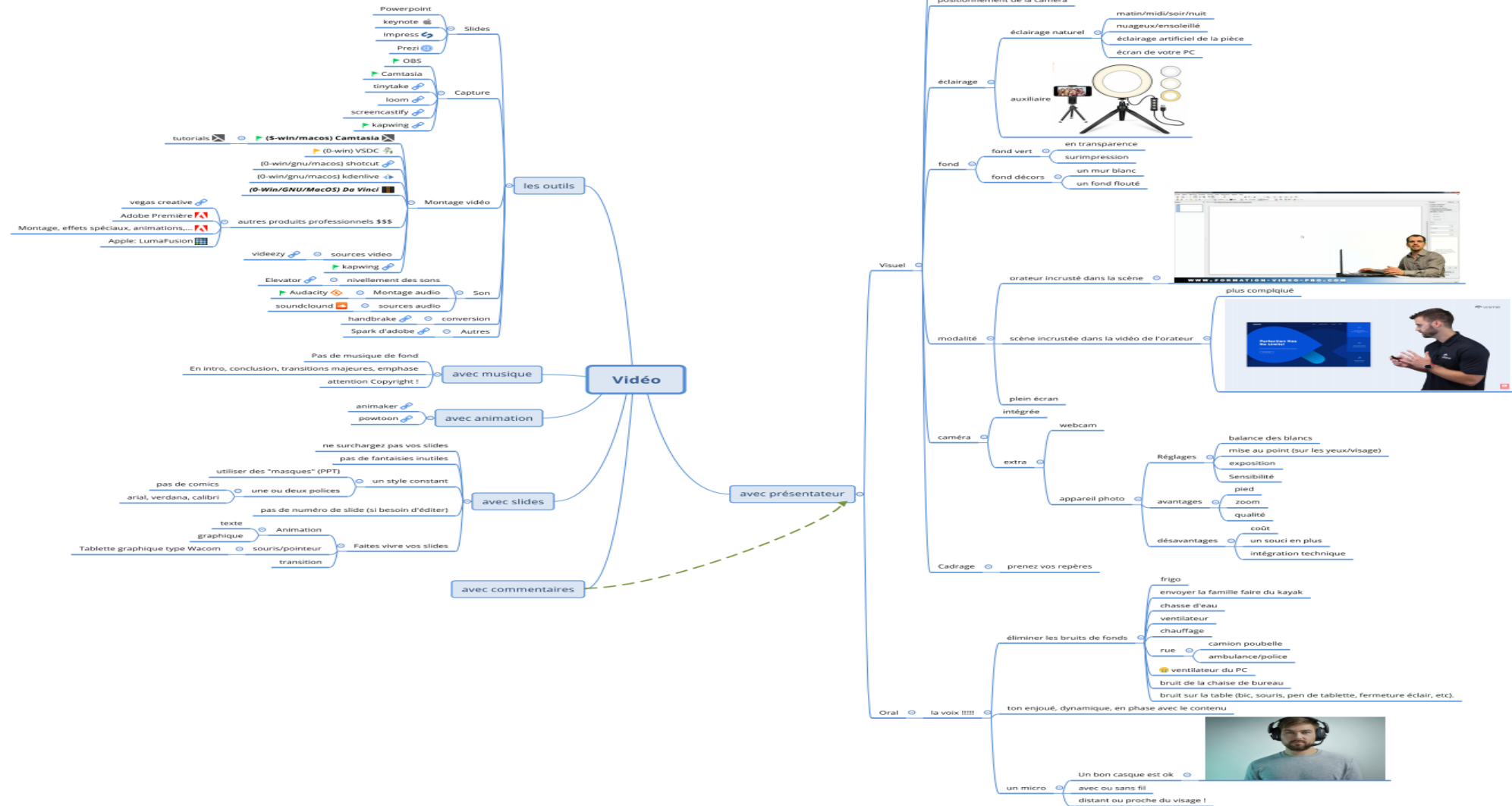
- **Académique**

- Présentation de projets
- Pour certains examens
- Pour le mémoire
- Pour le PhD

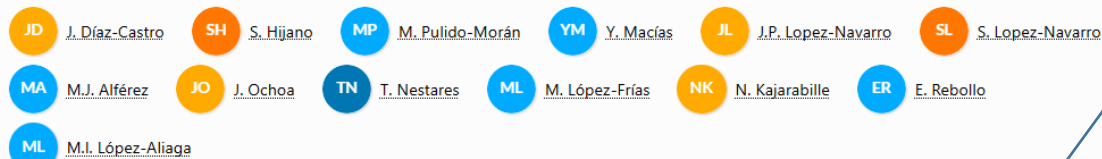
- **Professionnel**

- CV augmenté
- Interview d'embauche
- Communiquer
- Expliquer
- Vendre
- Former
- Média

# la production vidéo pour une communication plus efficiente



## CREATING A MULTIMEDIA CURRICULUM VITAE AS AN INNOVATIVE TOOL FOR POSTGRADUATE JOB SEEKERS



University of Granada (SPAIN)

### About this paper:

Appears in: [ICERI2014 Proceedings](#)

Publication year: 2014

Pages: 5394-5400

ISBN: 978-84-617-2484-0

ISSN: 2340-1095

Conference name: 7th International Conference of Education,

Research and Innovation

Dates: 17-19 November, 2014

Location: Seville, Spain

Cite

Share

### Abstract:

A well structured and designed Curriculum Vitae (CV) showing the necessary qualifications, competences and potential is an essential tool for postgraduate job seekers. Due to the rapid succession of changes in the way of producing and giving services in the labor market, the introduction of new technologies, organizations and products, it is fundamental the development of general competences of wide spectrum, called also key or transverse competences. The susceptibility of being employed is based on a set of transverse competences, without which the persons do not manage to join professionally the modern companies. The competences are habits, not sporadic behaviors that appear in moments of crisis to stand out on other professionals. On the other hand, these competences have to be observable behaviors for other persons, not being, therefore, beliefs or subjective attitudes. In this point we face this challenge and we want to help the job seeker to show their competences to the employer in a clear attractive and tangible way and not as part of an academic report. Therefore we aim to help undergraduate and postgraduate students to create a multimedia CV, with different professional profiles, in which the student demonstrates the acquisition of transverse competences and that will serve as cover letter to possible employments. The traditional CV starts to be a little displaced by formats much more visual that, reporting the vital information, that allows the candidate to show the employer the life report in a most attractive way. In this respect, there are very interesting possibilities: with the creation of the multimedia CV multimedia, we will try to use as starting point a traditional CV but illustrated with different visual components: images, graphs, videos. Therefore in the current text, we will gave some advices to facilitate the elaboration of the multimedia CV in several attractive formats, supporting a classic structure and allowing the success in the job seeking.

### Keywords:

Multimedia resources, Curriculum vitae, job seeking.

Un **CV multimédia**, intégrant des éléments visuels comme images, graphiques et vidéos, permet de démontrer clairement et de manière attractive les compétences transversales, dépassant le format traditionnel pour mieux capter l'attention des employeurs.



# Students as Creators of Instructional Videos: Best Practices and Lessons Learned

Melinda Box Maria Gallardo-Williams  
Pages 31-36 | Received 30 Jan 2024  
b Office for Faculty Excellence, North Carolina  
State University, Raleigh, NC, USA 2406  
Check for updates  
https://orcid.org/0000-0002-0056-264X

Full Article Figures & data References Citations Metrics Reprints & Permissions Read this article

## Abstract

Clear, detailed instructional procedures have an important role to play in laboratory teaching to not only produce consistent results but also ensure safe practices. Student success in using these procedures can be strengthened through the use of video resources. However, not all video content will have the same impact. Videos must have sufficient relevance and focus to connect with the user's experience level. Achieving this target can be a challenge for a subject matter expert because they have come a long way from first learning the relevant lab skills. As a result, drawing on the fresh perspective of recent trainees to generate instructional video content can make a difference in the effectiveness of the final product. Trainees' heightened awareness of new experiences can better focus the content on the most straightforward essentials and shape the content into a storylike format, amplifying the power to connect with future users. In this article, we identify and explain elements that contribute to the development of robust student-generated video resources, including principles of cognition, instructional design, and social networking. We also demonstrate how key aspects of procedural communication can be applied to making and using instructional videos in academic teaching labs.

Keywords: Collaborative Cooperative Student-centered Laboratory instruction Multimedia Web-based

Conclusion : L'article montre que les de vidéos pédagogiques sont considérées par la plupart des étudiants comme étant utiles pour comprendre et apprendre de nouvelles tâches/concepts.





# Ecrire un email

Dear Dr XXXXXXXXXXXX

I'm contacting you regarding the application of the postdoctoral Fellowships in "XXXXXXXXXXXXX dans le projet XXXXX+".

My name is Ouared Abdelkadder, I received my PhD in computer science from the National Computer science engineering school in Algiers (Algeria), with joint supervision of the National Engineering School for Mechanics and Aerotechnics (ENSMA), Poitiers (French), in 2019 under the supervision of Dr. Ladjel Bellatrach.

I would like continue my contribution to science and research, by applying to your program, as I find your field of study very intriguing to expand on my knowledge and to further enrich my PhD degree.

I am sending you this humble request to consider my application, in the hopes of providing me with a chance to prove my credentials and become a part of your team. **I attached my CV** with my research interests and a brief description of my research accomplishments. I will be more than pleased to answer any questions you may have concerning my application and research.

Thank you .

Sincerely,

—

Abdelkader Ouared

# Lettre de motivation

1. Présentez-vous
2. Reliez à ses recherches et montrez que vous avez fait des efforts pour lire son travail
3. Mettre l'accent sur vos compétences qui rapportent à son domaine de professionnel/ recherche
4. Réaffirmer l'adéquation entre votre expertise et son travail
5. Joignez ces documents importants
6. Mentionnez vous êtes prêt pour un éventuel entretien afin de convaincre votre motivations
7. Conclure

# Lettre de motivation

Dear Dr. [Last Name],

This is [your firstname lastname], [description of your current education stage]. I am writing to you because I am interested in your research work and I am looking for a [PhD/MSc] opportunity in your team. In particular, I find your work addressing the problem of [problem1] to be very interesting. The idea of [I, you proposed in [publication] is promising. Moreover, your solution to/investigation of [problem2] in [publication2] is intriguing.

Introduce yourself

Relate to his research and show you have done effort reading his work

I have obtained my BSc from [name of university], [name of department] with an overall GPA of [your GPA].

My graduation project was [mention it if only related to research of the professor].

I have also obtained my MSc from [name of university], [name of department] with an overall GPA of [your GPA]. During my MSc, I developed [studied] [mention solution or problem of your MSc focus]. This work resulted in [number of publications] publications in the [name of conferences and/or journals]. After my MSc [BSc], I joined [name of company] as [title of job]. There, I developed [investigated] [industry projects related to the area].

In addition to the aforementioned projects, I have also taken [graduate courses related to the area], or [projects you worked on related to the area of research].

Quantitative info about yourself with a focus on what relates to his research area

Reaffirm the match between your expertise and his work and ask again for what you want

Therefore, I believe my expertise best matches your line of research and I would appreciate if you give me the chance to join your team to work on similar problems.

Attach those important documents

Kindly find attached my resume, BSc [and MSc] transcripts, in addition to my publications.

I have taken the [English exam] and I achieved a score of [4].

Mention this if you need English exam or mention when you are planning to take it, or mention that you do not need one in case you are not required to

I am very much looking forward to a personal interview, where I can present more details. Thank you for your consideration

Conclude

Best regards,  
[your first & last name]



# Exemple : Lettre de motivation

Algiers, April 15<sup>th</sup> 2017

Dear Sir,

Sending a motivation letter one day before the deadline can be interpreted as a lack of motivation, believe me it is not, and I will try to prove this throughout this letter.

First, I shall introduce myself; my name is Imene which means “faith” in Arabic, I am twenty four years old and a sixth year medical student.

I have always dreamt to be a Doctor; my parents thought the first time that it was just a child’s dream, but they realize very soon that I was serious about it. I worked very hard and to my delight I was accepted at the University of Medicine of Algiers, one of the best in Algeria, where there are several university hospitals, the best in the country, the largest of which is also the largest in Africa. So I am surrounded and learning from the best practitioners in the country.

I work very hard, I am not complaining though, because I spend the best moment in my life in learning,

# Motivation letter

Abdelkader Ouared

August 15, 2024

01, Ibn Khaldun, Street, Tiaret, Algeria 14000

Dear Sir,

I'm contacting you regarding the application of the postdoctoral Fellowships in *Identification de profils d'apprenants à l'aide d'analyse des traces en vue de développement de stratégies d'accompagnement dans le projet écri*+<sup>2</sup>.

My name is Ouared Abdelkader. I received my PhD in Computer Science from the National School of Computer Science Engineering in Algiers, Algeria, with joint supervision from the National Engineering School for Mechanics and Aerotechnics (ENSMA) in Poitiers, France, in 2019 under the guidance of Dr. Ladjel Bellatreche. My thesis focused on modeling and design methodology based on model-driven engineering, aiming to (i) enhance the utilization of results and testing for database performance, (ii) facilitate the reuse of a model repository for persistent database environment testing, and (iii) improve the reproducibility of database performance testing.

I have conducted research focused on Learning Analytics to address the evolving needs in higher education, with particular emphasis on analyzing educational data and applying software engineering principles to Learning Management Systems (LMS). My recent work includes developing solution for tracking xAPI Content on Moodle LMS and leveraging Enterprise Data Warehouses (EDW) for effective data management. Additionally, I have utilized the open-source ETL tool, Talend, for Extract, Transform, and Load (ETL) processes. Currently, I am concentrating increasingly on Learning Analytics and Model-Driven Engineering (MDE), exploring how these fields can synergistically enhance the effectiveness of educational systems. For example, I developed CF-CBO, an MDE-based framework for teaching database query optimization, and created LSQL, a learning analytics system for monitoring SQL lab activities. Furthermore, my research involves analyzing student behavior engagement through cross-analysis of Learning Behavior Indicators (LBI) and Content Progress Indicators (CPI).

My various skills and experiences reinforce my desire to pursue a profession with significant responsibilities and work in a team where prospects for advancement are particularly motivating : meeting deadlines, dynamism, teamwork, as well as autonomy, are qualities that I possess and intend to actively contribute to the academic world. Endowed with the ability to communicate and exchange ideas, I aspire to work with greater autonomy to teach, impart knowledge, and develop research directions within larger-scale projects. In the field of education and research, I aim to evolve to contribute new and innovative ideas and effectively apply my skills in data analysis and synthesis, machine learning, deep learning, and databases—areas that I am passionate about. I also look forward to collaborating with interdisciplinary teams.

Thus, I am quite interested in the work going on in your laboratory. I reviewed the requirements for the postdoc opening and I believe my candidacy is an excellent fit for this position. Thus, I'm quite interested in the work going on in your laboratory. I reviewed the requirements for the postdoc opening and I believe my candidacy is an excellent fit for this position.

I'm sending you this humble request to consider my application, in the hopes of providing me with a chance to prove my credentials and become a part of your team. I will be more than pleased to answer any questions you may have concerning my application and research.

**Thank you for your time and considerations.**

Sincerely,

Abdelkader Ouared

# Exercice: Ecrire un CV et une lettre de motivation pour cette opportunité

- **Merci de postuler avant le 21 Janvier 2020** sur ce lien du site McKinsey & Company\*\*, en choisissant l'une de ces deux options : [New Leaders Program Fellow – Digital & Analytics](#) OU [New Leaders Program Fellow - Generalist](#), tout en y ajoutant :
  - Votre CV (en anglais ou français)
  - Une lettre de motivation (en anglais ou français)
  - Vos relevés de notes des deux dernières années
- Les candidats sélectionnés seront invités pour démarrer le processus de recrutement avec le cabinet, qui s'organisera autour de 4 étapes et durant lequel vous bénéficierez de coaching intensif : **test de logique, entretien de motivation**, 1er tour d'entretiens, 2nd tour d'entretiens.

<https://www.mckinsey.com/careers/search-jobs/jobs/newleadersprogramfellowdigitalanalytics-37080>

# Candidature simplifier => *more feedback* 😊

- ❑ Envoyer CV → Obtenir du feedback → Améliorer
- ❑ Envoyer aux sociétés → Nombre d'envois : 100 via LinkedIn → Obtenir du feedback
- ❑ Identifier les écarts → Obtenir davantage de feedback
- ❑ Le feedback doit être petit (test, refactorisation, série de tests → feedback)
- ❑ Obtenir du feedback pour résoudre des problèmes (Problem Solving)
- ❑ Répétition → Feedback continu
- ❑ Mentors → Obtenir du feedback

# La démarche pour chercher un emploi

- Chercher un emploi
- Postuler: Dossier de candidature sur le poste
- **Préparer l'entretien**
- Déroulement de l'entretien
- Visite de site

# Préparer l'entretien

- Est-ce que vous êtes disponible ce jour-là, à ce créneau horaire ?
- Plateformes: Google Meet, Microsoft Teams, Zoom, etc

		mars 2013			jeu. 28		ven. 29	
		mer. 27						
		14:00	15:00	16:00	15:00	16:00	11:00	12:00
3 participants								
	Pierre	✓	✓	✓		✓		✓
	Paul	✓			✓	✓		
	Jacques			✓	✓	✓	✓	✓
	Votre nom	Oui (Oui) (Non)	Oui (Oui) (Non)	Oui (Oui) (Non)	Oui (Oui) (Non)	Oui (Oui) (Non)	Oui (Oui) (Non)	Oui (Oui) (Non)
Oui		2	1	1	1	3	0	2
Si nécessaire		0	0	1	1	0	1	0
Non		1	2	1	1	0	2	1



# Préparer l'entretien

- Présentation PPTX : CV d'audition
  - Vision
  - Services
  - Domaines
  - Cours / Produits demo
  - Projets
  - Collaboration
  - Outils Technologique



# Préparer l'entretien

- Présentation PPTX : CV d'audition
- Profil des recruteurs
  - Industriel, académicien, domaine de compétence, interne/externe etc;
- Préparation des questions/réponses
- Questions liées à:
  - Critères de choix pour un emploi
  - l'intégration par rapport à l'architecture
  - l'intégration par rapport à l'équipe



**Il faut s'attendre toute type de question**



**What are the most common questions  
you'll be asked in a job interview ?**

# **What are the most common questions you'll be asked in a job interview ?**

- 1) Tell me something about yourself.**
- 2) can you Summarize your experience**
- 3) What are your strengths and weaknesses (Depend of the job)**
- 4) Why do you want to work for us**
- 5) What do you know about our company (you must do your research about )**

# What are the most common questions you'll be asked in a job interview ?

**1) Tell me something about yourself.**

Or introduce yourself (My name, I am .., currently.. + Small topic:  
The weather , The traffic, Your Journey , Your neighbourhood ,  
Where you live )

# What are the most common questions you'll be asked in a job interview ?

## 2) can you Summarize your experience

- Studies,
- Professional

# What are the most common questions you'll be asked in a job interview ?

- **3) What are your strengths and weaknesses (Depend of the job)**
  - **Strengths**
    - Avoid telling random strengths
    - Mention strengths that are relevant to the job
  - **Weaknesses**
    - Tell something which is insignificant to your job
    - Mention a Weakness that you are overcoming or that you have already overcome
    - Say what are the actions you are taking or that you have already taken to overcome these weaknesses

# What are the most common questions you'll be asked in a job interview ?

- 4) Why do you want to work for us
  - Motivation & Ambition (*I see myself as, It's my ambitions to be...; I have been always, I am good at..*)

# What are the most common questions you'll be asked in a job interview ?

- **5) What do you know about our company (you must do your research about )**
  - The description of the company
  - Community initiatives they do (products)
  - The main fields they are interested in working on

# **Example of Interview Questions PostDoc**



# Example of Interview Questions

## PostDoc

1. Tell us about yourself
2. Why are you interested in this job position?
3. What areas of our research are you most interested in and why?
4. What skills and experience can you bring to this project?
5. How would you seek funding for your work?
6. What difficulties would you expect to encounter during this project?
7. Describe a situation where your input made a difference.
8. Tell us about a time you experienced a setback
9. Why do you hope to gain from the postdoc experience?
10. Do you have any questions about the job ?

# 1 Tell us about yourself

- Thank you for providing me the opportunity to introduce myself
- My name is Ouared Abdelkadder, I received my PhD in computer science from the National high school of Computer science in Algiers Algeria , in 2019 under the supervision of Dr. Ladjel
- Currently work as (I am) assistant teacher at the Department of mathematical and computer science of Ibn Khaldoun university, Tiaret, Algeria since 2012
- **My research interests are :** database performance and optimization

# 1 Tell us about yourself

- **Small Topics:**

- The weather
- The traffic
- Your Journey
- Your neighbourhood (Votre quartier)
- Where you live

- **Example:**

*I usually use the weekend to engage in my personal hobbies to prevent me from burning out. I like to play football and footing*

## 2. Why are you interested in this postdoc position?

- After searching for a postdoc , I try to select for postdocs who are driven and ambitious ,
- I have seen your research area. I read some of your research articles, and the area of research is very interesting and is more related to my field.
- I was very ambitious and very much impressed about the ML and deep learning.
- I am interested to pursue postdoc as my carrier in machine learning and data science.
- Because:
  - I have wide educational background in datamining and relevant experience. I was well trained to use machine learning techniques
  - I once worked as ..... In..... for ..... years
  - I also have a background in database optimization using tensorflow , such as writing programs of classification, regression and clustering
  - During my Ph.D. study, I participated in..

## 2. Why are you interested in this postdoc position?

What do you think we do at this company?

- I read on your website that xxx Company .....
- I also know that xxx Company is the leader in ....
- That's why I'm excited to have the opportunity to join this company

### 3. What areas of our research are you most interested in and why?

- During my studies I became very interested in ..... and ....., its principles and associated method that allow the evaluation of potential environmental pollution risks and theirs prevention.
- I read some of your research articles, and the area of research being pursued in your group is very interesting.

## 4. What skills and experience can you bring to this project?

- I'm confident I'll be in a ....
- I'm confident that I can offer positive contributions to your research group by design models and implementation of these models by using different machine learning algorithms
  - **I have the educational background and relevant experience required by the job.**
  - **and have two years experience in this field**
  - **I once worked as a QC inspector in a Sino American company for five years**
- I've just graduated from university . I can't very much experienced in this field. But nothing is too difficult for **a diligent** student
- I worked at LIAS laboratory in french for one year and I've learned how to deal with critical situations

## 4. What skills and experience can you bring to this project?

- I had opportunity to work as .... in (at).....
- It was a great experience that I know it will help me when start working with you
- My professor told me that I was very creative. He liked my papers because....
- I think my supervisor would describe me as ...



## 5. How would you seek funding for your work?

It's optional but you have to prove that you'll be able to do it

## 6. What difficulties would you expect to encounter during this project?

- The challenges faced by postdocs is a gap between my domain and the application domain that concern biology
- I have English technique for writing and reading scientific papers
  - Now, i make ....
  - But, I'm....
  - Finally.....

## 7. Describe a situation where your input made a difference.

**During my studies of phd student.**

I start de my research to answer : how to resolve a problem of reuse of database cost models

I propose a solution that can can be seen **trivial and naïf** solution

But after developpement , my solution has been pupblished in confernce rang A and journal of quality

# 8. Tell us about a time you experienced a setback.

- On day..... ( I remember the day I completed.... Since I was .....)
- Always in my phd student the problem its how to propose a generic cost models to resolve this problem of my thesis
- I make a lot of plane and lists but often like plan goes out the windows
- I think on my that a solution must be complexe
- At the end I found that sometimes the naif solution is interesting
- I believe in persistence and flexible thinking in problem solving.
- The most memorable accomplishment I had as a .....; This was

# 9. Why do you hope to gain from the postdoc experience?

Because I want to work in the wider world of research and I think it will be fun to resolve a real problem and make a lasting contribution to society through research.

Your project will give me skills and experience valued by many employers.

- **What are your medium/long term goals?**

- I would like to become
- My goal always is to
- I want to become

- **What do you want to be doing five years from now?**

- ✓ In five years, I see myself as a valued employee of a company. I want to be an expert at my position and start training to be a manager
- ✓ One of my goals is to obtain a position in this company. I know that once I start working here, it will be for a long time

# Do you have any questions about the job?

- **Mistake:** Not negotiating
- The FIX
- Negotiate!
- Think in terms of « compensation package»
- Find out what is negotiable:
  - Salary?
  - Hard Benefits ? (flex schedule, work from home, profesional development opps)
  - Special Tools ? (cell phone, laptop, etc.)
  - One-time perks? (moving expenses, students loan repayment, etc.)
- Know your negotiable value points and limits

# Other Questions

- Tell us about yourself
  - Why are you interested in this job position?
  - What areas of our research are you most interested in and why?
  - What skills and experience can you bring to this project?
  - How would you seek funding for your work?
  - What difficulties would you expect to encounter during this project?
  - Describe a situation where your input made a difference.
  - Tell us about a time you experienced a setback
  - Why do you hope to gain from the postdoc experience?
  - Do you have any questions about the job ?
- Tell us about yourself
  - Why are you interested in this job position?
  - What areas of our research are you most interested in and why?
  - What skills and experience can you bring to this project?
  - How would you seek funding for your work?
  - What difficulties would you expect to encounter during this project?
  - Describe a situation where your input made a difference.
  - Tell us about a time you experienced a setback
  - Why do you hope to gain from the postdoc experience?
  - Do you have any questions about the job ?

# La démarche pour chercher un emploi

- Chercher un emploi
- Postuler: Dossier de candidature sur le poste
- Préparer l'entretien
- **Déroulement de l'entretien**
- Visite de site



# Déroulement de l'entretien

- Il m'a présenté l'équipe et le projet.
- Tu vas parler => Je vous ai présenté.
- Tu vas mettre en évidence le profil, tes capacités, tes compétences.
- Tu dois suivre une logique.
  - Le poste
  - Indique le titre de la thèse
  - J'ai été intégré...
  - Après, je mentionne le nom du projet.
    - Détailler sous forme de points.

# Déroulement de l'entretien

- Pourquoi tu dois candidater.
  - Pourquoi ce poste vous intéresse-t-il ?
  - Quels sont les apports : contribuer.
  - Questions concernant le parcours
  - Quels sont les outils de développement ?
    - **Exemple:** Si tu as déjà enseigné un cours/travailler avec cet outil.  
Je suis opérationnelle tout de suite.

# Déroulement de l'entretien

- Quels sont tes critères de recherche d'emploi ?
  - **Vraiment** le projet
  - Entreprise
    - Je peux évoluer ..
  - Equipe
  - Réputation de l' entreprise/ la société

Il faut que tu lui donnes envie 😊

# La démarche pour chercher un emploi

- Chercher un emploi
- Postuler: Dossier de candidature sur le poste
- Préparer l'entretien
- Déroulement de l'entretien
- **Visite de site**

# Visite de site (Quelques questions ??)

- On te propose une journée sur le site😊
  - Visiter les bureaux
  - Discuter avec les membres de l'équipe
  - Comprendre le fonctionnement et l'architecture
  - Tu peux poser des questions sur le projet.
  - Tu peux demander des explications et des détails.
  - Travaillez-vous sur d'autres projets ?
  - Demandez une illustration avec un exemple concret.





# Agenda



- Motivation
- Visibilité numérique
- Postuler pour un poste
- Travail en freelance
- Veille d'informations

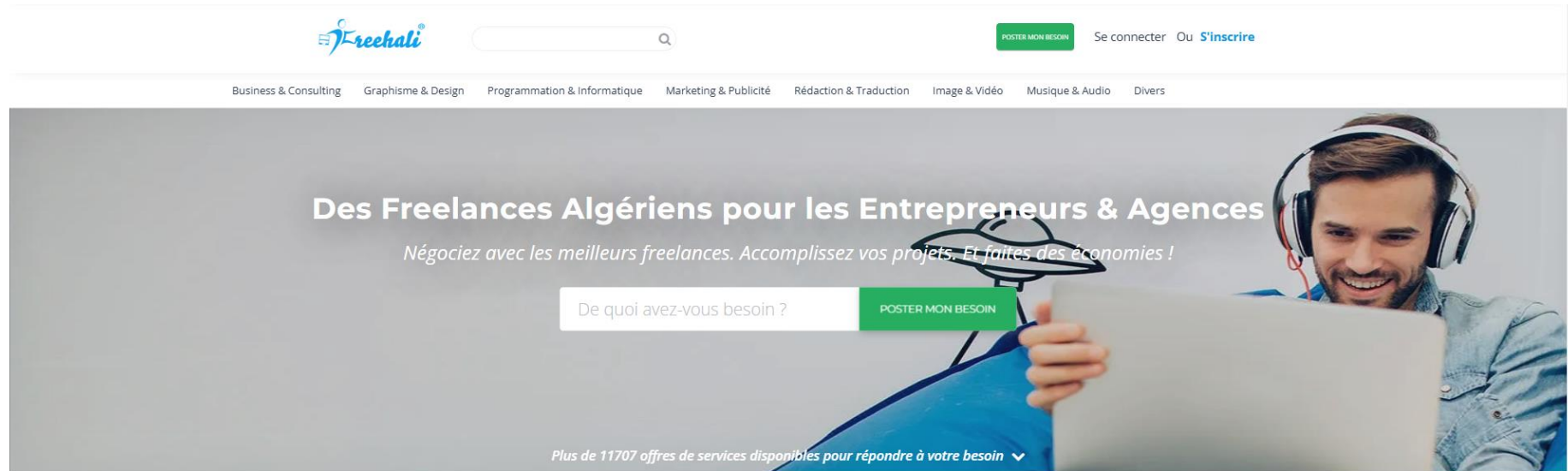
# Freelance

- Freehali

فريهالي



**Des Freelances Algériens pour les Entrepreneurs & Agences**

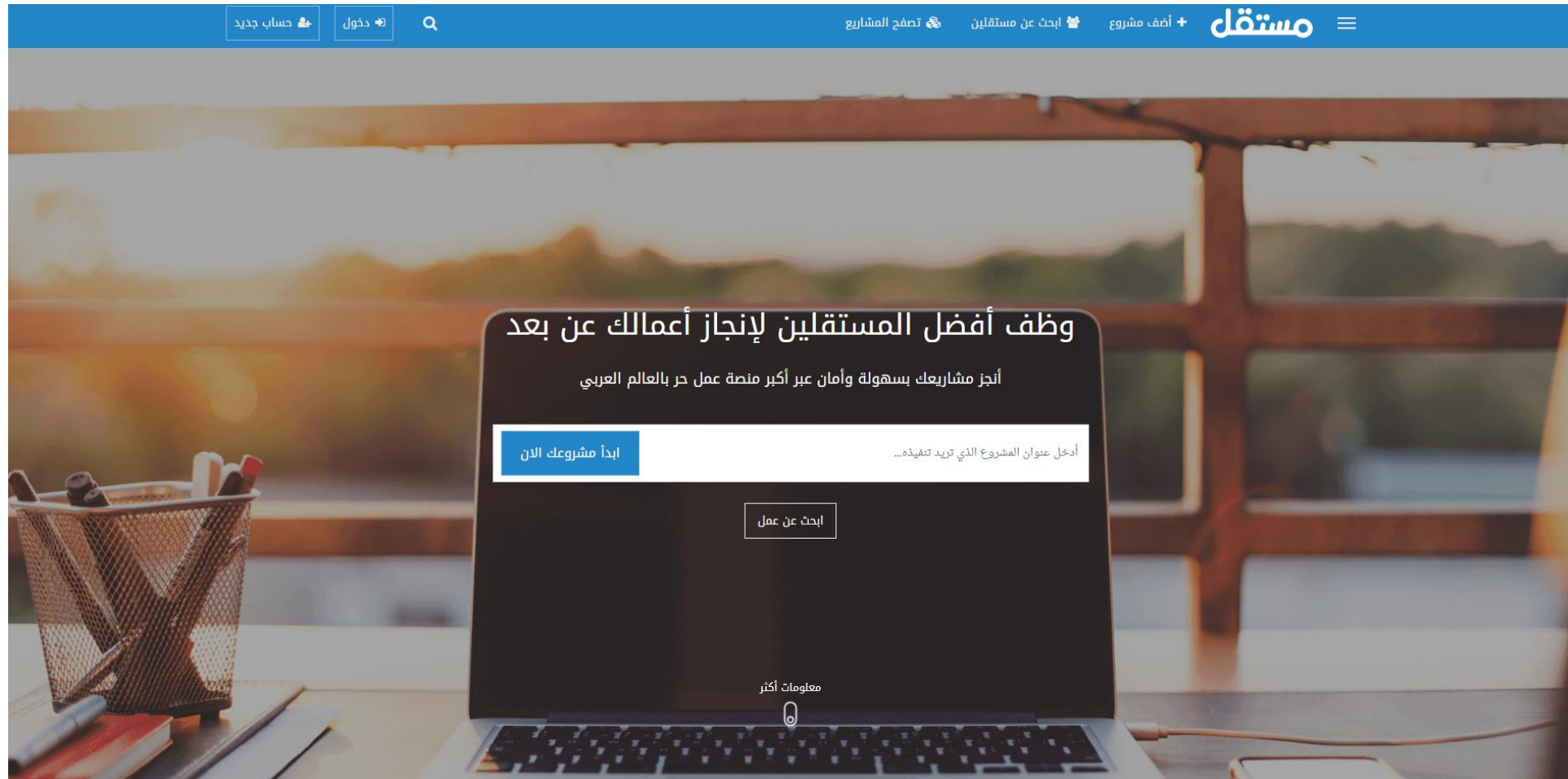


Pourquoi Freehali ?

Freehali est la seule plateforme qui vous permet d'accomplir vos besoins tout en faisant des économies. Et cela, en vous donnant le pouvoir de choisir et de négocier avec les meilleurs Freelances DZ, gratuitement et sans engagement. [Découvrez 10 raisons d'utiliser Freehali selon nos utilisateurs.](#)

# Freelance

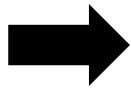
- Mostakil ➡ **Plateformes les plus populaires dans le monde arabe**





# Freelance

- Freehali
- Upwork
- People Per Hour
- Freelancer
- Mostakil



**Des Freelances Algériens pour les  
Entrepreneurs & Agences**

# Freelance

Wise Transfer



Paysera



# Produit et démo (portfolio)

Gagner **la confiance** des clients potentiels.

- Met en avant vos compétences et réalisations de manière concrète.
- Aide à montrer votre expertise dans des domaines spécifiques
- Témoignages clients : **Témoignages ou recommandations** de clients passés pour construire la crédibilité.
- Sélectionnez vos meilleurs travaux : Mettez en avant les projets qui montrent vos compétences clés.
- Présentez des études de cas : Montrez comment vous avez résolu des problèmes pour vos clients (problème, solution, résultat).
- Utilisez des supports multimédias : Ajoutez des images, vidéos, ou même des démonstrations en direct.
- Restez à jour : Ajoutez constamment de nouveaux projets pour montrer que vous êtes actif et que vous évoluez.
- Un projet réel : Démontrez votre travail par le biais de prototypes, d'applications ou de maquettes.
- Présentation interactive : Permet à un client potentiel d'explorer votre travail et de comprendre vos processus.
- Expérience client : Permet au client de voir exactement comment il pourrait bénéficier de vos services.

# ***Freelance:*** pour le paiement

Vous pouvez demander 1/3 à l'avance, 1/3 en cours de projet, et le dernier tiers à la fin du projet.



# Agenda



- Motivation
- Visibilité numérique
- Postuler pour un poste
- Travail en freelance
- Veille d'informations

☐ Recherche Documentaire

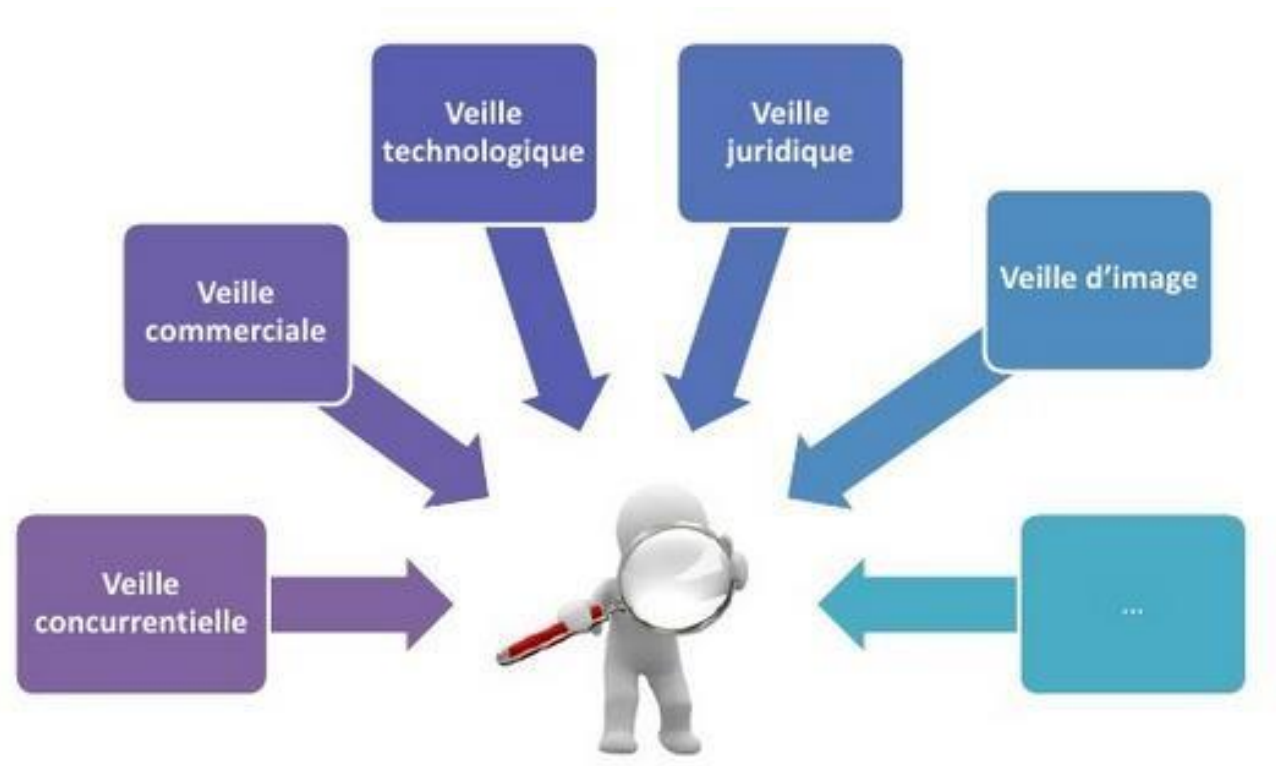
☐ Veille d'information

# Veille ou Recherche d' informations ?

- La **recherche** d' informations a pour but de répondre à une question précise (traitement immédiat de l' information, courte durée)
- La **veille** est un processus régulier de recherche, d'analyse et de sélection pertinente d'informations pour un individu ou une entreprise (moyen, long terme)
- La veille se fait sur du **moyen terme ou long terme** , la recherche sur du court terme

# Différentes types de veille

- veille stratégique
- veille technologique
- **veille scientifique**
- veille concurrentielle
- ...
- Etc





# Outils de veille

## de la simple alerte au tableau de bord complet

- Alerti : <https://fr.alerti.com/>
- **Newsmap**: <http://newsmap.jp>
- Mention : <https://fr.mention.com/>
- Socially map: <http://www.sociallymap.com/>
- **Google alerts** : <https://www.google.fr/alerts>
- **Google actu** : <https://news.google.fr/>
- **Talkwalker** : <http://www.talkwalker.com/>
- Youseemii : [www.youseemii.fr/](http://www.youseemii.fr/)
- **Pocket**: <https://getpocket.com>
- Twitter : <https://www.twitter.com>
- Feedly : <https://feedly.com/>
- **Hootsuite** : <https://hootsuite.com/fr/>
- **Scoop it** : <http://www.scoop.it/>
- Netvibes: <http://www.netvibes.com/fr>



# Etapes d'une bonne veille sur Internet : écouter et surveiller

## 1. Définition des axes de veille sur Internet :

définir l'objectif de votre veille, l'information que vous recherchez et les limites de votre veille

## 2. Identification des sources d'information : sélectionner les mots-clés et/ou sources d'information que vous souhaitez suivre

## 3. Collecte et sélection des informations : compilez les informations reçues

## 4. Analyse et organisation

## 5. Synthèse et mise en perspective

## 6. Publication et diffusion

## 7. Évaluation et amélioration continue

# BRAINSTORMING

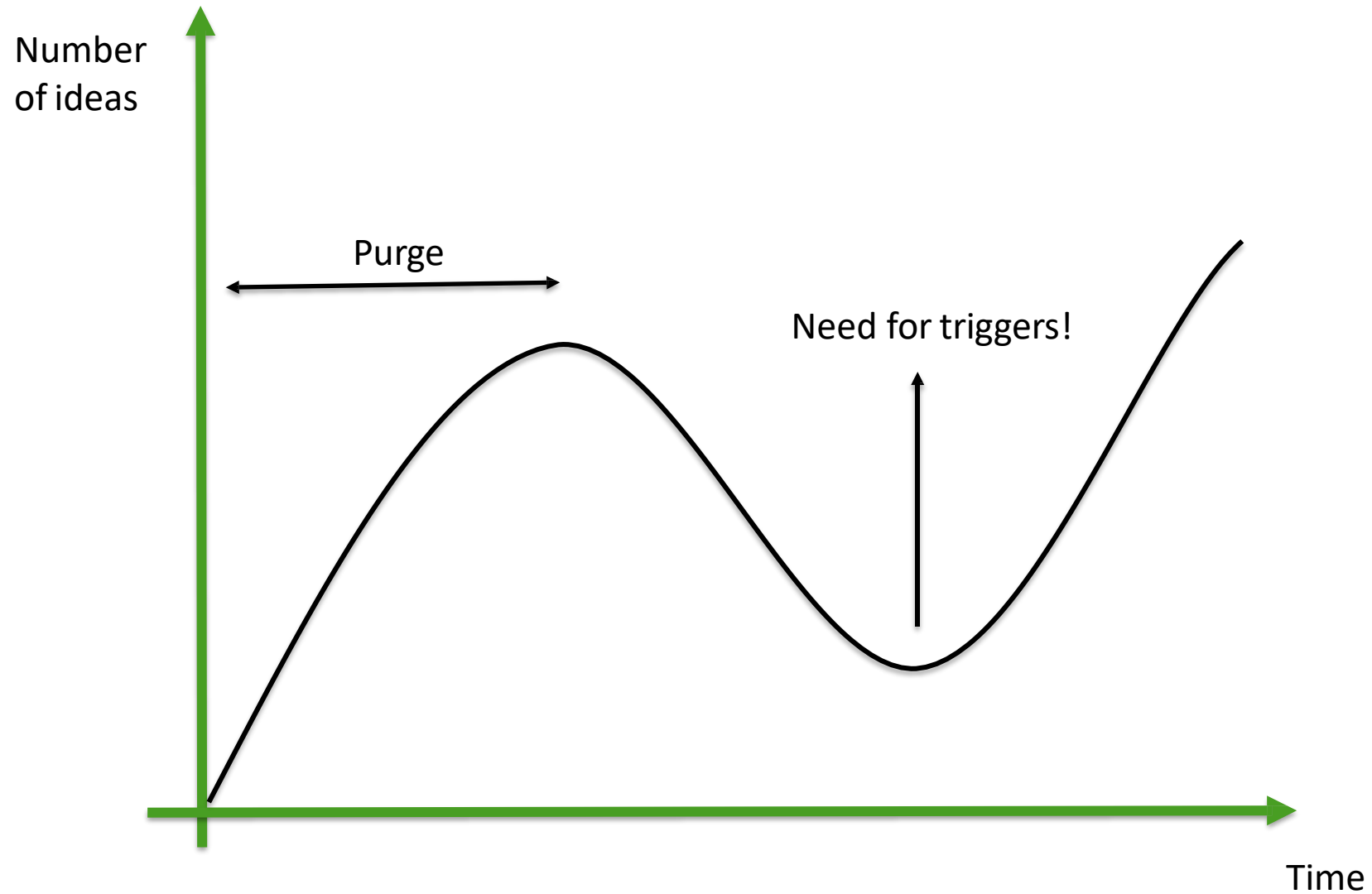
## Exercice



# Brainstorming principles

- Go for quantity
- Withhold criticism (negative or positive)
- Welcome wild ideas
- Rebound, combine and improve ideas

# Brainstorming takes time!



# Trigger Cards and What-ifs

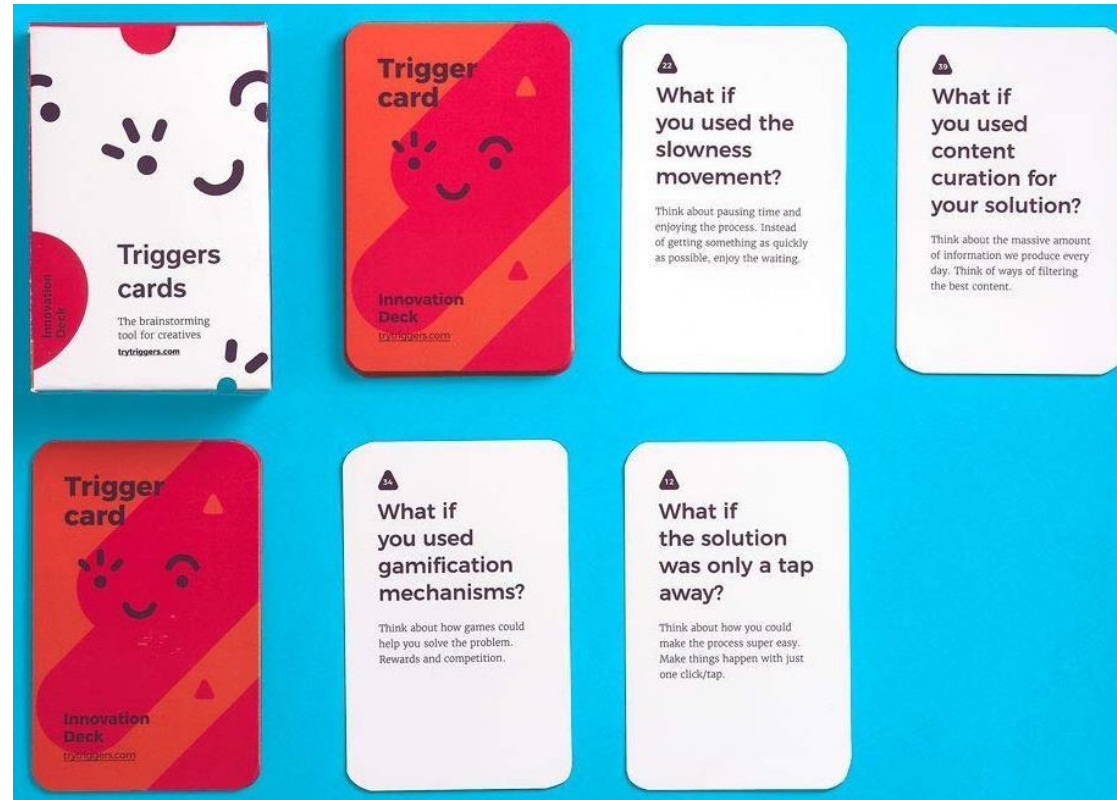
- Trigger Cards



- Online What-Ifs
  - <https://whtifs.com/>

# Trigger cards

- **Innovation Deck** : focuses on new technologies and how they can improve your ideas



# Trigger cards

- **Human-Centric Deck** : focuses on people and how your idea can add value for them





# Six Hats Techniques



## Blue Hat - Process

What conclusions or summaries can we make in moving forward on the issue or problem?



## Yellow Hat - Benefits

What are the positive aspects of the current situation, issue or problem?



## Green Hat - Creativity

What is the current information on issue or problem?



## Black Hat - Cautions

What are the negative aspects of the current situation, issue or problem?



## Red Hat - Feelings

How does everyone feel about the current situation, issue or problem?



## White Hat - Facts

What is the current information on the issue or problem?

# Suggested Process

1. Define problem (e.g. smart city dimension, user need)
2. Think possible solutions
3. Use a trigger (What-ifs, Persona, Hats, ...)
4. Refine/Brainstorm/Discuss

# Choosing an idea: Mindmaps

- State the problem
- Brainstorm ideas
- Record ideas
- Sort ideas
- Identify common themes or categories
- Create the diagram based on ideas and categories
- Tool: <https://klaxoon.com/fr/>

# Choosing idea: Target of Mark Raison



# Choosing idea: Target of Mark Raison

- Red idea: main ingredient of an innovative project
  - Innovative and easy to develop
- Blue idea: enrich the red idea and reinsure stakeholders
  - Established idea and easy to develop
- Yellow idea: Give a challenge and an extra innovative layer
  - Innovative but challenging to develop

# TECHNICAL SPECIFICATIONS



# Some technical specifications

- Google Colab



- Jupyter notebook (anaconda)



- Python Command line



# **Some technical specifications**



# PITCHING



# Pitch

- Pitch that you will give to anyone who asks you who you are and what you do.
- Conferences, seminars, coffee, appointments, telephone prospecting,, ...
- Clear, concise and interesting
- Just flip the question back and start a conversation.

# Template

Framework de Geoffrey Moore *(Crossing the Chasm, 1991)*

**For** (target customer)

**Who** (statement of need or opportunity)

**The** (product name) **is a** (product category)

**That** (key benefit, reason to buy)

**Unlike** (primary competitive alternative)

**Our product** (statement of primary differentiation)

# Template

## Exercise!

- Example (coming from a winning idea from Hackathon)

	Catégories à remplir
<b>Pour</b>	Les agriculteurs en herbe
<b>Qui souhaitent</b>	Cultiver des legumes en ville
<b>L'application</b>	Potager partagé
<b>Est un(e)</b>	Application d'allocation de parcelles
<b>Qui offre</b>	À ses utilisateurs un moyen simple de trouver un endroit pour faire pousser ses legumes en ville
<b>Par rapport à</b>	Une recherche traditionnelle de potager
<b>Nous</b>	Offrons une interface simple d'utilisation qui permet de trouver une parcelle rapidement et facilement

# A few tricks ...

- Generate interest right from the start
  - Asking a question
  - Bouncing back on the news
  - Telling a story that speaks to your audience
- Find a persona
- One idea = One slide
- Think about who your audience is and get their attention!



# Intermediary Pitch

- **Prerequisite:** upload the completed BMC
  - Can be upload in a visual manner or via a word file with bullet points
  - Describe how you proceeded to fill them in (brainstorming, start-point, etc.)
- Make an **intermediary pitch** (max 5 minutes) about your data analytics project, using the Canvas as structuring tool
  - Idea aspects
    - Idea generation and selection
    - Needs from the mobile app
    - Users targeted
  - Technical aspects
    - Data Sources selection
    - Foreseen data analytics used (ML, GM, IV,...)
  - Implementation aspects
    - Planning (What can we expect from your end-product?)
    - Envisioned issues (legal, ethical)

## Question 1 :

Quels **mots ou idées retenez-vous** en lien avec l'amélioration du niveau des ingénieurs et des services dans lesquels ils travaillent ?

## **Question 2 :**

**Comment pouvons-nous intégrer des solutions concrètes pour appliquer ces améliorations dans votre travail quotidien ?**



## **Question 3 : Synthèse**

**Récapitulation par un représentant de chaque équipe (5 minutes)**

- **Idées pour améliorer le niveau des ingénieurs et des services :**
- **Propositions de mise en œuvre des solutions**
- **Reprenez brièvement les solutions et les actions prioritaires retenues par l'équipe.**

Merci pour votre attention