



CodeClan

Bridging the digital skills gap

Brand Of Me & Your Tech Profile
CodeClan Careers Team



www.codeclan.com

What is personal branding?





What's your candidate differentiator?

What makes you stand out?

Why should people want to work with you?

Storytelling

It's so important to be able to confidently talk about yourself



You will need to come up with a 3 minute 'about you story' -- why you want to do this as a career? Why would you fit in the company or want to work for that company? How your experiences suit what the company is looking for -- or why they need you!

Your Why



Simon Sinek

FOUNDER OF
'START WITH WHY'

"People don't buy WHAT you do,
they buy WHY you do it"

What's Important To You & Why?

Your WHY - Between now and engaging with the industry & potential employers, it's important to understand and be able to speak about:

- The things that best describe **you, your motivations for a career change & technical interests**
- How you can **add value to their business / team**
- **YOUR WHY** - your **objectives, goals & work approach** can play well into your interview conversations - it's about connecting, finding commonality, a same sense of interest and motivation - this drives the conversation and gets people interested in you!
- Demonstrate to a hiring team key aspects of your personal brand, professionalism, personality (on top of technical awareness) throughout the entire application process from CV to job offer

A photograph of a spiral-bound notebook lying on a light-colored wooden surface. The words "impostor syndrome" are written in a blue, hand-drawn, serif font across the center of the notebook page. To the left of the notebook, the bottom of a purple plastic cup is visible. To the right, a black pen with a clear barrel lies diagonally. The entire scene is set against a solid blue background.

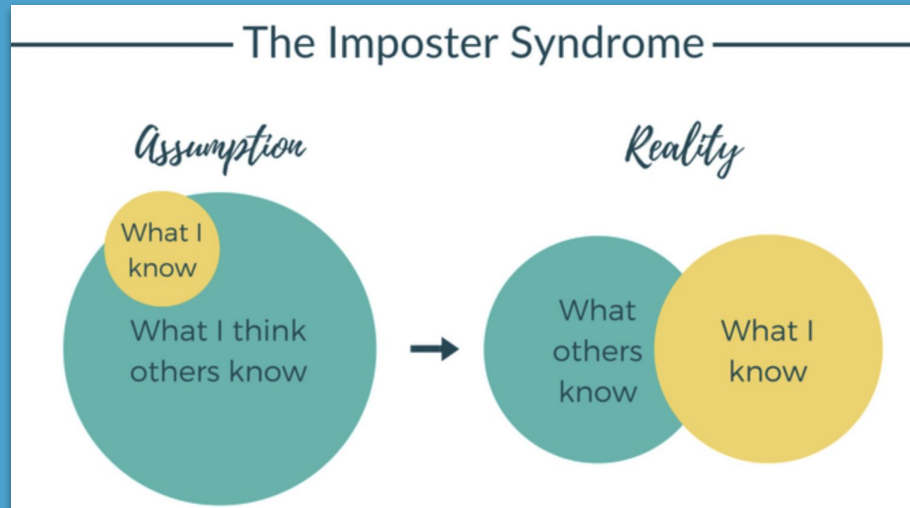
impostor
syndrome

Take charge of your imposter syndrome

- ❏ Get comfortable with being uncomfortable - use it to fuel your growth, not your self-doubt. Adopt the growth mindset
- ❏ There's always more to learn! There will always be a more experienced people next to you - that's a good thing - you don't want to be the smartest person in **every** room! It's easy to compare yourself with others around you
- ❏ Feedback is a gift - seek it from your manager and your peers
- ❏ Keep track of your accomplishments - reflect on your success
- ❏ Figure out how you learn the best - everyone has ways they prefer to learn - this will make you more productive
- ❏ Share your imposter syndrome - everyone feels it, sharing it dampens it!

Believe It.... You're Already Doing It!

“**Imposter syndrome** is a psychological term referring to a pattern of behavior where people doubt their accomplishments and have a persistent, often internalised fear of being exposed as a fraud.”



Mike Cannon-Brookes,
Co-Founder of software
company Atlassian, is an
Australian business success
story.

In his TED Talk, he reveals how
he constantly feels like an
imposter, but how he's learned
to harness those feelings for his
benefit.



Employers of Choice



What type of business, company culture & learning environment appeals most to you?

What do I want from a job?

What led to job satisfaction in the past?

List items from worst to best.

Focus on personal experience and not objective job satisfaction like pensions/salary etc.

What really made you get up in the morning or smile at work.



7 Factor Job Satisfaction Model

(Roelen, Koopmans & Goothoff, 2008)

Task Variety

Colleagues

Working Conditions

Workload

Autonomy

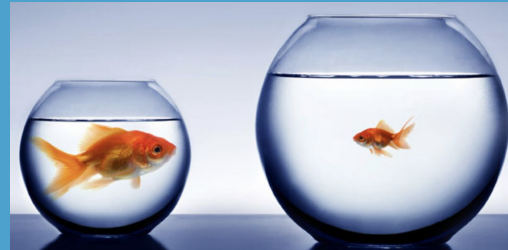
Educational and Developmental Opportunities

Congruence



Employers of Choice

**WHAT SIZE COMPANY
IS THE RIGHT FIT FOR YOU?**



Start Up? Scale Up? SME? Large organisation? Corporate business?

THINGS TO CONSIDER

- Company reputation / marketplace
- Opportunities for training & development
 - career advancement
 - internal moves
 - areas for growth and learning
 - job security
- More obvious structure and processes
- Your individual visibility - exacting change and making a personal contribution and impact
- Company resources (staff & cash)
- Are they creative, can they afford to take risks / allow teams to be creative with tech choices?
- Team structure - who does what, who would you work with / learn from?
- Industry competition

Start Up? Scale Up? SME? Large organisation? Corporate business?

THINGS TO CONSIDER

- New and existing projects
- Wearing different hats / varied responsibilities and opportunities to learn
- Pace and speed of the work environment
 - Is it fast paced? Agile?
 - Is every day different (will that suit you?)
 - Is code released often?
 - Is there lots of process and red taps?
- The hiring process
- Company culture
- Is your success visible? How are you rewarded?
- Are they user centric / product focused?

Start Up? Scale Up? SME? Large organisation? Corporate business?

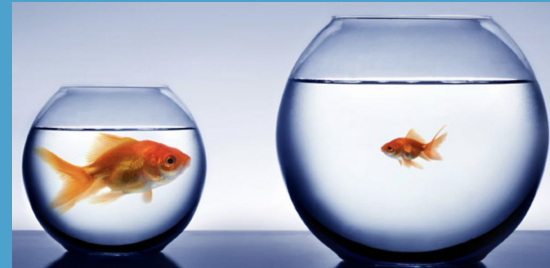
THINGS TO CONSIDER

- Company mission / goals
 - To solve problems / make impact
 - To be market leader
 - To make money
 - Business USP
- Work-life balance and work flexibility
- Salary and benefits
- Is there an HR or Legal team?

Start Up? Scale Up? SME? Large organisation? Corporate business?

THINGS TO CONSIDER

- Ultimately, what company you join after CodeClan (and in your career) will be largely determined by where you fit best.
 - **only you can decide**
 - be informed, do your research
 - **keep an open mind for job one - what's your MVP for job one?**
 - not all small companies are alike / not all large companies are alike.
- Not everyone is best suited to all sizes or types of organisation.
- **Culture fit** is a huge factor for both you and the employer.



What type of company is best for you?

Myers Briggs 16 Personalities Test

www.16personalities.com/



Learn the meaning of your personality type, your strengths and weaknesses, and find practical info on careers and relationships for your type.

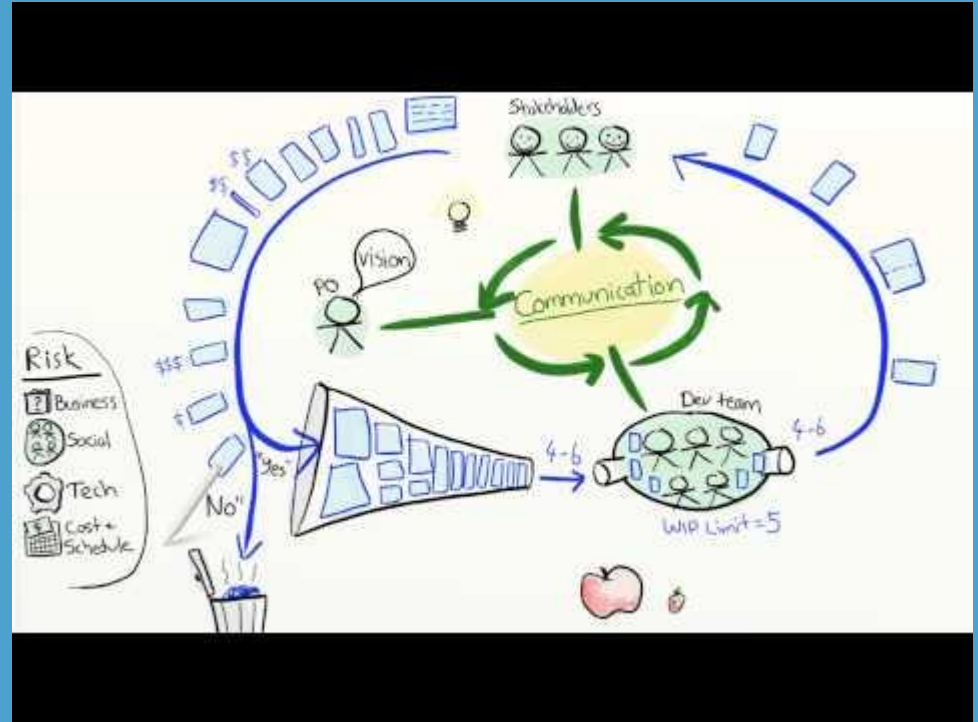
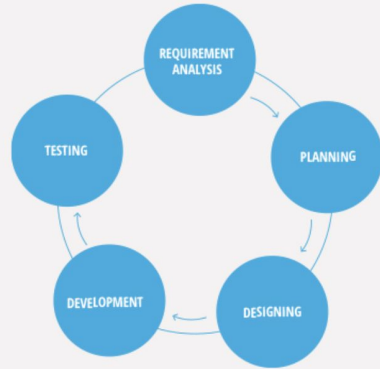
Myers & Briggs proposed that there were 4 key dimensions that could be used to categorise people:

- Introversion vs. Extraversion
- Sensing vs. Intuition
- Thinking vs. Feeling
- Judging vs. Perceiving

Example:

Judgers appreciate structure and order; they like things planned, and dislike last-minute changes
Perceivers appreciate flexibility and spontaneity; they like to leave things open so they can change their minds

AGILE & LEAN METHODS



Agile Product Ownership in a Nutshell
Henrik Kniberg, Lean and Agile Coach

T Shaped Skill Set & Productive Teams

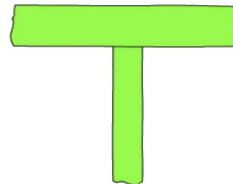
Which one
are you
just now?



"I-shaped"
Expert at one thing



Generalist
Capable in a lot of things
but not expert in any



"T-shaped"
Capable in a lot of things
and expert in one of them

Which one
do you want
to be?



I'm great at this **one thing**
and familiar with all this
other stuff.

Surface skills



Deep Expertise



D
E
E
P

B R O A D

Ability to Apply Knowledge
Across Situation

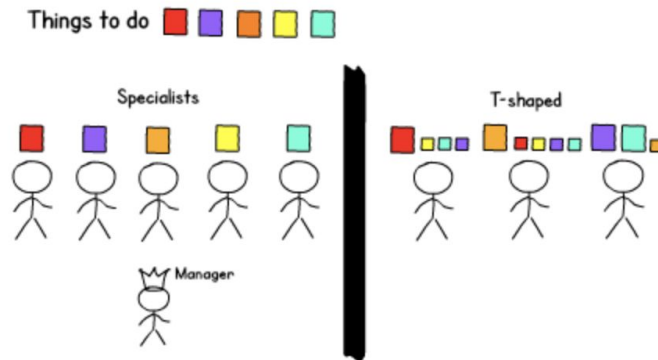
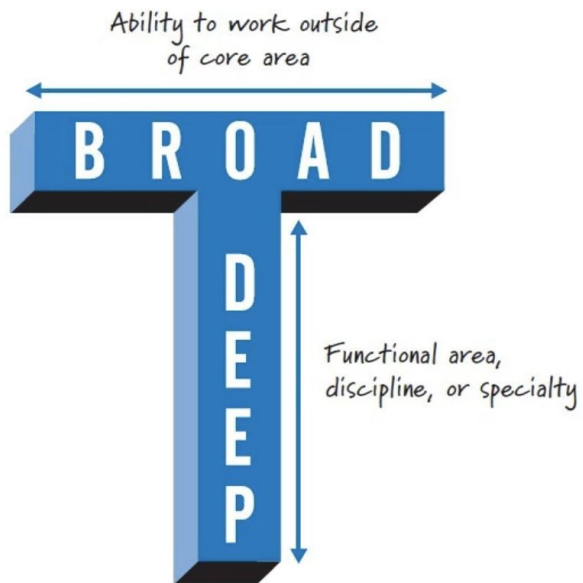
D
E
E
P

Functional /
Disciplinary Skill

T-Shaped People Make Productive Teams

T-shaped people adapt to varying demands

Product delivery teams get asked to do a lot of different things, each of which require different skill sets



T-shaped people tends to reduce the number of people you need to do anything

YOUR EMPLOYERS OF CHOICE & DOING THE RESEARCH

- Social media; Twitter, Facebook, Blog sites), YouTube
- LinkedIn (Careers/Jobs tab – follow those you're interested in)
- Google News articles, press stories & blogs
- **CodeClan has a network so you have a network**
 - Employers who have hired from CodeClan
 - Have they hired CodeClan grads?
 - Who did they hire? What was their experience? What roles?
 - Engage and network with CodeClan Alumni
 - Do they host meetups, info sessions or hack days?
- Company website / apps
- Glassdoor (employee reviews & job adverts)
- Get to know their industry and competitors

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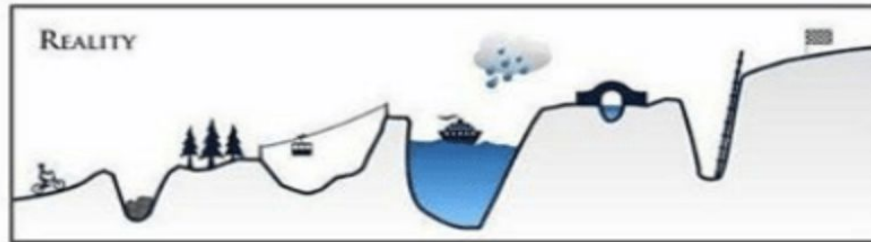
Other things worth researching

- company values (they can often guide interviews and tell you about company culture)
- company growth, milestones, achievements
- staff & founders
 - management team, who are their leaders, what does LinkedIn tell you?
- size, profits, impact
- successes, news stories
- how they're making an impact in their own industry
 - who are their users/customers?
- do they have local/global competitors?

- hiring processes
- company benefits
- learning & development opportunities
- career path opportunities
- company culture
- tech stack / tech culture
- tech events, meetups & hiring opportunities
- CodeClan connections and relationships?

The Path To Success (and Job 1 after CodeClan)

REACHING GOALS





**YOUR TECH PROFILE & ONLINE PRESENCE
START YOURS TODAY**





YOUR TECH PROFILE & ONLINE PRESENCE

It's essential – especially in a competitive candidate market – to have the right foundations of professional resources and accounts to form your **visible tech profile**.

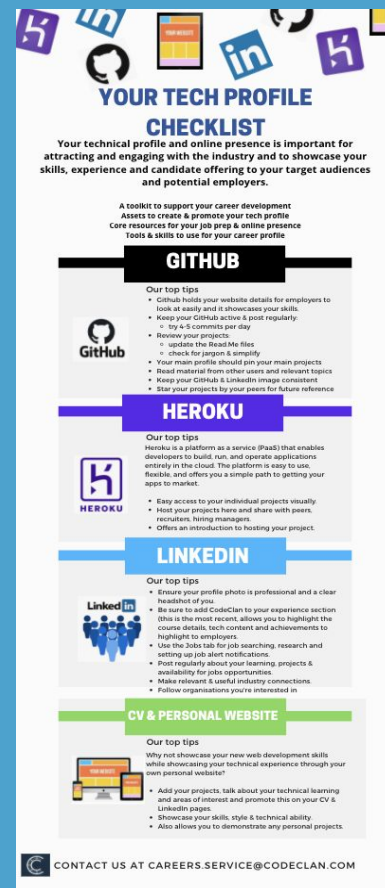
So what is a Tech Profile and where do you start with yours?

- A toolkit to support your career development
- Assets to create and promote your tech profile and online presence
- Core tools to use for your career profile

- ★ CV
- ★ LinkedIn
- ★ GitHub
- ★ Heroku
- ★ Your personal portfolio / website

Having a sharable, constantly updated profile and online presence will help you in:

1. **Attracting and engaging** with the industry
2. **Showcasing** your skills, experience & candidate offering to your target audiences and potential employers





Your Tech Profile Checklist


Constructing Cover Letters

Networking

Job Applications

Job Interview Prep

[illegible]



FROM THE CODECRAFT CAREERS SERVICE

Job Application Process

Learn into what opportunity

LINKEDIN | INDEED | MEET-UPS | BLACK

You never know when your next opportunity could come from here, but you can be staying up to date with the industry through the usual common channels, you want to be able to take advantage of any opportunity that comes your way.

Actions:

- **Create alerts for suitable roles:** on the minute new roles become available, you'll receive an email notification.
- **Sign up to and attend monthly meet-ups** for subjects which interest you.
- **Join a Black + you network:** your access to our student services support means you'll be updated about job alerts or advice events you may wish to participate in.

Do your research

GLASSDOOR | SOCIAL MEDIA | WEBSITES

Do your research on your work environment. It's easy to do so. Organise to ensure your application is as strong as it can be. Use the search filters to explore opportunities that are relevant to you.

- Look at what they describe the organisation and core values.
- What technology or projects are they working on at the moment?
- What don't exist in what made you want to apply?
- Look at their requirements and make sure you line up with your experience.

The should now know the job details and you want to focus on your covering letter.

It's not 'it', it's them.

COVER LETTER TIPS

One of the cornerstones made writing a convincing letter is forgetting that it's not about you completely, focused on the company and the descriptions you are applying for.

This should not be a repeat of your CV.

Key questions

- **How relevant to applying:** is it a specific role or a process?
- **What is your experience:** why this particular role? What stood out to you?
- **Learn about the core requirements for the role:** what do you provide?
- **Learn about the company:** How is it, where you can match with someone who may make a difference with the work you do?

Double and Triple Check

IT'S TIME TO SEND IN YOUR APPLICATION

JOB INTERVIEW PREP

FACE-TO-FACE

This could be your first interview or the final stage but the reward is great. You will be the same. You are typically invited to a face-to-face interview when the company has taken your suitability for the role and decided to take you to the organization.

This is not any interview between 30-60 minutes long, depending on the company and interview style.

ASSESSMENT/ GROUP/ INTERVIEW

TO BE SITUATION: WHEN THERE ARE MULTIPLE JOBS AVAILABLE

Typically, this involves a number of hours of assessment, a group of 5-10 people and a written assessment.

- A common group interview scenario is to have the company (hiring a group) of 5-10 people to assess you for a group interview.
- Assessments are given as individual (written) test or are already prepared before the interview.
- 1-2 interviews with the company to discuss your interview and to complete the process.

QUESTIONS

This is your opportunity to ask to know them, make the most of it!

Something often forgotten is that job interviews are designed to find out if you are the person they are interested in hiring. They are not designed to give you an idea. And they only usually allow you to ask a good few for the job you are asking questions.

Never suggested topics:

- Current projects
- Technical details they face
- What does a typical day look like in this role?
- Opportunities for ongoing learning
- Company culture
- Progression opportunities, where is the person who was previously joining you to go?

ASK FOR FEEDBACK

Feedback is a gift you can help identify yourself. It is a gift that can help learning and improve your interview.

It should be received twice in a job for feedback, after the interview. If the company can provide constructive feedback, this will help you prepare for your interview.

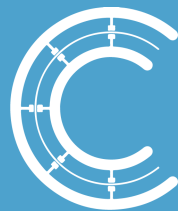
OPTIONAL TOOLS OF THE TRADE

Handwritten notes: Water, food, a creative note that also produces a good idea to make your interview more of a fun experience.

Handwritten notes: Your interview or your response you want to make. It is a good idea to have notes to refer to at an interview. Otherwise, your interview notes you find you prepare.

Handshakes with a smile: mainly a white smile, but the best for a more pleasant conversation of your interview.

CONTACT US AT CAREERS.SERVICE@CDELAN.COM



Thanks_

www.codeclan.com

