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Moran Winsteen Albin

A Concrete Guide to Your Career Development

Dare to Succeed

MORAN WINSTEEN ALBIN

A CONCRETE GUIDE TO YOUR CAREER DEVELOPMENT

DARE TO SUCCEED

A Concrete Guide to Your Career Development: Dare to Succeed

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FOREWORD

What if you didn't have to worry about money? Let's say you got a generous heritage. What would you like to do with the rest of your life?

Many of us live a life where we don't fully use our talents and work with things that we don't really like. For me, success means to reach my goals while loving what I do.

I've been on the other side of it and that's why I want to help you be successful and to do what you're good at and passionate about.

Who am I? My name is Moran Winsteen Albin and I am passionate about helping companies to develop their HR processes and strategies and helping people become successful in their careers while loving and trusting themselves.

I am CEO and HR consultant at QHR Quality HR, have worked in HR and finance, worked as a human resources manager, HR consultant and as an officer, and since 2011, write blogs about career development and self-love.

I was a co-author of the Bachelor Thesis A Road to Success which was both praised and noticed in the Swedish media. I am a driven person who always focuses on quality and efficiency and I want to help others do what they are best at while they love what they do.

In this book, you will get inspiration and concrete advice and tools to help you achieve your highest goals and to develop to the best version of yourself.

For more inspiration, follow my blogs or Facebook pages:

<http://fallinlovewithu.com>

<https://www.facebook.com/fallinlovewithyou2>

<https://www.facebook.com/YourRoadToSuccess/>

<http://yoursuccessplan.blogspot.se/>

Your journey to success begins now, take a deep breath and let's start!

1 WHO ARE YOU AND WHERE ARE YOU HEADING?

A guide to help you get to know yourself, your strengths, weaknesses, opportunities, and threats

"Who in the world am I? Ah, that's the great puzzle."

– Lewis Carroll, Alice in Wonderland

"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to."

"I don't much care where –"

"Then, it doesn't matter which way you go."

– Lewis Carroll, Alice in Wonderland

In order to develop yourself, you need to know who you are and what your future can look like.

You should be honest with yourself and take the time you need to reflect on your strengths and over your improvable sides while predicting which positive and negative scenarios can occur in the future.

Many companies use the SWOT-analysis to get to know their strengths and weaknesses and to prepare for the future. This tool has helped many organizations achieve success and will help you too to get to know yourself better and plan your success.

To begin the analysis, it's important that you think of yourself as a product and be as objective as possible.

SWOT consists of the following parts:



First, you need to evaluate what you're good at - your strengths!

Then you should think about what you are not as good at - your weaknesses.

Try to think of at least 5 skills and 5 traits that you see as your strongest and weakest sides. If you're unsure of what they are, you can ask your friends, family members or co-workers.

These are your internal factors.

My strengths

The skills and competences that make me unique:

My strong qualities and traits that make me unique:

My weaknesses

Now is the time to look more closely at your developmental sides - lack of knowledge or competencies that can be developed.

My weaker sides when it comes to skills and knowledge:

What I consider to be my weaker traits:

Now you should focus on external factors - what can happen in the world, the industry or with technology that can help you become successful - your opportunities, or that can halt your development - your threats.

My opportunities

My threats

When you have evaluated your strengths and weaknesses and have considered different external scenarios that can help or hurt your success, you can use them to build your own strategy.

In the next chapter, I will guide you in building your success strategy.

2 YOUR STRATEGY

Your vision, goals, and focus that will lead you to succeed

The first step in building your strategy for success is to create your own vision – your desired future state - your dream for the future.

A vision should give positive feelings, be clear and communicative but flexible and universal in terms of time and space when it comes to development and individual initiatives.

Take some time, think through and visualize your dream - what would you like to achieve in the future?

What do you want to do in the coming years? And in the longer term?

Do not let fear, uncertainty or stereotypes block your vision -you can achieve much more than you think.

Below you can create your vision - what you would like to achieve, what your dream is, what you would do if you knew that failure was not an option.

My vision:

When you have decided upon your vision and have done your own SWOT analysis, you can write your own strategy for success!

Here we'll focus on where we want to reach - our vision, we'll go through our strengths, weaknesses, opportunities, and threats to write down goals and sub-goals that will help us use our strengths and opportunities while avoiding threats and developing our weaknesses in order to reach our goals.

Some tips to help you with your journey

Think of what interests you - e.g. a hobby, industry or a dream profession.

Think about your strengths and the qualities and skills that you are better at compared to others.

Think about the different experiences that you had and how you could widen your experience even further.

Think of different topics and areas that interest you and what you would like to study or learn - what knowledge and experience you lack or need to develop.

When you have spent time thinking about what you want to achieve and getting an idea of which parts of you that you'd like to develop in order to reach your vision, you should start working and focusing on the goals.

In order to reach your vision, you need to focus and use your energy properly. Because the world is full of external influences and because we often compare ourselves with others, we usually put our energy on many small tasks and chores to fill our days.

If we want to be successful, we need to focus on the right goals that lead us to our vision.

Once you have decided what you really want to achieve, you need to focus on your target and come up with the different ways that can lead you towards your vision. These roads would be your goals.

The goals you create should be "SMART", i.e. they should be:

Specific – be clear about what you want to achieve.

Measurable – determine how you want to measure the goals (e.g. cost, time, level of education, etc.).

Assignable – The goals should be your own and based on what you want to achieve.

Realistic – results that can realistically be achieved, given available resources.

Time-related – specify when the results should be achieved with a specific time frame and priority.

It's important that your goals are clear and that your plan contains both short- and long-term goals and that you formulate different sub-goals in your plan – smaller goals that you should achieve during the journey and that would help you to plan your time correctly so you would reach your goals.

You should use the timeline to examine where on the way are you, if you're on the right path or if you've got lost on your journey, and to adjust your goals accordingly - to follow up your plan.

Some advice on your way

Take your time to think about your plan, don't rush, rather give yourself the time you need to plan for the sake of your future.

Research - try to find as much information as possible to find what skills, education and experience you would need to reach your vision.

Once you have created your vision, you will be more motivated and it will provide you more energy to work hard and succeed.

Once you've decided what you want to do - tell others! That way, you'll get even more motivation and energy and hopefully the support you need when you are on your road to success.

Last but not least - focus on what that's important and not on all the "musts" in life.

My goals

Goal no. 1

Last day to achieve the goal: _____

Sub-goals to achieve your goal (enter date for each sub-goal):

A.

B.

C.

Goal no. 2

Last day to achieve the goal: _____

Sub-goals to achieve your goal (enter date for each sub-goal):

A.

B.

C.

Goal no. 3

Last day to achieve the goal: _____

Sub-goals to achieve your goal (enter date for each sub-goal):

A.

B.

C.

Goal no. 4

Last day to achieve the goal: _____

Sub-goals to achieve your goal (enter date for each sub-goal):

A.

B.

C.

Goal no. 5

Last day to achieve the goal: _____

Sub-goals to achieve your goal (enter date for each sub-goal):

A.

B.

C.

In the next chapter, you will learn how to broaden your knowledge and become an expert.

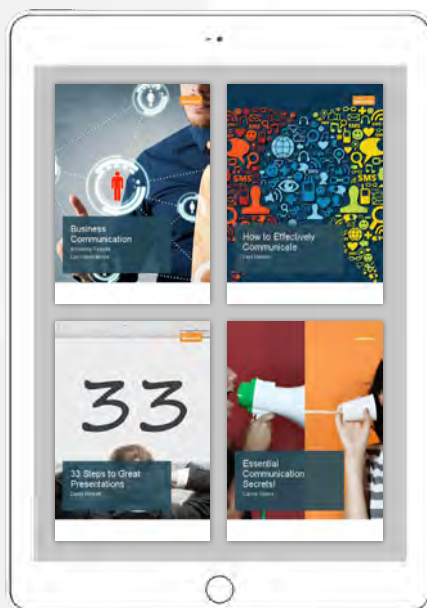
3 BE AN EXPERT

Many of the most successful people in the world have broad education - usually a degree in a general area such as economics, law, engineering, etc. These study areas can offer a large selection of career opportunities.

Once you have decided on your vision and goals, you should continually investigate and gather information about the occupations that you're aiming for and which approaches are best for you to get you where you want.

At the same time, it is desirable that you find career opportunities while studying - this provides you with a head start when you gain work experience, practical knowledge, and contacts. Having both work experience and a relevant education when applying for a job makes you an attractive candidate and this can give you a good chance of being employed in no time.

While you're exploring your development opportunities, don't be afraid to contact others and asking questions. Search the web, contact a career coach or advisor, read trade magazines and join a career network where you can stay up to date on what's happening in your industry and in the labor market.



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Dare to contact others who work with the role that you're interested in, ask them about how they managed to get there, what and where they have studied and ask for advice for your own development, maybe by finding a suitable mentor?

Obtaining such contacts can help you achieve your goals. people with similar experience can have a very unique and objective perspective that can guide you - and who knows, maybe you will be able to help each other in the future.

As the world is constantly changing, we must continually update our knowledge and learn new skills to stay up-to-date and to stay an attractive candidate in the labor market. That's why you need to be thirsty for knowledge and constantly learn new things during your entire working life.

Use internal courses, external vocational courses, and leadership training. You can also broaden your knowledge with the help of professional books, leadership literature or trade magazines.

If you're a member of a trade union, keep track of the courses and seminars that they offer. Some unions, partly fund courses and relevant literature.

Keep up-to-date with books and professional literature, stay informed about what is going on in your industry through relevant news and updates on social media, dare to ask experts of that you are curious about.

When you have enough knowledge in your area, it's time to share your skills on social media. You can select one or more channels where you can share your insights and opinions on the subject.

You can use your own professional blog or website or use Facebook and LinkedIn to write and share interesting posts as well as to create professional pages or groups where you and others with the same interests can share your knowledge and expertise.

What do I want to study on my way to reach my vision?

What courses or information do I need to broaden my knowledge?

Who are the well-known experts in the field that I'm interested in, and how can contact them and learn from their expertise?

In the next chapter, you will learn how to become stronger at your home base.

4 STRONGER AT YOUR HOME GROUND

To make it easier to succeed, you should work from within to strengthen yourself and your self-confidence while making sure to create a strong foundation in your home life.

Those who feel good about themselves and believe in their abilities, send out positive signals that make an impression and that's going to help them with selling their knowledge and services to others.

When you give the impression of being someone who is self-confident, your surroundings will trust you and believe in your abilities.

Many of us have an inner voice that can lower our self-esteem and self-confidence and unfortunately, we're used to listening to it. Instead of listening to the voice saying that we're not good enough, not smart or interesting enough, we should challenge that voice and learn to give ourselves compliments and to focus on our good qualities.

Another good trick you can use is to write your own mantras and read them out loud every day when you wake up just before you start concentrating on your daily tasks.

What I am good at (my strengths and skills):

Why do I love myself? Why am I worth being loved just the way I am?

My mantras

1. I am an interesting and lovable person who likes myself
2. I am a smart and beautiful person
3. I can succeed with everything I decide to do; I just need to believe in myself and dare to take the steps to get me there while putting the needed energy to achieve my goals
4. I believe in a bright future
5. I am a kind and good friend that others love my company

My own mantras based on the questions mentioned above

Now that you're working on strengthening yourself from within, it's important to build a strong foundation in your home base. This foundation will help and support you as you develop your career.

Choose the right partner

In order to ease the road to success, it's important to have a strong and supportive base to lean on. In addition, it's easier to invest the time and energy required to develop your career when you have an equal partner who shares the household responsibilities.

It's always easier to live and act in accordance with unwritten rules and the general stereotypes in society, but if you want to succeed, you need to focus and rearrange your life according to your career vision and goals. It's very important, to be honest, and open with your partner about your goals and dreams right from the start.

Many of us try to show how useful we are when we meet the right person and invest energy in cleaning, baking and making it homely - but it can be a really bad start to one's relationship, especially if it's not what we usually do in everyday life.

Instead, it's important to show who you truly are and to give the other person the opportunity to show compassion and care for you as well.

This mistake is easy to correct at the beginning of a relationship, but when you have been in the same "position" for a couple of years, it's more difficult to change oneself and the rules of the game in a current relationship (though it's always possible). It's therefore very important to avoid this trap from the beginning.

If you want to become a leader or a successful manager, you won't have enough time to allocate between your job and overall responsibility for the home, your children and your partner. In order for this to work, you need to share equal responsibility for home and family.

Living an equal life should not harm your marriage or relationship, on the contrary - statistics show that couples who share equal responsibilities at home tend to stick together and have a lower risk to divorce as well as healthier and happier relationships. This is completely understandable because there are less frustration and fatigue from one partner, and more understanding and common goals in the household.

How can you create an equal at home?

Be honest from the start about your life- and career goals.

Make sure that the relationship is based on mutual respect and that your needs and desires are also taken into account.

Sit together and make a plan for how to allocate responsibility for your home and family in an equal way.

Be aware of traps that can affect gender equality - when you get married, build a family, having children, are unemployed or on pension. Try to share tasks and responsibilities, even when one of you is at home.

If possible, try to divide the parental leave equally.

Even if your current relationship is not equal and you want to develop your career, it's never too late - sit down with your partner and discuss your goals and plans.

Work on sharing more and more responsibility over time. If the relationship is based on respect this should yield results.

In the next chapter, I will teach you how to market yourself.

5 **BRANDING FOR SUCCESS**

Marketing of the “product called Me”.

Now is the time to work on marketing and launching the product called You.

For many of us, it’s difficult to stand tall and to talk about ourselves. We were taught as children that we need to lie low and be humble, not to boast or seek attention. But as adults, if we want to develop our careers, we need to learn how to market ourselves and to showcase our strengths.

This is a constant process that can take a lot of time and energy in the beginning, but that will show fruitful rewards during your journey.

Marketing yourself does not mean you should boast, take credit for the performance of others or to step on others so you look better in comparison to them. Instead, you should invest in long-term and genuine relationships and work with your marketing slowly and in a diplomatic way while showing that you have a lot to offer.

At the same time, it’s good to start working on your self-confidence and self-esteem so that you feel genuine when you do your marketing.

You should focus on your strengths and constantly remind yourself that you are special and that you have many advantages, ideas, and talents. Once you’ve started to appreciate yourself, you will radiate self-confidence and this would affect how others look at you - then also the surroundings are going to trust and to appreciate you.

If you’re a student, you should work on being visible and to influence your surroundings. Show your interest and commitment in the classroom and during group work, dare to talk, discuss, present your ideas to others. Don’t be afraid to ask questions or to take credit for your achievements.

When you’re looking for a job, focus on what is unique about YOU and what you can offer the company - why should they choose you? Don’t be too humble or shy - show that you believe in yourself and your abilities and that you’re the one they are looking for. Develop your CV and application letter so that they’re attractive and impressive.

Work hard on marketing yourself and your results at your workplace - you need to show your successes and your driving force to your managers and colleagues. Tell them that you're interested in taking more responsibility or taking on new challenges and that you're prepared to work hard to succeed.

Take credit for your progress but don't forget to support others and to give them positive feedback.

You should also be active online and to be seen everywhere.

Invest in a professional blog or website where you can actively share your knowledge and opinions in your area of expertise.

Work with attractive and professional images that can attract several readers through platforms such as Adobe Spark, Canva or PicMonkey. Make sure you have social media sharing features on your posts so it's easy for others to share your contents.

Work on being seen on many social networks and career sites – such as Facebook, LinkedIn, and Twitter. Dare to contact people who have the same interests as you and with those who can mentor you.

Share your knowledge on social media and on your own blog. Share and like others' posts and create collaborations online. Doing so, will motivate others to share what you write too.

Go to events and networking to meet others who share your interests - bring with you a professional business card that matches your own brand and hand it out to those you meet.

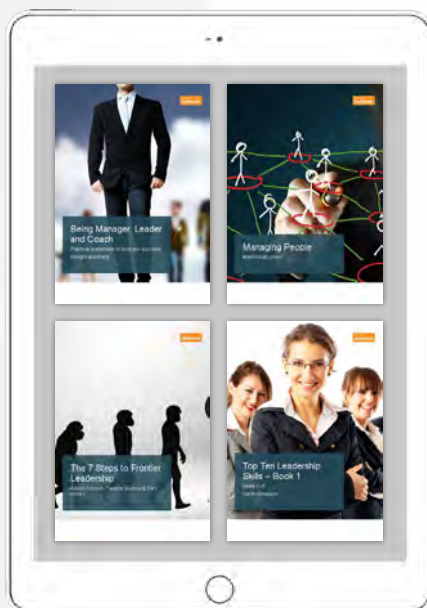
Always have some business cards with you.

My strategy for marketing myself through my website / blog:

My strategy for marketing myself on social media:

My strategy for marketing myself at events and mingles:

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6 CHOOSE YOUR DREAM JOB!

The right manager, the right job and the right colleagues

To succeed, it's extremely important to work at a company that sees your potential, where the management trusts you and you are motivated to grow and to contribute to the company's success.

When we work where we feel like part of a team and where we feel comfortable, we're motivated to influence, grow and to contribute to the company's success- it helps us grow even further and to develop ourselves as well.

Try to find a job at a company with good gender distribution and diversity at all levels - a company that offers all employees equal opportunities for professional development based on their potential. These companies usually also succeed financially.

It's very important that you try to find the right job for you as early as possible when you graduate and can use your knowledge while fresh, at the same time as you gain the experience you need to further develop your career.

If you don't feel comfortable at work, feel unwelcome, mistreated or feel like the management doesn't see your true value and potential – it's time to look for new job opportunities.

Focus on finding the right job for you instead of fleeing from your present job, although it may take longer than “just” finding a job.

How do you find the right job for you?

With the help of your contacts and your network - show that you're open to new career opportunities and ask for help from those you trust.

Before responding to job ads or submitting your application- try to get more information about the company and examine if you have the same values. Find out who works at the company. What does the demography look like? Do they have a good and even distribution at the top? How do their financial aspects look?

When you submit your application, or when you're in an interview, show that you're interested in the position and the company and talk about what you know about the organization and why you're interested in working there.

During interviews, ask questions! Try to meet other employees and look around so you could feel the atmosphere at the workplace.

Write directly to companies that you are interested in and focus on how you can contribute to their organization, why you're interested in working there and why they should be interested in hiring you.

A good start to your career could be through a trainee program at a company you're interested in.

Choose the right boss

During your road to success, you need to have a manager who sees your potential, supports and motivates you while giving you the feedback you need in order to grow and advance in your career.

It's important for our success that the management we have throughout our careers helps us develop our knowledge, our experiences, and our self-confidence.

That's why we need to be extra attentive and curious about the management when we seek new jobs and when we decide whether to stay at our current workplace.

In the right atmosphere, we are going to thrive, to feel motivated and to want to develop together with the organization. This happens naturally when we have the right manager who supports us, gives us positive feedback and guides us on our journey.

How to choose the right manager?

Already at the beginning of your career, make sure you have the right managers. If this is the case, do your best to work on your professional growth with their help.

If your boss is not supportive and does not help you develop, do your best to find a new job using your contacts both inside and outside the organization.

If you have a manager who bullies you- it's even more important to leave the organization as soon as possible to avoid damaging your health or self-esteem.

When you're in an interview, try to concentrate and feel if you and the boss have good chemistry. Try to meet other employees and look around to sense how the mood is and to ask them about their relationship with the boss.

When looking for a new job, ask for the manager's references. Ask about staff turnover - do people work many years at this workplace, or do people tend to seek other opportunities after a short time of working there?

If you find the right managers for you, try to keep in touch with them – if the manager changes jobs or advances within the company, be honest and tell them that you want to continue working together with them and ask if it's possible.

Choose the right employees

If you want to succeed as a manager, you should surround yourself with the right employees; employees who can help you achieve results on your professional goals - people you can trust and that fit in the group.

As a manager or while climbing the career ladder, it's important to focus on your leadership and strategic planning and to delegate other tasks to your employees - therefore, it is important to choose the right people you can trust so that they can help you deliver the right results.

Try to influence the demographics of the group you're responsible for as much as possible. There should be a good mix of personalities that complement each other's strengths.

A good mix of people with different backgrounds and different strengths allows the employees to complement each other and to contribute to the group in their own unique ways. They should all have one thing in common - motivation and loyalty towards the organization and you as their leader.

How to choose the right employees?

Aim to have gender and cultural diversity in your group. It's much easier to employ people who remind us of ourselves but it would be a disadvantage to create a group that is too homogeneous - it can lead to a lack of creativity and economic efficiency.

When you interview new candidates, try to concentrate and feel if you and the candidate have good chemistry. However, you should focus on people who could complement the current group and your own strong and weak points.

Be curious and ask deeper questions to see if the candidate has the knowledge and personality you seek.

Get help from those who have a lot of experience in recruitment - the HR department or an independent HR consultant. Use different tools to get a complete picture of the candidate's personalities - I have worked with DiSC and PULS-Analysis and can highly recommend using this tool during the recruitment process.

When hiring, contact the candidates' references and ask about their performance and how they interact in groups - what role do they usually take in the group?

If you find the right employee, try to keep in touch with them in future roles and - if possible - help them to move forward in their careers and advance together with you.

Finding the right job

A selling CV

It's still important to have an updated and selling CV and many companies require that when you're applying for a job, an assignment or send an open application.

There are some variations on how a resume should look like depending on the industry or role you're looking for.

The following general steps can help you write a winning resume:

Step 1: A professional format

A selling resume should be neat and readable; it should catch the eye and at the same time be easy to read.

Start by deciding which format you want to use and then write several headings to define each part of your CV (for example, profile, work experience, education, computer skills, etc.).

Use a font and see if it captures attention and that it looks good, try to have your own unique design. Do you want to arrange your CV chronologically? Perhaps you want bold headlines or a different color other than black?

Make sure your name and contact details are on each page by including the information on the header.



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Insert multiple tables to create a professional look - a separate table for training, one for work experience, etc. When you have finished your resume, change the table color to white so that it becomes invisible.

You can also convert your CV to a PDF document to create a more professional appearance.

Step 2: A selling story

In the profile, you should write a personal slogan that defines your unique traits and qualifications - who you are and what you can offer your future employer. This part should be reviewed and rewritten every time you search for a new job so that you adapt the text to the company and the role you're applying for.

Write a clear and informative description of the most important roles you had in chronological order - the description should include the company's name, which year you were employed in each role and a brief description of the tasks you had, your responsibilities and what you have accomplished.

At the educational section, you should start with your most relevant course or degree followed by other courses you have studied. Include educational institutions and time frame.

Remember to specify other skills you have, such as computer and language skills.

Step 3: Keep your CV updated

Every time you change role, get more responsibility or get new skills, you should include them in your CV. List new courses you take, new programs or languages you master. A resume is a living document that needs to be updated and upgraded over time.

Eventually, you can also delete old and irrelevant roles - perhaps a job you had as a shop assistant when you were 15 years old.

Step 4: Make sure that everything looks well

Make sure you check spelling and grammar and don't rely solely on your spelling checker -You can ask someone you trust to review your resume, to make suggestions and to help you identify any errors.

[illegible]

A selling application

Next time you find a job that you're very interested in - write a completely new application and use the following steps:

Step 1: Don't apply to all the jobs you see

You don't want to get any job - you want to get the right job for you - your dream job.

A job where you feel respected, where you can grow and feel that you can contribute using your commitment, your knowledge, and experience.

To apply to many different jobs only for the sake of it and using a standard personal letter can only lower your chances to get to the next step in the recruitment process.

Instead, you should only search for the jobs that remind you of your dream job and at organizations that share your values, where your knowledge and skills correspond to the requirements and where the job description sounds interesting.

Step 2: Have you found an ad that sounds exciting? Go for It!

Don't waste your time and don't wait for the last day to apply. In many cases, the first applications received get the most attention.

If you're one of the first to apply and you have a selling application, you increase your chances of getting the call you're waiting for and to land that interview. In addition, we all know that when we leave things to the last minute, we often forget about them until it's too late.

Step 3: Read about the company and the vacancy

Do your research! Read everything you can about the company - its values, financial position, market position, demographics, competitors and reputation as well as about the advertised position.

Doing so will help you to find out if you're still interested in working at that company and help you find common values that you can write about to tell why you're interested in working there.

Step 4: Focus on why you're interested

At the beginning of the letter, you should use the information that you previously collected to tell the employer why you're so interested in the role and of working at their company. Be honest and don't be shy to express your thoughts and the reasons why you want to work there.

Step 5: Focus on why they should be interested in you

Your application is a marketing document - so don't be too humble! Focus on your experience and knowledge and how you can contribute to the company's success.

Show your passion and your strengths. Give concrete examples of how you and the company can gain mutual growth. Write about your previous relevant employment, what skills you developed and what you've learned along the way.

Step 6: Request feedback and follow-up

When we write about ourselves, it's very common to be too humble or subjective, and when it comes to the quality of the text, we sometimes become blind to the flaws. Ask someone you trust to read your application before sending it; Encourage them to be honest and to come with suggestions and ideas on how you could make your application even better.

Last but not least, read through the application, check the spelling and see if you're happy with the text and the quality.

Time for an interview? - Use the following tips

The outcome of an interview depends mainly on personal chemistry and how the recruiter and the company picture their dream candidate.

At the same time, you increase the chances of getting your dream job if you prepare properly and use the following advice:

Before the interview

1. Read everything you can about the company and the advertised role. You should be aware of the company's values, strategy, its market, and economic position. Details about their competitors, news, and their branding can help you show that you're interested and well-informed.
2. Try to find contacts in your network that have a connection to the company in some way. With their help, you can get a better understanding of the company and its culture.
3. Prepare interesting questions that you'd like to know about the company - e.g. questions about their organization and products that aren't easy to get answers online. Show curiosity and understanding for the company's challenges, current situation and strategy - this will show that you're interested, serious and committed - a person who'll be an asset for the company.
4. Think about questions they may ask – for example, your strong and weak sides, your vision, your qualities and ways of working. Think about how you would answer them prior to the interview.
You can use your SWOT analysis and go through ideas with your friends or your partner.
5. Prepare an “elevator pitch” - a short presentation about who you are, what you can offer and why the company should choose you.
6. Prepare yourself mentally before the interview - talk nicely to yourself so that you feel confident before the interview. Think about all your strengths and how you can contribute to the success of the organization.
7. Think about what clothes you should wear - you should be a little more dressed than what employees at this company tend to be.

Just before the interview

8. Make sure you have enough time margins when going to the interview. It's good to be there about 15 minutes before schedule. In the meantime, you can go to the WC to refresh yourself and use a “Power pose” to lower your cortisol level and increase your testosterone level. In this way, you can give a stronger impression. For reference, here is Amy Cuddy's presentation on Ted: https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en
9. If there is a reception - tell the receptionist who you're scheduled to meet and when. Remember to be friendly and polite. First impressions are crucial.
10. Avoid sitting while waiting for the interview - keep your “Power pose” to give a good first impression.
11. When you meet the recruiting manager, be sure to smile and shake hand properly.

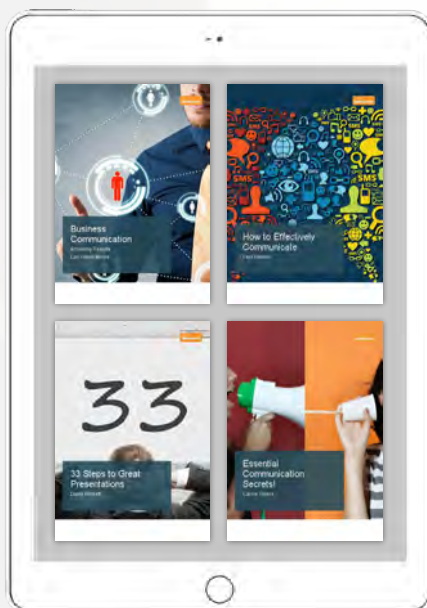
During the interview

12. As the questions you prepared. You can even write down important details you'd need in order to excel in the role.
13. Try to feel relaxed, and to show interest - keep in mind that you also there to find out if the position and the company suit you. An employment should feel good for both parties.
14. Try to feel if there is good chemistry between you. If there are several company representatives at the interview – try to feel how is the atmosphere and dynamics between them.
15. Be open, friendly and professional throughout the interview. Thank for the meeting when the interview is completed.

After the interview

16. Write a short and friendly thank you note to the manager and/or the recruiter. here you can also emphasize your positive impressions. You can send the thank you letter through an email, LinkedIn, or why not by post.

In the next chapter, you will get inspiration that will help you to dare!



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7 DARE TO SUCCEED AND DARE TO FAIL

Successful people dare to succeed while daring to take a chance and even fail.

It's a fact that we may be afraid of failure, but at the same time we can also be afraid of success and due to these fears, we find reasons not to dare taking the right steps or we even counteract our success.

If you want to succeed in your career, you must dare - to take risks, challenges, and steps up in the career ladder.

Learning to take initiatives, to take on challenges and to market oneself is not something that comes naturally to many of us. It's a process with many steps where there each progress can strengthen us and motivate us to take further steps and to dare even more.

The key to success is to first and foremost see our actions and results with a new perspective and to reflect about; "What's the worst thing that can happen if we succeed or if we fail?" and to set small goals for each period of time while we make sure to reach them and to give ourselves positive feedback and rewards when we have achieved each goal.

These tips will help you succeed

Set up small sub-goals that will bring you closer to your vision - for example, meeting new people or speaking at meetings.

The next step is to practice and challenge your comfort zone until you reach these goals.

Think to yourself; What's the worst thing that could happen? What happens if you receive a rejection? What would that mean for me?

You have several chances to get what you want if you ask than if you dare not ask at all.

Dare to contact others and to meet new people.

Ask for help and delegate tasks as you progress in the career ladder.

Dare to say no when needed.

If you're dissatisfied with the current situation, dare to take actions and make changes.

And last but not least - reward yourself for every step you took in the right direction.

To succeed in our careers, we also need to risk failing. The only way to make real progress is by challenging our comfort zone and doing more challenging things that we never have done before.

This way, there are no real failures - only opportunities to learn from our mistakes, to practice and to develop new directions that would help us excel.

In order to succeed, we need to dream big, challenge ourselves and master new tasks and situations. When we do things for the first time, we're no experts, though practice makes perfect.

It's always easier to think small and while reducing the risk of failure, but then we inhibit our development and the opportunity to achieve much greater success.

Even crisis situations like getting fired or divorce can give you much better opportunities to improve your life and become even more successful.

It's important to respect your worries and to think about different scenarios and how we should handle them - the most important thing is that we dare to take the steps that will bring us closer to our vision and challenge our fears while we continue our work to reach there.

If I knew I couldn't possibly fail - what would I want to achieve?

What am I afraid of and that makes me want to stay in my comfort zone?

What steps should I take to achieve my vision?

Given an event I saw as a failure - how did my life proceed?

What have I learned from past adversity?

This is how it will look like when I succeed – This is how I will feel.

How should I reward myself when I've reached each goal and when I reach my vision?

In the next chapter, I will guide you on how to follow up on your strategy and life-journey to achieve success.

8 FOLLOW UP YOUR GOALS CONTINUING YOUR JOURNEY TOWARDS SUCCESS

It's easy to set up a vision and several goals. At the same time, it's important to reach the results that we set up.

In order to see results and achieve your vision, you need to follow up on what you have achieved, to adapt your strategy to any changes and to celebrate your successes when you have reached each goal.

If you had a setback and have not been able to reach a sub-goal, you should analyze the causes and circumstances. Then you can learn from the situation and decide upon in what way you can adapt your strategy.

How are you going to follow up on your goals?

1. Divide the year into multiple periods and set a date when you should evaluate your development in each period.
2. Note the follow-up dates in your calendar (set 2-3 hours when you won't be disturbed). If you need to reschedule due to unexpected events, rebook to another date in the near future.
3. During the follow-up period, use the time to analyze your development.

Here are some questions that will help you evaluate the current situation and the development of your strategy

- a. Have you managed to reach multiple goals?
- b. Are you on the right path to achieving your goals and seeing yourself approaching the vision?
- c. Have you had setbacks? Is there anything you can do about it?
- d. Are there any sub-goals that feel irrelevant to reaching your vision?
- e. Do you need to adapt/adjust your strategy?

4. Set up various rewards that you will give yourself for each goal and sub-goal you have achieved.
5. Make sure to celebrate your success every time you have reached a goal or seen positive development.
6. Have you achieved several goals and also your vision? Make sure to build a new strategy for your further development.

Here you can write down your thoughts and follow up on your success:

Here is my vision and my goals:

I divide the year into the following periods in order to follow up my development:

On these dates I will follow up on my development

How do I celebrate success? What reward would I give myself for every goal I have achieved?

How have the last few months been going? How did I get closer to my vision?

Have I had any setbacks in recent months? Which ones and what caused them? (internal / external causes)

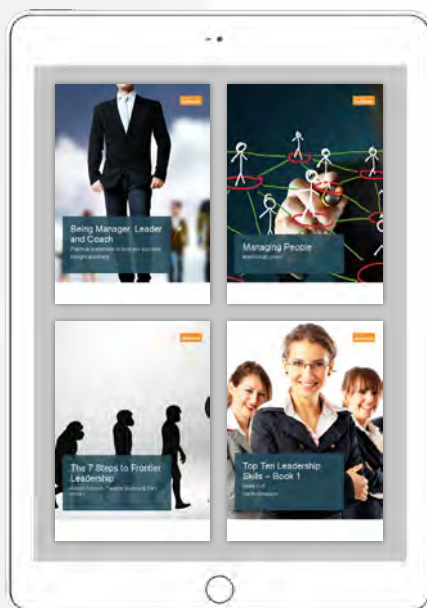
Is there anything I can do or change to achieve the goals that I have not reached?

Are there any goals that feel irrelevant due to changes in external or internal factors?

This is how I will reward myself when I have reached my goals and my vision

My new goals and vision for the future

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9 MOTIVATION BOOST

Every one of us has their own insecurities and we must work on our self-esteem in order to feel good, to accept ourselves just as we are and to dare to take further steps to reach our visions.

In many societies, there is a fear of those who make noise and those who are unique.

You may have heard nasty comments about yourself when you went to school or felt the voice of society say that you are just like everyone else.

This may have caused you to doubt your abilities.

However, if you are aware of your insecurity, you can fight it.

Take some time to think about yourself and focus on your strong sides.

This makes me unique

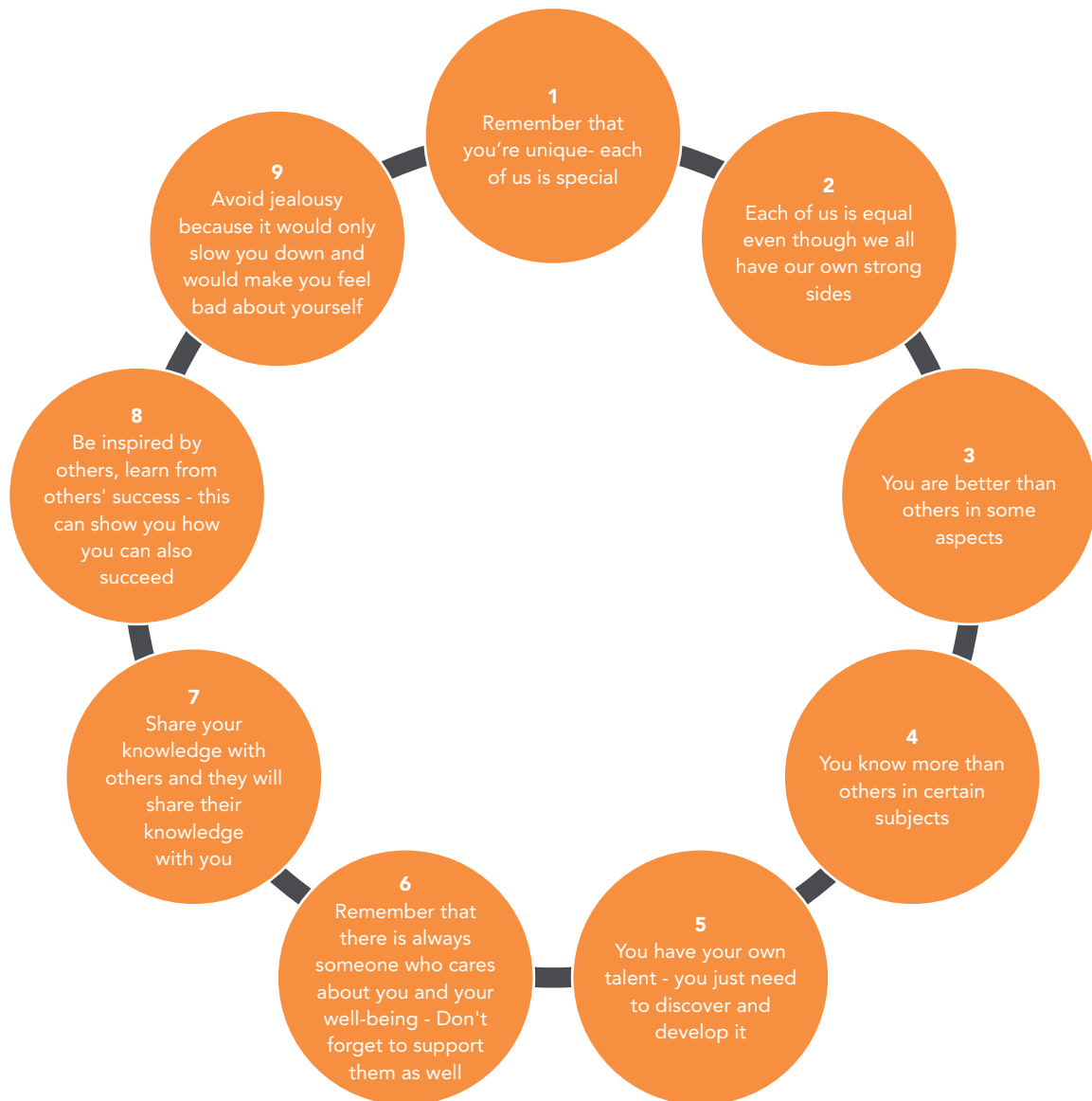
I will do this to take the front seat and show my strong sides:

It's true that we are all alike - but we are also very different in our own unique way. We can thus contribute to society and to our fellow human beings in different ways and complement each other – that's what is so special and unique about us people.

Please note that if you want to succeed in your career, you should help others and dare to ask for help.

Instead of trying to climb the career ladder by stepping on others. We can all reach much longer if we help each other!

Here are some words that can help you along the way:



1. Remember that you're unique- each of us is special
2. Each of us is equal even though we all have our own strong sides
3. You are better than others in some aspects
4. You know more than others in certain subjects
5. You have your own talent - you just need to discover and develop it

6. Remember that there is always someone who cares about you and your well-being - Don't forget to support them as well
7. Share your knowledge with others and they will share their knowledge with you
8. Be inspired by others, learn from others' success - this can show you how you can also succeed
9. Avoid jealousy because it would only slow you down and would make you feel bad about yourself.

I hope that I managed to inspire you to dare to succeed and to achieve success, to reach your own goals, to feel comfortable in your own skin, as well as to see your strengths and know that you're worthy.

I wish you all the best of luck on your journey towards reaching your vision!

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ABOUT MORAN WINSTEEN ALBIN



Moran Winsteen Albin is an HR consultant and accountant who runs her own company QHR Quality HR in Solna, Sweden.

Moran moved to Sweden in 2001 and before that she began to study Swedish on her own with an ambition to study in Sweden.

Moran is passionate about helping companies develop their HR processes and strategies and to help people become successful in their careers.

Previously, Moran worked as an accounting manager, human resources manager and as a board member - these skills and experiences together with her drive and analytical ability give her a unique ability to understand individuals and organizations and to help them develop.

Since 2011, Moran writes a blog about career development. She is the co-author of the Candidate thesis A Road to Success, which was both praised and highlighted in the Swedish media.

Moran is a driven person who always focuses on quality and efficiency and wants to help others to do what they are best at while they love what they do.

<https://www.linkedin.com/in/winsteenalbin/>

<http://qhr.se>

<http://fallinlovewithu.com>

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