

UNIT – III (Employment Process - I)

Features of today's work place :

- **Globalization** - The world is a global village and globalization and its effects are seen in the workplace.
- **Technology driven** - The workplace is technology driven. Entire activities of workplace is run or driven by technology.
- **Cultural diversity** – Multi-cultural and Cross-cultural diversities are found at any work place.
- **Information Overload** - There is too much of information and as a worker you have to sift through lot of this information to find out and to work with that which you need.
- **Teams And Work Groups** - Most of the workplaces are project driven are run by projects working as teams. It is an era of deregulation and downsizing shareholder activism, mergers and acquisitions.
- **Flexible Employment** - Either the companies are keeping the set of employees for only the tenure of the project completion or the employees themselves are interested in changing the workplace or the companies where they are employed with time and again in a career which is full of career shifts and career changes.

Requirements of today's employers

If we are able to see into the mind of the employer we can suitably tailor ourself.

- **Flexibility and Adaptability** - The first is employers are looking for persons who are flexible as well as adaptable, who is able to adjust with different kinds of work places and work people or the team members. Somebody who is like a one size fits all, one person who can do all kinds of roles.
- **Lifelong Learning** - Employers are also looking for people who are engaged in lifelong learning; offline course to increase their academic credentials.
- **Teamwork Skills** - The employers are looking for somebody who is able to work in a team when inducted. GDs is very important because through the GD the employer gets a glimpse or at a glance version of you.
- **Strong work records** - The employer is also interested in strong work records. small sketchy periods of work requirement or work record in academic and professional career will show weak work records.
- **Leadership Capabilities** - Everybody wants the leader, the employers do not want the employee to be a loser, all want leadership qualities to be displayed at the workplace.
- **Diversified Skills** – The employers expect employees to have multiple skills such as a hard core competency in Computer Science /Information Technology, as well as minors in Financial Management and courses in humanities and social sciences plus a piano player plus be fluent in Spanish or French or German or Russian.
- **Varied Experiences** - The employers are looking for varied experiences in different work portfolios.
- **Multicultural And International Awareness** – Employees may have to work at various locations during their career; the employer requires multicultural and international awareness from perspective candidates.

What do you want to do?

How will you be planning your career with a bag full of requirements from the employer and a handful of your achievements, credentials and achievements by your own work, self worth and effort :

- *Type of occupation* - you would like to be doing.
For example, a candidate who has done BBA has to decide whether to continue on the line of management or to be a full time artist as he/she has a natural integration or proclivity towards art and artistic endeavours.
- *Nature of the job* – Whether you are suitable for a 9 to 5 job or do you think that you would be preparing for other competitive exams for better jobs and you would like some time at your disposal. Would you like a night shift job so that in the day time you can sleep and makeover and prepare for other jobs.
- *Pay package*
- *Career goal / post*
- *Compensation.*
- *Size of the company* - Think of the company and whether you would like to work in large sized or middle sized or global or small kind of company.
- *Type of operation* - What is the type of operation the company is engaged in?
- *Location* - where are the locations would you like to stay, somewhere close to where your parents are settled, near your native place or are you ready to go abroad or another state.
- *Corporate culture* - Get an idea of the corporate culture of the company or your perspective workplace from the website or through other kind of searches.
- *Other Facilities*

The Employment Search

- Building your career
 - Build employment portfolio; CV/Resume with extracurricular and academic activities,
 - Hinge upon your interim assignments. Varied experiences and different experience can be attained.
 - Workplace skills have to be developed; enrol in short term courses to acquire workplace skills
 - Build up your inner resilience through Yoga or meditation.
 - Lifelong learning - enrich your academic and non-academic skills.
- Prepare a CV/ Resume
- Understand the Interview process
- Prepare for the interview
- Take the interview
- Follow up and accept the offer that ends the employment search.

Strategies in the Job Search Process

- Build the Network of Contacts
 - Broaden your circle of friends
 - Get to know your professors personally to bank upon their expertise and support to sail you through in your career goals
 - Meet business executives and keep in touch with them.
 - Make contacts through internships where ever you have worked and retain those contacts.
 - Work with community, NGO or non-profit organization activity.
- Identify Appropriate Jobs
 - Analyze yourself in terms of education your personal qualities, your work ex and any other special qualifications you might possess
 - Analyse outside factors which are responsible for you to get into the workforce.
- Locate your employer
 - Training and Placement Centres of college or institute.
 - Network of Personal contacts
 - Online or Offline Classified Advertisements
 - Online Databases of company
 - Employment Agencies
 - Web Pages of companies
 - Prospecting
- Prepare the application documents
 - Write the Traditional resume/paper resume
 - Write the Electronic resume
 - Application or the cover letter
 - Follow up on your application process and close of the process only when you get a job.
 - Other job search letters
- Continue job search activities
 - Maintain your resume
 - Read job

A step-by-step approach to Job search

The search for a job has a lifecycle of its own starting with the desire to make a move to finding the right job that will contribute to an individual's larger goals in life. The fact is that job hunting is an anxiety ridden and often lengthy process, always riddled with uncertainty.

Professors, placement agencies, job portals can act as an advisory and help to formulate better career decisions by offering numerous career tips till a job is locked; the offer received and the appointment accepted. A job search requires a systematic and strategic process of scouting with reasonable time and energy investment.

Typically, a job search's lifecycle follows a pattern and best is to be methodical :-

1. Identifying Skills & Interests

The very first step is to have clarity on the kind of job wanted. It means objectively identifying and analysing skills, values and interests if they align with the expectations of the career status targeted. This helps seekers to know where they stand and if any additional skill sets or qualifications could make them more competitive.

Developing Documents

This starts with developing a master resume which should be ideally tweaked according to the requirements of specific applications. It also involves preparing crisp cover letters, engaging personal statements and smart recommendations.

2. Fine Tuning Online Presence

Online presence of a candidate is very important in the job search process. Be it a social networking site or otherwise, you should be wary of the information – whether textual or visual. Recruiters nowadays immediately check the online profiles to do background checks even before shortlisting. So reviewing and fine tuning it is important before resumes are sent out.

3. Using Online Job Portals

With job and candidate scouting shifting online, it is recommended to register and build profiles with popular job portals. These help in making a seeker's updated profile a personalised experience to the recruiter with the right key words for better visibility. Using the multitude of online apps and tools for specific needs or instant notifications also helps. They go a long way in pushing a seeker's profile amongst the first reviewed in the online abyss of millions.

4. Network More

Networking is the most powerful tool to find a job. The old saying that it is not about what you know but who you know still holds true. Many job connections are cracked only through personal networking. With document prep and online presence sorted, it is smart recommendations through networking that help in getting a foothold in the job door.

5. Researching on Targeted Jobs

The desired job will only turn into a reality when a seeker researches on the kinds of jobs available that match identified interests and skills. Then pursuing it with tailor made resumes and smart recommendations.

6. Being Organised

Seekers often get confused with tracking job applications sent, follow-ups, interview schedules, networking contacts, etc. So organisational systems aided by online tools help.

7. Preparations for Interviews & Marketing for Self

A powerful resume, online technology and networking can only land a seeker an interview. After that it all depends on how the interview is navigated and self-marketing done. Both require good prep and practice.

8. Salary Negotiations

The last round often culminates with money talk. Salary and profile offered are the deciding factors to accept or reject a job offer. Get access to insights such as Monster Salary Index reports to understand trends before salary negotiations. Here, tactfulness pays for a deal to close with an offer letter culminating with its acceptance.

Four Stages of Job Search:-

- i. Assessing your resources
- ii. Identifying potential employers
- iii. Applying for the job
- iv. Interviewing for the job

i. Self- Assessment

A. **Know yourself** –Generating ideas about yourself; skills, loyalty, personality, values, expectations

What kind of job are you looking for?

What hidden skills do you have?

What are your strengths and weaknesses?

B. **Develop a support network** – Friends, Relatives, Professors, Teachers, Social workers, counsellors, guides, mentors, business executives, etc.

C. **Build and maintain positive attitudes**

ii. Planning the Job Search

A. *Getting Organised*

- Look for the right kind of job, according to labor market conditions.
- Adapt your skills for a new career direction.
- Set daily and weekly goals. (e.g. deliver three résumés, make two phone calls, etc)
- Reward yourself regularly for each goal you meet, no matter how small.
- Treat job hunting like a job. Set a regular starting time, breaks, lunch hour.
- Keep good records of all your job search activities.
- Keep a list of contact phone numbers, names, jobs applied for.
- Find at least one reliable support person who will listen to you, motivate you, and keep your spirits up.
- Keep fit. Eating well and exercising have a lot to do with a positive attitude.

B. *Gathering Information*

- all your old resumes
- personal assessment sheet
- personal information sheet
- certificates
- letters of recommendation
- contact information for references

C. *Identifying Potential Employers*

- Networking – name and contact details
- Directories - yellow pages, commercial directories, and your local library to make a list of companies
- Job Postings - resources such as private employment agencies, public bulletin boards, placement offices, trade journals, local job clubs, the Internet, classified advertisements.

iii. Applying For A Job

A. *Application Forms*

B. *The Questionnaire*

C. *The Resume*

D. *The Cover Letter*

E. *Job Interviews*

FORMAL LETTER

Formal Letters, also called Business Letters or Professional Letters, are letters that are written in a strict and specific format. Formal letters are naturally much more formal in style than informal/friendly letters.

Formal letters can be written for a number of reasons such as:

- to express your concerns while working in a professional setup
- to provide official information across your workspace
- to order goods
- to apply for employment, etc.
- to the Editor of a newspaper agency addressing the problems faced by various groups of people in different areas, etc.

TYPES OF FORMAL LETTERS

- Business Letters
- Letters of Application
- Letters to Newspapers

BUSINESS LETTERS

Business letters should be terse, clear and to the point. There is no room for any kind of stories in a business letter. Formal/Business letters include letters from an employer to the employees and vice versa, letters to order and replace goods, letters of serious concern to an officer of higher rank, letters of complaint, etc.

Before you start to write a business letter, there are few things you should keep in mind:

- Use simple, everyday language to convey the message clearly instead of using flamboyant and overemphatic vocabulary.
- Never use jargon that is commonly used in business when you write a business letter.
- Avoid using abbreviations as much as possible.
- The modes of address vary according to the type of letter and the receiver.
- Clear and exact descriptions of the articles necessary with the expected quality and quantity should be listed with utmost care when you write a letter to order goods.
- When replying to a business letter, always quote the date of the letter you are responding to and its reference numbers (if any).

LETTERS OF APPLICATION

Letters of Application usually consist of letters applying for employment. Letters of Application should follow the format of formal/business letters.

Before and after you write a letter of application, make sure you check for the following:

- Always start with a short introduction stating whether the applicant is writing in response to a reference from an advertisement found online or in the newspaper.
- State the age, education and experience of the applicant.
- Provide the employer with a genuine expression of the applicant's earnestness in taking up the job in the respective company.
- Also, furnish references so that the employer can gather an idea of the kind of employee you would be.

LETTERS TO NEWSPAPERS

Always address these letters to 'The Editor' and end with 'Yours faithfully'. Letters to the Editor are letters that express concerns that should be addressed to the higher authorities. These letters should be professional and authentic. No newspaper would publish anonymous letters, so make sure you are writing the letter for a cause and provide your name and address correctly.

WRITING A FORMAL LETTER – PARTS OF A FORMAL LETTER

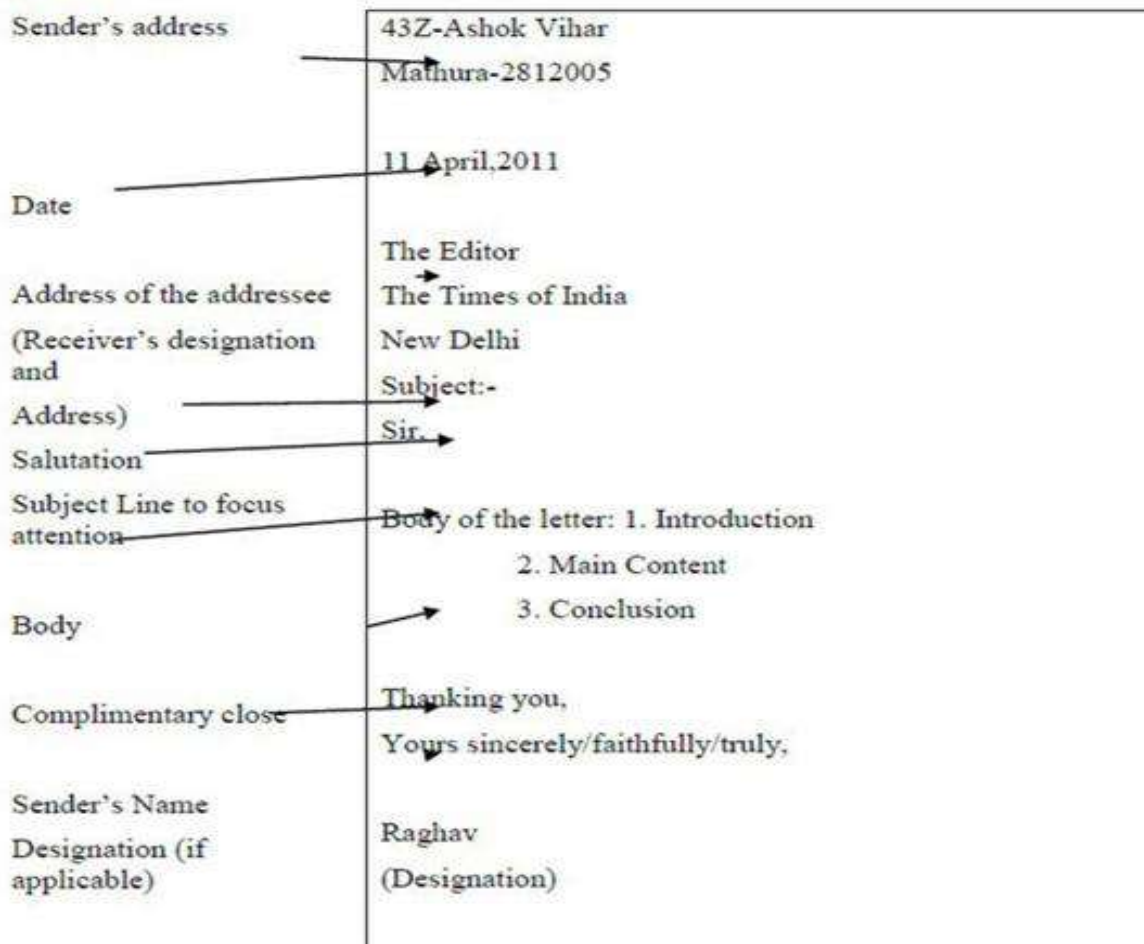
When writing a formal letter, always be respectful and conscious of your language, no matter what the subject of the letter might be in a prescribed format.

- Use of colloquial words, abbreviations and slang language should be restricted while writing a **formal letter**.
- A **Formal Letter** must be precise and to the point.

To write a formal letter, there are some points to be remembered:-

1. Always start with the sender's address.
2. This is followed by the **date**.
3. The **receiver's address** comes next. The receiver can be the name of the firm or the one who represents the firm.
4. The **subject of the letter** is very important. It is a statement of the purpose of the letter. It should be written in a single line.
5. The **salutation** can be *Dear Sir/Ma'am*. If the person is known, address name, '*Dear Shrinath*'.
6. The **body of the letter** can be written in 3 paragraphs.
 - i. The first paragraph should be aimed at introducing yourself and stating the purpose of your letter.
 - ii. The second paragraph should furnish all the information about the matter.
 - iii. The third paragraph can be a concluding paragraph where you lay out your expectations regarding the matter.
7. To **close the letter**, you can use a complimentary closing like 'Yours faithfully', 'Yours sincerely' etc.
8. Unlike informal letters, the **signature** should include your name (in block letters) and designation below your signature.

Format-



The Writing Process: Check List for writing formal letter:

1. Pre-writing: Time to think

- What do I want to say?
- How do I want to say it?
- Who will read my writing?
- Who can I talk to about my ideas?
- Where will I record my ideas?

2. Drafting: Time to write it down

- Are my thoughts organized?
- Which ideas do I want to develop?
- In what order do I want to say them?
- Who can read this and offer suggestions?

3. Revising: Time to improve my writing

- Have I read what I've written?
- Are my details clear?
- Should I add or take out parts?
- Have I used the best ideas and words?
- Is my writing in a logical order?
- What suggestions have others given me?

4. Editing: Time to make things correct.

- Have I used complete sentences?
- Are my spelling, capitalization and punctuation correct?
- Have I marked corrections that I need?
- Has someone checked my work?
- Do I have a corrected copy that I can publish?

5. Publishing: Time to share my writing

- How should I publish this writing?
- Should I illustrate and display it?
- Should I make it into a book?
- Should I read it out loud?

Useful Phrases for Personal and Social Correspondence

Openings :

- The standard opening for personal correspondence is Dear but variations include:
- My dear ...
- My dearest ...

Useful phrases:

- Thank you for your letter [inviting, offering, confirming]
- I am very grateful to you for [letting me know, offering, writing]
- It was so kind of you to [write, invite, send]
- Many thanks for [sending, inviting, enclosing]
- I am writing to tell you that
- I am delighted to announce that
- I was delighted to hear that
- I am sorry to inform you that
- I was so sorry to hear that

Closures: For acquaintances and formal situations

- Best wishes.
- With best wishes.
- Kindest regards.

Closures: Affectionate variations for close friends and family

- All my love
- All the best
- See you soon
- Once again many thanks
- I look forward to seeing you soon
- With love and best wishes
- With love to you all
- Do give my kindest regards to ...
- If you know the name of the person use: Yours sincerely
- If you don't know the name of the person use: Yours faithfully

Useful Phrases for Writing a Formal Letter

STARTING

- We are writing you with reference to (the above order).
- With reference to your advertisement/letter of 10 March.....
- We are pleased to have your inquiry of 25 of July....
- We acknowledge the receipt of your letter dated 12 April
- With reference to your letter inquiring about...
- With reference to our telephone conversation yesterday (about...),...
- We wish to remind you that.....
- I am writing this letter to request the cancellation of.....
- I am writing this letter to complain in the strongest terms about the poor service that I have received from your company.

ACTION

- Please advise us as soon as the.....
- Please open ain favour of (name of the company).....
- Payment can be made on any basis acceptable to you.
- Could you please supply us with information about the company's standing.
- We have been informed (by one of our clients) that.....
- We regret to inform you, (however,) that....
- Please accept our apologies for the inconvenience caused.
- We must insist on...
- Please note that the closing date/deadline for the is 30 September, so will you
- Please complete the attached forms and return them as soon as possible.
- Any information you supply will be treated confidentially.
- May we remind you that your statement is still outstanding.
- Will you kindly balance your account promptly.
- We are puzzled to have had no remittance from you.
- You already have an overdraft of....
- Please give the matter your immediate attention.
- We will be left with no alternative but to (take legal action)... unless payment is received within the next seven days.
- Our circumstances do not allow us to wait/to go on waiting any longer.
- Please look into the matter.
- We were dissatisfied to find that....
- We shall have to terminate the contract.
- On examination we have found...
- We greatly appreciated your patience in this matter.

ENCLOSURES AND ATTACHMENT

- We would be grateful if you could forward/send any further information (you may have) about....
(products and terms of payment/this case)
 - We will be pleased to supply any further information you require.
 - We are sending the herewith the.....
 - We look forward to doing business to our mutual advantage.
 - We would like to make a decision on this as soon as possible.
 - In the meantime, we suggest that you call the
 - We hope to meet your requirements.
 - Please send us by return the terms and conditions on
 - For purposes of quick contact a reply by telephone would be appreciated.
 - We look forward to the opportunity of being at your service.
 - Could you please let us know in your earliest convenience whether the above terms and conditions are acceptable for you.
 - We hope that the matter will be settled to our mutual satisfaction.
 - We very much hope that you will be able to.....
 - I would be grateful if you could spare me a few minutes.
 - As our demand/request/issue is very urgent, a quick answer would be appreciated.
 - Would you (also forward details of charges)..... at your earliest convenience?
 - I should/would be pleased if you could send me
 - We trust/hope you will find this condition acceptable.
 - If there is any other information you need, please do not hesitate to contact us at the above e-mail address.
 - Thanking you in advance.
 - I would be most grateful if you would reply as soon as possible so that this matter can be resolved to everyone's satisfaction.
 - Please find enclosed....
 - I am enclosing.....
- Please find attached....

Writing Business Letter takes much longer than in own language. Guidelines for writing business letter:

Plan before you write.

- Look up the words you need before you start.
- Note the points you want to make, and order them into logical paragraphs.

Tone

- Write as you speak in a business conversation. The tone should be friendly and polite.
- Names
Make sure you check the gender of the addressee (the recipient), as well as the correct spelling of the person's name and title.
- Use Ms. for women and Mr. for men. You can use Mrs. for a women if you are 100% sure that she is married.

Dates

- To avoid any confusion, write the month instead of using numbers (e.g. January 15th, 2011, or 15 January 2011)

Be concise and clear.

- The easier it is to read a letter, the better.
- Keep sentences and paragraphs short and simple.
- Use straightforward vocabulary to avoid any misunderstanding.
- Ask direct questions.

- Rewrite any sentence that does not seem perfectly clear.
- If the recipient is not a native English-speaker, it is preferable to avoid words and expressions that are too technical or complicated.
- Remember this word order principle :
- Who – Does – What – How – Where – When (Subject – Verb – Object – Manner – Place – Time) Examples :
- Mr. Brown will travel by plane to London on Monday, June 5th.
- A technician will install the equipment in your office on Tuesday morning.
- I will confirm the transport arrangements as soon as possible.

Avoid old-fashioned words

Although they are used in legal documents and contracts, words like ‘herewith’, ‘hereby’, ‘herein’, ‘aforementioned’, etc are rarely used in letters. The following style of sentence is preferable: “You will find more information on our products in the enclosed brochure.

Writing a Job Application Letter – What Recruiters Expect?

In this competitive world, people find it really hard to get themselves placed in a good company due to the little things they thought were not that important and did not take into consideration. According to many, how you perform at the interview is all that matters, but that is not true. The employer builds an opinion about you from the very beginning. From the time you send in your job application, or your profile gets noticed on an online platform, the employer notices each and every little detail. Your job application letter is the first impression about you in the eyes of the recruiter, so it is vital that you understand how to write a job application letter and draft a good one.

There are a few main aspects that recruiters look for when going through a job application letter. They try to analyse how passionate you are about taking up the particular job. Being genuine is one of the qualities that they look for in a potential candidate. How your skills and experience would add value to the company or organisation is one of the most important pointers they would be interested to know. You have got to convince the recruiter that you are the right person for the job in the way you present the job application letter.

Tips to write a job application letter:

- Mention the job position you are applying for and where you found the information about the job opening.
- Introduce yourself and highlight your skills and qualifications.
- State strongly why you would be right for the job.
- Use a polite tone throughout your letter.
- Stay genuine and professional.
- End the letter on a positive note.
- Proofread the letter before you send it to the concerned hiring manager/employer.
- End job application letter by thanking the employer for the time and consideration in reviewing the job application. Use complimentary closing such as ‘Yours sincerely’, ‘Sincerely’, ‘Regards’, etc.

Useful Phrases for letter about Employment.

Openings:

The standard opening for formal correspondence is Dear.

- Dear Sir / Dear Madam / Dear Sir or Madam/ Dear Sirs /Dear Mr. /Dear Mrs. /Dear Ms.

Useful phrases:

- I am writing in response to your advertisement in [publication]
- I am writing to apply for the post of
- Thank you for your letter of [date] offering me the post of
- I am delighted to accept the position of [job title]
- I look forward to starting work with you

Closures:

- Thank you for considering this application
- I should be pleased to attend an interview
- Please do not hesitate to contact me on the above number if you should require further information
- I look forward to hearing from you
- If you know the name of the person use: Yours sincerely
- If you don't know the name of the person use: Yours faithfully

COVER LETTER WRITING

What is a cover letter?

A cover letter is a brief one page letter sent along with the resume to potential employers. The purpose of the cover letter is to present yourself to potential employers and to let them know what position you are interested in and why you'd be a good fit to the position and company. A cover letter is more than just a jacket of your CV. It is your first chance to talk personally to your potential employer. Clearly explain why you are the perfect candidate for the job.

Cover Letter Format

A hard-copy cover letter should be written in the business letter format, while an email should be sent in the same format but without the heading (your return address, their address, and the date).

Cover Letter Writing

Generally the cover letter will consist of three paragraphs.

The first paragraph is an introductory one, which introduces yourself. Include information on the position applying for, how you heard about it and why you are interested in the position and/or company.

The second paragraph should provide information on your skills, strengths, education, qualifications and/or experience. This paragraph should be concise and give specific examples of why you are the ideal candidate and not simply restate your resume.

The final paragraph should close up the letter by requesting an interview and possibly suggest times that are convenient for you or stating that you can come in at a time that's convenient for the employer. Also you should let the recipient know what the best way and/or time to contact you is (you should let them know both your contact email and phone number so that they can contact you in their preferred method). Or you can tell them that you'll follow up the letter with a phone call in several days. You should thank them for their time to close up the letter.

Each cover letter that you send out should be unique and tailored to the specific company and position you are applying to. Using one cookie cutter cover letter will lessen your chances for landing an interview. Also be sure to check for grammar and spelling and keep the letter to one page in length.

Writing cover letters is a very important art and technique involving following four steps.

- **Gain attention** in the opening.
- **Carefully word your content** -keep it short, simple and well arranged.
- **Organize for conviction.**
 - Quick goal to be achieved
 - One-A4 size page of write up
 - (after that that the employer will be looking at detail CV or electronic resume mail).
- **Drive for action in the close** (conclusion paragraph).
 - Be specific
 - Include salary
 - Aim for high quality

Tips for writing an effective Cover Letter:-

Tip 1 - Research. - Before you begin writing, make sure you have done your home back on the company, what they do, their competitors, their place in the market and the key people that work there. You do not need to mention your findings, but your research will shine through when you begin to write your cover letter.

Tip 2- Format. - Your cover letter should be no longer than one side of A 4 and written in an appropriate font and size 11 or 12 in Arial or Georgia will work well if you are unsure. No not need to include a photo in the cover letter.

Tip 3-Forms of address. - It seems obvious, but make sure you know who you are addressing the letter to and their preferred title, are they Mr, miss or Dr. for example.If you do not know look on the company's website or make a call and find out. Small displays of initiative like this can really impress the reader.

Tip 4- Tone of voice and content. - Throughout your cover letter, make sure your tone of voice is professional while letting your personality shine through. Think about what you are going to say and how you are going to say it. Clearly indicate why you are applying for the job in the first paragraph. HR departments recommend linking your experience to the job description if only to ensure your cover letter survives the initial sift.

To give it a personal touch include your relevant professional achievements, and make sure you give some evidence to back up your claims. If you increase your company's revenue exactly how much by, if you furthered social media reach how many extra followers did you get and how.

Remember to mention any relevant courses or qualifications you have. And if you do not have previous experience, display your enthusiasm for the role and for learning.

Tip 5- the sign off. - It is universally considered a good idea to use the last paragraph of your letter to emphasize your enthusiasm for the role. Thank the employer for taking the time to consider your application. And sign off politely with your sincerely- your name email address and telephone number.

Tip 6- Proofreading. - 83 percent of recruiters say poor spelling and grammar are the worst mistakes a candidate could make. So, be sure to double check your letter. Finally make a list of all the things you wanted to say and check them off against what you have written. Then get a fresh set of eyes to spot mistakes before you press send.

Additional Tips for writing an effective Cover Letter:-

TIP #1. Make sure there are NO spelling, grammar, or punctuation mistakes in your cover letter. If there are any mistakes, your application will get rejected because it demonstrates a lack of attention to detail skills.

TIP #2. Be polite, professional and courteous in your cover letter. Good manners help to create a positive first impression. Show Passion.

TIP #3. Make sure you include your direct contact details on your cover letter, including your mobile number and email. Make sure your answerphone message is professional sounding. If the hiring manager calls you to invite you to an interview, and your answerphone message is unprofessional, they could hang up!

TIP #4. Include several key strengths in your cover letter that prove to the hiring manager you will be able to ADD VALUE to their company in the role.

Types of cover letters

- Solicited
- Unsolicited

Solicited cover letter - Solicited cover letter are written in response to an ad. The ad may be a paper add or web ad or an ad on the company's website itself.

Unsolicited cover letter - The unsolicited cover letters are those which have not been asked for, which is written with your CV, called first applications. You are not sure whether a vacancy exists in which you could fit in into the organization, but because either you are jobless, or you are looking for a change, you write unsolicited cover letters accompanying your CV.

The cover letter should be written to build interest in the employer to read your CV which is attached or enclosed. You have to increase the desire of that person to such an extent that the person is motivated to act or response to your unsolicited job application.

Resume

A resume is a document that summarizes your education, skills, talents, employment history, and experiences in a clear and concise format for potential employers.

The resume serves three distinct purposes that define its format, design and presentation:

- To represent professional information in writing
- To demonstrate the relationship between professional information and the problem or challenge the potential employer hopes to solve or address, often represented in the form of a job description or duties
- To get an interview by clearly demonstrating to meet the minimum qualifications and have the professional background help the organization meet its goals

What are the components of your resume?

- Name and address (personal details) be careful of the spelling of each and every word in your name and postal address.
- Career objective or summary of who you are and what you are doing now and how you are going to fit into the organization where you are applying for a job.
- Academic / Educational Credentials : Degrees, diplomas, certifications
- Employment history
- Activities and achievements : Co curricular and extracurricular activities
- Personal data

How do you construct the traditional resume?

- **Self analysis** : look at the background facts what are your strengths, weaknesses. What do you know about yourself, arrange these facts into groups
- **Construct the headings** accordingly For example: academics, internship, extracurricular interest, your references, any other aspect which you can put into your CV.
- **Contact information** right at the top where it is most visible and importantly placed.
- **Statement of career goals, career objectives.**
- **Present the information** which you have arranged properly. Organize it better with various strategies so that your CV is strong.
- **Write impersonally** or in the third person and be consistent in your writing.
- Make your CV or resume form **attractive**.

Traditional resumes follow a strict structure –

- This type of resume should be written in the following order:
- Personal Details
- Professional summary
- Professional Work History
- Educational History
- Relevant Skillsets

How do construct the electronic resume?

- Include Key words : the electronic resume will be scanned for keywords by computer machines or computer programs using the OCR: Optical Character Recognition software, which is important in the job description in the want advertisement.
- Choose the words carefully and present the information so that you are selected.
- Resume builders software and programs are available for free. If you have any issues with preparing your own CV ; Use a resume builder and put all your data, and your resume will be readily available for you in short time.

Types of Resume:-

1. Chronological
2. Functional
3. Combination
4. Targeted
5. Mini
6. Nontraditional

1. **Chronological** – The various sections in the resume are organized in chronological order i.e. year wise or period wise. The chronological resume will be used if the candidate has:
 - Minimal or no gaps in work history
 - Worked for several clients or employers in one industry
 - Several years of work experience in one career path

Structure of a Chronological Resume:

- Name and Job Title
- Contact Information - name, email address, address, phone number, website link, LinkedIn profile
- Resume Summary - resume profile/ resume objective/ bullet-point qualifications summary
- Professional Experience-work or internship experience(years), area of proficiency, main job duties, paramount facts and accomplishments
- Education -recent educational degree achievements, academic accomplishments (awards or certification program)
- Skills - hard and soft skills
- Additional Sections (e.g. Language Proficiency, Interests)

Advantages:

- Clearly highlights the positions one has worked on and for how long.
- Recruiters are more familiar with the chronological resume format and inclined to prefer it.
- Preferred when recruiters are hiring for senior executive positions.

Disadvantages:

- It highlights the gaps in your work history.
- This format is not ideal for career changers.
- For a student or fresher, a chronological resume would clearly show the lack of experience.

2. **Functional** – Functional resumes focus more on relevant skills than work history. While the chronological format highlights work experience with detailed summaries of the achievements within each position, the functional format focuses on the applicant's skill set relevant to the role applied for or an employer might be looking for in a student. Functional resume which is reverse chronological i.e. the latest or the earliest on top and the oldest or the most farthest at the bottom of various segments of the resume.

The functional resume will be used if the candidate is:

- Having one long gap or multiple employment gaps in the past five years.
- First-time worker
- Drastically changing career paths
- Wish to emphasize the right qualifications for the position wanted by highlighting skills that transfer across industries and your most relevant accomplishments,.

Functional resume prioritizes the information that's most important to a recruiter rather than focusing on a work history that doesn't align with the job.

A functional resume format usually includes the following information in the order:

- Contact information
- Objective or summary statement
- Summary of relevant skills
- Work experience
- Education
- Additional information (i.e., volunteer work and special interests)

Advantages:

- Works well for recent graduates, career changers or people who don't have much experience because it emphasizes skills instead of experience.
- The functional formats for resumes also work well to highlight relevant skills you've gained from an unrelated position or volunteering efforts.
- It's great for job seekers with career gaps or many different jobs throughout their work history because it places the employment history toward the end and instead shifts the focus on your skills and knowledge.

Disadvantages:

- Because it starts with a bullet list of skill-based accomplishments, some employers do not find the functional format resume easy to read.
- This resume format doesn't provide a complete story, leaving recruiters wondering about your job experience.
- Some applicant tracking systems (ATS) may not be programmed to recognize this format.

3. Combinational Resume - In some cases, a functional resume might be too limiting. If you have some experience and few or no gaps in your employment history, a combination resume might be the right choice.

Most Common resume problems

- Inappropriate Length
- Hard To Read
- Wordy Cvs
- Too Slick
- Poorly Reproduced
- Amateurish
- Boastful
- Dishonesty
- Gimmicky
- Carelessly Written

Scannable resume - A scannable resume is a resume that allows a computer reader to search it optically in hard copy, for the purposes of compiling resume information in a database. These types of resumes were popular when companies took paper documents and scanned them for employment information, for the purposes of recruiting.

Format

- Use white, standard weight (20 lbs), 8 1/2 x 11 paper printed on one side only
- Laser printed original is preferred over dot matrix or other printed copy
- Do not fold or staple
- Use a standard font size of 10 to 14 points
- Standard fonts are Helvetica, Courier and Times Roman
- Avoid italics, underlines, shadows, symbols and reverse lettering
- Avoid vertical and horizontal lines, graphics and boxes
- Avoid the two column format
- Place your name at the top of the page on its own line
- Use standard address format below the name
- List each phone number on its own line

Content

- Use enough key words to define your skills, experience and education
- Increase list of key words by including specifics; for example, list the names of software used
- Describe experience in specific words rather than vague descriptions
- Use jargon and acronyms specific to industry
- Avoid using pronouns (e.g, my, I, us)

Electronic Resume/ Online resume

Electronic resumes show your technical skills.

- Technical skill is as important as other experience.
- Take note that changes in technology force recruiters to hire someone with advanced computer skills.
- Writing an electronic resume is a silent act to impress them.

It offers many jobs.

- Electronic copy of resume gives an edge in today's tough market competition.
- It allows e-resume to travel farther and faster through the internet.

An e-resume provides wide reach and better visibility.

- An e-resume is web-ready means it's compatible across all computer programs and platforms.
- With the use of ATS, chances of receiving invitations grow.

It allows you to receive invites in your own convenience.

- The best thing about posting resume online is that it makes your job search easy.
- It saves you time and money.

An electronic resume format is ATS-friendly.

- ATS or other platforms search for industry jargons.
- Resumes that match a specific set of keywords will receive hits.
- Prepare a resume with buzzwords to get positive hits from ATS.

How to Write an Electronic Resume

- Use buzzwords.
 - Read job ads for the list of needed skills, job duties, education and certification
 - Note these words and use them in your e-resume.
 - ATS searches for keywords showing skills and experience needed for the job
- Take note of the file format.
 - Outline resume in text format to make sure the formatting is accepted by all platforms.
- Use a simple layout.
 - Avoid fancy fonts, colors, graphics, tables and columns.
- Proofread your draft.
 - Double-check document for any grammar issues before and after converting file
- Ask for professional advice.
 - Contact a professional resume writer to help create an e-resume that passes the screening tests.
 - Always be ready; have a formatted resume and electronic resume available at hand.

Type	Function	Advantage	Disadvantage
1. Reverse Chronological	Reverse chronological résumés (also called reverse time order) focus on work history.	Demonstrates a consistent work history	It may be difficult to highlight skills and experience.
2. Functional	Functional résumés (also called competency-based résumés) focus on skills.	Demonstrates skills that can clearly link to job functions or duties	It is often associated with people who have gaps in their employment history.
3. Combination	A combination résumé lists your skills and experience first, then employment history and education.	Highlights the skills you have that are relevant to the job and provides a reverse chronological work history	Some employers prefer a reverse chronological order.
4. Targeted	A targeted résumé is a custom document that specifically highlights the experience and skills that are relevant to the job.	Points out to the reader how your qualifications and experience clearly match the job duties	Custom documents take additional time, preparation, analysis of the job announcement, and may not fit the established guidelines.
5. Scannable	A scannable résumé is specifically formatted to be read by a scanner and converted to digital information.	Increasingly used to facilitate search and retrieval, and to reduce physical storage costs	Scanners may not read the résumé correctly.

Tips for Writing CV

- #1 Write a new CV for every job you apply for. Most candidates will write one CV and then submit it for various different job applications. This is a mistake!
- #2 Keep your CV short - it only has to be 2 pages in length.
- #3 Make sure your CV matches the job advert or job description. This is a clear way to make sure you get invited to the interview or assessment center.
- #4 Load your keywords and phrases. (Professional, Enthusiastic, Loyal & Hardworking, Trustworthy, Customer Focused, Flexible, Innovative, Conscientious (reliable))
- #5 Within your CV, focus on contact details, a personal statement, your skills, and experience, previous work experience and roles, education and references - that is all you need to include on your CV!
- #6 Make sure you create a powerful and compelling personal statement.
- #7 Make sure you include a covering letter with your CV when you send it off, as this will ensure you beat the competition!

Basic Terms	Curriculum Vitae	Resume
Length	Longer	Shorter like a single page
Main Focus	Career-oriented	Professional skills-oriented
Contact Details	Has multiple ways on how to reach you	Can be reached either through phone or email
Work Details	Mention work experience only	Mention designation, duration, and firm
Order of Skills	Certifications in chronological order	Skills with the highest proficiency are prioritized
Purpose	Application for academic, education, scientific or research positions.	Job seeking
Main content	Name, contact information, education, work experience, and relevant work-related skills. Includes a summary of academic background as well as teaching and research experience, publications, presentations, awards, honors, affiliations, and other details	Name, contact information, education, work experience, and relevant work-related skills. The focus is on work experience, listed in reverse chronological order.