CoGrammar

Build Your Brand Task 1 Workshop: CAREER GOALS

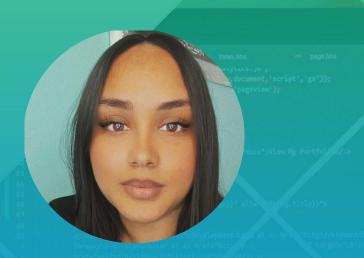




Meet your MC for this Event



Andiswa Bangela



Jamie Langeveldt



Agenda

- Defining Career goals & why we need them
- Why get into Tech
- Career goals as part of your
- Steps to follow in establishing a career path
- Department of Education funded bootcamp
- Becoming a Tech Entrepreneur
- Progressing your Career through paid Apprenticeship
- Explaining Task 1
- Q&A

- To make sure we're helping you as best as we can on your career support, you can post your private message that we will address in the dedicated Q&A session towards the end.
- We'll also share the slides and frequently asked questions & answers with you post this session.
- Everyone that registered for this event will have access recording.



Build Your Brand Tasks Overview





BUILD YOUR BRAND TASKS

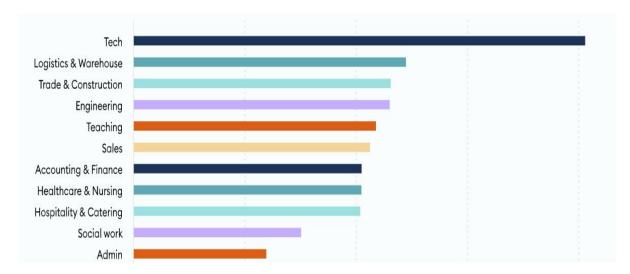
- The purpose of the BYB tasks is to support you in incrementally building up skills and resources that will equip you to meet these DfE requirements. The tasks walk you through:
 - considering and formulating career goals to help you find your feet and plan how you
 will derive the most value from your time on your Skills Bootcamp (this task),
 - creating a top notch technical CV (which can be used for job applications or to establish
 your credentials as a professional when applying for work contracts if you are self-employed
 or intend to become self-employed),
- writing a cover letter (a skill which can be also be applied, with slight variation, to writing bids for new work as a self-employed person),
- **creating and polishing a LinkedIn profile** (as LinkedIn is an indispensable tool in today's strongly networked business environment),
- searching for and applying to jobs or bidding for new work contracts,
- creating a technical portfolio with which to showcase your new skills as a coder (this can be shared with prospective employers or business contacts, providing concrete evidence of your capacity and experience).



Build Your Brand Task 1: Career Goals

Why get into Tech?

- Tech salaries are on average nearly 80% higher than salaries for non-tech jobs in the UK
- Has largest number of open roles across the UK
- Tech skills offer job security
- Opportunities for career progression in the tech industry
- Flexible and positive working environments



What are career goals?

- Career goals can be defined as the specific, measurable objectives or milestones that individuals set for themselves to achieve within their professional lives.
- When setting goals it is important to choose work that aligns with your dreams, interests, and lifestyle in order to achieve high job satisfaction.
- Career goals can be long term, but they can also be linked to short-term objectives that contribute to achieving your longer-term goals.



Steps to follow....

- List and describe your current skill set
- Identify possible avenues/career paths to learn or acquire skills
- Research your selected career options
- Identify your long-term career goals
- Identify your short-term goals



Bootcamps: Careers & Skills





Software Dev Bootcamp skills

- Design solutions to problems, and express them using pseudo-code.
- Write useful industry-standard code using Python, one of the best programming languages to learn, as it's used throughout the industry to create various web and data-driven applications.
- Demonstrate familiarity with the Python syntax and libraries that are foundational to Software Engineering.
- Apply fundamental concepts such as variables, control flow, and data structures to create procedural programs.
- Use built-in functions, and create your own, to streamline and speed up your programs.
- Apply object-oriented programming (OOP) principles to design and implement classes that model real-world objects and scenarios, utilising inheritance to reduce code duplication and improve code organisation.
- Design, plan, and build coding projects.
- Perform version control using tools like Git to manage software projects collaboratively, ensuring code quality and maintainability, and analysing system architecture in real-world domains.
- Create and populate a technical portfolio to showcase your skills to potential employers.
- Interviewing & networking skills due to support of our careers team who guide and prepare you for your tech career.

.. Software Dev Bootcamp careers

Software Development as a career field is diverse and offers many opportunities for specialization and growth. One can tailor their career path based on their interests, skills, and evolving technology trends. Prospective roles include;

- Software Engineer/ Developer
- Front end Developer
- Back end Developer
- Full stack Developer
- Mobile App Developer
- DevOps Engineer
- Quality Assurance (QA) Engineer
- Data Scientist
- Machine learning Engineer
- Cloud Architect/ Engineer
- Cyber Security Engineer
- Game Developer
- Embedded systems Engineer
- UI/UX Developer
- Tech lead/ Engineering Management
- Product Manager

Data Science Bootcamp skills

- Demonstrate familiarity with Python syntax and libraries that are foundational to Data Science.
- Apply fundamental concepts such as variables, control flow, and data structures to create procedural programs.
- Use built-in functions, and create your own, to streamline and speed up your programs.
- Present and communicate insights about your data through visual storytelling and reports to power strategic decision-making.
- Create supervised machine learning models to identify relationships in the data and make predictions.
- Leverage natural language processing (NLP) to extract insights such as customer sentiment.
- Perform version control using tools like Git to manage projects collaboratively, and ensure code quality and maintainability.
- Create and populate a technical portfolio to showcase your skills to potential employers.
- Get ready to apply for tech roles with the support of our careers team that guides and prepares you for your tech career.

Data Science Bootcamp careers

The introduction of AI and machine learning has significantly elevated the excitement and potential within the data science space, opening room for ample opportunities. See below some roles you can look out for;

- Data Analyst
- Data Scientist
- Machine Learning Engineer
- Big Data Engineer
- Data Engineer
- Business Intelligence (BI) Analyst
- Data Architect
- Statician
- Quantitative Analyst
- Research Scientist
- Al specialist
- Predicitve modeler
- Cyber Security Analyst





PROGRESSING YOUR CAREER - HOW?

- Self Employment:
 Working for yourself & freelancing
- Progressing your Career through paid apprenticeships
- Traditional employment (Contract - fixed/part time, full-time, permanent)

Self-employment & Freelancing

Freelancing and self-employment in the tech industry offer unique opportunities and challenges that one needs to consider before committing to it.

Pro's	Cons
Diverse projects & Portfolio building	Income stability
Flexible schedule & Remote work	Client Acquisition
Entrepreneurial freedom & increased earning potential	Skills diversification like Administrative responsibilities and marketing
Skills Development	Isolation
Global Client base	Market competition
	Work life boundaries

Becoming a Tech Entrepreneur

- What does the entrepreneurial opportunity look like? What do you offer? What do you do? Services/product?
- What are your objectives? Mission? Vision?
- Who is your target market/audience? Small/large business, B2C (who are they and what are their needs?)
- What cost/price per service offering/product = profit predictions? Contracts? Per day /product /service /hour?
- Marketing & promotional plans?
- Sales plan to attract customers?
- Need to think about formalities such as Personal tax, loan applications, registration of business
- Business communication material e.g. letterheads, branding

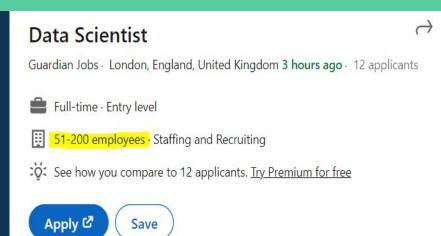
Paid Apprenticeships

- Paid apprenticeships in the tech industry provide a valuable pathway for individuals to gain practical experience, develop skills, and earn a salary while learning on the job
- They offer **hands-on training**, allow participants to develop practical skills relevant to the tech industry. The experience is often more immersive than traditional educational settings
- Apprenticeships provide exposure to real-world projects and challenges, offering participants a chance to apply theoretical knowledge in a professional setting
- You work closely with experienced professionals who serve as mentors. This accelerates the learning process and provides guidance and insights on the industry
- Completing a paid apprenticeship enhances a candidate's employability. Employers often view apprenticeship experience positively and consider it as evidence of practical skills and a strong work ethic
- Apprenticeships provide an accessible entry point for individuals who may not have a traditional degree or formal education in technology but have a passion for the field.

Employed with a company

- Employment with a company comes in various forms such as a fixed term contract, permanent & part-time employment and Internships/Apprenticeships
- Roles vary based on your skills & experience e.g. junior roles, graduate programmes, Internships, entry level positions
- Key things to think about before joining a company !!!
- Type of roles you are interested in
- What skills do you have value you can add to company/role
- Where do you want to work? Are you willing to relocate? What type of employment are you looking for?
- Nature of the employment? In office, hybrid, remote?
- Different size companies, culture, offerings, structure
 - o large (1000+ employees) e.g.
 - o small (500-100 employees) companies e.g.
 - o tech scale-ups (up to 100 employees) e.g.
 - o paid internships e.g.
 - o paid apprenticeships e.g.
 - companies that source, hire, train, eploy (these companies hire talent with the intention of providing extra training to ensure the employee can hit the ground running)

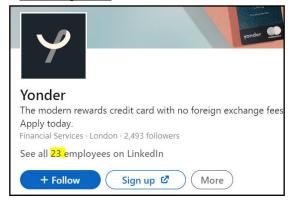
Where to source different size companies



Job Advert example

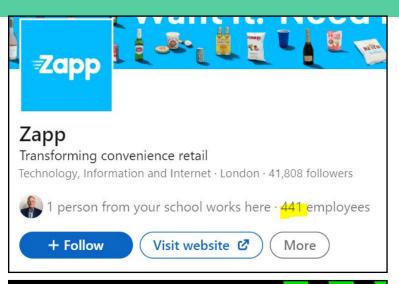
LinkedIn

You can also search on LinkedIn for the company page, where the employee number is usually displayed. Here are some examples.

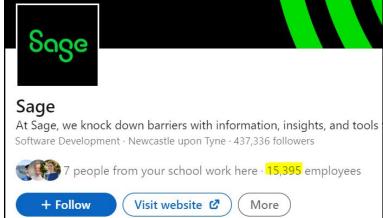


Tech Scale-up (up to 100 employees - a useful list to start with is here)

Where to source different size companies



Small Company (500-1000 employees)



Large Company (1000+ employees)

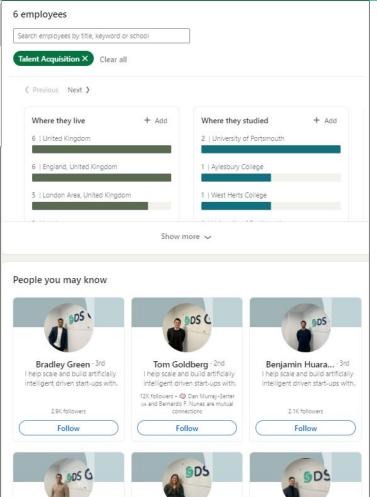
Where to find Hiring manager contact information?



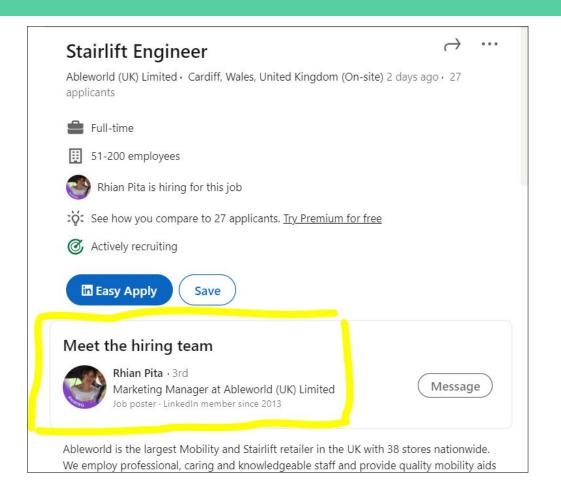
Click on the 'People' tab on the company page.

For larger companies it is likely to be someone in the Talent Acquisition team. In the case of startups, it will probably be the Founder or Head of HR.

Once you've found a likely contact, click on the relevant profile for the person for whom you want to find an email address. Keep in mind that this may not be listed. You can send the person a connection request or direct message them.



Where to find Hiring manager contact information?





Practical Task 1 ALL STUDENTS

- Create a Google doc with a uniquely identifiable filename
 - John Smith john_smith@gmail.com BYB1
- On this doc, start with heading "Practical Task 1" then answer these questions:
- Imagine that you're the next Bill Gates or Mark Zuckerberg, and that you're going to start a tech business or grow your existing business
- How you would practically apply your new learning from this bootcamp to acquire self-employment or entrepreneurial opportunities utilising the skills you will have acquired from the bootcamp?
 - What skills and knowledge will you be utilising, which you will learn during the Bootcamp?
 - Explain (in approximately 200 400 words) the nature of the self-employment or entrepreneurial opportunity
 - The objectives that you would like to achieve
 - Give specific examples of projects, freelance work, entrepreneurial opportunities, etc. in which you will apply the skills you acquired in the bootcamp you are taking with HyperionDev



Example:

"I am taking the Skills Bootcamp in Software Engineering (Fundamentals) which teaches the popular and powerful programming language, which has been used to build the products behind large tech companies such as the dating app Bumble or YouTube (acquired by Google/Alphabet). Knowing Python would allow me to take on contract Python developer roles such as the ones I found on Indeed where I see consultant opportunities at £500/day and higher. Prior to taking this bootcamp and learning Python, I would not have been able to take on such contracts"



"I am taking the Skills Bootcamp in Data Science (Fundamentals) where I will learn to leverage Python to visualise and analyse data, and build machine learning models. My idea is to become a self-employed consultant who builds analytics dashboards and predictive models for small to medium companies that do not have the in-house skills to visualise and analyse their data effectively. A survey by PwC reported that data-driven companies were three times as likely to report improvements in strategic decisions. "

Practical Task 2: JOB SEEKERS

- Find <u>2 suitable junior tech roles</u> currently being advertised,
- ensuring you consider a range of employers:
 - o large (1000+ employees)
 - o small (500-100 employees) companies
 - tech scale-ups (up to 100 employees)
 - paid internships
 - Paid apprenticeships
 - companies that source, hire, train & deploy
- For each of the 2 roles you find:
 - Identify the recruiting/hiring managers (possibly the Talent or HR people at each company)
 - Ensure you find LinkedIn profile links for both contacts
 - if possible, their contact details (email and phone number)

Practical Task 2: SELF-EMPLOYED STUDENTS

- Consider 2 x companies and business contacts that you would pitch your services or products to.
- Identify their details
- Ensure you find LinkedIn profile links for both contacts
- if possible, their contact details (email and phone number)

Practical Task 2: ALL STUDENTS

- On your doc, add another second heading "Practical Task 2" then answer these questions
- Fill in the details of the contact people you have identified into this form.
- Take screenshots of the form showing all the data you have filled in
- Paste them into the Google doc under "Practical Task 2"

NEXT STEPS

- For next week's session, 6 December
- Come prepared with entrepreneurial opportunity to share examples
- Jobs & entrepreneurial opportunities
- We do a mock task with you and will be asking your input and examples



Recording of Career Outcomes



Criteria 3:
Record an Interview Outcome

Deadline for invite to interview (unless self employed):

30 March 2024 Record at this link



Criteria 4:
Record a Job Outcome

Deadline for offer of new role / new contracts:

23 September 2024

Record at this link

CoGrammar

Reminder of Upcoming Career Support Series events in the next week

• **Date:** Thursday, 30th November 2023

Topic: Employer Spotlight with CodeVerse

Presenter: Joel Fogden

Registration link: Livestorm Link

Overview: CodeVerse is focused on identifying, upskilling and deploying high potential technologists from underrepresented communities. They are building the largest community of trained, pre-assessed, diverse talent in the UK. They have a network of diverse partner relationships giving us access to 100,000 and growing, diverse technologists. They hire and train for our client teams from our pre-assessed CodeVerse community. We are empowering our CodeVerse Community members to fulfil their potential whilst increasing diversity in their clients' technology teams. Find out more about CodeVerse

• **Date:** Thursday, 7th December 2023

Topic: Building Your Personal Brand: CV & Cover Letter

Presenter: Charlotte & Chris

Registration link: Livestorm Link

Overview: In this session, job seekers will learn strategies for crafting an employer-ready CV and creating an eye-catching portfolio linked to their resume. Our team will also provide guidance on optimizing LinkedIn profiles and developing strong individual brand statements to make a positive impression on potential employers.

UK VIRTUAL TECH JOBS FAIR

We are very excited about HyperionDev's UK Virtual Jobs Fair. We will partner with UK-based employers and companies who will offer valuable insights into their business structures, current and future opportunities, projects, and more.

In addition, we will host compelling panel discussions where industry-leading developers will tackle current industry trends and topics, allowing participants to dive deep into the newer technological trends shaping the industry.

Our Jobs Fair is aimed at assisting graduates who are planning their careers, informing them about possible future opportunities, and driving career development within their chosen industry.

5th December 2023

(1)

11:00am - 18:00 pm BST



Virtual













Asynchronous student support

For student support, please use the following channels only.

- Book a 1:1 career coach consultation
- Log a ticket via <u>www.hyperiondev.com/support</u>
- Or by clicking on your Student Dashboard on the "Submit a query" button
 - Choose Career Services or BYB



Do not send an email to career coaches relating to student operational support.



Thank you for joining us

