



Vietnam National University of HCMC
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Skills for Communicating Information (IT007UN)

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https://vichithanh.github.io/teaching_sci_2023_06.html



SCAN ME

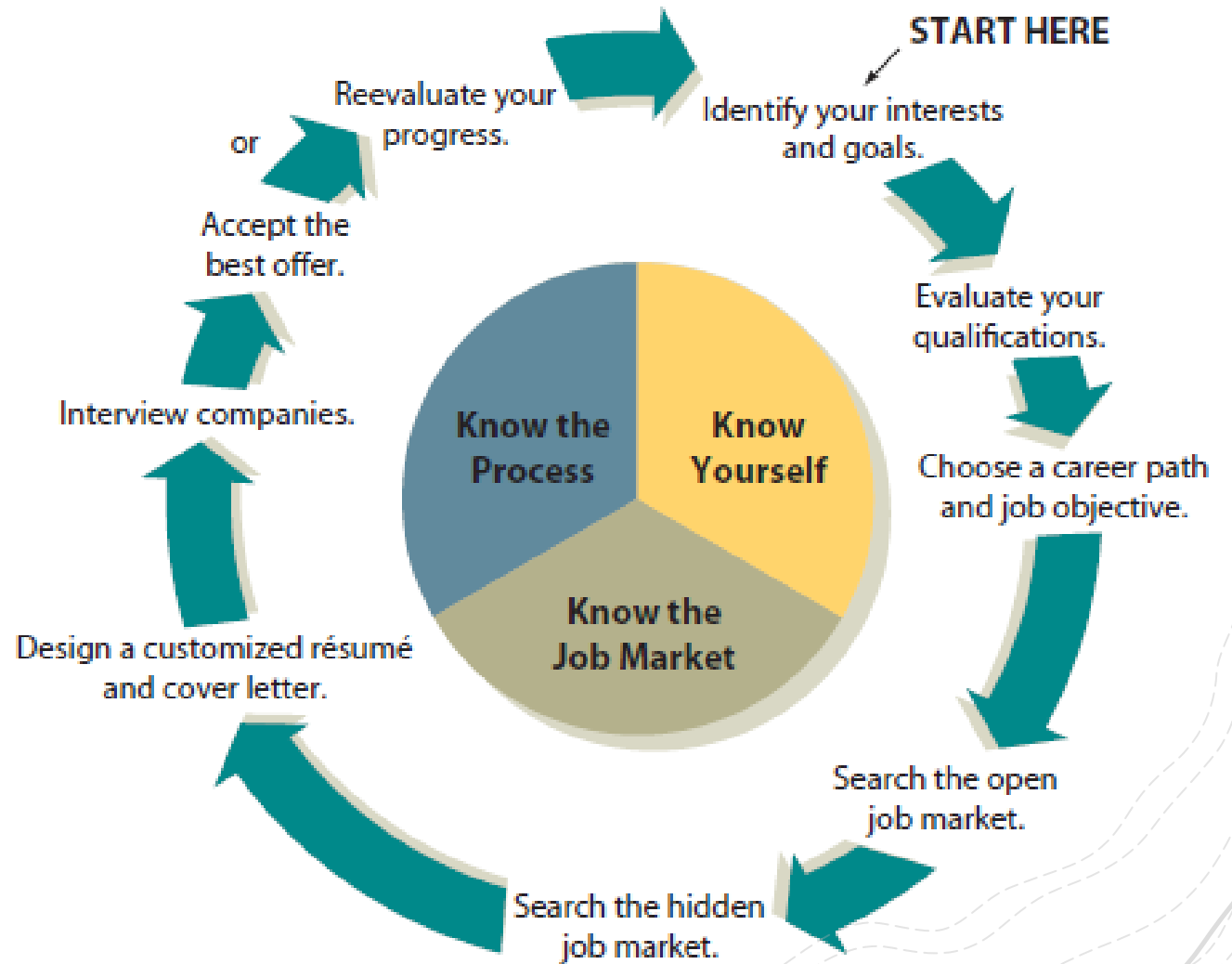
Today topics

- +Preparing for a job search
- +Searching the job market
- +Writing a customized résumé
- +Developing an effective cover letter

First step in finding a job

- + Knowing yourself
- + Knowing the job market
- + Knowing the employment process.

FIGURE 15.1 The Employment Search



Identifying Your Interests and Goals

- +Begin the employment process with introspection.
 - +Looking inside yourself
 - +Analyse what you like and dislike so that you can make good employment choices.
- +Career counsellors charge large sums for helping individuals learn about themselves
- +You can do the same kind of self-examination

Self-evaluation questions

- + What are you passionate about?
- + Can you turn this passion into a career?
- + Do you enjoy working with people, data, or things?
- + Would you like to work for someone else or be your own boss?
- + How important are salary, benefits, technology support, and job stability?
- + How important are working environment, colleagues, and job stimulation?
- + Would you rather work for a large or small company?
- + Must you work in a specific city, geographical area, or climate?
- + Are you looking for security, travel opportunities, money, power, or prestige?
- + How would you describe the perfect job, boss, and coworkers?

Evaluating Your Qualifications

- +Employers today want to know what assets you have to offer them
- +Have proofs of your qualifications.
- +Try some questions for self-evaluation

Evaluating Your Qualifications

- + What technology skills can you offer?
 - + Employers are often interested in specific software programs, Web experience, and social media skills.
- + What other skills have you acquired in school, on the job, or through activities?
 - + How can you demonstrate these skills?
- + Do you work well with people? Do you enjoy teamwork?
 - + What proof can you offer? Consider extracurricular activities, clubs, class projects, and jobs.
- + Are you a leader, self-starter, or manager?
 - + What evidence can you offer? What leadership roles have you held?

Evaluating Your Qualifications

- + Do you speak, write, or understand another language?
 - + In today's global economy, being able to communicate in more than one language is an asset.
- + Do you learn quickly? Are you creative?
 - + How can you demonstrate these characteristics?
- + Do you communicate well in speech and in writing?
 - + How can you verify these talents?
- + What are the unique qualifications you can offer that will make you stand out among other candidates?
 - + Think about what you offer that will make you memorable during your job search.

Choosing a Career Path

- +Visit your campus career centre
- +Search the Web
- +Use your library
- +Take a summer job, internship, or part-time position in your field
- +Interview someone in your chosen field
- +Volunteer with a nonprofit organization
- +Monitor the classified ads.
- +Join professional and student organizations in your field.

Searching for a Job Online

Pros

- + Easy to gather job search information, such as résumé, interviewing, and salary tips
- + A jumping-off point in most searches.
- + Match kinds of jobs that are available and the skill sets required

Cons

- + Flood of candidates
- + Privacy of information
- + Low success rates (i.e., 3.95% at CareerBuilder.com in 2010)

Searching for a Job Online

- + Use reputable sites
- + Company Web sites
- + Professional organization Web sites
- + Local employment Web sites
- + Social media sites



Searching for a Job Online

- +Be selective.
- +Use a dedicated e-mail address.
- +Limit personal information
- +Post privately
- +Count the days.
- +Keep careful records
- +Protect your references
- +Don't respond to a "*blind*" job posting

Searching for a Job: Traditional Approaches

- + Check classified ads in local and national newspapers
- + Check announcements in publications of professional organizations
- + Contact companies in which you are interested, even if you know of no current opening
- + Sign up for campus interviews with visiting company representatives
- + Attend career fairs
- + Ask for advice from your instructors
- + Develop your own network of contacts

Résumé - What is a Resume?

- + **Marketing Tool:** Designed to capture attention and get you to the next stage in the recruitment process. It presents in writing the skills, accomplishments and qualifications that you bring to a potential employer.
- + **Key Component:** It is the first essential tool in the job search process. The resume is the first introduction a hiring manager will have of you. You want them to feel drawn in and motivated to invite you in for an interview.
- + **Written Inventory:** The resume is an inventory of your skills, accomplishments, experiences and education to date. It should be customized and targeted for each individual position.
- + **Interview Getter:** This is your ultimate goal with a resume; it tells the hiring manager that you have the necessary experience, skills and education.

What to include in a Resume

Here's a list of what many students include in their resumes. Some of these may be heading titles, or not. Not all resumes will include all these things. Remember, each job-seeker is unique.

- Education
- Coursework
- Computer Skills
- Projects
- Leadership Activities
- Co-curricular Activities
- Internships
- Work Experience
- Volunteer Experience
- Awards

What Makes a Good Resume?

- + **Clear** – It gives the reader a clear understanding of who you are, what skills you possess, your accomplishments, and the career path you have chosen.
- + **Concise** – Every word has purpose. Only content that makes you a strong candidate is included.
- + **Consistent** – A consistent format focuses the reader on what you have written, not on how you have written it.
- + **Focused** – For most people, this is the most challenging part. You must market yourself on your resume. Focus on your achievements, strengths, and skills. Use action verbs.

Focus on Transferable Skills

A transferable skill is a skill gained in one job that is useful in another. Many high school and college experiences do not directly relate to a post-grad career, but most people can always talk about transferable skills!

Here's an example of a resume entry describing a yard work job, by a student seeking a management trainee position:

Yard Care Worker

Smith's Lawn Service, Sacramento, CA: Summers 2007 and 2008

- + *Consulted with customers regarding service and provided feedback to company owner*
- + *Trained new employees on use of equipment and proper landscaping techniques*
- + *Demonstrated punctuality by starting shift at 5 a.m. every day and achieving 100% attendance*
- + *Exhibited a strong work ethic by providing hard labor in demanding conditions*

Note that the job candidate did not talk about the actual duties that would be obvious, e.g. mowing lawns and trimming trees, but instead focused on the transferable skills that would be important to an employer hiring for a management trainee position.

Quantify Accomplishments

Quantify your accomplishments if you can. For example:

- + Consistently ranked as the #1 or #2 sales associate out of a team of approximately 20 sales professionals.
- + Awarded "employee-of-the-month" twice during eight-month employment.
- + Planned and implemented activities for groups of 8-10 elementary school students.
- + Organized an awards ceremony attended by over 200 student athletes.

Action Verbs

Activity

1. Write down 3 transferrable skills that you have
2. Review the Action Verbs in your packet
3. Write each transferable skill, starting with an action verb

Before You Write Your Resume

- + **What type of job are you seeking?**

- + It can help to have a specific objective or use the position to craft a targeted resume.

- + **What type of person and experience are required for the job?**

- + You can find this information through research, informational interviewing, and networking.

- + **What skills and abilities do you have to offer an employer and what ones will you stress?**

- + Focus on those that support your career objective.

The Cover Letter – Purposes

The cover letter accompanies your resume, and its purposes are to:

- + demonstrate a match between the employer's needs and your attributes
- + demonstrate your knowledge of the organization and why you would be a good "fit" if hired
- + showcase your communication skills, writing ability, and writing style

Cover Letter - Guidelines

- + Single space your letter and double space between paragraphs.
- + Use a business letter format.
- + Keep your paragraphs brief and relevant.
- + Tailor your letter to the position and company. You are selling yourself, so show how your qualifications match the job duties and company goals.
- + Proofread your letter carefully and ask one or two others to proofread it as well. Misspellings and grammatical errors communicate that you are a poor writer and/or are careless. Don't let this happen to you!

The Cover Letter – Structure

A good cover letter is typically short, usually three-to-five paragraphs.

- + The opening paragraph should catch the employer's attention and state what position you are applying for and why.
- + The middle paragraph should develop your theme by providing specific examples of your qualifications.
- + The last paragraph should close by requesting an interview and providing contact information.

Cover Letter – First Paragraph

- + Employers receive hundreds of resumes for each position.
- + You want your cover letter to stand out, so start with an opening that grabs attention immediately.
- + Following are a few examples of openings that are effective and interesting.

Cover Letter – First Paragraph

State how your skills and background match the job and are a benefit to the organization

Example:

In December, I will earn a degree in interior design at California State University, Chico. I recently completed a job with an interior designer in Northern California where I was given the responsibility of running a fine art gallery and participating in multiple interior design projects. I am looking for the opportunity to perform in this capacity for Arthur McLaughlin & Associates. Please consider my resume in regard to your design consultant position.

Cover Letter – First Paragraph

Name drop

Example:

Laurel Flower, who supervised my work as an intern with your company, recommended that I apply for the position of assistant sales manager. (Follow with a description of your qualifications).

Cover Letter – First Paragraph

Name drop

Example:

One of my friends, Mark Star, works as a manager for XYZ Company. He recommended that I write you about a position as a management trainee. He speaks highly of your company and believes my leadership and past sales experience would be an attribute to your organization.

Cover Letter – First Paragraph

Refer to company or career research you have done

Example: I read the April 20 issue of the Wall Street Journal with great interest. The article, "Future Directions of Ten Corporations," mentioned that your company is looking for college graduates with marketing backgrounds who are bilingual in Vietnamese and English for your new office in Saigon. (Follow with a description of your qualifications and how they match company needs).

Cover Letter – First Paragraph

Refer to the content of the employer's ad

Example:

When I read your ad in the Daily News for a civil engineer, I almost believed you had written it for me. (Follow with a description of your qualifications).

Cover Letter – First Paragraph

Ask a question

Example:

Are you looking for an individual who has set sales records for two different companies and has reorganized an ad campaign to reach thousands more customers? (Follow with the details of this accomplishment).

Cover Letter – First Paragraph

Ask a question

Example:

How much are rising production costs affecting your bottom line? (Immediately give an example of how your work can improve the bottom line.)

Cover Letter – Middle Paragraph

- + Write about how your experiences and education match what the employer is looking for.
- + You can expand on the main point(s) you introduced in the opening and bring up new examples.
- + Provide specific examples as to how your qualities meet the employer's qualifications.

Cover Letter – Middle Paragraph

Example:

My organizational communication major has given me four years of public speaking experience and an extensive background in professional writing.

Example:

Competing on my college basketball team for three years strengthened my teamwork skills and provided the opportunity to build strong relationships with my peers.

Cover Letter – Middle Paragraph

- + Employers consider achievements to be indicators of future success, so do not be modest about yours.
- + Using numbers as in the example demonstrates achievement.
- + Show how your experience and achievements match the position requirements or company goals.
- + The better job you do at matching yourself to the position, the more likely you are to get an interview.

Cover Letter – Middle Paragraph

Example:

While I served as the fundraising chair for my fraternity, I planned the campaign; researched and identified possible donors; and organized phone solicitation efforts, visits to potential donors, and several one-day events. As a result, we raised \$50,000– a 200 percent increase over the prior year. To be successful, I trained teams in solicitation techniques, acted as mediator when tempers became frayed, and recruited committees who worked together to anticipate and resolve difficulties before they became crises.

Cover Letter – Final Paragraph

Your closing paragraph or sentence should encourage action.

- + Offer one of two choices: either "you call me" or "I will call you."
- + If you have a personal connection with the employer and actually have a personal contact name and phone number, the "I will call you" approach is good.
- + These days, however, it is often difficult to get contact information so do not worry if you can't follow-up.
- + Finally, thank the employer for taking the time to read and consider your letter and resume.

Cover Letter – Final Paragraph

Your closing paragraph or sentence should encourage action.

Example: As I have described above, I am confident my sales skills, organizational abilities, and technical expertise will benefit (name of company). I will call you in a week to check on the status of my application. I look forward to setting up a time for an interview. Thank you for your consideration.

Example: I would appreciate the opportunity to meet and further discuss my qualifications and your new graduate registered nurse program. Please contact me at 530-898-3245 or sjsmith6@yahoo.com. I look forward to hearing from you. Thank you for your time and consideration.

Resume vs. Cover Letter

Resume

- + "Matter-of-Fact" Document
- + Skills, Experiences, Education
- + Include Scope, Size, and Achievements

Cover Letter

- + Enthusiastic, Passionate, Persuasive
- + How your Skills meet the position Needs
- + How and Why you can help

The background features a light gray field with a series of wavy, dashed lines that create a sense of movement and depth. In the top-left and bottom-right corners, there are solid white circles. The text "THANK YOU" is centered in a bold, black, sans-serif font.

THANK YOU