

preparing for industry expectations

Learning Circle 2 – COMM4700 Professional Practices for IT



February 9, 2021

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# What is an elevator pitch?

Maher

An elevator pitch is a short introduction of yourself and highlighting your skills and knowledge to start a professional conversation. It will take around 30 seconds to present yourself as a professional.

Cherish

An elevator pitch is a short introduction of yourself to start a professional conversation. It is around 30 seconds and involves selling yourself as a professional, it is about introducing yourself and highlighting your skills and knowledge.

Jamie

An elevator pitch is a short but interesting introduction of oneself. It is basically selling yourself to a prospective employer in a matter that is wanting them to know more about you.

# Practice Pitch

Maher

In the interview, the first 30 seconds will be crucial. These 30 seconds will include:

* Briefly introduce myself.
* Provide important expertise and skills.
* Only, provide what is related to the job.
* Determine the position we want to occupy.
* Our expectations for this job.

For example:

(Hello, my name is Maher Alhelwani. I am a student at the Nova Scotia Community College, second year of Database Administration program. I will graduate in June, and I am interesting to have a job in Databases field. I have a good skill for create management databases with SQL. I would like to have the chance to apply my education and improve my skills in this field through working in your company).

Cherish (I made a generic elevator pitch, not specific to an organization)

“Hi, my name is Cherish Browne, how are you today? I am a second year Database Administration student at the Nova Scotia Community College, and I am graduating in June. I am currently looking for employment in my field and would love the opportunity to apply my education and skills in the field.”

Jamie

I have found that to create an effective elevator pitch, a guide or template can be followed. This would be:[[1]](#footnote-2)

* Get Attention
* Establish a Need
* Satisfy this need
* Visualize Consequences
* Present a CTA (Call to Action)

For example:

“Data really is proving to be more precious than gold. That means that the management of data is really essential for your company. A Database Administration graduate like me would be perfect to help your company care for your precious data. Trained in the different aspects of data, from its collection, processing, analysis, having me would surely be beneficial to your company as you would have someone that actually cares about the company and knows the true value of your data.”

# What is a target list in job searching?

Maher

It is important to have a list of companies that are targeted for us as job seekers. This way we can be sure that we are on the right track in our search for a suitable job for our:

* Our experience in the field of Database Administrator.
* Our vision and aspiration for the work environment.
* The extent of the company’s goals matches our ethics and principals.

Cherish

A target list in job searching is a list of companies that interest you and you want to work for.

Jamie

A target list contains the compiled names of all the companies and organizations one is interested in.

# What are the top three companies you would place on a target list? Why?

Maher

The top three companies I would place on a target list are:

* **IBM:** IBM is one of the world's leading database companies. Usually, they offer training courses in this field for new employees. It would be great for me to gain experience that helps me develop within the IBM environment.
* **CGI:** Company provides many services in the IT sector. One of these services is: Database infrastructures. This company has many clients such as the local governments of the provinces, institutions, and government ministries.
* **Service Canada:** Service Canada offers a lot of services to Canadian citizens. Service Canada Has a huge database that includes information about citizens and the services provided. This leads to the constant need for database administrators to manage, maintain and develop the database. This makes it a safe job (long term job).

Cherish

* **Verb Interactive:** Verb Interactive specializes in creating marketing solutions for the tourism industry. Before I started this program, I worked in the Tourism industry as a flight attendant. I think that working at Verb would be a nice mix of my old career and new one.
* **IBM:** IBM is a large, well known company. I think it would be a good place to work as they offer training to employees and there is such a wide range of careers there. It would be an ideal place for me to gain more skills, knowledge and training specific to my role.
* **Government**: A job in my field within the Canadian government would provide good job security and benefits. It would be stable and would be a good place to work for experience. As we become more technology oriented there will be the need for more of these roles within the government.

Jamie

* **Verb Interactive**

I have always been interested in this company ever since I have heard of them last year. They are a full-service digital marketing agency that provides interactive marketing solutions for the tourism industry. I have heard so many good things about the company. They even have a 4.4 rating on Glassdoor. I have always been one that has been interested in creative ventures or exercising my creativity in every project I do. When the list for the companies for last year’s IT job fair was provided and I did research about Verb, I fell in love. I felt like it was a perfect fit and I felt like I have found my dream job. You can tell even from their website how creativity really plays a role in their company. They did the website beautifully and it is truly eye-catching. Perfect for a marketing agency. I also did research on their employee culture and benefits and they provide one of the best.

* **Service Canada**

Service Canada not only provides great benefits but also ensures a lot of work that needs to be done. This means that it is a good long-term opportunity. It is a government job which means that you would be contributing to society which I think is a big plus. Working for Service Canada also means that one is able to use their broad range of data sets to aid in decision making which is a very good opportunity as this can exercise the skill in analyzing that data sets and using them in a meaningful way. I also love how they promote diversity and have a lot of advancement opportunities across Canada.

* **IBM**

IBM has always been one of the giants in the IT industry. I met a few of their representatives during the job fair and they mentioned that IBM actually provides training for their new hires that are fresh graduates. This is something that I find very smart and advantageous to not only IBM but to their new hires as well. It is good because they are instilling their company values and practices to fresh graduates, people who have not yet established their work practices. This is also good for the new hires as it won’t shock them with the company’s culture and provide them with adequate training, something that I think a lot of companies fail to do.

# Who would you approach for a letter of recommendation as a new grad? Why?

Maher

Most of the jobs related to my college studies in Database Administrator program are based mainly on the SQL language. Throughout the courses I attended, Mr. William Cunningham (Bill) had a clear influence in developing my skills and experience. Also, Bill has a lot of knowledge in this area. He introduced himself to all students as a reference. I think that he is one of the most important professors whose recommendation letter will have a great impact. I think if Bill accepts to submit a letter of recommendation for me as a new graduate, that letter would be a huge addition for my resume. Because Bill is an honest person, he will only give this letter if he is certain that the student really deserves it.

Cherish

I would approach Bill Cunningham for a letter of recommendation. I chose Bill because we have had him for many different courses throughout our program and he is very knowledgeable about databases and the workforce. Bill is well known throughout the industry so having a recommendation from him would be impressive in the company’s eyes. Bill has had a lot of experience and has guided us throughout our time as students.

Jamie

I would approach both Bill Cunningham and George Campanis. They have both been detrimental (as have my other instructors) in the completion of my program, as well as having a lot of knowledge about the specific industry I am in. Upon knowing them more, I have also found that they both have numerous connections around the industry and would be great names to have a recommendation from.

# Discuss and debrief your experiences at an IT related event/conference.

Maher

I attended the ASUG (American SAP User’s Group) Conference at Dalhousie University During the first year of our program. It was interesting to be in touch with members of different companies. As a student, it was interesting experience to be able to hands on with SAP Analytics cloud in that event.

Cherish

During the first year of our program, I attended the ASUG (American SAP User’s Group) Conference at Dalhousie University. It was interesting and nice to communicate with companies that had booths set up. There was also a contest being held there that Bill Cunningham was encouraging us to join in groups, although the contest ended up being canceled due to a low number of participants. As the contest was cancelled a few of my classmates and I decided to attend a workshop that was going on instead. It was really cool playing with the software and data sets they provided.

Jamie

I was able to attend the ASUG (American SAP User’s Group) Atlantic Canadian Chapter Meeting in 2019. It was very fun and interesting as I was able to go with my classmates. We commuted from NSCC to Dalhousie together. They had several booths for different companies there. It was a good experience as we were able to meet people from those companies during the networking lunch. They also provided us with different symposiums and talks related to SAP Predictive Analytics, Data Mining, etc. One thing I enjoyed the most, however, was how they were able to provide us with hands on experience with SAP Analytics cloud in one of the talks. Actually, a few of the talks had hands on activities which I thought was amazing because it engages the audience. I wanted to attend more but I had to go back to NSCC to attend classes in the afternoon, but it was definitely a fun and enriching experience.

# References

Neely, J. (2017, November 14). *Top 7 Killer Elevator Pitch Examples*. Retrieved February 08, 2021, from Toggl Track: https://toggl.com/blog/elevator-pitch-examples

1. Referenced from: (Neely, 2017) [↑](#footnote-ref-2)