

WINNING THAT JOB

OVERVIEW

Getting a job has changed dramatically over the last 25 years. As a community we have moved from a tradition of “full employment”, where unemployment levels ran at one percent or even less, to a situation where unemployment levels of up to 10% are accepted as normal.

No longer can workers pick and choose their next job. Employers routinely sift through hundreds of applications for any given job vacancy.

It is not difficult to understand why many job seekers have come to believe that the major qualification required to win a new job today is luck. And while we also believe that luck does - and has always - played a part in winning a job (it's always good to be in the right place at the right time!) you can improve the odds in your favour.

None of us can guarantee that we will be short listed for that job we have applied for or that, having been short listed and interviewed, we will win the job. But using proved and workable techniques and approaches, we can give ourselves some clear advantages and increase our chances.

Job seeking can be seen in marketing terms. We must give our potential new boss a reason to interview us rather than someone else: to see us as a “differentiated product” that offers some potential benefits which other products (people) do not have. Our resume (or curriculum vitae) is usually the one and only shot we get at convincing her or him of that.

Then, having won an interview, we can think of the boss (again in marketing terms) as a “qualified lead”. The challenge is to “close the sale”; to convince her/him that we actually are a product worth buying.

This program is about giving yourself the best possible shot at winning an interview, and then winning the job at interview.

The workshop takes a strong ethical stance. Honesty and openness is important in job seeking as with all business dealings. However, everyone can learn to make the most of their strengths and to counter the impact of their weaknesses and this

is the central principle on which the program is structured.

AIMS

The aim of the “Winning that Job” program is to equip participants with the skills to:

1. Prepare an effective and competitive resume or curriculum vitae.
2. Present themselves and their abilities in the best possible way at job interviews.

LEARNING OUTCOMES

At the conclusion of the program, participants will know:

- a. How employers use resumes to select an interview short list.
- b. What the resume should contain.
- c. How to structure the resume.
- d. How to express the contents in such a way that strengths are emphasised and weaknesses are minimised.
- e. Whether you need to have more than one resume and if so, how to manage them.
- f. The importance of “quality control” in your resume: complete, neat, readable and well organised (and everything properly spelled!).
- g. Covering letters – to use or not to use? And what should they contain?
- h. Addressing the selection criteria.
- i. Extra strategies to ensure that the overall application calls out, “See me!”.
- j. How to prepare for the interview.
- k. What the interviewer is looking for at interview.
- l. Interview behaviour: looking and performing in a manner that impresses positively.

- m. Coping with the questions: anticipating what is most likely and preparing for the unanticipated.
- n. Making sure you get your message across.
- o. The all important closing statement.

PROGRAM CONTENT

The program is structured generally around the following elements:

- The importance of the resume in job seeking.
- Preparing a clear, accurate and attractive personal resume (or resumes) that provides a competitive edge in job seeking.
- The actual preparation of a new resume based on the principles and approaches taught in the workshop.
- Developing and practising a range of improved interpersonal skills.
- The importance of and what do by way of actual preparation for the interview.
- Developing a series of positive responses and statements to answer to frequently asked interview questions and as closing statements.
- Actual practice of effective interviewee skills in workshop role plays.

Every effort is made to tailor the precise program content to reflect the major needs of individual participants.

The program uses a blend of classroom sessions, interactive group work and experiential learning activities including role plays. Video feedback strategies are used.

Participants will be expected to undertake some pre-program preparation.

EVALUATION

Participants themselves are always invited to provide their responses at the conclusion of the

program which provides an indication of participant "comfort level".

However, over time the only real determinant of the success of a program such as the present one is participants' success in job seeking. Our approach is to provide the participant with an evaluation instrument for completion several weeks after conclusion of the program. This is essentially an in-house tool for use by the client.

However, we encourage the return of a copy of the completed instrument for use in the future review, development and general improvement of the program.

DURATION

The basic program is designed to cover two full days of eight hours each. However, the program contains two clear modules, each of which can be provided separately.

The "resume" module can be presented in a single one day session, or a reduced version over one half day. Successful variations have been presented over a series of two-hour (evening) time slots.

The complete "interview" module requires a minimum of a single one day session, if all interactive elements, including role plays, are included. A simple version of the program could be conducted in one half day with interactive elements reduced, but we do not recommend this as a strategy.

POST WORKSHOP FOLLOW UP

Many participants benefit from personal follow-up in the period immediately following the workshop (or the "resume" module, if presented in isolation), to assist them to actually complete a finished resume.

Such personal follow-up can be factored into the overall workshop structure if desired by the client.