



CERTIFICATE PROGRAM BUILDING INTERNATIONAL CAREERS

WINTER TERM 19/20

REFLECTIONS & RECOMMENDATIONS



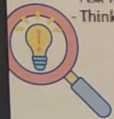
Step 1: Know Yourself

Reflections:

- Find the common ground between your competence, interests and values, or what your priorities are.
- Identify your strengths and weaknesses.

Recommendations:

- Discover your passions through exploration (internships, volunteering)
- Ask friends and mentors: what are your strengths and weaknesses?
- Think about the situations when you feel most fulfilled



Step 3: Present Yourself

Reflections:

- Always use the 'Situation, Task, Activity, Result' (S.T.A.R.) method for CVs.
- Content > Aesthetics! Avoid unnecessary graphics.
- Emphasize your hard skills and quantify them through numbers (grades, improvements...).

Recommendations:

- Expand your network through LinkedIn & Xing.
- Let someone else read your application to check for spelling errors and bad grammar.
- Select only the relevant information according to the job description and have a clear structure (education, professional experience, trainings...).
- Be consistent (layout, font, colors, grammar, margin).



Personal Milestones

- Jeen: passed German B1 level; improved CV and cover letter based on workshop learnings, submitted 3 internship applications.
- Shaina: Completed German A1 level; Refined CV, resume, Worked on Cover letter writing skills, submitted 4 internship and one job applications.
- Margherita: completed French B2.1. level; wrote SMART goals for the next year; submitted the application for an Erasmus internship in Belgium.
- Bernardo: completed German B1 level, wrote CV and cover letter based on workshop learnings for future internship or job applications.



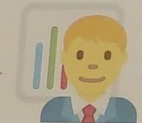
Step 2: Prepare Yourself

Reflections:

- Set short-term and long-term SMART goals that are realistic.
- Do not hesitate to ask for help from peers/ professors/ previous employers.

Recommendations:

- Consider creative ways to develop transversal skills (ZESS courses, Toastmaster groups, theater, tutoring, tandem language exchanges).
- Utilize online and offline resources available for preparation (Glassdoor, University Career Services, Stellenwerk, Alumni Network Event).
- Save the role descriptions of jobs accepted so you could refer back to them when writing your resume.



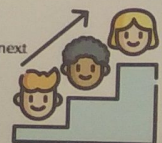
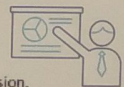
Step 4: Pitch Yourself

Reflections:

- Never attend an interview unprepared, use every interview as an opportunity to practice and improve your skills.

Recommendations:

- Practice in front of the mirror to check on body language and physical expression.
- Think about specific situations when explaining your skills and avoid generic wording.
- Try to understand the perspective of the interviewer: what does he/she want to know? What is relevant?
- Think in advance about answers to typical questions ("what are your weaknesses?" and similar questions).
- Reflect about intelligent questions to ask the employer.
- Be self-confident and avoid the subjunctive mood.
- Even in an unsuccessful interview, request feedback to help you with your next interview.



WRITING A CV

WORK EXPERIENCE

- Mention previous posts and internships
- Exact positions acquired, time and tasks
- E.g. Henri Martin
- 2/2017-9/2017 Internship at Miller-Example Communications, Careertown, Germany
Tasks Included: Writing press releases for small companies, writing and laying out brochures with RelevantSoftware12345

HARD/SOFT SKILLS

- Research skills required by the job
- Reflect on which of them you have and demonstrate these skills
- E.g. communication, teamwork, etc.
- For other countries, pay attention to differences in resumes
E.g. data consent in Poland or importance of a professional photo in Germany

SOCIAL MEDIA

- Some employers would like to know you more
- Especially for jobs related to marketing, sales and so on
- E.g. Twitter, Instagram, LinkedIn, etc.

EDUCATION AND TRAINING

- Outline your academic study
- Start with the most recent, work your way back
- Highlight the title of the course not the university
- For multiple credentials, include the ones most relevant to the job description

PROFILE PICTURE

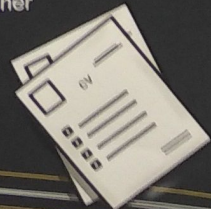
- Optional
- Suitable background, HQ and composed
- Outfit should match the target job

CONTACT INFORMATION

- Up to date phone number, address, email
- E.g. Gina Wang, street 14, Careertown, Germany
- (0049)123456 - gina.wang@example.com

PERSONAL PROFILE

- Most essential points of your CV
- Position this section depending on the layout
- E.g. Alice Huber, clothing designer with 20 years of experience and salsa dancer



Towards a Sustainable Career by the Enthusiasts



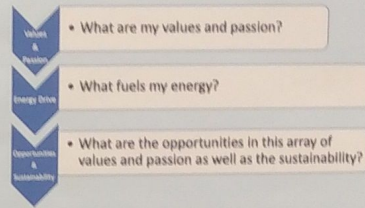
How to slay an Interview

- **Do your research!** Before the interview, make sure you go through the company's mission statement, their core values, their work culture, and recent media reports. This will let employers know that you genuinely value their goals and want to work for their company.
- **Think through the interview.** Prepare an elevator pitch and plan your answers in advance in order to properly articulate what you want to communicate with the interviewer.
- **Dress to impress.** First impressions are important, so make sure you dress professionally. Iron your clothes days before the interview to avoid cramming at the last minute.
- **Be a storyteller.** In order to stand out from the crowd, turn your experiences and accomplishments into stories. You can use the S.T.A.R. technique for this - Situation, Task, Action, Result.
- **Ask follow-up questions.** Follow-up questions can show employers that you have put a lot of thought into your future at their company. Be honest with the employers about what you want from the position, as the follow-up questions can help you decide whether or not the job is right for you.



Values, Passion and Career - The Nexus

A very high percentage want to be known for some record-breaking invention, about 64% of millennials have it all planned in terms of career goals while around 40% are willing to align their career goals according to own value and passion rather than some sort of employer's choices according to a research at Boston College Centre for Work and Family. Hence, what comes into play here is that to build a sustainable career, one should try as much as possible to give a sincere answer to the following:



→ Our ability to answer these will guide us in the decision making process of a career path as young adults.

All about Career Networking

Networking is highly relevant for your career path. Your network reflects your own **experiences** and **competences**. Also, it can benefit you in giving you access to more helpful contacts. Knowing the right people, can support you in **getting entry into an industry** or even in **landing your dream job**.



Learn & master etiquette	Leave an impression	Secure your network	Don'ts
Depending on your field, there are certain rules of etiquette. Pay attention to these details. If you're unsure about something, you can always ask a person of your trust about it.	Always greet people (especially during an internship). Stay friendly and polite. Make an effort to learn and remember people's names. Maintain your relationships by casually talking to people now and then (also with people outside of your department).	Stay connected with people from university, voluntary activities, workshops and most importantly internships on LinkedIn and other professional networking platforms and (if you like) also on social media platforms.	<ul style="list-style-type: none"> ➤ Don't participate in gossip (ever). ➤ Don't limit yourself by sticking to only one co-worker or a clique. ➤ Don't tell intimate secrets about yourself. Be very careful with details about your personal life. ➤ Be more reserved, when it comes to people, who are in a much higher position, than you. ➤ Don't date in your workplace. Just don't.



What is really Important on a CV?



Basic Formatting

- Job Title and Position; Company Name; Dates Employed; Responsibilities and Achievements (reverse-chronological)

Do You List an Internship?

- Are you applying for an intermediate or senior role? If it's either of the two, then you might want to leave out the internship you did 4-5 years ago. Meanwhile, are you a recent college grad with not a lot of practical work experience? If so, an internship is a great way to show some substance and that you're serious about your career path.

What If You Don't Have a Lot of Experience?

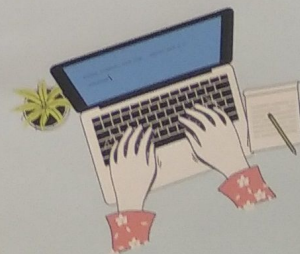
- Soft skills, university achievements, and other personal qualities

How to Stand Out with Your Work Experience Section

- Write Achievements Instead of Responsibilities
- Tailor your work experience to a specific job

How Do You List Gaps In Your Resume?

- If the HR manager sees an empty gap in your work experience section, they're going to assume the worst case scenario. So, it's better to ease their expectations and be honest

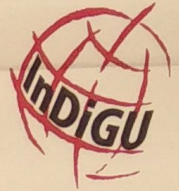


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<https://www.resume.com/career-articles/how-to-slay-your-job-interview-5-tips/>
 "Online Career Modules",
<https://www.resume.com/career-articles/online-career-modules/>





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Nail the application!

Motivation letter

- ✓ not longer than one page
- ✓ be honest and be yourself
- ✓ be concrete! personalize your letter and state why you want to have exactly that job you are applying for

CV

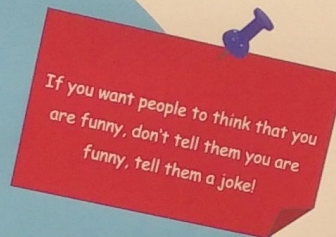
- ✓ having a modern, fresh and professional layout which makes your CV pop up from others
- ✓ prioritize and sort out unnecessary information
- ✓ have a professional and updated photo
- ✓ describe the tasks you had and special achievements
- ✓ create a profile on LinkedIn and add it to your contact information
- ✓ make it personal, show character and personality – do you have any hobbies, sports, experiences?



**GET
THE
JOB!**

Rock the interview!

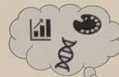
- ✓ investigate on the firm and the interviewers
- ✓ reflect on your interests, values and skills and be prepared for the standard questions
- ✓ what type of interview are you preparing for? will you have to expect tests, case studies, etc? practice!
- ✓ prepare your first impression and make sure it fits the firm's philosophy – should you act more formal or informal? are you dressed appropriately?
- ✓ don't be afraid to find out about your interviewer – ask questions when you are eager to know something and prepare some for the end of the interview
- ✓ don't let the nerves control you, breathe, smile and be confident!
- ✓ prepare for your big day, be on time and think about a Plan B if something unexpected happens
- ✓ last but not least: always remember it's also about you wanting to work with the people you meet and not only their decision



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Know Yourself!



Realise your interests.

- It'll help you *focus* on : - what you want to study
- what your career path is

Identify your skills.

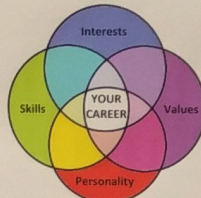
- To *understand* the kind of job that allows you to use them

Explore your personality type.

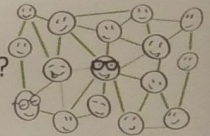
- It'll help you *realise* : - your ability to perform tasks
- determine the kind of people you work best with
- what kind of job satisfies you

List your personal goals.

- To decide and plan for your future job, and to boost your self-confidence!



Prepare Yourself! – Where to look for jobs?



People Network

- Academic contacts (eg. alumni, professors, fellow students)
- Professional contacts (eg. employers, colleagues)
- Family and friends

Events

- Job Fairs
- Job Speed Dating

Traditional

- Job Walls (e.g. Blauer Turm, Oeconomicum)
- Newspapers and magazines
- Counselling or university career services
- Government and private recruiting agencies
- Yellow Pages



Companies

- Websites
- Newsletters
- Open Days

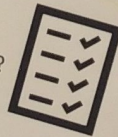
Digital Platforms

- Social Media (Facebook, LinkedIn)
- Websites (eg. GoinGlobal.com, Glassdoor.de, Stepstone.de, Indeed.com, Monster.de, Xing.com)
- University websites and government portals
- Göttingen University's Career Service Databases – go to "Career Service Online Angebote" in StudIP > click on "Lernmodule" > a database of websites of jobs is available, organised according to countries/fields of study



Present Yourself!

How to convince with your written application?



Your Resume and Cover Letter :

- Represent you at the beginning of your career path
- Most crucial steps to achieve your professional targets

Resume:

- Adapt it to the description of the position advertised by the firm
- Focus on suitable skills for the job
- Mention previous relevant experiences
- Include references from professors and/or previous employers
- Use a creative format; eg. online or video resume (if permitted by the employer)
- Certificates and other documents as proof of your knowledge and competences
- Adapt it to the national standards of the country you apply for



Cover Letter:

- Four steps to creating a personalised and unique cover letter:

Step 1. Who is a suitable candidate?

- Think about the experiences, qualities and skills a suitable candidate should have (read the advertisement of the job position).

Step 2. What makes you perfect for the job?

- Make a list of your experiences, qualities and skills and why you are the perfect candidate for this position.

Step 3. What are your competitive advantages?

- Elaborate the three points from the second step; they are particularly important.

Step 4. Create a cover letter using the second and third steps.

- In addition to the above, state your reasons for choosing that company over others- it is a good way to show your interest.

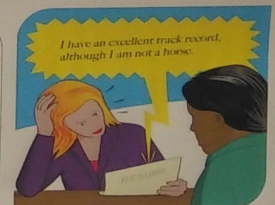
- The cover letter is an addition to your resume – it describes the latter.



Pitch Yourself!

What your Employers Expects

- Your ability to handle the tasks at hand
- Your ability to fit in with the organizational setup and work culture
- Your willingness to represent the company favorably



10 Recommendations for an Interview in an International Context

- Expect fact orientation and standardised processes
- Be aware that recruiters will be looking for your competencies more than assessing your personality
- Be precise: think positive, clear, and analytical
- Sense the right time to talk
- Explore and present your adaptability
- Be explicit and give examples
- Prepare for biography-oriented questions
- Don't be shy to ask questions to the interviewer(s)
- Be honest
- Establish good professional relationship with the recruiter



Image references:

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