

# BRANDING YOURSELF – CORPORATE WORKERS

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Do you see any truly competent workers?

They will serve kings rather than working for ordinary people.

- GOD

*(Proverbs 22:29 NLT)*

# AGENDA

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- CV look and feel: Representing yourself suitably in a competitive market – Personal branding
- Platforms to represent yourself on: Making yourself known and the Job search
- Understanding the business and expectations of future employer
- Interview Etiquette
- Traditional Interviews: One on one, Panel Interviews
- Telephonic interviews
- Skype interviews / Facetime.

# CV look and feel: Representing yourself suitably in a competitive market

## – PERSONAL BRANDING

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1. You only have 2 – 3 pages to effectively represent your years of experience in the industry, use it wisely.
2. Make it reader friendly and clean, don't clutter it up. Important details should be found easily.
3. A summary of your skills/experience can be put in the beginning as a nutshell of your experience, and to create immediate interest.
4. Your personal details should also be at the beginning, which should include your ID number, date of birth, gender, ethnicity, marital status, address etc.



# CV look and feel: (contd.)

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5. Educational details must be in a sequential manner, dates + institutions must be included. If not yet completed, put in the realistic expected completion date.
6. Relevant courses attended, Computer literacy, other relevant skills must be included.
7. Professional associations, Committees/Boards that you sit on, especially if relevant should be added.
8. Your font type and size must be the same all through.
9. Do not copy and paste
10. Take out your picture - it could or could not work for you.



# Employment History

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8. Your employment history must always start with the most recent employment.
9. Be consistent in your sequence: headings, dates and positions should all be in the same order.
10. Use bullet points to attract immediate attention to the content of job duties in each company.
11. Start with the most important/relevant duties.
12. Include lists of notable projects done, date and value.
13. If you report in the 3rd person in the beginning, continue with it. Also watch your tenses.
14. Include professional reasons for leaving each company.



# REFERENCES

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14. You MUST include references.
15. If you include your current employer, make a note that they can only be contacted with permission.
16. The references must be the Technical Manager/Director you reported directly to, not HR or a colleague.
17. Referees full names, designation, company worked together in, and contact details should be included –landlines, cell phone numbers etc. Emails addresses can be included especially if the referee is based outside South Africa.



# OTHER REPRESENTATIONS

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1. Online video CV, with a thought provoking label. Send it to potential employers.



# SOME OTHER REPRESENTATIONS

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## 2. Direct approach:

- > Send emails with your summarized experience and tailor make it to fit according to the research done.
- > Cold call to specific companies. Do not be pushy or cocky - be very polite.

## 3. Industry publications. Engineering news

## 4. Hire yourself out for free. Stipulate a time period and stick to it. Let them ask for you thereafter.





# Some platforms to represent yourself on: Making yourself known and the Job search: TRADITIONAL AND POPULAR

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- Pnet
- Career Junction
- Executive Placements etc.
- Indeed
- Careers24
- Career Jet
- Jobmail
- Best Jobs
- Gumtree
- Jobvine
- BizCommunity
- Crayon



# Some platforms to represent yourself on: Making yourself known and the Job search: SOCIAL MEDIA AND POPULAR

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## LinkedIn:

- Use the Job Board
- Use Your Connections
- Approach Hiring Managers

## ■ Facebook

- Use the Facebook Marketplace
- Use the Search Tool
- Respond to other people's content (other professionals)

## ■ Twitter

- Use hashtags e.g. #Hiring, #Careers, #JobOpening, #JobListing, #HR

## ■ Snapchat

## ■ Instagram



# Understanding the Business and Expectations of a Future Employer

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1. Read and adhere to the job specification sent. Read the job spec thoroughly. Note important aspects, and the advantageous aspects that are not compulsory. What you are not familiar with, read up on it.
3. Read up on the industry; Read up on the company itself – Company website.
5. Read up on the Client(s) to see – LinkedIn, Company website, Facebook (limited).
6. Do not only check technical aspects but also ensure you know the culture.
7. Remember it is not about your expectations, but the Employer's.



# Interview Etiquette

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1. Be tidy - Dress smart and decently. Dress for a level higher than the position you are called in for.
2. Be early, at least 20 minutes before the appointment.
3. Get up when people walk into the room, especially a female.
4. Don't sit at the head of the table. Leave that for your interviewer.
5. Sit. Don't be caught standing when they come in.
6. Don't make jokes. No one is laughing.



# Interview Etiquette

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7. Do not complement individuals, only the company (on recent awards, achievements etc.)
8. Do not be quick to call people by their names until a form of communication/relationship has been established. Also take your cue from the staff when possible.
9. If you won't drink the tea/coffee, don't ask for it. Rather ask for water.
10. Make eye contact with everyone.



# Interview Etiquette

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10. Research everything you can about the company.
11. If you know who is interviewing you, then search for them online. You are not looking for dirt, you are looking for evidence that you might fit in well at the company, for areas of common interest, and for possible questions you could ask the recruiter.
12. Answer the question that is asked of you. Don't stray off topic about unrelated areas. Show that you are focused on the task at hand. It is better to have a short answer that is on point than ramble on.
13. Don't be afraid to say that you don't know something. It is better to truthfully state your skills and experiences than it is to lie, get the job, and be asked to do something you don't know how to do.



# Interview Etiquette

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14. For any skill required that you do not have, indicate that you are willing to be trained on it. Say “it sounds very interesting and you are willing to learn”.
15. Speak clearly. Do not use slangs/funny expressions. Treat everyone present with respect.
16. Sell yourself – talk about what you have done and achieved during your career, and if relevant, in your academics.
17. Show them that you are familiar with that culture and that you’re a good fit for it.
18. Thank all the interviewers after the interview.



# TRADITIONAL INTERVIEWS (Most common)

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- One on one



- 2<sup>nd</sup> / 3<sup>rd</sup> Interviews.

- Panel Interviews. Why? To assess:

- How well you handle pressure.
- How you interact with multiple individuals.
- Your communication techniques in how you ensure a connection with each panel member.





# OTHER TYPES OF INTERVIEWS

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- Telephonic interviews.
- Video conferencing/Skype/FaceTime/Whatsapp.

Ensure that:

1. You are in a conducive environment for this.
2. You have adequate internet connection.

- Informal/Semi formal meetings in a restaurant/coffee shop

