

# Business Class

WEEK 1

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# Welcome to Class!

## TODAY'S AGENDA

- Hello!
- Surprising statistics about CV
- CV must haves
- What about hobby?
- 1st Q&A session
  
- Job interview webinar summary
- Tough questions
- 2nd Q&A session



# Class Objectives & Rules

## EXPECTATIONS AND OUTCOMES

### ★ **Objectives:**

We all have the same goal - to improve your Business English confidence. We will do our best to achieve it. However, we would need your active participation during and between the meetings.

### ★ **Rules:**

- You need to register for every meeting if you'd like to get the video and ebook just after the webinar.
- The room opens at 17:50.
- The class lasts from 18:00 to 19:00.
- During the whole meeting you can ask the questions. They will be answered during two Q&A sessions.
- If we are out of time, the answers will be given in our Facebook group.



# Lesson for Today

## BRIEF INTRODUCTION

There are many CV templates and guides on the internet that are handy for when you are writing, or re-drafting, your CV. So there are no excuses for having a CV that is anything but flawless, however sometimes it is easy to forget, overlook or not even see the mistakes that you make. Let's talk about an ideal CV.



# Surprising statistics



## BE CLEAR AND CONCISE

Firstly, make sure you are being clear and concise, because nearly half of all CV's that are more than two pages long are discarded. On average, recruiters will spend no more than 5-10 seconds looking at your CV, which is why it is imperative that you have all the keywords that they are looking for i.e. include the words that are in their job description.

## BE PROFESSIONAL

Your style and tone of writing can be another BIG factor for why you aren't getting any job interviews. 43% of CV's are discarded because they are written in third person and if there are any spelling or grammatical mistakes, it is very likely that your CV will get thrown away.

In addition to the style and tone of your CV, ensure that everything linked to your job application is professional, because 76% of CV's are ignored if you have an unprofessional email address.

## BE AWARE OF YOUR COMPETITION

Did you know that for any given position there is an average of 118 people that apply for it? Shockingly only around 35% of candidates who apply for jobs are actually qualified for the role. Make sure you are applying for jobs that are on your level; otherwise you are wasting everyone's time.

# CV - must haves



## CONTACT INFORMATION

### INCLUDE:

- Your full name
- Phone number
- Personal email address
- LinkedIn profile
- (Optionally) Professional website
- (Optionally) Other social media handles

### DON'T INCLUDE:

- Physical address
- Date of birth
- Your work email address or any other current business-contact info
- Irrelevant social media URLs.

If you use Twitter to discuss business things, it's ok to include it. But if you only retweet football talk or post "Makłowicz na prezydenta" memes, leave it off ;-)

Also, make sure your email address is elegant. If you still use that "misiaczek876543@gmail.com" email, get a new one.

# CV - must haves



## CV SUMMARY/OBJECTIVE

### CV OBJECTIVE

Use when you don't have much experience

It's a brief statement that communicates your career goals, such as the type of job or industry you want to work in or skills you want to build.

"Motivated nursing student seeking to develop more extensive experience working with elderly patients."

### DO NOT INCLUDE:

- Salary requirements
- Reasons for leaving your past company
- An explanation of why you want the job
- An old-school CV objective e.g. "What I want out of the job."

### CV SUMMARY

Use when you have some experience

It's a short description of your qualifications that explain why you're good fit for the role and can include your achievements, experience, education and skills.

"Attentive nurse practitioner with three years of experience effectively diagnosing patient illness and managing treatment."

- Be concise
- Think what you expect from the future employer
- Make the market analysis, check the job offers and „power words“ or „key words“ that are used in job offers for your position.
- Make sure to highlight your strong points and add one sentence to prove them.

# CV - must haves

## CV SUMMARY



### **135 Power Adjectives for your Resume**

Looking for the ultimate list of th...

resumecompanion.com

<https://resumecompanion.com/resume-help/resume-adjectives/>

## EXAMPLES

Experienced Project Manager with a background in law and 6+ years experience growing revenue for a Krakow-based marketing company.

Well qualified Consultant with 5+ years of experience. Delivering innovative solutions to better maintain existing customer relationships. Coordinating communication between business and technical teams in order to meet development needs. Building trusted, loyal relationships with high-profile clients.

Highly trained Office Manager with 4+ years experience responsible for the overall daily tasks for the office, that includes staff management and customer service. Committed to achieving company goals while ensuring all customers satisfaction.

Skilled Project Manager with 5 years of experience developing of detailed plans and strategies to accomplish large-scale projects in timely manner. Resourceful problem solver, remaining calm in stressful situations and able to effectively assist a variety of customers.

# CV - must haves



## WORK EXPERIENCE

The most crucial section of your whole job application. According to a Jobvite report, 67% of recruiters consider relevant work experience the most important thing they look for on a CV.

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### INCLUDE:

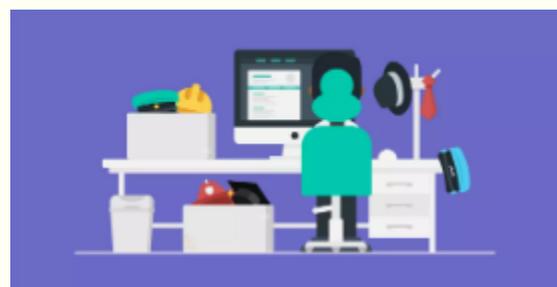
List jobs in reverse-chronological order.

In each entry, include:

- Position name
- Company
- Dates worked
- Up to 6 bullet points outlining your achievements and responsibilities

### DON'T INCLUDE:

- Short-term employment (unless you have less than 2 years of experience in total)
- Present tense for a past job
- Explanation of employment gaps of time-off
- Tables, images or charts.

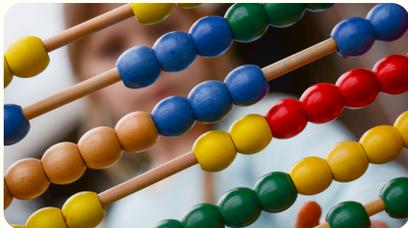


#### Job Titles - Examples for Your Resume & Job Search for 2021

Discover what job titles are and how to tailor yours to make sure it grabs recruiter's attention and passes

<https://novoresume.com/career-blog/job-titles-on-resume>

# CV - must haves



## EDUCATION

If you have more than 2 years of relevant job experience, in your education section, include all postsecondary degrees.

Enter:

- Graduation date
- Your degree
- The name of the institution

And nothing else :-)



## SKILLS

Here's what to list:

- 4–8 skills relevant to the job
- Soft skills and job-specific hard skills
- Indication of your proficiency level (Basic, Advanced, Expert)
- (Optionally) Examples of how you used your abilities



## LANGUAGES

You can use European guidelines: A1-C2 or more descriptive way:

- native, fluent, proficient, advanced, mother tongue, upper-intermediate.
- intermediate, conversational, competent, professional.
- elementary, beginner, basic, pre-intermediate, limited working proficiency



# What are your hobbies?



## SHOULD WE ADD IT TO OUR CV?

It depends... what company you are applying to. If you want to work at Google, you should tailor your resume so that your best hobbies match their work culture. On the other hand, if your choice is an accounting firm, you might want to skip putting hobbies in your resume altogether.

## WHAT TO INCLUDE?

According to Zety's analysis of 133,000 resumes, the most commonly mentioned passtime activities were, you guessed it, watching movies, listening to music, reading books, and travel. Hiring managers have seen these hobbies a million times... and truly don't care. (And neither would you if you were looking for a date.)

## HOW TO ADD INTERETS?

- Research the company - start with the job description, taka a look at their webside, check social media accounts
- Choose wisely - when you choose activities, try to match them to desired personality traits.
- Use passions to highlight your skills - take your resume to the next level by matching your list of hobbies to the work culture of your chosen company.



# Job interview

webinar summary



**WATCH THIS VIDEO**

<https://www.youtube.com/watch?v=ND0AyF5R958>



## MORE TOUGH QUESTIONS

# Describe your ideal career

Talk about what you enjoy, skills that are natural to you, realistic problems or opportunities you'd expect in this particular job or industry, and what you hope to learn from those experiences. Avoid mentioning specific time frames or job titles.

## EXAMPLE ANSWER:

"I'd like to stay in a field related to training no matter what happens. I was too interested in business to work at a university, but I believe that teaching is somehow in my blood. I've been good at sales because I took the time to educate my clients. Now I look forward to training the new hires."



# Where do you see yourself in five years from now?

This open-ended question is one of the most difficult and stressful ones job seekers face. Employers ostensibly ask this question because they are looking for people who know what they want to do and who are focused on specific professional goals. If you lack goals, you will have difficulty answering this question. Be sure you arrive at the interview with a clear vision of what you want to do today, tomorrow and five years from now. Be consistent with the objective on your resume and the skills and accomplishments you're communicating to the interviewer. Your answer should be employer-centered.

## EXAMPLE ANSWER:

"In five years I hope to be working with an employer in an increasingly responsible position, that enables me to utilize my talents and work closely with my colleagues in solving important problems. I see myself taking on new and exciting challenges in an enjoyable environment and hopefully this will be with your company."

# What motivates you to do this kind of work?



The interviewer will want to know about your belief in the products or services of the company. Use personal experience to demonstrate your interests and strengths. In an interview for your ideal job, you'd be highly motivated to get paid for working at something you liked. The interviewer will want to know if your natural interests are compatible with its particular job.

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## EXAMPLE ANSWER:

"I've been fortunate in my own schooling; I had wonderful teachers. I want to be that same kind of teacher—who not only encourages kids to learn but also sets an example that inspires others to want to teach. In the long run, that's our best chance of turning around the quality of education in this state."

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# What is your biggest failure?

“It’s fine to celebrate success but it is more important to heed the lessons of failure.”

— Bill Gates

Interviewers understand that no one is perfect. What they want to understand is whether you are self-aware enough to acknowledge your shortcomings and whether you are someone who can learn from your missteps. Failures also tell a lot about who you are as an employee and whether you are comfortable taking smart risks and pushing beyond your comfort zone to achieve goals. This question also tells them how you view risk, failure and success in general. If you have never failed, you may have never taken risks or succeeded either.

**Choose a specific failure • Share your story • Focus on what you learned**

## EXAMPLE ANSWER:

- Last year, our team failed to land a \$2 million new project from one of our existing clients.
- I think the biggest issue was that the whole team took it for granted that the project would be ours. We had a good relationship with the client and we had just wrapped up a very successful project for them.
- At the same time, we failed to truly understand all of the client’s key concerns.
- Losing the business was a real blow to the company — financially and from a moral perspective too.
- I actually volunteered to lead the analysis of what happened and see what we could learn.
- Our #1 lesson as a team was to never take a client for granted — and to never, ever settle for a “good-enough” pitch.
- I decided to take a sales course to develop my skills and have found that I now really enjoy being closely involved in the business development process — and I am pretty good at it.
- In fact, I made a point of staying in touch with my client contact from the lost project and continued to nurture that relationship.
- As a result, when that contact moved to a competitor, she ultimately brought ABC in for an even bigger project than the one we lost.

# How do you manage stress in your daily work?



It might be helpful here to describe a stressful project you've worked on and the specific actions you took to organize each step and see the project through. How do you keep yourself calm and professional under pressure?

## ANSWER

"I try to get out for lunch at least once during the week to clear my head. I also have a personal rule that stops me from reacting to a problem until I feel calm about it. I think, then act-but I've learned to do that over time."

# Summary of Today's Class

## RECAP 1

Your CV should be flawless. Preferably on 1 page and every time revised according to the job description.

## RECAP 2

Be clear, concise and professional. Tell the truth. Always.

## RECAP 3

Be well-prepared for every job interview.

## RECAP 4

Prepare your own answers to the most common questions. The tough ones as well.



# Thank You

## FOR JOINING TODAY'S CLASS

Please have a look at the tasks I have prepared for you.  
See you next week!



# Tasks for you

I HAVE DONE MY JOB, SO IT IS TIME FOR YOU ;-)

## ★ Zadanie 1

Znajdź ogłoszenie o pracę (najlepiej po angielsku), które jest najbliższe stanowiska, które chcesz otrzymać. Jeśli nie szukasz obecnie pracy, poszukaj po prostu czegoś, co jest najbliższe Twojemu profilu.

- podkreśl w ogłoszeniu słowa kluczowe
- Stwórz CV kierując się naszymi rekomendacjami.
- Możesz zacząć od draftu, a później stworzyć wersję końcową na przykład w Canvie.
- Jeśli masz ochotę, prześlij ogłoszenie oraz gotowe CV do mnie na mail [jroziewska@jtab.eu](mailto:jroziewska@jtab.eu). Wrócę z feedbackiem.

## ★ Zadanie 2

Bazując na wybranym przez Ciebie ogłoszeniu o pracę przygotuj odpowiedzi na pytania z rozmowy kwalifikacyjnej omawiane na dzisiejszym spotkaniu.

Przeczytaj je kilka razy, następnie włącz dyktafon lub aparat w telefonie i nagraj swoje odpowiedzi jedna po drugiej. Jak większość z nas, możesz nie lubić dźwięku swojego głosu. Jest na to kilka metod. Zaczynaj od najprostszej. Spróbuj przyzwyczaić swój mózg do tych dźwięków. Czytaj na głos, powtarzaj wiele razy, mów do siebie.

Jeśli masz ochotę wyślij pliki wraz CV - wrócę z informacją zwrotną.



## Sources:

<https://www.twinemployment.com/>

<https://zety.com/>

<https://www.linkedin.com/>

<https://www.indeed.com/>