



# How to get hired for the job you want     A 4 Module E-Course

I have put together a course, which can be done with just email. It teaches you the knowledge, skills, attitudes, and behaviours to get the job you want. It covers everything you want to know about the job hunt including a whole lot of things you probably didn't even know you need to know.

***This course covers just about everything you need to know for getting hired for your perfect job....***

***..... according to those who have done the course***

***"This material is fantastic and was such a help to me. It covered everything I needed, and even what I didn't know I needed." ~ Ryan: Investment Banker***

***"These interview skills and techniques really work. They worked so well for me in my interview I knew I had the job, and I did get it." ~ Tshidi: Marketing Manager***

**For: This course is for anyone who is looking for a job, be it your first job, or your seventh etc.**

**All you need is email access. All the material is emailed to you for you to work with and keep.**

**You will do the course in your own time and place. There is no set time limit for doing the course. Almost everyone will be finished within 6-8 weeks if you do around 3 hours a week.**

## **In this course you will learn to:**

- *Understand your strengths and talents*
- *Write your personal brand statement and use it in your CV, interviews and networking*
- *Challenge and overcome negative limiting beliefs you have around the job hunt*
- *Develop the skills and behaviours needed for the job hunt: Interpersonal communication skills, being confident, goal-orientation, networking, dealing with rejection, being persistent, remaining motivated*
- *Write a great CV step by step; examples of excellent CV's are included*
- *Write a great cover letter; examples of excellent cover letters are included*
- *Put yourself out there and get noticed by prospective employers*
- *Find vacancies*
- *Network to build your contacts*
- *Try out various tried and trusted as well as some new innovative methods for getting hired*
- *Use Social Media to get noticed by prospective employers*
- *Interview like a pro*
- *Have a positive mind frame before and during the interview*
- *Prepare many questions and answers for the interview that you are likely to be asked*
- *Prepare for questions such as: "Why should we hire you over all the other applicants?" And - "How would you add value to our company?"*
- *Deal with things that can go wrong in the interview (e.g. you get too nervous, the interviewers yawn, you appear over- or under- qualified for the job)*

- *Practice a visualisation exercise for succeeding in interviews*
  - *Pick the right questions to ask interviewers*
  - *Negotiate your salary/package*
  - *Plan do's and don't's for your first day, week and month in the new job*
- It is a [four-module course](#). Once you have registered and paid you will be sent all the material for the course via email. This material includes theory and practical exercises, as well as many examples. There will also be work for you to do. This work will be exercises as you would do during a workshop or coaching session.
  - The work you can do in your [own time anytime during the week](#), and should take between 3-4 [hours a week to complete a module](#).

For more information or to book for the course contact me: [penny.holburn@live.co.za](mailto:penny.holburn@live.co.za)

Below are 12 pages of extracts from the course to help you get an idea of what the course material is like and if you want to do the course. The full course material is around 90 pages. Each module is about 20 pages.

## Extracts from the Course

# *Finding the Job you want*

This course takes you through a process of getting hired for the job you want. The assumption is that you already know what sort of job you want and what career you want to follow. If you don't know this then I recommend you get some career counselling or coaching. Before you engage in the effort to find a job, make sure you know what job you want to do and what suits your personality, interests and strengths.

There are four modules to this course.

In the **first module** we will look at getting to know more about you. This is vital to defining a personal brand for yourself. Even if you are new to the work environment you want to start forming a personal brand – an understanding of who you are. It will be invaluable in helping you get a job. People who don't know who they

are battle to convince others to hire them. They just don't come across as well and as credible as those who know themselves. In this module we will also look at getting your mindset right. When you embark on the job hunt you want to be confident. You want to come across as having valuable skills and services to offer. You don't want to come across as desperate or with a sense of entitlement because both are a big turnoff to potential employers and recruiters.

**Module 2** looks at preparing for the job hunt. We cover the skills you need to develop, and the behaviour and actions you need to display in finding your job. These include interpersonal communication skills, confidence, being goal-oriented, networking skills, handling rejection, being persistent, remaining motivated – etc. The second part of module 2 consists of preparing your CV and cover letter. There are examples of good CV's and cover letters.

In **Module 3** we look at how to find vacancies and apply for jobs, as well as dealing with interviews. There is a skill in being great in interviews. If you learn this skill it will make your life so much easier. We look at preparing yourself mentally for interviews. Preparing questions and answers for interviews. How you should follow up after the interview.

**Module 4** looks at negotiating your package and finalising the letter of offer. We also do a summary of all the steps to date and propose some action plans people have used that have worked in finding a job. We end by making some suggestions for your first day, week, and month at work, to get you off to a great start.

## 1.1 Introduction

If you are not sure what career you want to follow then you need to seek some career counselling or career coaching in order to investigate your strengths, interests, values and abilities, to help you match these up with jobs that are available so you make the right decision as to what career you would like to pursue. In this course we don't do this. We work on the assumption that you do have a good idea of what job you would like to pursue. What we do in this course is get you to be hired for the job you want.

## 1.2 Know yourself

When you go job hunting, you are more likely to succeed if you know yourself well. Research bears this out. When you know yourself you interview better. You can answer questions such as, “What are your strengths and weaknesses?” “Why do you want this job?” “Why are you the right candidate for this position?” Don’t worry if these questions seem daunting; we will address them in the section on interviews. People who spend no time trying to understand themselves are less successful in obtaining jobs. Employers don’t want people who will take any job. The risk of you leaving and moving onto something else, or deciding this is not what you want is greater when you don’t know yourself. Someone who has good self-awareness is a much better prospect for a recruiter.

- Successful applicants know themselves and know what work they would enjoy doing and be good at.
- Write down a list of all your strengths and talents. Then go and find 6-8 other people who know you well (family, friends, colleagues, ex-teachers) and ask them to write down your strengths and talents. Please note – this is about what you are good at. This is not your weaknesses whatever you may think they are. Don’t focus on your weaknesses, focus on your strengths. Know your strengths and be able to talk about your strengths. Your strengths will give you an idea of what work you are likely to be good at doing. And most people enjoy what they are good at. You need to know your strengths to be able to sell yourself in interviews to prospective employers. (Only bring up weaknesses if the interviewer asks about them. And that is a trick question because you don’t want to name weaknesses such as “not punctual” or “anger management problem”. When you are interviewing in general do not bring up weaknesses. Talk about what you are good at. The recruiters won’t think you are being honest, they will think you are naïve if you bring up your faults. The point in job hunting is to put your best self forward.)

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- Then write down a list of your values in the workplace. Are you hardworking? Conscientious? Responsible, Creative, Intelligent, etc?

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- Write down a list of your achievements in life. Think of every single success you have had in life – including exams you have passed, challenges you have overcome, family successes, promotions, awards, acts of courage, etc. It may take some time to do this – but keep on adding. You have lots and lots of successes in your life. Sometimes your success list will help you identify what you are good at. Your success list should also boost your confidence whenever you read it.

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- Write down challenges you have overcome.

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- Write down your principles and standards for your life. Examples: I am always honest. Excellent customer service is very important. Treat others the way you want them to treat you. Respect other people. Etc.

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- Write down your skills and qualifications.

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- Write down your goals and dreams for work. Think about what work you would like to be doing in one year's time, in two years and in five years.

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- What are you passionate about doing?

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### **The work environment**

Before you start looking for a job spend some time thinking about the kind of working environment you would like to be in and what you would like to accomplish in the work environment.

- Describe the kind of environment you would like to work in.
  - What would the leadership be like?
  - What would the culture be like?
  - What hours do you want to work?
  - Do you want to work in professional looking offices or doesn't it matter?
  - Do you want to travel for work?
  - What do you want to earn?
  - What benefits do you want to get?
  - Is flexitime important?
  - What values would you like the company to have?

- Will you work outdoors / weekends / nights?

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- Describe what you would like to accomplish while working for the company. For example, help the company make more sales; help the company create a people-friendly culture; help the company be known for outstanding customer service, help people put a roof over their heads, help people live a better life, etc.

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### 1.3 Personal Brand

Your personal brand is a statement of who you are. It is invaluable to you in your job search. Your personal brand is what you will use to describe yourself. It is what makes you unique. You will use it in your cover letter, CV, networking, introductions, interviews, and just about every other aspect of the job hunt. Having a personal brand statement helps you define who you are and what you bring to the recruiting organisation. It is also more likely to get you hired. In this chapter we work through the steps to define your own personal brand and take a look at some examples of personal brand statements.

## Writing your Personal Brand statement

We will use the answers from a lot of the exercises you have already completed in the previous section in getting to know you.

### **Brainstorming:**

- *Write down your strengths and talents. You can start with what you know, but it is often useful to ask 6-8 other people who know you fairly well what they think your strengths and talents are. You can use those you already described earlier if you did this exercise earlier.*

Examples: Understanding people; ability to work with all types of people; leadership capability, the ability to inspire and motivate others, communication skills, people skills, influencing skills, very strategic and intuitive, negotiating win-win outcomes; future focus, the ability to see possibilities and opportunities; leader of change; responsive to the needs of others.

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### *Write down your knowledge and experience and qualifications*

Here I want you to write down all your qualifications and courses you have completed. All the knowledge you have studied or read up about. Also list the types of industries you have worked in and know, and all the job knowledge you have. Experience and knowledge also includes that gained through part time work or hobbies.

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- *Write down all your achievements*

This can include any awards you have been nominated for, any awards you have won, any special mentions made, and specific distinctions attained, being quoted or cited in the media, being on TV or any other special acknowledgements for your knowledge and skill. This could also include challenges you have overcome or volunteer work you have done.

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- *Write down all the compliments you have received that would be relevant to the workplace.*

So you could write down customer compliments. Or teacher comments. Or the words of someone who thought you were very efficient. Don't write down personal compliments that are not work related such as, "You are so hot and sexy", unless you are applying for a job where those sort of compliments may help you.

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- *Write down your values in the workplace*

Examples: honesty and integrity, loyalty, committed, service-oriented, results driven, community-minded, working for the national/global good, making a difference, success, tenacity, equality, diversity, respect, achievement, enthusiasm, quality, authenticity.

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- *Write down what you are passionate about doing*

Don't think too hard for this one. Just start thinking – What am I passionate about spending my time doing?

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**Sentences:**

Now we are going to take what you have written down as words in the brainstorming part and start creating sentences and paragraphs for your personal brand.

Complete these sentences using the brainstorming information from above. If you think of other things then add them as well. The more, the better. You can always cut down and consolidate later on. If you leave something out, it is left out.

1. I am passionate about.....

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2. I have in-depth knowledge and experience in.....

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3. My particular strengths and talents are.....

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4. My skills are.....

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5. My values are.....

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6. What I bring to the organisation/company/group/world is.....

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Take the sentences and write them into a personal brand statement. Your first draft of writing your personal brand can be literally stringing the above sentences together. Then rewrite your personal brand statement a few times so it reads well. Get others to comment and make suggestions.

Your personal brand statement is about who you are. It is not about saying things that are untrue. Don't ever lie about yourself. You don't need to. You do have skills and talents and greatness within you. If you lie, it is because you think you don't have these things. Your personal brand is about uncovering and putting forward your particular gifts and talents (which we all have) because these can be used to better the lives of others. It is not about being loud and brash either; it is about recognising that you have a part to play in this world and telling others what that is so they can make use of your skills and talents in the best way possible for everyone.

### **Examples of Personal Brand Statements**

#### **Example 1:**

I am passionate about challenges and making decisions that have a direct effect on the desired outcome / profitability of an organisation. What drives me is working and reaching success, no matter the task at hand. I have in-depth knowledge and experience on engineering and construction projects across a variety of business sectors. I am not scared to get my hands dirty and to get out onto the floor in order to deliver results. My skills are analysing information, critical thinking, solving problems, communication, teamwork, leadership, networking, and contract negotiations.

#### **Example 2:**

What I bring to an organisation is the ability to interact positively with all people, including employees on different levels, and draw the best out of each person for the advantage of the company. I am a leader with vision, able to strategize where to go, and how to achieve success. My eagerness to accept challenges and to venture into the unknown will help the organisation roll out change.

Example 3:

I am an organised strategic thinker who strives to achieve the best results for clients and the organisation I work for. Integrity and honesty are my most important values. I thrive on challenges and approach them head-on as I believe all challenges present us with learning opportunities. I positively influence and motivate those around me, and colleagues have told me I am a natural leader. I think out of the box and love finding solutions to problems by getting to the core of issues. I am self-managed and motivated and always offer the best of myself at all times.

Example 4:

I am a confident and intelligent person who takes pride in any work or project I do. I always make sure I complete tasks in the allocated time. I believe clients are the most important asset in any business and should be treated as such. I always give good service to clients, often doing more than what is just expected. I believe a good flow of communication makes the difference in organisations and relationships. I believe in making a difference in business and in the community, and deliver above average performance.

Now it's your turn. Write your personal brand statement below. You may have to write it a few times before you are happy with the way it reads and you are sure it sums up who you are at your best.

My Personal Brand:

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Now we go onto looking at your frame of mind. If you are job hunting you need to be confident, positive, realistic, and believe in yourself and your capabilities.

## 1.4 Limiting and Empowering Beliefs: Getting your mind right

We all think thoughts. And we have thoughts about work and jobs and careers. We have thoughts about ourselves relative to our jobs and careers. For instance we may think we are not cut out to be an engineer. That is a thought we have about a career as an engineer. If you are convinced that you are not cut out to be an engineer then that is a belief you have. Thoughts that we have that we are convinced are true, are called beliefs. We all have lots of beliefs and we have beliefs about all sorts of things. For the purposes of this course we are only going to look at the thoughts and beliefs we have that effect our career and in particular our job hunt.

If you have not spent a lot of time thinking about what you think – that is thinking about your thoughts, it can be difficult when you start. But give it time, and like most things, the more you practice something the easier it gets.

What are some of the thoughts you have about finding a job? Below are some thoughts that people may have.

- There are some jobs that only women or only men will get.
- After 40 it is too difficult to get a job.
- I am the wrong race/gender to get a job.
- I don't have a university degree and so I cannot get a good job.
- In a bad economy it is impossible to find a job.
- I will never find a well-paying job.
- I suck at interviews so no one will hire me.
- If I persist I will eventually find a job.
- I have lots of admin experience so I will be good at a job in admin.

The above thoughts (except for the last two) are all limiting thoughts in that they hold you back from having the job you want. So they are limiting. They limit you in what you go for and what you could achieve in life. They also, are NOT facts. They are beliefs, and so they are opinions. Unfortunately, if we think and believe

this way, we act as if these thoughts are facts. So limiting beliefs hold us back from finding the job we want. They hold us back because they are opinions, yet we act as if they were truths.

We are not born with these thoughts and beliefs. We learn them. We learn them from the people and situations around us. We learn them from parents, teachers, friends, family, the media, and every other source of information we read or listen to. Mostly the people who are telling us these thoughts or beliefs also got them from listening to others. When we are very young we do not have the ability to decide to reject a thought or belief. We need to mature in order to be able to evaluate a thought or belief and decide whether it is true or not, whether it is helpful or not. Once we have formed the thought or belief we tend to act forever on as if it were true and never question it unless something happens in our life to get us to question it. So we are all full of thoughts and beliefs about our careers and about finding a job, some of which are hindering us from getting the job we want.

Before you actually start the job hunt, you need to take a good look at some of your thoughts and beliefs about finding a job, and examine those thoughts and beliefs. If they are not true and they are not serving you then you want to change them.

Do you have any limiting beliefs which could be hampering you in your job search? Below is a list of some limiting beliefs people may have. Tick any of those below that you have. Also add to the list as you think of limiting thoughts you have which are not on the list.

**Limiting beliefs: examples**

- I will never be able to do interviews well
- I am a nervous person and always will be
- Getting a job is too difficult
- I am too stupid to be employed
- No one will ever want to employ me
- I will never be successful in a job.
- I'm not good enough to impress interviewers
- I was hopeless at school and so will be hopeless at a job

- I'm not smart enough
- I'm not experienced enough
- I don't have what it takes to succeed
- Companies will not want to employ me
- The economy is so bad no one is getting employed. Why bother.
- I cannot apply for a job unless I meet all the qualifications
- There are no good jobs out there for people like me
- There are no jobs out there
- I am a failure
- My career track record is dismal
- I will never get another job
- I can't get a job because of my race/gender
- I can't get a good job because of my race/gender
- I am too old to get a job
- I do not have enough experience to apply for this job
- I am not well enough qualified to get a good job
- I do not have a..... degree and so will not get the job
- I have to work in a field for which I am qualified
- I have to apply for jobs in a field where I have experience
- I don't know the right people
- I am too old to make a career change
- The unknown isn't safe. I cannot leave this job I hate even though I know it is the wrong job for me
- I'm not sure that I can trust my decisions or choices.
- I am afraid of failing in a new role.
- Other applicants are always better than me.
- Getting a job is impossible.
- I'm useless.
- It's hard to be successful.
- I am not intelligent.
- I don't have what it takes to get this job.

Actually, if you have a lot of these beliefs not only are you likely to struggle to find a job, you are likely to be quite depressed as well.