



KUZUKO GROUP

IChemE Career Solutions Webinar Series

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Series Overview

Title of Webinar	Date
Session 1 - Transferable Skills	11 th November 2020
Session 2 - CV and Cover Letter	18th November 2020
Session 3 - Using LinkedIn to Improve Personal Branding and Digital Fluency	25 th November 2020
Session 4 - Job Search Strategy	2 nd December 2020
Session 5 - Interview Techniques	9 th December 2020
Session 6 - Coaching, Mentoring and NLP	16 th December 2020

Time: 6.30pm (UK time)

Session 2 Agenda – CV and Cover Letter

1. The purpose of a CV
2. Know what to include in a CV
3. Structure a CV
4. The purpose of a Cover Letter
5. Know what to include in a Cover letter
6. Structure a Cover letter
7. Creating a Targeted CV and Cover letter for specific opportunities
8. Questions and Answers



What is a CV?

- Your **marketing document**, subjective and personal to you.
- An up to date portfolio of your **skills and experience** which are relevant to a particular role.
- Informative, **interesting** and **concise**.
- “Persuasive sales document selling you.
- Targeted to the job for which you’re applying.
- Employers/Recruiters may:
 - **Skim CV** (15 seconds?) to make a decision
 - Take into account **general presentation**
 - Look for **key words**
 - Use **Application Tracking Software (ATS)** to sort through the huge volumes of CVs they receive.



What is the Purpose of a CV?



- An important step designed to **get you an interview**, not necessarily a job.
- An opportunity to demonstrate why you're a **good fit** for a role and **stand out** from the competition.
- A tailored, compelling CV and cover letter shows an applicant is **really interested** and has taken the time to understand the requirements.
- Requested by an employer/recruitment agency as part of the recruitment process to shortlist candidates for interview.
- Making applications for courses e.g. PhD/Postgraduate courses.
- Making applications for professional registration or memberships e.g. Chartership.
- To distribute at careers fairs.



- Identify the employer's **criteria** (what are the key skills, experience required for role?).
- Select appropriate evidence (from any aspect of your life) to show that you match their criteria.
- Take **advice from others**.
- Check for spelling, punctuation and grammar.
- Only include important information.
- Add personality.
- Be **specific**.
- Ensure your LinkedIn profile is aligned with your CV.
- Don't write CV or 'Curriculum Vitae' at the top of your CV, doing this takes up useful space.
- Use a professional email address.



What Information Is Required In a CV?

YOUR VALUE PROPOSITION

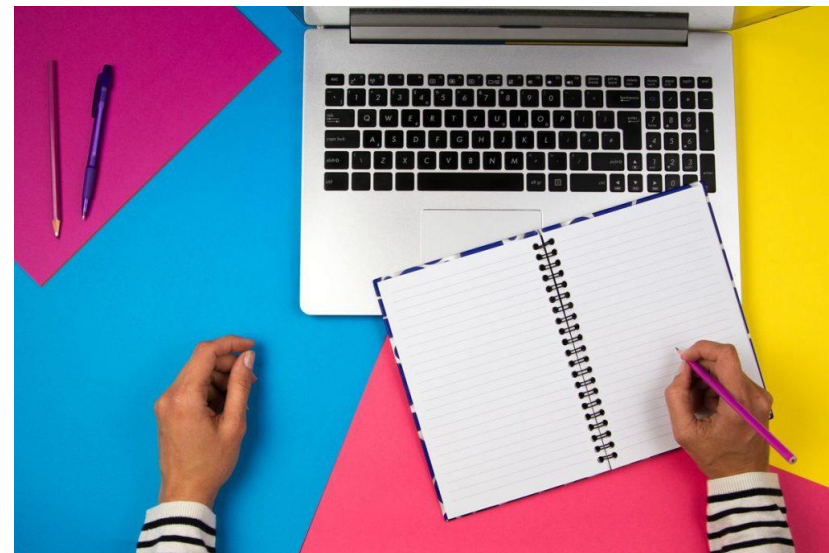


Personal Statement & Personal Details



- Essential:
 - Name and contact details (phone number, e-mail)
- Optional:
 - Nationality
 - Work Permit Status
 - Driving License Status
- Not required (in UK):
 - Age
 - Marital Status/Number of dependants
 - Gender
 - Photograph
- The above will vary between countries

- Use positive language.
- Keep it focused to the job/career.
- Be concise.



Education/Qualifications & Professional Memberships



- Consider **how much detail** is required.
- **Relevant** subject knowledge (modules, projects, dissertation).
- Demonstrate transferable skills through **examples and figures** (analytical, team work, problem solving etc).
- Other qualifications: keep brief and consider their relevance.
- Membership status with Organisations such as IChemE.

IChemE ADVANCING
CHEMICAL
ENGINEERING
WORLDWIDE

Employment History, Voluntary Work & Achievements

- Consider **relevance of jobs**: do you need to include everything?
- Include dates.
- Include Company and Location.
- Include Job Title/Role.
- Include tasks, skills and achievements gained from each experience. Take time to think about this and the value it offers the employer.
- Consider themes e.g. administrative; finance, customer service, team leadership.



IDENTIFYING SKILLS FROM YOUR EXPERIENCES AND PROVIDING EVIDENCE USING THE STAR METHOD

Situation

Provide context and background
For example, working in retail

Task

Describe problems and challenges
For example, dealing with the public

Action

Explain what you did and how
For example, listened to their concerns and offered them alternative suitable options

Result

State benefits, savings, recognitions
For example, effective communication and conflict resolution

Interests/Other Information/References

- Additional skills e.g. IT, languages.
- Relevant interests/extra curricular activities that demonstrate the required skills. For example, playing a **team sport** demonstrates **team working** skills.
- Committees and societies, **positions of responsibility** demonstrates team working and **leadership**.
- References: provide names & contact details if permission has been granted by the referee or state that references are available on request if you are running out of room.



CV Formats

Chronological	Skills Based	Creative
<p>Outlines your career history in date order, beginning with the most recent items (reverse chronology).</p> <p>Includes details of skills within relevant sections.</p> <p>Conventional approach and easiest to prepare.</p> <p>Works well for professionals with a good all round mix of education and work experience.</p>	<p>Highly focused CV which relates your skills and abilities to a specific job or career area.</p> <p>Particularly good for career changers/mature graduates.</p> <p>Highlights skills and major achievements.</p> <p>Minimises impact of unrelated work experience.</p> <p>Saves repeating similar details in similar jobs.</p>	<p>Useful in certain sectors.</p> <p>Stand out/be remembered/attract attention</p> <p>Demonstrate design skills/creativity</p> <p>Be aware of the advantages and disadvantages of this approach.</p> <p>Making a more visual CV may help you to arrange your ideas, even if your final CV is more traditional.</p>

Applicant Tracking Systems (ATS)

- ATS is a recruitment software for companies to **screen** through huge volumes of CVs.
- It ranks your CV on how closely it matches the role description, keywords and search criteria.
- Ensure your CV is totally '**readable**' by computer software so that it can be effectively ranked and searched by:
 - Avoiding logos and graphics
 - Using **simple layouts**.
 - Using clear and **standard headings**.
 - Including the **same keywords, job title and language** which are used in the job description.
 - Writing all text into the **main body** of the CV i.e. not in text boxes or headers/footers.
 - Save your CV as a **Word or PDF** document (not scanned CV or image file).
 - Find the right balance and do not let your CV become an ugly mess of keywords!



What is the Purpose of a Cover Letter?

- Your chance to show interest, motivation and enthusiasm for the role.
- Usually 1 side of A4 with 3-4 paragraphs expressing your interest and enthusiasm for a position.
- Complements your CV, not repeat it.
- A 'must' with your CV to help you stand out.
- Give employers reasons to understand your value proposition and hire you.

The goal is to **get an interview!**



What Information Is Required In a Cover Letter?

HIGHLIGHT KEY SELLING POINTS AND ADD VALUE

Introduction

- Outline the purpose of the letter:
 - who you are
 - what specific job you are applying for
 - where you saw the job advertised

Reason for Application

- Why you are interested in this job and this employer
- Show knowledge of the company and role (targeted, well researched application)
- Demonstrate your interest with enthusiasm

Suitability

- Why you are suited to this job
- Your value proposition - refer to your CV or application form and highlight the main evidence that your skills and experience match the job requirements.
- Provide examples of your achievements that have benefited previous companies.
- Tell the employer how you can directly contribute to the company.

Conclusion

- A final polite and positive statement of your value proposition, stating that you would be available for interview.
- Include your contact information.
- Thank the employer for his/her time and consideration.
- Sign your letter
- Correct valediction: 'Yours sincerely' or 'Yours faithfully'



- Typical **business formatting**: clearly visible contact information on top including a return address, date and the recipient address.
- Include reference to vacancy.
- Use **font that matches** your CV.
- Write to a named person if possible. Here are some ideas on how to get the name of a specific person:
 - Look in the job advert.
 - Call the company for more information.
 - Research the company's website for the person in charge of the department you are applying to, or a person in Human Resources.

Creating a Targeted CV and Cover Letter

- Identify the employer's criteria (what are the key skills, experience required?).
- Select evidence (from any aspect of your life) to show that you match their criteria.
- Seek advice from others.
- **RESEARCH!**
 - Role
 - Product/Service
 - Department
 - Organisation
 - Sector
 - Competitors
- Where can you look?
 - Job description
 - Company website
 - News
 - Professional and Trade Networks



Value Proposition Action Sheet

INSTRUCTIONS:

1. In one sentence, write down what you would say if you had to convince someone to hire you i.e. what is your value proposition?
2. For all of the adjectives that describe you, provide an example.
3. Capture these in your CV and Cover Letter (where applicable).

	Adjective	Definition	Please Provide an Example If This Describes You
1.	Accurate	Correct in all details; exact	
2.	Accomplished	Highly trained or skilled in a particular activity	
3.	Adaptable	Able to adjust to new conditions	
4.	Adept	Very skilled or proficient at something	
5.	Advanced	Far on or ahead in development or progress	
6.	Agile	Able to think and understand quickly	
7.	Articulate	Having or showing the ability to speak fluently and coherently	
8.	Astute	Having or showing an ability to accurately assess situations or people and turn this to one's advantage	
9.	Attentive	Paying close attention to something	
10.	Capable	Able to achieve efficiently whatever one has to do; competent	

IMPORTANT

Get feedback to support you with this activity.

Thank you for listening



Don't forget to **celebrate the little wins** and **be the best version of you** – for you and your loved ones!