

WELCOME! WE WILL GET STARTED IN A FEW MINUTES

Note: Attendees will be sent the slide deck
after the workshop.

In the meantime, feel free to introduce
yourself in the chat! (e.g., name,
program/faculty, regular/co-op)



UNIVERSITY OF
WATERLOO

Centre for Career
Development

ON AIR

FROM APPS TO INTERVIEWS. YOUR CRASH COURSE TO GET STARTED

07/11/2024

Karina Wilk (she/her), Career Leader
Centre for Career Development



UNIVERSITY OF
WATERLOO

Centre for Career
Development

KARINA WILK (she/her)

- Career Leader, Workshop Facilitator @ Centre for Career Development
- Recent UW Faculty of Science graduate
- Past co-op experiences: University of Waterloo, SickKids Hospital, University of Toronto, Grand River Regional Cancer Centre
- www.linkedin.com/in/karinawilk
- Fun fact: I have a dog named Winnie



TERRITORIAL ACKNOWLEDGMENT

The University of Waterloo is located on the territory of the Neutral, Anishinaabeg and Haudenosaunee peoples and is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometers on each side of the Grand River.

Outside of KW area? Check out: <https://native-land.ca/>

Let's keep learning. Why not take a course?

INDG 201 The Indigenous Experience in Canada
<https://ucalendar.uwaterloo.ca/2223/COURSE/course-INDG.html>



WE AIM FOR THIS TO BE A SAFER SPACE

We are entering this space with the intention of creating as safe a space as possible for you. Safe space means something different for everyone, but we promise you that we will try our best!

- Participate in the way that feels most comfortable for you! Take what works for you, leave what doesn't.
- Ask questions whenever! Please use the chat during presentation time, but you can use your mic during the Q&A if comfortable.
- Feel free to send me a direct message to participate anonymously
- If having tech issues, feel free to message Sana/CCA Support. We appreciate patience if any tech problems arise on our end 😊
- Please be respectful of other participants and facilitators

WE AIM FOR A SAFER SPACE

Going into this workshop, the intention is to create as safe a space as possible.

A safe space means different things for everyone, but we'll do our best! Let's keep 3 things in mind:

- **Choice**
- **Respect**
- **Care**





AGENDA

What skills
do I have?

A resume?
What's
that?

Even more
documents?
Cover letter

Interview
time!

What's
next?



GOING FROM ZERO TO "HERO" 5 STEPS



**Know yourself
& your goals**



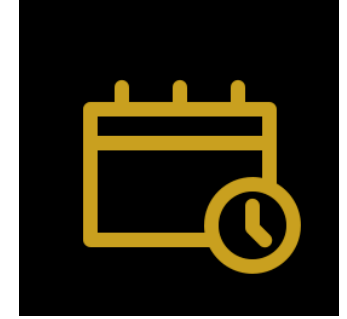
**Presenting
Yourself**



**Gathering
Documents**



Interviewing



Next steps!

STEP 1 KNOW YOURSELF + YOUR GOALS

The world is going through major changes; so are you and your career plans and aspirations.

Take time to reflect on these changes and how you can adapt.

Different Approaches:

- Brain Storm/Word Cloud
- Pros and Cons List
- Where you see yourself in 5 years!



SKILLS CAN COME FROM ANYWHERE



Image from: <https://blog.jobactive.gov.au/how-to-write-about-skills-experience-your-resume>

- Formal / informal training, courses, workshops
- Relevant skills/experience:
 - Paid jobs
 - Volunteering
 - Student club
 - Extracurricular activities
- Relevant projects/achievements
- Awards and recognitions



REFLECT: SELF ASSESSMENT

Self-assessment does not have to be a solitary activity. There are many resources available to help you:

- Attend appointments/workshops
- Consult family, friends, and your network
- Assessments (Decision-Making on CareerHub)
- Journaling
- Reading articles and books on career development

STEP 2: (ASPECTS) OF BUILDING A GREAT RESUME



IDENTIFY your skills, interests, experience, values and work search goals.



ANALYZE job description(s) and **IDENTIFY** what employers are looking for in a successful candidate.



DESIGN & CREATE a document that showcases how you could contribute via your skills/experience.



REFINE your document to ensure it is making the right impression, highlighting your strengths, and speaking to employers.



THE EMPLOYER PERSPECTIVE

“Imagine a doctor's résumé... do you want the doctor's résumé to say, **“has worked with patients”** or **“familiarity with medical practices”** or do you want her to say **“successfully performed 20 surgeries”** and leave all that other stuff off? [Use] the highest value points and leave the other stuff to be implied.”

Director of Product Management, Primal

THE EMPLOYER PERSPECTIVE

What are employers looking for?

- Accomplishments and results – not duties performed
- Relevant knowledge/skills/education/experience
- Personality (and how it fits)

What problems do they notice?

- Vague, confusing or irrelevant content
- Poor written communication
- Lack of visual appeal/formatting consistency
- "Here's what you can do for me"

RESUME SECTIONS AND STYLING

Name

Location, Telephone, Email

LinkedIn, Website, Portfolio

Summary of Qualifications

Relevant Experience

Relevant Projects

Volunteer Experience

Education

Awards & Scholarships

Professional Memberships

Publications

Presentations

Activities and Interests

- Include any relevant experience.
- Prioritize/order/place your resume sections based on relevance.
- Maintain visual appeal and clarity to capture employer attention.
- Consider industry standards – 1 or 2 pages?



DESCRIBING YOUR SKILLS/EXPERIENCE



QUALIFIERS & SPECIFIC WORDING



Sales Associate, Campus Bookstore | Ottawa, ON

- Helped customers at the store cash register.
- Used Microsoft Excel to enter data.
- Answered questions and provided customer service.

VS

Sales Associate, Campus Bookstore | Ottawa, ON

- ✦ Communicated **effectively** with **customers in-person, over email, and on the phone** to ensure satisfaction when responding to inquiries.
- ✦ **Improved** inventory management and tracking by creating **data storage spreadsheets** using Excel.
- ✦ Commended on **2 occasions for outstanding** problem-solving and customer service by the store manager.



DESCRIBING YOUR SKILLS/EXPERIENCE



QUALIFIERS & SPECIFIC WORDING



Sales Associate, Campus Bookstore | Ottawa, ON

- Helped customers at the store cash register.
- Used Microsoft Excel to enter data.
- Answered questions and provided customer service.

VS

Sales Associate, Campus Bookstore | Ottawa, ON

- Communicated **effectively** with **customers in-person, over email, and on the phone** to ensure satisfaction when responding to inquiries.
- **Improved** inventory management and tracking by creating **data storage spreadsheets** using Excel.
- Commended on **2 occasions** for **outstanding** problem-solving and customer service by the store manager.

WHAT TO WRITE IN A COVER LETTER

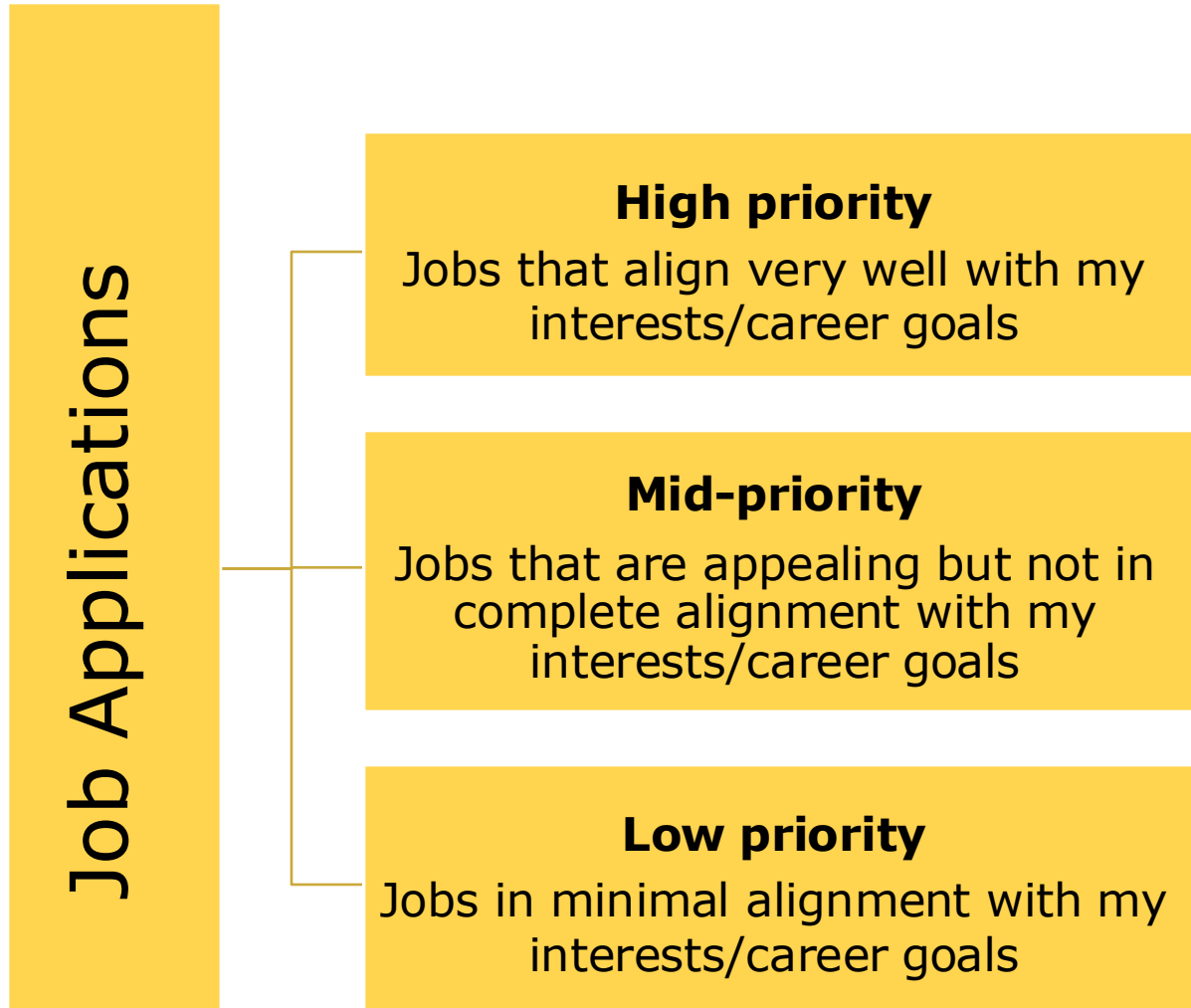


THE FUNCTION OF A COVER LETTER



- Cover letter = bridge between resume and interview
- A place to...
 - Demonstrate your interest in the role
 - Go into detail! (Skills, experiences, etc.)
 - Explain things – if you want to
 - Show you've done your research

PRIORITIZING JOB APPLICATIONS



- When should I submit a cover letter?
- How much time should I invest tailoring my cover letter?
- Is it OK to submit a generic cover letter?

Your Name & Contact Information

John Doe
 VP, Finance & Operations
 john.doe@gmail.com
 416-821-9879
 Toronto, Canada
 linkedin.com/in/john.doe
 john.doe

Doris Johnson
 Human Resources Manager
 Optimal Workplace Inc. 321
 Employment Avenue. Toronto,
 Canada
 21 September, 2018

Name & Address of Recipient

Date

Salutation

Dear Ms. Johnson,

Opening

As the Vice-President of Finance and Operations at a national food chain, I bring proven success in enhancing productivity and gaining an advantage when it comes to profit margins. My work spans companies and business units at varying stages of growth, from start-up to multinational organizations.

Body

With over 20 years of achieving profitability and long-term growth, I seek to monitor budgets and sales numbers closely to identify areas for improvement. I am known for enhancing performance through technology upgrades, implementing best practices, improving employee training protocols.

Examples of my achievements include:

- Drove successful launch of start-up organization through contemporary hiring practices, defining product implementation, and developing go-to-market strategies to achieve 50% margins and \$15M+ revenue within my first three years.
- Managed daily operations of a \$100M+ consumer goods department that introduced complete line of products to the U.S. and Canada, improving profit margins by 14%.
- Proved a vital team member that conducted a complete leadership reorganization resulting in a 10% improvement in productivity within the sales department and a 1 improvement within the technical team.

Closing

As a skilled professional with a CPA degree and a background in analyzing and improving sales numbers, I am confident I will prove an asset to your company and respectfully submit my application for your review. I would like to request a meeting to discuss how I can help meet your goals. I am available at your convenience and hope to hear from you soon.

Thank you for your consideration.

Sincerely,
 John Doe

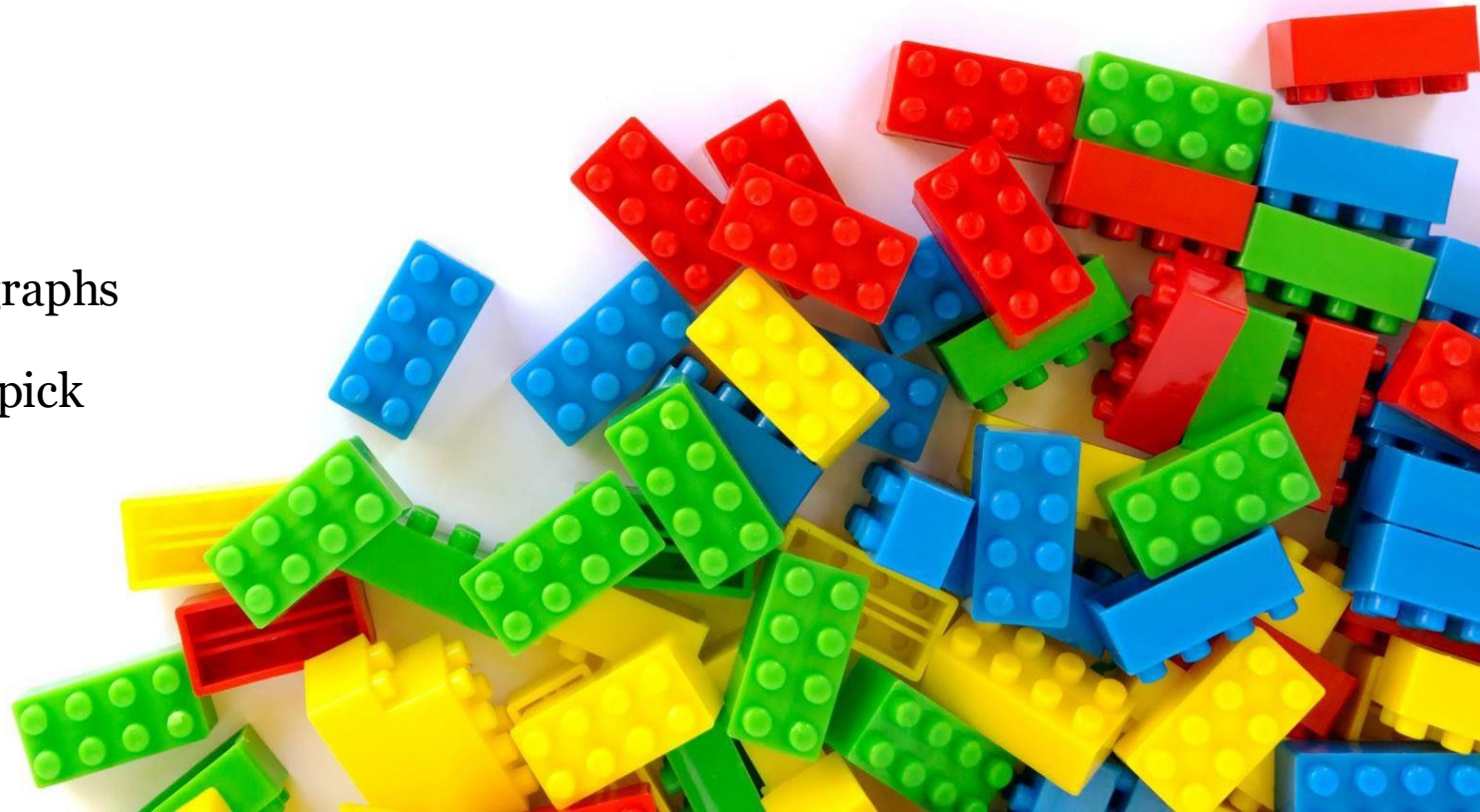
Respects & Your Name

COVER LETTER STRUCTURE

SMART TALENT ACQUISITION

- Don't write every cover letter from scratch!
- Look for patterns and recurring key works in job postings
- Try out the Lego approach:
 - Paragraphs = building blocks
 - Swap out the opening and closing paragraphs
 - Prepare multiple middle paragraphs to pick and choose from

**WHAT ABOUT USING
GenAI?**



PREPPARING FOR THE INTERVIEW



INTERVIEW PREPERATION

- Review resume
- Review job description
- Research employer (Mission, challenges, motivators, culture and strategic plan)
- Practice interview questions
- Prepare questions to ask the interviewer
- References
- Copy of your resume
- Know yourself and what you bring to the position

KNOW THE INTERVIEW DETAILS

If information is not provided, its acceptable to ask about the format of the interview

- How many people will interview you? Who are they?
- How long will the interview be? Is it supposed to be 20 minutes?
- What components will it include?
 - Technical?
 - Application?



Knowing this information can help relieve anxiety and reduce surprises!



THE DIFFERENT TYPES OF QUESTIONS

Classic

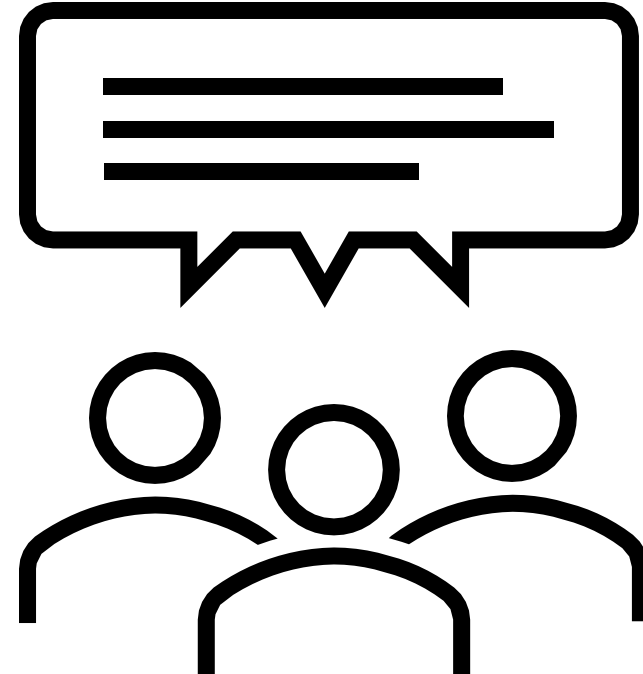
Behavioural

Situational

Skill Testing/Problem
Solving

CLASSIC QUESTIONS

- Why did you apply?
- Why should we hire you?
- Organizational knowledge
- Short/long-term career goals
- Strengths/weaknesses
- Tell me about yourself



OUTLINE FOR “TELL ME ABOUT YOURSELF”

- When/how did you become interested in this field?
- What have you done since then to grow your knowledge, skills and/or experience?
- Can you tie this into the job/role?
- Give yourself about 2 minutes (give or take) for this answer



Photo by Beci Harmony on Unsplash

BEHAVIOR BASED QUESTIONS

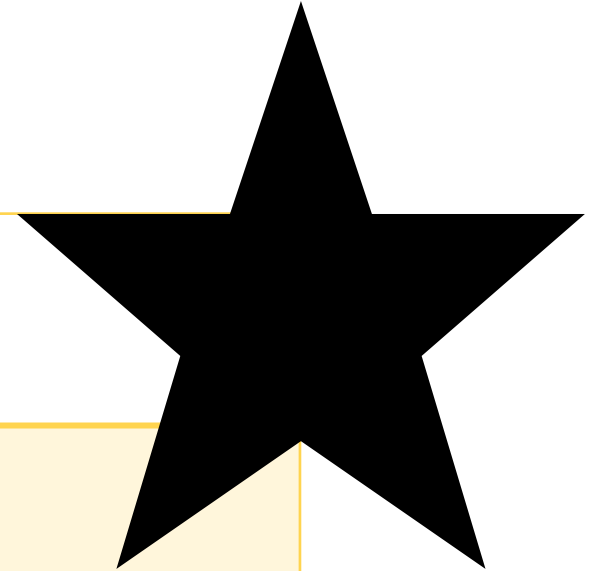
Past behaviour is a good indicator of future behaviour.

Typical behavioural questions begin with:

- Tell me about a time when...
- Describe a situation in which...
- Recall an instance when...
- Give me an example of...

STAR APPROACH

Situation	Background and context
Task	What you needed to do
Action	What you did and how you did it
Result	The outcome of your actions



Q: TELL ME ABOUT A TIME YOU COMMUNICATED SCIENTIFIC KNOWLEDGE TO A NON SCIENTIFIC AUDEIENCE

Situation	“Let’s Talk Science” Volunteer
Task	Create workshop on global warming for 8 th graders
Action	<ul style="list-style-type: none">• Researched the 8th grade science curriculum• Consulted with professors and TAs on strategies to simplify information• Delievered the workshop to 20 students and kept them engaged by inserting analogies, videos and activities into the workshop
Result	Students expressed their newfound interest in global warming, and I was invited to deliver another workshop

The image features a bright yellow background with several abstract, colorful geometric shapes and lines. On the left side, there is a red L-shaped bar at the top, a light purple L-shaped bar below it, and a light purple horizontal bar at the bottom. A teal horizontal bar is positioned below the light purple bar on the left. On the right side, a blue vertical bar runs down the edge, with a light purple diagonal bar crossing it. A red vertical bar is at the bottom right. The text "WHAT ARE MY NEXT STEPS?" is centered in the middle of the image in a bold, black, sans-serif font.

WHAT ARE MY NEXT STEPS?

LINKEDIN PROFILES



Azzam Bin Aamir (He/Him)

Data Science Analyst @ Purolator | ADCS Design Team @ UW
Orbital | Social Media Lead @ MealCareUW
Kitchener, Ontario, Canada · [Contact info](#)



Phil Miletic

Career Advisor | Social Media
Communications | Tech Ethics |
Researcher in Digital Media and
Games | Coffee Lover

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox at the end of this week.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.

Practice self – care

- Make a list of 3 things you are grateful for (daily)
- Resist comparing yourself to others; create a sense of community
- Remember to take time to do things that you love
- Embrace "radical acceptance" (Aisha Ahmad)



UNIVERSITY OF
WATERLOO



**Centre for Career
Development**

UNIVERSITY OF WATERLOO



QUESTIONS?