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ENGLISH FOR CAREER SUCCESS

Навчальний посібник (електронне видання)
для здобувачів ступеня вищої освіти «бакалавр»
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Анотація. У навчальному посібнику викладено теоретичні основи та практичні аспекти побудови успішної професійної кар'єри засобами англійської мови. Розглянуто питання стратегій пошуку роботи, ефективної самопрезентації через резюме та супровідні листи, а також техніки налагодження професійних зв'язків. Проаналізовано сучасні методи підготовки до співбесід, роль емоційного інтелекту та м'яких навичок у професійному зростанні. Призначено для здобувачів ступеня вищої освіти «бакалавр» спеціальності 035 (B11) «Філологія».

Ключові слова: кар'єрний успіх, резюме, супровідний лист, нетворкінг, співбесіда при прийнятті на роботу.

Abstract. The educational manual presents the theoretical foundations and practical aspects of building a successful professional career through mastering and using English. It addresses issues of job search strategies, effective self-presentation through résumés and cover letters, as well as techniques for establishing professional connections. Modern methods of interview preparation, the role of emotional intelligence, and soft skills in professional growth are analyzed. The manual is intended for undergraduate students of specialty 035 (B11) "Philology." Keywords: career success, résumé, cover letter, networking, job interview.

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About the textbook

This textbook is based on the course, *English for Career Success*, which is designed to support students in advancing their career-related language skills while gaining essential knowledge for the job market. The program is structured into five key units, each focusing on specific aspects of the career development process.

- **Unit 1: Entering the Job Market** – This unit introduces strategies for job searching, with a focus on comparing and contrasting opportunities, and identifying personal skills. Language practice includes present-tense structures.
- **Unit 2: Resumes** – Students will learn how to create a resume that effectively highlights their experience, education, and skills. Emphasis is placed on using action verbs and including relevant keywords.
- **Unit 3: Writing a Cover Letter** – This unit covers the essentials of writing a professional cover letter. Students will practice using past-tense verbs and modal verbs to express politeness while learning the correct format for professional letters.
- **Unit 4: Networking** – Focused on speaking skills, this unit helps students practice professional introductions, small talk, and descriptions of their skills. Special attention is given to pronunciation, stress, and intonation for clearer communication.
- **Unit 5: Interviewing for a Job** – The final unit provides guidance on preparing for job interviews, including asking and answering common interview questions. Students will practice responses and learn about interview behavior and expectations.

Throughout the textbook, students will engage in reading and speaking tasks and participate in assessments that reinforce both language skills and career-related knowledge. This program equips learners with the communication tools needed for career development and success in professional environments.

UNIT 1: ENTERING THE JOB MARKET

After completing this unit you will be able to:

- Identify the steps involved in the job search process.
- Define and accurately use content-related vocabulary in course activities and games.
- Identify word forms to expand your vocabulary.
- Recognise how to compare and contrast the job search process in the US and your home country.
- Examine a variety of texts and multimedia sources.
- Examine and review the course structure, different learning options, and overall course Introduction
- Learning about the necessary steps in the US job application process will help you become a successful job seeker. Career planning begins with a clear understanding of your professional interests and skills for the job market as well as the current jobs in demand.
- Explore career planning tools such as Ikigai (finding purpose and alignment between passion, mission, vocation, and profession), and practice SWOT and SMART techniques to evaluate strengths, set goals, and make strategic career decisions.

We will look at the job search process through selected readings and video lectures. We will also learn and use vocabulary that will help you understand the job application process. This unit will end with a discussion board that lets you apply the vocabulary learned to the ideas we've studied.objectives.

Before beginning the unit, a video is available to offer guidance on how to maximize the learning experience:

<https://www.youtube.com/watch?v=CFe6FMUZnBk>

Reflection Questions:

1. What is the main purpose of the video, and how does it suggest you should approach the unit?
2. What specific strategies or tips does the speaker give to help you maximize your learning experience?
3. According to the video, what should you do before, during, or after studying to better understand and remember the material?

Job Search Overview

This overview explains the job search process and introduces the seven key steps involved. The modern workforce experiences frequent job changes, with the average U.S. worker holding approximately 10 jobs before the age of 40. For younger workers, that number rises to between 12 and 15. This frequent job-changing underscores the importance of understanding and participating in the job search process, which is an integral part of career development.

The job search can be thought of as a journey, with each step serving as a stop along the way. The first step is identifying skills and areas of interest. Job seekers reflect on what they are good at, what they enjoy doing, and what they have studied. These reflections help form a clear professional profile.

The second step is creating a professional profile, which includes information about education, work experience, volunteer work, special training, and even hobbies that provide insight into the individual's personality.

Next, in the third step, job seekers begin searching for job opportunities. These can be found online, in newspapers, or through in-person contacts. At this stage, job seekers must read and analyze job descriptions to determine whether their skills match the requirements.

Steps four and five involve applying for jobs. In the U.S., this typically involves sending a resume and a cover letter. A resume is a written summary of a

person's employment history, education, and skills. The cover letter introduces the job seeker to the employer, highlights qualifications, and requests an interview.

In the sixth step, many job seekers engage in networking, which involves meeting people and discussing their skills and experience. Networking events provide a platform to build relationships with potential employers, either through formal introductions or casual conversations.

The seventh and final step is the job interview, where candidates have the opportunity to present their skills and demonstrate their qualifications to a potential employer. Interviews can be conducted in person, over the phone, or via video. Throughout the interview process, it is crucial for candidates to respond to questions clearly and concisely.

In summary, the job search process involves several key steps: identifying skills and interests, creating a professional profile, reading job descriptions, applying with a resume and cover letter, networking, and interviewing. Each step plays a crucial role in achieving career development goals. For more information, watch the video: <https://www.youtube.com/watch?v=XyVepcFCHDA>

Reflection Questions:

1. What is the main idea of the video, and why is it important for learners?
2. What key strategies or recommendations are mentioned in the video?
Give at least one example.
3. How can you apply the ideas from the video to improve your own learning or study habits?

Next, the focus will shift to identifying personal skills and interests, a critical starting point for any job search journey.

Identifying Your Interests and Skills

Interests are subjects, ideas, or activities that an individual enjoys or wants to learn more about. They may include hobbies or pastimes like playing computer games, cooking, or reading books. To explore interests, it's recommended to create two lists: one with subjects or topics that a person enjoys learning about, and the other with activities they like doing in their free time. It's important to approach this from a personal perspective, not just as a worker.

For example, consider John, a job seeker who enjoys reading online articles about computer programming and playing online games. These interests could be listed in his two columns, helping him see the connections between them. Career coaches often point out that interests are closely linked to skills, and identifying one's interests can help reveal key skills.

Moving on to skills, these are defined as the ability to do something well. Skills can be natural, meaning they are innate, or they can be learned over time. Skills are typically divided into three categories:

- Functional skills: tasks a person can do, such as driving or typing.
- Subject skills: knowledge-based abilities, like understanding Japanese history or math.
- Personal trait skills: behavioral traits, such as punctuality or curiosity.

Using John's example again, his ability to type quickly while playing online games is a functional skill. His strong math abilities demonstrate his subject skills, while his curiosity, shown through asking questions in class, reflects a personal trait skill. Together, these skills suggest that John might be well-suited for a career in technology or computer programming.

In summary, understanding interests helps in identifying what a person enjoys or wants to know more about, while skills refer to the ability to perform

tasks well, either naturally or through learning. Skills are categorized into functional, subject, and personal trait skills. By identifying these areas, individuals are more likely to choose a career path that aligns with their strengths and passions. The next section will delve deeper into these types of skills through the reading titled *What You Offer the World*. For more information, watch the video:

<https://www.youtube.com/watch?v=GslEtiFgA3s>

Reflection Questions:

1. What is the main message of the video, and what key idea did you find most important?
2. What examples or explanations helped you better understand the topic?
3. How can you use the information or advice from the video in your own learning or everyday life?

What You Offer the World

Life planning expert Richard N. Bolles, author of What Color Is Your Parachute?, offers some advice on how to identify the skills you have that will lead you to the career you want.

For years, I've taught workshops attended by people from around the world – poor, rich, young, old, schooled, and unschooled. I've discovered that everyone – and I mean everyone – has at least 500 skills. The questions are: Which kind, and what are they?

We are all born gifted; we are all born “skilled,” even those with severe disabilities. Watch a baby learn, digest, and put information to use. The skills every child has are astounding!

Look at your skills, examine them, and recognize they are talents you offer the world.

Basically there are three kinds of skills, and it is useful to think of them in three categories: verbs, nouns, and adjectives.

Some of your skills are verbs, things you do. Like: healing, sewing, constructing, driving, communicating, persuading, motivating, negotiating, calculating, organizing, planning, memorizing, researching, synthesizing, etc. These are your Transferable or Functional Skills. They are also called talents, gifts, and “natural skills.”

They are strengths you have, often from birth. Some people, for example, are born knowing how to negotiate; but if you weren't, you often can learn how to do it as you grow. So, some of these skills are “acquired.” You rarely ever lose these skills.

They are called your Transferable Skills because they can be transferred from one occupation to another and used in a variety of fields, no matter how often you change careers.

These skills are things you are good at doing in one of three universes: people, things, or data/information/ideas. Most of us lean toward preferring work that is primarily with either people, things, or data. And why? Because that's where we use the skills we most love to use.

Some of your skills are nouns, subjects and objects you acquire and understand well. Like: computers, English, antiques, flowers, colors, fashion, Microsoft Word, music, farm equipment, data, graphics, Asia, Japanese, the stock market, etc.

These are called your Subject Skills or Knowledge Skills. They are subjects that you know something about and love to use in your work. They are often called “your expertises.”

You have learned these, over the years, through apprenticeships (formal or informal), school, life experience, or books, or from a mentor. Which ones do you absolutely love to use? This is the second set of skills you have to offer the world.

Adjectives or adverbs are the third kind of skills.

Like: accurate, adaptable, creative, dependable, flexible, methodical, persistent, punctual, responsible, self-reliant, tactful, courteous, kind, etc.

These are your Personal Trait Skills. Traits are the ways you manage yourself, the way you discipline yourself. They give a style to your transferable skills. Often these are developed only through experience.

In everyday conversation, we speak of our traits as though they floated freely in the air: “I am dependable; I am creative; I am punctual.” But in reality, traits are always attached to your transferable skills, as adjectives or adverbs.

For example, if your favorite transferable skill is “researching,” then your traits describe or modify how you do your “researching.” Is it methodically, or creatively, or dependably?

These styles, these self-disciplines, are the third thing you have to offer to the world.

How you combine these three kinds of skills is what makes you unique.

It is important, then, that you figure out what kinds of jobs need the transferable skills, and the expertises, and the traits that you most like to use. After all, you were born because the world needs what you uniquely have to offer [18].

Language Focus: Vocabulary and Word Forms Related to Jobs

This overview introduces important words and phrases commonly used in the job search process, organized into three categories: **things**, **actions**, and **people**. Understanding these terms is essential for navigating job applications and career development.

Starting with **things**, two key terms are defined: **occupation** and **career**. An **occupation** refers to a specific job or role, such as being a waiter. For example, if someone works as a waiter, bartender, and restaurant manager over 20 years, they can say they have a **career** in the restaurant industry. A **career** is an occupation that requires special training and develops over a long period of time. Another term is **employment**, which refers to paid work. When discussing **employment history**, focus on jobs for which a person was paid. A **job application** is a formal written request for employment, often completed using a specific document.

Next, in the category of **actions**, several key verbs are highlighted:

- **To search for a job** means looking for work in a particular occupation.
- **To apply for a job** involves formally asking for employment, usually by completing a job application or submitting a resume and cover letter.
- **To interview for a job** is the process of answering questions in a formal meeting, either in person, by phone, or through video calls.
- **To be hired** means being given a job and receiving payment for the work.
- **To work** refers to performing activities related to one's occupation.

Finally, the focus shifts to **people** involved in the job search. A **job seeker** is someone actively looking for work. After applying for a job, this person becomes a **candidate** or **applicant**, meaning they are being considered for the role. Two other important terms are **employer** and **employee**. An **employer** is the person or company responsible for hiring, while an **employee** is a formal term for a worker hired to do the job.

These words can be organized into three categories: **things** (nouns), **actions** (verbs), and **people** (nouns). Grouping vocabulary in this way helps in understanding and remembering them more easily. For more information, follow the link: <https://www.youtube.com/watch?v=CoaaGM7c46Y>

Reflection Questions:

1. What is the main difference between having an occupation and building a career? Provide an example of how one person could have multiple occupations within a single career.
2. Describe the relationship between an employer and a job seeker. At what point in the job search process does a job seeker officially become a candidate or applicant?
3. The video defines applying for a job as a formal request in writing. Beyond filling out an application, what are some other "actions" or documents a person might need to prepare to move from searching for a job to being interviewed?

Now, the next step is to practice organizing these words into the correct categories in a fun and interactive game.

Choosing the job that's the best fit for you

Many job seekers have interests that fall into multiple categories, which broadens their range of work-related skills and career opportunities.

The first category focuses on **doing things**. People in this group enjoy working with their hands, using tools, and being physically active. They prefer moving around and might excel in jobs like restaurant work, construction, or farming.

The second category is related to **thinking**. Individuals with this interest like to work independently, analyze information, solve puzzles, and tackle problems. Jobs in fields such as lab research or accounting may be suitable for them.

The third category is for those interested in **creating**. Creative individuals enjoy coming up with new ideas and often prefer environments with fewer rules. Jobs like graphic design, fashion design, or performing arts, including acting or music, may be a good fit.

The fourth type of interest revolves around **helping**. These people enjoy working with others, often in teams, and organizing activities. Teaching and healthcare roles, such as being a doctor or nurse, are ideal for them.

The fifth category is **persuading**. People in this group enjoy talking to others and selling products or ideas. Careers in sales, marketing, and business management are often a good match for those who like persuading.

The sixth and final category is **organizing**. These individuals like to ensure projects are clear, structured, and adhere to schedules and rules. Jobs in business administration, management, and research are well-suited for people with this interest.

When choosing a job, it's essential to consider both your **interests** and **skills** to find the best career match. Many different jobs may require similar skills, even if the roles themselves vary. For example, someone who enjoys helping others and being active could pursue a career as a teacher, doctor, or tour guide, as all these roles involve helping people in different settings.

In summary, there are six types of interests—doing, thinking, creating, helping, persuading, and organizing—that are related to specific job skills. Finding a job that aligns with your interests and skills is key to making a good career choice. The next step is to create a professional profile based on these insights. More information you can find here: <https://www.youtube.com/watch?v=ZxaDaOe2hNE>

Reflection Questions:

1. Based on the definitions of occupation and career, how would you describe your own professional goals for the next five to ten years?

2. Using the example of Tom (who worked as a waiter, bartender, and manager), how can multiple different jobs contribute to a single, successful career in one industry?
3. When you begin searching for a job, what is the most important piece of information an employer should know about you to consider you a strong candidate?

Language Focus: Verb Tenses (Present vs. Present Progressive)

Mastering these tenses is essential for discussing job skills and preparing for the job search process. The video examines when and how to use each tense, along with examples for clarity.

Present Simple

The **present simple** tense is used to describe actions that happen regularly or are habitual. For instance, statements like "I am an English language instructor," "I teach English," and "I live in the United States" highlight activities that occur consistently.

Questions can also be formed using the present simple:

- What do you do?
- Are you a student?
- Where do you work?

Typical responses might be:

- "I'm a student."
- "I work at a clothing store."

Example:

- Marco is a university student. Two days a week, he works at a doctor's office, where he answers the phone, writes emails, and speaks with patients—activities that characterize his usual routine.

Forming the Present Simple: The present simple is straightforward:

- Use the **base form** of the verb.
 - Example: "I teach English."
- For the **third person singular** (he, she, it), add **-s** or **-es**.
 - Example: "Jane works in a hospital." [9]

Present Continuous

The **present continuous** tense (also known as the present progressive) describes actions occurring at the current moment. For example, "I'm speaking to you about the present continuous tense," and "You are learning how to use it correctly" showcase actions happening now.

Example:

- Marco is currently checking the calendar and making an appointment for a patient.

Forming the Present Continuous: To construct the present continuous, use the verb **be** (am, is, are) plus the base verb with an **-ing** ending:

- Example: "Marco is working in the doctor's office."

Comparing the Two Tenses

The present simple describes actions that are regular or usual, while the present continuous focuses on actions taking place right now.

Example with Both Tenses:

- Marco works at a doctor's office (present simple).

- Right now, he is getting ready to leave the office. He's shutting down his computer, turning off the lights, and locking the office door (present continuous).

These tenses are particularly useful for discussing job skills and preparing for the job search process. Understanding when to use each tense will enhance communication in professional contexts.

IKIGAI – How to Find Your Career Mojo

“The minute you choose to do what you really want to do, it’s a different kind of life.” – Buckminster Fuller

Author Oliver Burkeman reminds us that we live, on average, about 4,000 weeks. A large portion of this time will be spent working. That’s a long time to stay in a job that doesn’t give you meaning, joy, or a sense of purpose. How can you choose a career that truly suits you—not just pays the bills?

That’s where the Japanese concept of Ikigai comes in. What Is IKIGAI?

Ikigai (生き甲斐) means “a reason for being” in Japanese. It’s more than a job—it’s the point where what you love, what you’re good at, what the world needs, and what you can be paid for all come together [36].

This sweet spot—where the four elements overlap—is your Ikigai.



The Four Elements of IKIGAI:

Element	Description
What you love	
What you are good at	
What the world needs	
What you can be paid for	

Element	Description
Passion	What you love and are good at
Profession	What you're good at and can be paid for
Mission	What the world needs and will pay for
Mission	What you love and what the world needs

While there may be no *perfect* job, getting closer to the center of this diagram can bring you greater job satisfaction and meaning.

Many of us build careers around only one or two of the four areas, and that's where dissatisfaction begins. Take this real-life example:

“My first job was in telesales. It paid me (✓ Profession), but I didn't love it (✗ Passion), wasn't good at it (✗ Talent), and felt like the world didn't need another telesales agent (✗ Mission). I dreaded Mondays and counted the hours till Friday.”

Later, after retraining, this person found a job in career coaching—and finally aligned all four dimensions [3].

Self-Reflection Questions Using IKIGAI

Here's how you can apply the IKIGAI concept to your career planning:

1. What Do You Love? (Mission & Passion)

- What brings you joy or makes you lose track of time?
- What hobbies or interests have stuck with you since childhood?
- What activities excite you, even if they don't pay (yet)?

2. What Are You Good At? (Passion & Profession)

- What skills come naturally to you?
- What do others ask for your help with?

- You might consider taking a free strengths assessment to identify your core talents.

3. What Does the World Need? (Mission & Vocation)

- What social or global issues matter most to you?
- Where do you want to make a difference?
- Who or what do you want to help?

4. What Can You Be Paid For? (Profession & Vocation)

- What services or products could you offer?
- Which industries or roles need your skills?
- You could try the Prospects Planner tool to explore career paths.

It's Not Always Simple

Ikigai isn't a quick fix.

Life circumstances – money, health, location, or family – can limit your options. Your answers may also change as you grow and develop.

But even if you can't change everything immediately, moving closer to your Ikigai—step by step—can make a huge difference in how you feel about your work.

One friend described a past job as “*hitting the target but missing the point.*” If you've ever felt that way, it's a sign to explore new directions [36].

Taking Action

1. Write down your answers to the four IKIGAI categories.
2. Discuss them with people who know you well.
3. Highlight connections or overlaps between categories.
4. Explore career goals that touch all four elements.
5. Test ideas with short-term projects, volunteering, or side gigs.
6. Revise as needed – Ikigai is a journey, not

Key Takeaway

Finding your Ikigai doesn't mean chasing perfection. It means aligning your career with your values, strengths, interests, and opportunities.

If you can move even slightly closer to that center, you'll feel more energised, motivated, and fulfilled in your working life.

Questions for reflection: Where would you like to be in one year? In five years? What experiences will help you achieve that? What interests and skills would you like to use in your career? Setting a career goal is about deciding where you want to head in your career, and identifying the smaller steps needed to reach that goal.

Set SMART goals to get ahead in your career

Where would you like to be in one year? In five years? – What experiences will help you achieve that? What interests and skills would you like to use in your career? Setting a career goal is about deciding where you want to head in your career, and identifying the smaller steps needed to reach that goal.

What are examples of common career goals?

Increase professional knowledge and training. This is a common goal for many people who are looking for work or those who have a job. Some ways to increase training are taking a college class, going to a workshop offered by an employer, or getting a certification.

Increase salary. Being underpaid often makes people less interested in their work. Making changes to earn more money increases excitement for most jobs, and motivates a job search [1, 245].

Improve a difficult process or relationship. This goal area can make the daily work experience more positive and rewarding.

Have new experiences. Whether volunteering in your community or at work, joining a professional association to meet new people in your field, or introducing yourself to people you never talk with, new experiences create interest in your career.

Be a leader. Many people feel their biggest goal is to lead in their career or organization. Establishing the steps to achieve a leadership role makes it possible.

How to set goals. To help you write effective goals, try the SMART system for each career goal. Each letter in the word represents an important part of your goal.

Specific – Make a specific, clear focus for your goal or steps. For example, “make ten job search calls after the conference in April” is much more specific than “make some networking connections.”

Measurable – To see if your goal is measurable, ask questions such as: how much? How many? How will I know when it is accomplished? These questions usually focus on something that can be counted, for example, time, people, or specific things.

Attainable – Goals are attainable, or possible, when steps are planned clearly and allow enough time. How do you plan to complete your goal? Which actions follow on other actions? Is the goal realistic from your starting point? It should be a challenge, but also achievable.

Relevant – A relevant goal is one that really matters to you and is important. Is it worth the effort? Is this the right time? Does your goal relate to other efforts or timelines? Does it require resources or things that are currently available?

Timely - A goal should be set within a certain time period to be clear and to keep you focused on the goal. When do you want to begin? When do you want to complete each step? [1, 267]

Tips to reach your goal

Write down the steps. Write down your career goal and the steps to get there. This will help you remember and achieve each step. Put your list where you will see it often.

Set deadlines. Give yourself a date to complete your goals. Write the date when you actually finish each step.

Reward yourself. Taking steps toward goals is hard work. Think of small rewards to give yourself when you complete any step, to help you stay motivated.

Have a goal partner. Find someone to help you: a friend, co-worker, a job coach, or someone else. Discuss your goals, and meet with them when you complete steps. If possible, do the same for your partner!

Use SWOT Analysis as a Career Management Tool

Developed in the 1970s, SWOT analysis (an acronym for Strengths, Weaknesses, Opportunities and Threats) remains a “go to” framework for organizations five decades after its creation, which is a true testament to SWOT’s effectiveness. SWOT provides an objective look at how a company or person fits in the competitive landscape and market. Simple to use yet very powerful, it provides a visual way to organize multiple variables, making it easier to look at all the angles of a particular decision or objective

SWOT’s effectiveness reaches far beyond the business environment. It’s easily adaptable and useful in career planning and decision making as well. Where do you want to head in your career? How will you get there? What could get in your way? These are important and complicated questions. And you need a lot of information to make informed decisions. How will you organize all the information? How will you determine which options make the most sense? [11, 155]

By analyzing your strengths, you’ll be better positioned to capitalize on opportunities – some of which you never even spotted before. And, with a clearer understanding of your weaknesses, you’ll be better positioned to eliminate threats that may prevent you from moving forward. And, therefore, the SWOT framework can help you: separate yourself from your competition in the job market (whether internally with your current employer or in its broadest sense), further enhance your unique set of talents, skills, and abilities, address barriers to achieving your career goals, increase your job satisfaction and manage your career strategically [1, 181].

To use SWOT in career planning and decision making, start by defining

your objective. Write it down to keep yourself focused. For example, perhaps you're interested in finding a new job, considering further training / education to advance in your career, or contemplating a career change..

Culture affects career and life planning

How young people make career choices varies widely in different countries. A career expert surveys these various standards exclusively for eJournal USA.

*Richard N. Bolles is the author of *What Color Is Your Parachute?*, a guide to job hunting and career choice that has been reprinted in 10 editions over the last 30 years and translated into more than 20 languages [17].*

Let's start with a story. Imagine, if you will, a beautiful valley, filled with every kind of fruit tree. You are told that you may choose any tree in that valley, and its fruit will be yours. To aid you in your choice, a little table is set up at the entrance to the valley, where you may taste the various fruits to see which one you most prefer. When your tasting is finished, you point to one fruit you've decided is your favorite. They lead you down the valley until you are looking at this beautiful tree. "That is your tree," they tell you.

You should be thrilled, but instead your heart falls because the lowest-hanging fruit is at least 20 feet (seven meters) above the ground. Though you may in theory have the fruit you chose, in fact you cannot reach it.

You resign yourself to the frustration that your favorite fruit is forever beyond your reach, or you devise some plan for attaining it [17].

First you try to knock down some of the fruit by throwing rocks at the lowest branches of the tree. When that approach is not successful, you try another. You get several of your friends together, and they form a living pyramid, standing on each other's shoulders, then hauling you up, like an acrobat, to the very top of this human pyramid where you will be able to reach the fruit. But the friends are unsteady, and the pyramid beneath you soon begins to crumble. You come up with one last idea. You take out a book from the library, and with the advice and practical help of those same friends, you learn to build a 30-foot (nine-meter)

wooden or bamboo ladder. Once built, it can be carried from one spot to another beneath the tree, and you can pick the lovely fruit you so desire.

Once you have the fruit in hand, you exit the valley at the other end, where there is an inspector to ascertain if the fruit is really yours before you are allowed to keep it [33].

You may have guessed that this is a parable or allegory, designed to help us picture the approach to career pursuit in the United States, with its four stages:

1. **The choice of a career that pleases you.** This is represented by the fruit tasting at the entrance to the valley.

2. **The job hunt.** This is represented by the fact that you cannot reach that fruit at first. Here is our principal truth in this article: Career choice without job-hunting skills is “fruitless.” They are two parts of one indivisible whole. Without job-hunting skills, career choice is only a dream. Without a career choice, job hunting is no more than drifting. Drifting or dreaming: These are the consequences of mastering only one side of the career hunt as it is pursued in the United States.

3. **The various methods of job hunting.** These are represented by the rocks, the human pyramid, and the ladder. Favored job-hunting methods in the United States are the sending out of resumes (throwing rocks at the tree, hoping to shake some of the fruit to the ground); networking (building a human pyramid in order to reach the fruit); and/or empowerment, becoming a competent job hunter forever by using the present crisis to learn how to deal with this kind of crisis for the rest of your life. You’ll achieve that by inventorying your skills, learning to provide evidence of those skills, and then identifying the needs of targeted employers (this is represented by the building of a permanent ladder) [17].

4. **Successfully passing the interview with a prospective employer.** This is represented, in our parable, by the inspection station at the exit from the valley at the far end.

With this parable about the U.S. careers system as our background, let’s see how the process of career choice and the job hunt (one indivisible topic) diverges from this model in other countries around the world.

Keep in mind that in every country this process is like a rainbow. We may select or discuss a dominant *color* in that country, but the other colors are always present in one degree or another. Hence, claiming that any country has just one method of going about career choice or the job hunt is ridiculous; there are usually as many exceptions as there are “rules.” We can speak only in terms of dominant assumptions, tendencies, or trends, and these frequently occur only among some social classes in that particular country.

Keeping these caveats in mind, let us catalog what variations there are around the world. Let us look at the rainbows [17].

Career choice. Around the world, some people will just “fall into” a career by accident or happenstance, hence “career choice” is not something highly valued or expected; in such cultures, young people do not know what they want, nor do they have the perspective to even frame the question to themselves. While at the other end of our rainbow, in some countries career choice is certainly expected, but the whole family chooses what career you will be pointed toward. It is a communal choice, not an individual one -- based on what will gain the greatest prestige, or “face,” for the family as a whole. (In many cultures, “face” refers to a family or individual’s reputation or standing in society.) It is worth noting that societies that do not use the vocabulary of “face” often base their career-choice system upon the concept nonetheless: Does a certain career automatically earn respect and confer admirable social standing upon the individual or family? Typically, engineer, doctor, and professor are at the top, while entrepreneur and politician are at the bottom. Individual choice is constrained by such considerations [17].

The job hunt. In some cultures, or at least amidst certain classes, there is little choice as to how you go about your job hunt. The method of the job hunt is prescribed and even ritualistic: “There is an order to things; this is the way it’s done.” In Northern Ireland, for example, the law requires that for certain state jobs every candidate has to be asked exactly the same questions. In other countries, the ritual may not have all the status of law but may be a heavily prescribed expectation. In some Latin or South American countries, for example, you are

expected to deliver to companies that are of interest a package, running up to 10 pages or more, in advance of an interview. This package should include a three- to five-page résumé (sometimes longer), educational records, certifications, photocopies of diplomas, letters of recommendation from previous employers, etc. The point is to provide credibility – “I am who I say I am” – before companies even ask for such evidence. Some cultures (as in Europe) have an almost indestructible belief that the job-hunting system functions in a well-ordered, prescribed way – even when there is a ton of evidence that this simply is not true. Even much of the United States is not immune to this delusion [17].

The various methods of job hunting. At the other end of this job-hunting rainbow, in the United States and countries with similar latitude, you can use any method of job hunting that occurs to you. If you invent a new method tomorrow that nobody has ever heard of, more power to you. There are no limits, apart from avoiding weirdness and bad taste. In *What Color Is Your Parachute?*, I identify 16 different methods of job hunting, but the three most common methods are those alluded to in our allegory earlier: résumés, networking, and empowerment. Unlike the allegory, however, these are often not alternatives, but are all used simultaneously in pursuit of success in any particular case.

Successfully passing the interview with a prospective employer. The rainbow here is impressive. The outstanding difference, however, revolves around whether the interview and the job are perceived in terms of the group or perceived in terms of the individual. In the United States, we are accustomed to the emphasis being upon the individual. The individual is the subject of the hiring interview, at which time the individual must say what makes him or her outstanding, compared to other job hunters with similar backgrounds. The individual must describe and document the results he or she achieved in previous jobs or roles. The individual must, in the end, ask for the job and later decide which job offer to accept.

In many, many countries around the world, this is a totally foreign process, particularly in those cultures where the family is a dominant social force. In these

countries, the emphasis is on the importance of the community, the group, and the team, both at work and in the interview [17].

For openers, the community may be present in the interview, with the entire family coming to the interview (in some Asian cultures or Maori). Their role is to volunteer things about you that you may have forgotten to mention or that humility may dictate you not say about yourself. As the process advances, the role of family members is to decide which position and firm you should accept, based on which offers the most “face” to the family.

The community is the subject of the interview. It is not the individual who accumulates achievements -- only the group or the team. Indeed, in some cultures, in order for the team to function at its highest, employers may only consider hiring everyone from the same city or community to be sure they will work well together.

As job hunter, your role in the interview is to emphasize what you contributed to the team or group you worked with in the past. More than this -- that is, trying to stand out from the other members of the group -- is regarded as arrogance. In Japan, this prohibition is enshrined in the adage “hit the nail that stands above the rest, so they all are even”; while in Australia and New Zealand, this is referred to as “the tall poppy gets cut first.” Ouch! [17]

You are advised instead to speak of your assets only in terms of “added value,” a term that almost every employer understands.

Now that we have seen how the process of “career choice and the job hunt” varies in countries around the world, I see four lessons for someone who is about to head down this road:

1. Take inventory of yourself. Know yourself as well as you possibly can. (See exercises in *What Color Is Your Parachute?* or similar works.) Decide what transferable skills you have, particularly what skills you could contribute to a team or community of workers.

2. Using the Internet, the phone book, or conversations with people who work in your field of interest, find out as much as you can about companies or organizations where you might like to work. If you know more about that company

than other job seekers, you'll make a good impression when you get an interview. Companies love to be loved.

3. Familiarize yourself with how the job hunt is typically done in the land where you are seeking work. Talk to several people who have found jobs there, and ask how they did it. Take notes.

4. Go deeper. Ask people whom they know who *didn't* follow the typical path but found work they enjoyed doing anyway. Talk to them face-to-face, if you can, and ask how they did it. Take note of all the details so you can devise a "Plan B" in case the typical path in that country doesn't work for you.

What you want, more than any job, is hope for your future and in your life. And in job hunting, as in life, hope is born from always having alternate ways of pursuing your search for purpose and meaning on this earth [17].

Is there a 'Skills Gap' in the US Job Market?

The United States' job market has millions of unfilled jobs. Many of those jobs require technical skills. However, employers say many of those jobs are **vacant** because they cannot find people with the right skills to do the work. Labor experts call this **paradox** the "skills gap." A number of efforts have been launched to better understand and solve it [39].

Rethinking training

Nicholas Wyman wrote a book called, "Job U: How to Find Wealth and Success by Developing the Skills Companies Actually Need." He calls the skills gap, "a labor market mismatch -- people without jobs and jobs without people."

In the United States, the cost of a traditional four-year college can be very high. U.S. colleges and universities produce many graduates every year. Yet unemployment rates among new graduates are high.

Nicholas Wyman says a combination of technical classes and on-the-job training -- an **apprenticeship** -- would be a better choice for many people. He notes that, "An apprenticeship is where you learn from a specialist, you are provided

mentoring, you learn in an on the job environment, the old **cliche** is that you are actually paid to earn and learn." [26]

Mr. Wyman once served as an apprentice himself. He says apprenticeships are misunderstood in the United States, where "success" is often defined as attending a four-year college. But he notes that is changing as on-the-job training has spread outside traditional areas, like construction and manufacturing. He says apprenticeship possibilities are growing in some manufacturing jobs.

Mr. Wyman also says it is **vital** to get technical skills that are of immediate value to an employer. He adds that it is important to get transferrable skills -- those that can be used in more than one job. This is because technology and the nature of the workplace are changing at a faster rate than before.

There are questions about the definition, size, and nature of the skills gap in the labor force. Iowa State University researchers studied some of these questions recently. They examined employment, education and population information, and found the evidence of a skills gap is weak.

Iowa State's Liesl Eathington noted that many policymakers and employers say there is opportunity in "middle skills" areas, like machining. Yet she said the most recent recession hit some of those job areas hard. She said students should be on guard because "our economy really isn't adding that many jobs that require the middle skills or middle educated territory." [26]

She said employers could get more well-qualified applicants if they offered higher wages. She noted that graduates of two-year training programs still generally make less money than graduates of four-year colleges.

The question of finding the right person for the right job remains a difficult one. The Department of Labor says 8.7 million Americans are unemployed and another 6.7 million can find only part-time work [26].

Written Assignment Instructions

Directions: Using the information from the readings and lectures, write about the similarities and differences in the job search process in your country and the United States.

Requirements: Write 5-8 complete sentences and use 2-3 phrases for compare/contrast. Your response should answer these questions:

- What are some specific things that are the same?
- What are some things that are different?
- How do job seekers find jobs?
- Which job skills are most important in your country?

Practice tests on unit 1

1. How is the job search process described in the "Job Search Overview" section?

A) As a race to the finish line

B) As a journey with each step serving as a stop along the way

C) As a puzzle with missing pieces

D) As a ladder with only three rungs

2. Which step in the job search involves reflecting on what you enjoy doing and what you have studied?

A) Creating a professional profile

B) Identifying skills and areas of interest

C) Networking

D) The job interview

3. According to the text, a "Professional Profile" should include information about:

A) Education, work experience, and volunteer work

B) Only paid employment history

C) Bank account details and social security number

D) Political affiliations and religious beliefs

4. What are "Interests" defined as in the course materials?

A) Things you are naturally born with

B) Subjects, ideas, or activities an individual enjoys or wants to learn more about

C) Specific tasks you can perform, like driving or typing

D) The salary you expect to earn

5. "Functional Skills" are tasks a person can do. Which of the following is an example provided in the text?

A) Curiosity

B) Punctuality

C) Typing or driving

D) Understanding math

6. Richard N. Bolles discovers that everyone has at least how many skills?

A) 50 skills

B) 100 skills

C) 500 skills

D) 1,000 skills

7. Which category of skills refers to subjects that you know something about and love to use in your work, often called "expertises"?

A) Transferable Skills

B) Personal Trait Skills

C) Subject Skills or Knowledge Skills

D) Soft Skills

8. Personal Trait Skills are compared to which parts of speech because they modify how you use your transferable skills?

- A) Nouns and Pronouns
- B) Verbs and Interjections
- C) Adjectives or Adverbs
- D) Prepositions

9. What is the main difference between an "Occupation" and a "Career" according to the language focus?

- A) An occupation is always unpaid
- B) A career refers to a specific job like being a waiter
- C) A career requires special training and develops over a long period
- D) There is no difference; the terms are interchangeable

10. After applying for a job, a "Job Seeker" is then referred to by the employer as a(n):

- A) Employee
- B) Candidate or Applicant
- C) Boss
- D) Mentor

11. Which type of interest describes people who enjoy working with their hands, using tools, and being physically active?

- A) Organizing
- B) Helping
- C) Doing
- D) Persuading

12. People who enjoy careers in sales, marketing, and business management usually fall into which interest category?

- A) Thinking
- B) Creating
- C) Persuading
- D) Helping

13. In English grammar for career success, which tense is used to describe actions that happen regularly or are habitual?

- A) Present Continuous
- B) Present Simple
- C) Past Perfect
- D) Future Progressive

14. In the IKIGAI framework, what do you call the intersection of "What you are good at" and "What you can be paid for"?

- A) Passion
- B) Mission
- C) Vocation
- D) Profession

15. When setting SMART goals, what does the "A" stand for?

- A) Accurate
- B) Attainable (or possible)
- C) Aggressive
- D) Absolute

16. In a SWOT analysis, "Weaknesses" and "Strengths" are considered:

- A) External factors
- B) Internal/Personal factors
- C) Future threats

D) Uncontrollable market trends

17. According to Ben Kirshner, what percentage of new hires come from social media?

A) 10%

B) 25%

C) 75%

D) 5%

18. In the "Culture Affects Career" parable, what does the "Ladder" represent?

A) Sending out resumes

B) Networking

C) Empowerment through inventorying skills and identifying employer needs

D) Passing the final interview

19. In some South American countries, a job seeker might be expected to provide a package of how many pages before an interview?

A) 1 page

B) Up to 10 pages or more

C) Exactly 2 pages

D) No pages; they only use digital links

20. Nicholas Wyman suggests that "Wealth and Success" can be found by developing:

A) Skills that companies actually need

B) Only a traditional four-year degree

C) Hobbies that are popular on social media

D) Skills that have no immediate value to employers

UNIT 2: RESUMES

Overview of the Unit

Welcome to Unit 2 of the English for Career Success. After identifying jobs that interest you, the next step is applying to these positions. Many jobs will expect you to send a résumé, or a written description of your qualifications and employment experience. In this unit, we will take you through the steps necessary to produce a professional-looking résumé. We will first identify the components of a résumé by looking at some examples. We will then guide you through the process of writing your own. We will practice some of the language typically used in résumés such as key terms and action words.

By the end of this unit, you will:

- Be able to recognize the key components of an American style résumé
- Produce your own 1-page résumé
- Identify and practice using action verbs
- Use key words in your résumé

- Read, watch, and listen to a variety of texts and multimedia sources. Show us you understand these texts and key course ideas through comprehension check quizzes

What is a resume? Why do you need one?

In this unit, the focus will be on resumes and how to create an effective one. This video begins by defining a resume and discussing three reasons why job seekers need one. Subsequent videos will guide through each section of a resume and how to write a clear and organized document. By the end of the unit, participants will write their own resume to outline their work experience, education, and skills.

A resume is a written document that summarizes work experience, education, and skills. Typically, resumes are one to two pages long, providing a brief yet detailed account of past job duties and achievements. Employers often have to review many resumes, so they rely on keywords or phrases to determine whether a candidate is worth interviewing.

A resume is crucial in a competitive job market because it highlights a candidate's qualifications. There are three key reasons why having a strong resume is essential:

1. **Grabbing the employer's attention:** A well-crafted resume helps candidates stand out and demonstrates why they are a good match for the job. It is important to tailor the resume to match the qualifications listed in the job advertisement. For example, if a company requires five years of sales experience, the resume should clearly state that experience.
2. **Communicating key skills and accomplishments:** A strong resume emphasizes the most relevant skills employers are seeking, such as technological proficiency and communication abilities. It should also highlight notable achievements, such as a publication or a significant project.

3. **Securing an interview:** The primary purpose of a resume is to make a strong first impression, which leads to being contacted for an interview. The resume acts as the candidate's first opportunity to show the employer their qualifications and suitability for the role. A successful resume increases the likelihood of advancing to the interview stage, where more details can be provided in person.

In summary, a resume is a vital document that outlines a candidate's work experience, education, and skills. A great resume achieves three key objectives: attracting the employer's attention, communicating relevant skills and accomplishments, and securing an interview. The next video will cover the specific components of a resume:

<https://www.youtube.com/watch?v=ELH69UHpfRk&t=1s>

Reflection Questions:

1. What is a resume, and what are the three main types of information it describes about a job seeker?
2. The video explains that resumes are often very short—only one or two pages long. Why do you think employers prefer resumes to be brief and include "keywords" rather than being much longer?
3. What are the three main reasons a job seeker needs a great resume? Which of these reasons do you think is most important for a person applying for their very first job?

Understanding Job Descriptions: Reading a Job Advertisement

When you start your job search, job advertisements are typically your first stop. These can be found in:

1. **Local Newspapers:** Many newspapers now have online versions where job listings are available.
2. **Dedicated Job Websites:** Websites like Monster.com in the U.S. focus specifically on job postings.

3. **Company Websites:** Larger companies often list job openings directly on their websites, allowing you to apply for positions you are interested in.

Narrowing Your Job Search

To improve your chances of finding a suitable position, try to narrow your search to specific fields or areas where you have training or experience. Examples might include:

- English teacher
- Office manager
- Translator
- Interpreter

This targeted approach helps you find job titles related to your qualifications.

Key Parts of a Job Advertisement

When reviewing job advertisements, it's important to identify the following components:

1. **Qualifications:** Look for the minimum requirements needed to apply for the job. This section may be labeled as "Qualifications" or "Requirements." Typical qualifications might include:

- A university degree
- A specific license or certification (e.g., for nursing or driving a truck)

2. **Duties and Responsibilities:** These describe the tasks you will regularly perform in the job. You can usually find this information in the opening paragraph of the advertisement. Common duties might include:

- Greeting clients
- Answering telephones
- Performing clerical functions (related to office work)

Applying for the Job

If you feel you meet the qualifications and can perform the required duties, the next step is to apply. **Applying** means formally putting yourself forward for the job. Check the advertisement for application instructions, which may include:

- **Sending a resume and cover letter to a specific person (e.g., Pablo Cavero) via fax or email.**

By understanding these components, you'll be better prepared to find and apply for jobs that suit your skills and interests. In the next units, you'll learn how to prepare your resume and cover letter to enhance your job applications.

Facebook's Job Search Feature

- **Expansion of Services:** Facebook has expanded its job posting feature to 40 additional countries, following successful tests in the U.S. and Canada.
- **User Accessibility:** Users can access job openings through the **Jobs dashboard** on Facebook's web interface or its mobile app. Job searches can be filtered by location, industry, and job type (full-time or part-time).
- **Application Process:** The platform allows users to automatically fill out job applications using information from their Facebook profiles, making the submission and interview scheduling more convenient for users.
- **Business Posting Options:** Companies can advertise job openings via the Jobs tab on their pages, enabling them to reach potential candidates directly.
- **Face Recognition Software:** In a separate update, Facebook introduced face recognition software that helps users find untagged photos, enhancing user privacy and accessibility for visually impaired individuals [31].

Job Market Trends and Social Media Use

- **Competitive Landscape:** The job market is increasingly competitive due to slow recovery in job growth and evolving economic demands. High turnover rates in developing economies contribute to workers frequently changing jobs.
- **Online Job Search:** Job seekers often utilize online platforms to connect with employers. It's recommended that candidates focus on showcasing their skills and abilities rather than merely listing job titles and work experiences.
- **Expert Insights:** Steve Langerud, a career advisor, emphasizes the need for job seekers to present their talents effectively and encourages employers to refine their hiring criteria based on organizational goals.
- **Social Media's Role:** Ben Kirshner from Elite SEM highlights that 25% of new hires come from social media, while 75% come through word-of-mouth recommendations. This indicates the significance of social networks in the job search process.
- **Caution with Online Presence:** Candidates should be mindful of their online profiles, as social media platforms like Facebook can reveal substantial information—both positive and negative—about individuals [31].

Parts of a Resume

The focus is on examining a resume in detail by breaking it down into its key components and highlighting what should be included in each section. Starting with a sample one-page resume, it's clear that using white space, bullet points, and a limited number of fonts can make a resume easier to read. Readability is crucial, as employers often review numerous resumes daily. A clear, well-organized resume increases the chances of being noticed, while a cluttered or hard-to-read one may be ignored or discarded.

To ensure a resume catches an employer's attention, it should include the following essential parts:

1. **Name and Contact Information:** This section provides the candidate’s full name and contact details, such as an email address or phone number, so employers can easily reach out for an interview.
2. **Headline and Summary:** This part indicates the job being sought, followed by a brief summary of relevant skills and experience. For example, the job title "Project Coordinator" might be listed along with key qualifications.
3. **Work Experience:** This section lists previous job roles, including the current one if applicable, in reverse chronological order. The most recent position should appear first, followed by earlier roles.
4. **Education:** Degrees or qualifications are also listed in reverse chronological order, starting with the most recent academic achievement.

In summary, the essential parts of a resume include the name and contact information, headline and summary, work experience, and education. Each of these sections will be explored further in upcoming activities, which will include reading exercises, comprehension tasks, and interactive practice.

Resume Guide: The Basic Elements

The Basic Elements

A resume consists of several sections, each of which delivers essential information. The table below explains what each section of your resume should tell your reader.

Resume section	What it tells the reader
Top portion of resume (first third to half)	If your resume is worth reading further. This opening “snapshot” should entice readers to read more.
Header (name and contact information)	Your preferred name and how to contact you. The reader shouldn’t have to think about this (e.g., wonder

	what name you go by).
Headline and Summary	What you're looking for and why you're qualified. Announces your job target and quickly sums up why you're a good candidate. Note that experts recommend this approach to replace what used to be called "Objective" on many resumes. Read more in our FAQs .
Skills	Whether you have the required skills. Helps the reader quickly match your skills to the position requirements.
Work Experience or Professional Experience or Employment History	What you've accomplished that's relevant. Explains what you've achieved that could also benefit the reader's company.
Education	Whether you meet the education requirements. Again, helps the reader quickly match you to the position requirements.
Continuing Education or Professional Development or Additional Training	What further training you've pursued. Matches you to job requirements and also illustrates initiative and commitment to learning.
Other Information	What other assets you offer. Provides additional information (professional memberships, awards, etc.) to support your candidacy

Select the Best Format

Different resume styles highlight different types of experience. Before you start writing, think about what format might be best suited to highlight your qualifications.

There are two basic resume formats: **chronological** and **functional**. The main difference between them is the amount of emphasis you give your **job history** compared to the amount you give your **skills**.

- A **chronological format** highlights your employment history. This format can work if you have a solid work history in a particular job or field and you're planning on looking for a similar position.
- A **functional format** highlights your [skills](#). Use this format to show what you're capable of doing, even if it's not directly related to your work history. It's the best choice if you're changing careers.

The best resumes are usually a **combination** of these formats. They communicate your strongest qualifications while providing employers with relevant information on your employment history [19].

Sample Resume:

Tomoko Martin
8105 50th St.
Davis, CA 96515
415-945-0200
tmartin@sfol.net

Objective:

To use my knowledge of languages, computer skills, and experience working with international visitors in a tourist-related industry

Summary:

- Native Speaker of Japanese
- Advanced proficiency in Spanish and English
- Three years experience with customer service and office management
- Experience with all Microsoft Office applications

Experience:

Office Assistant, University of California English Language Programs, 2009–present

- Manage reception and telephones for 40-person office
- Develop database to track inquiries about application status
- Train temporary workers in office procedures

Program Assistant, International Student Office, University of California, 2006–2009

- Arranged special events for international students
- Assisted program directors in orientation and cultural exchange programs
- Reorganized office to be more efficient

Volunteer Coordinator, Shoreline Boys and Girls Club, 2003–2006

- Led afternoon activities for groups of children ages 10–17
- Managed activity budget for programs
- Recognized as Volunteer of the Year, 2005

Education:

B.A. in Business Administration, University of California Davis, Davis California, 2009

Activities:

- Volunteer translator, Shoreline Japanese Community Center, 2002–2005
- Assistant Leader for Girl Scouts, 2002–2004

References:

Available Upon Request

Another sample resume:

Beth Smith

215 W. State Street, Milwaukee, WI 53201

bethsmith@comcast.net

Cell: 555-263-1678

Project Coordinator

Highly motivated, tech-savvy professional with over 5 years' experience in a fast-paced consulting environment. Extensive experience supporting senior consultants in high-profile technology projects. Exceptional analytical ability and talent for managing information. Certified Associate in Project Management (CAPM) certification.

Proficient in:

- Project Coordination
- Project Setup & Monitoring
- Project Communication
- Microsoft SharePoint
- Microsoft Project
- Microsoft Excel

Professional Experience

2005–Present: Senior Administrative Assistant, Grant Technology Consulting

Advanced administrative and project support for senior-level consultants.

Project Coordination/Management

- Led a project to streamline and reorganize SharePoint project management system, resulting in more accessible information and enhanced support for clients.

2001–2005: Administrative Assistant, Training Solutions, Inc.

Advanced administrative support to top marketing executive in fast-paced training start-up company.

Project Coordination/Management

- Coordinated the research and production of client-winning training proposals.
- Streamlined proposal development process, resulting in significant time savings.

Education

Associate Degree, Business Administration & Management, Northeast Wisconsin Technical College, 2001

Writing a Resume, Part 1: Name and Contact Information

The first part of a resume: name and contact information. While it may seem straightforward, there is a specific format to follow in order to maintain a professional appearance.

First, the full name should be clearly written, with the given name followed by the family name. If a middle name is included, it can be written in full or abbreviated with just the initial. For example, "Sally Ann Smith" can be written as "Sally Ann Smith" or "Sally A Smith." It's common to use a slightly larger font for the name or to bold it, helping the employer quickly find it. This information is often placed at the top center of the resume.

Next, contact information should be provided, including a postal address, email address, and telephone number. The postal address should contain the full details, such as the house number, street name, city, state or province, postal code, and country. For example: 100 Main Street, Los Angeles, California 90210, USA.

The email address should be professional and ideally include the job seeker's name, such as "sallysmith@email.com" or "ssmith@email.com." Unprofessional or hard-to-remember email addresses, like "flowergirl123@email.com," should be avoided.

For the phone number, at least one number (either mobile or home) should be listed, but providing both is helpful. An example could be:

Home: 610-555-1212

Mobile: 610-232-5551

By organizing the name and contact information in a clear and accessible manner, job seekers can create a professional first impression. In summary, the key points covered include writing the full name and listing the postal address, email, and phone number in a structured format. For more information, watch a video:

<https://www.youtube.com/watch?v=8nlg9ssSmFs>

Reflection Questions:

1. How should your full name be written on a resume to ensure it is clear and professional, and what are two formatting techniques you can use to make it stand out?

2. What four types of contact information must be included in the first part of your resume, and why is it important to use a professional email address that is similar to your name?
3. Why do you think it is common practice to list more than one phone number (such as a home and mobile number) on a resume, and where should this contact information be placed relative to your name?

Language Focus: Key Words

This section highlights the importance of using keywords in resumes and explains how to incorporate them effectively. Keywords are specific terms found in job advertisements that employers use to describe the skills and qualifications they are looking for in candidates. For example, a job ad might feature keywords such as "greeting clients," "excellent organizational skills," or "good communication skills."

When applying for a job, it is essential to include these keywords in both the resume and cover letter. Employers, and often software systems, scan resumes for these terms during the initial screening process. Failing to include relevant keywords may result in the resume being overlooked. By incorporating them, candidates increase their chances of being considered for an interview.

For instance, in a resume for a Client Services Coordinator position, phrases such as "very organized," "experience working in a busy office," and "proficient in Microsoft software" can align with the skills mentioned in the job ad. This demonstrates that the applicant possesses the qualities the employer is seeking.

In summary, using keywords from job advertisements in resumes and cover letters is critical to catching an employer's attention and passing the screening process. This concept will be further explored in the following section, which includes a reading on the effective use of keywords.

Using Keywords Effectively

You're already familiar with keywords from using the Web for research, shopping, and other activities. They're the words you type, such as "Sony flat screen TV," to find information on a product or service.

For the purposes of your resume, keywords are words employers use to describe what they're looking for in an applicant. They're important to include in your resume, because they

- **Identify you as a possible match for the position.** This is true whether the resume is in electronic form or in hard copy, but it's especially important for electronic form.
- **Make your resume more believable.** For example, when you name a specific software application like Microsoft Office rather than saying "strong computer skills," you are more believable.
- **Show that you're part of the team.** When you "speak the language" of an industry, you sound like someone who belongs to the team.

Examples of keywords

Think of keywords as the "buzzwords" or "jargon" of the industry. Below (in bold) are examples of keywords that might appear in a job description for a sales assistant:

- Job titles (**sales assistant – retail**)
- Business functions (**sale order processing**)
- Responsibilities (**analyze sales order data**)
- Required abilities (**strong analytical skills**)
- Degrees or diplomas (**associate degree in business**)
- Computer applications (**SAP Sales & Distribution module**)
- Companies (**IBM**)

Finding keywords for your resume

The single most important source for keywords is the **job description** of the position you're applying for. But you'll find keywords anywhere you find job-related information. Write down words you read frequently as you're doing your resume research.

Putting keywords into your resume

Keywords are especially important in the "professional experience" part of your resume, but they can, and should, be used throughout the resume. Notice how this person uses keywords in the sample resume.

Notice how Tomoko Martin uses keywords in the sample resume.

Download the Sample Resume:

[Tomoko Martin Resume.pdf](#)

Adapted from CareerOneStop - Resume Guide - More Sample Resumes [9].

Writing a Resume, Part 2: Headline and Summary

The focus is on the **headline** and **summary** sections of a resume. These are important for making a strong first impression on employers.

The **headline** is a short phrase, often the job title, that highlights your value as a candidate. It's more common now to use a headline instead of the older "objective" section. The headline should be specific and related to the position you're applying for. For example, in Abdul's resume, his headline is "Project Coordinator," which directly connects to the role he's seeking.

The **summary** is a short paragraph that showcases your strengths and experience, followed by a bullet point list of key skills. In Abdul's case, his summary highlights his **5 years of experience**, **strong analytical skills**, and his

Project Management certification. These details immediately show the employer that Abdul is qualified for the role.

His bullet point list includes skills relevant to the job. On the left, he mentions skills like **Project Coordination** and **Communication**, which are directly related to project management. On the right, he lists his proficiency in **Microsoft Software**, such as SharePoint and Excel, further proving his ability to handle the job's technical requirements.

In conclusion, a well-crafted headline and summary, like Abdul's, will help you stand out to employers by clearly presenting your strengths, experience, and relevant skills, especially when aligned with keywords from the job ad. More details can be found here: <https://www.youtube.com/watch?v=WA7WO0Q6f0U>

Reflection Questions:

1. How does a headline differ from a resume objective, and why is it more effective for showing your value to an employer?
2. What are the two ways you can present a resume summary, and what key information should it include about your strengths and experience?
3. How can you use keywords from a job advertisement to customize your headline and summary for a specific position?

Next, we'll explore the work experience section of the resume.

Writing a Resume, Part 3: Work Experience

The focus here is on how to complete the work experience section of a resume, which plays a crucial role in highlighting qualifications for potential employers. This section typically includes job titles, employer names, locations, dates of employment, and a brief description of job duties. It may be labeled "Experience" to encompass both paid and volunteer roles, providing employers with a clear overview of past responsibilities and helping them determine if the candidate is a suitable match for the position.

The work experience section should be organized in reverse chronological order, starting with the most recent job. Each role should include the following details:

- Job title
- Employer's name
- Location (city and state/country)
- Dates of employment (start and end years)
- A brief description of job duties

For example, a resume might feature an Office Assistant role at the University of California, with the candidate using action verbs such as "manage," "develop," and "train" to describe responsibilities. These verbs effectively showcase skills in management and collaboration.

Each entry should use bullet points and short, descriptive phrases to enhance readability. Present tense verbs are used for the current job, while past tense is used for previous roles. This approach helps employers quickly grasp the candidate's abilities, such as being well-organized or experienced in event planning, as reflected in previous positions.

To strengthen this section, focus on achievements and the impact made in past roles. Strong action verbs and specific details about improvements or efficiencies introduced will make the descriptions stand out. In summary, when writing the work experience section: begin with the most recent job, moving backward, include job title, employer's name, location, dates of employment, and brief description of duties. Use action verbs and bullet points to present the information clearly and impactfully.

More details: https://www.youtube.com/watch?v=_20IFf8Iedw

Reflection Questions:

1. In what order should you list your work experience, and why is this "reverse" approach preferred by employers?
2. When describing your duties, why are "action verbs" like *manage*, *develop*, or *train* more effective than simply listing your job responsibilities?
3. How can including volunteer work alongside paid employment help demonstrate specific skills or personal traits to a potential employer?

Writing a Resume, Part 4: Education

We are going to discuss the **education** section of a resume, which is especially important for current students, recent graduates, or those with little work experience. For experienced professionals, this section helps show they meet the required education level for the job.

Most job advertisements include **degree requirements**, and this section of the resume allows employers to see if candidates have the necessary qualifications. Here's how to structure the education section:

1. **List each educational experience separately**, including:
 - **Name of the school**
 - **Location** (city and state/country)
 - **Degree received**
 - **Major or subject specialty**
 - **Year of graduation**

If you received any special honors or high grades, you can also include them in this section. This part of the resume often highlights your **academic performance**, **technical abilities**, and **areas of interest**, which are valuable to employers.

Types of Degrees:

1. **AA/AAS** (Associate of Arts/Associate of Applied Science) – These are two-year degrees from community colleges or technical schools.
2. **BA/BS** (Bachelor of Arts/Bachelor of Science) – Four-year degrees from a college or university.
3. **MA/MS** (Master of Arts/Master of Science) – Graduate-level degrees.
4. **MBA** (Master of Business Administration) – A graduate degree with a focus on business management.
5. **PhD** – A doctorate, the highest level of academic degree.

As with the **work experience section**, you should list your educational experiences in **reverse chronological order**, starting with the most recent degree or program.

Example:

Let's look at **Michael Johnson's** resume:

- He lists **Cornell University**, located in **Ithaca, New York**.
- His most recent degree is an **MBA in General Management**, completed in **2015**.
- He then lists his **BA in Sociology**, completed in **2009**.
- Michael also includes that he made the **Dean's List** in 2008 and 2009, which shows high academic achievement.

Summary:

In the **education** section, include:

- **School name**
- **Location**
- **Degree received**
- **Major**
- **Year of graduation**
- Optional: **Honors or awards** (e.g., Dean's List)

This section is crucial because it demonstrates whether you meet the job's education requirements and shows your dedication as a student. Now, in the next video, we will explore how to use **action verbs** to describe your work experience

clearly. More information here:

<https://www.youtube.com/watch?v=c9106NMpieU>

Reflection Questions:

1. How does the "Education" section differ for students and recent graduates compared to individuals with extensive work experience?
2. What are the five essential pieces of information that must be included for each educational experience on a resume?
3. Why is "Reverse Chronological Order" used for listing multiple degrees, and how can including awards or honors like the "Dean's List" benefit a job seeker?

Language Focus: Action Verbs

Action verbs make your role and responsibilities sound more active and specific, helping you stand out as a more qualified candidate to employers. We will explore examples of these verbs and how they can improve your resume.

Why Use Action Verbs?

General verbs like "**worked**" or "**did**" don't provide enough detail about your responsibilities. For example:

- "**Worked at X company**" doesn't offer much insight into what you actually did.
- But by changing it to "**developed a project at X company,**" the word "**developed**" implies that you played a key role in growing or creating something, which is much more impactful.

Similarly:

- "**Did sales at Y company**" could be replaced with "**increased sales at Y company,**" where "**increased**" shows that you actively contributed to the company's growth.

Categories of Action Verbs

Action verbs are typically grouped by job or skill type. Since many roles require different skills, you can choose action verbs from various categories to show your diverse abilities.

Here are some examples:

- Instead of saying "**wrote a proposal**," you could say "**drafted a proposal**" (where "**drafted**" means preparing an early version).
- Instead of "**talked with customers**," you could say "**negotiated with customers**" (where "**negotiated**" means trying to reach an agreement).

Other examples include:

- "**Edited a report**" (where "**edit**" means correcting or revising a document).
- "**Corresponded with clients**" (where "**corresponded**" means communicating, usually through written messages).

Impact of Action Verbs

These specific verbs help you present yourself as more involved and proactive in your previous roles. They also give potential employers a clearer picture of your skills, achievements, and experience.

Action verbs make you sound like a more skilled and accomplished worker, which is crucial for catching the attention of employers. In the next activity, you'll get a chance to practice using action verbs to describe your own experiences.

Writing a Resume, Part 5: Complete your Resume

In this part, several important steps for completing a resume are highlighted. First, focus on presentation – how the resume looks and whether it is easy to read

and follows standard formatting. Second, proofreading and editing are crucial to ensure that the resume is free of mistakes. Lastly, two popular types of resumes, functional and chronological, are introduced. By carefully following these steps, you'll be ready to submit a polished and professional resume. Let's break it down:

1. **Presentation:** It's important to make a great first impression with a clean, easy-to-read format. Key elements include using standard fonts, bullet points, clear spacing, and bold text to highlight important information.

2. **Proofreading and Editing:** After writing, re-read the resume or ask someone else to help check for errors in grammar, spelling, and punctuation.

3. **Types of Resumes:**

- **Chronological Resume:** Lists work experience and qualifications in reverse chronological order, starting with the most recent. It's the most common format.

- **Functional Resume:** Focuses more on skills and abilities rather than work experience, useful for recent graduates or people with little experience.

After finishing your resume, it's time to check everything over and prepare it for submission.

Chronological vs. functional resume

Q: It's been more than 2 years since I was last employed. Should I change the chronological format of my resume to one that highlights my work experience (35+ years) rather than show the gap in employment? I have already deleted the second page of my resume because it was no longer pertinent to a background in mechanical drafting [37].

A: Great question. Let me share the advantages and disadvantages of both the chronological resume and the functional resume.

The **chronological resume** typically has an objective or summary at the top. Then, the candidate's work history is detailed starting with the present role and working backwards. The education section is at the bottom sometimes along with special skills, certifications or relevant training.

Advantages:

Most employers and hiring professionals are familiar reviewing this type of format.

It is easy to follow for the reader, perhaps because the chronological resume is more commonly used.

This type of format highlights the candidates' most recent experience, which is often the most relevant. It is also easy to follow a career progression with this type of resume.

Disadvantages:

This format can accentuate gaps in a candidate's work history.

It may not be the best format for career changers or those re-entering the workforce.

The **functional resume** groups together common skills. As an example, there may be skills headings like management/supervisory skills, technical skills, sales skills or scientific skills. A candidate's work history is provided toward the bottom of the resume [37]. Education, certifications, and special skills are often detailed at the very end of this type of resume.

Advantages:

The format can help a candidate highlight capabilities and skills which are transferrable, which is good for candidates changing careers.

A functional resume can de-emphasize short stints within a career. This format can also minimize the focus on periods of unemployment.

Disadvantages:

This type of resume is a bit more difficult to review, from the reader's perspective. Many hiring professionals are taught to look for gaps in a candidate's work history. This format tends to make this process more challenging.

The focus is more on transferrable skills but sometimes the employer's names are hard to find if this format is used.

Finally, you may want to using a functional resume and comparing it to the chronological version you have been using. One final tip for your resume: if you have 35 plus years of experience, consider dropping the months off of your chronological format. Instead of May, 1991 – November, 2011, consider 1991 – 2011. This tip may also help take the focus off of your recent period of unemployment [37].

Top Resume Mistakes to Avoid

1. Generic, One-Size-Fits-All Resume

- Sending the same resume to every job shows lack of interest.
- **Fix:** Tailor your resume to each role using keywords from the job description.

2. Listing Duties Instead of Achievements

- Simply stating responsibilities doesn't show impact.
- **Fix:** Use action verbs and quantify results (e.g., "Increased sales by 20%").

3. Spelling & Grammar Errors

- Typos scream carelessness.
- **Fix:** Proofread thoroughly or use tools like Grammarly. Ask a friend to review it too.

4. Too Long or Too Short

- A resume that's too long overwhelms; too short may seem underqualified.
- **Fix:** Aim for 1 page if you have

5. Unprofessional Formatting

- Hard-to-read fonts or cluttered layouts can get your resume tossed.
- **Fix:** Use clean, ATS-friendly fonts like Arial or Times New Roman. Keep margins and spacing consistent.

6. Including Irrelevant Info

- Hobbies, outdated jobs, or unrelated skills dilute your message.
- **Fix:** Focus on relevant experience and skills that match the job.

7. Using Buzzwords & Clichés

- “Hardworking team player” doesn't say much.
- **Fix:** Show, don't tell – use examples that demonstrate those traits.

8. Outdated Contact Info

- If they can't reach you, you won't get the job.
- **Fix:** Double-check your phone number, email, and LinkedIn URL.

9. No Clear Structure

- A messy resume is hard to scan.
- **Fix:** Use clear headings (e.g., Experience, Education, Skills) and bullet points.

10. Lying or Exaggerating

- It's tempting, but risky.
- **Fix:** Be honest. If you lack a skill, show willingness to learn.

You can watch the summary here:

https://www.youtube.com/watch?v=tdyM_bX1G-A

Reflection Questions:

1. How can focusing on professional presentation (like using standard fonts and bullet points) impact the first impression your resume makes on a potential employer?

2. What is the main difference between a chronological resume and a functional resume? Under what circumstances might a job seeker choose to use one over the other?
3. Why is proofreading and editing a critical final step in completing your resume? What are some specific errors you should check for before submitting your application?

Unit 2 Assessment 2: Resume

Write your own one-page resume following the examples and guidelines in the unit. In terms of format, you can use

- **Bold font**
- *Italic font*
- Bulleted lists

You will not be able to control margins, white space, or font size.

Haven't had a lot of (or any) work experience?

Writing a resume when you haven't had a lot of - or maybe even any - experience can be challenging. You don't want to send out a blank page with just your contact information. Chances are you've had some experiences like clubs, volunteer, or education that have helped you develop skills that are valuable to your future employer. Here are some sections to include on your resume if you have little or no work experience.

Objective

Including an objective is a great way to introduce yourself to a hiring manager. Here you can state what kind of job you're looking for and why you're a good candidate for that job. The key here is to focus on what you can bring to the

job (skills and qualities) rather than what you're looking to get from the job (experience and salary).

This section looks like a paragraph, but pay special attention to the sentence form. These are not complete sentences. They are noun-phrases. They lead with content words like adjectives and nouns. Generally, an objective section will have about 50 words total. First, include a strong personality adjective like motivated, hard-working, energetic, organized, etc. Then include two or three skills that relate to other parts of your resume. These skills could be related to communication, leadership, problem-solving, etc. Finally, outline what you hope to do for the employer. This should be specific to each job. This could be something like, "Looking to provide excellent customer service in order to increase sales," or "Hoping to support faculty with their research goals."

Educational Background

If you don't have a lot of work experience, it may be a good idea to highlight your educational background. List your highest degree first, and then add any other degrees in reverse-chronological order.

Dates

Include the dates you attended. If you're still enrolled, you can add the year you started to "present." You could also put the year that you're expecting to graduate. If you've stopped attending school but haven't graduated, you can include the dates you attended and then say, "completed X credits toward BA in Political Science." This lets the hiring manager know that you have some college experience. They may ask you about why it is you stopped going and if you plan on attending again the future. It may be a good idea to think about how to answer that question before your interview.

Achievements

In addition to the name of the school and the dates you attended, a strong candidate will highlight achievements. Achievements at the high school or university level could include an impressive grade point average. If your GPA is higher for only the courses you took as part of your major, rather than your overall GPA, consider including that. Achievements could also include academic awards or whether or not your grades landed you on honor roll or the dean's list.

Coursework

In addition to achievements, some of your classes may be of particular interest to the hiring manager reading your resume. If you're going to include relevant coursework, it's important to tailor, or specialize, your resume for the job for which you're applying. That means if you're applying to work for a law office, you may want to highlight communications or political science coursework. If you're applying for an analyst position, you might want to highlight math or business coursework. It's best to limit the number of courses to five at the most.

Experience

Finally, you can include different types of activities in the experiences section of your resume. This could include clubs, study abroad, leadership roles, or volunteer projects. Typically, these are called extracurricular, meaning more than (extra) the curriculum (academics). These examples of activities will serve as evidence for skills you might include in the objective section. Here are a few examples of activities that you may be able to expand upon to show valuable skills to a hiring manager:

- student government
- language club or study abroad
- volunteer organization
- fundraising for the school or a charitable organization
- sports teams
- student newspaper or media

- debate
- part-time jobs like childcare services, landscaping, and retail experience

Similar to education, you'll want to include the dates you've been involved with this club, organization, or employer. You'll also want to use bullets to list some of the skills you acquired and any achievements you have while you are in that role. For example, as a member of student council, you may have "created meeting agendas with a special focus on time management and topic efficiency," or as a fundraising volunteer, you could have, "raised \$4,572 for the cause in just under 3 months." These highlight skills (organization) and achievements (\$4572 in donations).

Be sure to review the sample resume to see how Thomas Carcetti uses an objective and highlights educational as well as other experiences on his resume.

Thomas J. Carcetti

[401 E Pratt St] | [Baltimore, MD 21202] | [215.867.5309] | [tommyc@gmail.com]

Objective

Responsible and friendly student, with excellent time-management skills and experience with Microsoft Word, Excel, and Outlook. Looking to provide excellent customer service to bank members ranging from personal to business accounts as a bank teller at USA Bank. Managed multiple accounts as Maryland High School Student Government Officer, and led the transition from paper to computer-based record-keeping.

Education

Charm City High School, 3.6 GPA

- Class of 2020
- Academic Honor Roll 2016-2020
- Relevant Coursework: computer science, probability & statistics, communications

Experience

2018 - 2020

[Student Government Officer] | [Charm City High School] | [Baltimore, MD]

- Represent student perspective with school administration on issues ranging from parking to graduation logistics
- Manage activities, operations, and fundraising budgets for high school
- Was elected by peers two years in a row
- Organize agenda and meeting notes for the public
- Work as a team to coordinate events to engage students in volunteer and community building experiences

2016 - 2020

[Volunteer and Outreach Coordinator] | [Building Homes & Communities] | [Baltimore, MD]

- Gain experience and familiarity with a variety of home improvement tools in order to help build homes for families in need
- Communicate with project managers, other volunteers, and clients to ensure safety procedures are followed and timelines are met
- Recruited 12 volunteers who contributed their time to various home building projects

Practice tests on unit 2

1. What is the primary purpose of a resume according to the unit overview?

- A) To list every activity you have ever done
- B) To secure an interview by highlighting qualifications
- C) To serve as a legal contract for a job
- D) To replace the need for a cover letter

2. Which section of a resume is described as an opening "snapshot" that determines if the document is worth reading further?

- A) The bottom portion
- B) The Education section
- C) The top portion (first third to half)
- D) The References section

3. When writing your name on a resume, what is the recommended formatting?

- A) Use the smallest font available

- B) Use a slightly larger font or bold text
 - C) Always include your middle name in full
 - D) Place it at the very bottom of the page
4. What is a "Keyword" in the context of a resume?
- A) A secret password for an interview
 - B) A word that is hard to pronounce
 - C) Specific terms from job ads that describe required skills
 - D) The most frequently used word in your resume
5. Which resume format is most common and lists work experience starting with the most recent job?
- A) Functional format
 - B) Chronological format
 - C) Creative format
 - D) Skill-based format
6. If you are a recent graduate with little work experience, which section should you consider highlighting more prominently?
- A) Professional Experience
 - B) Educational Background and Coursework
 - C) Salary History
 - D) List of References
7. In a resume summary, what does a Project Management certification (like CAPM) demonstrate to an employer?
- A) That the candidate has 20 years of experience
 - B) That the candidate meets specific technical/professional requirements
 - C) That the candidate is a native speaker of English
 - D) That the candidate is looking for a teaching job
8. What is the recommended length for an "Objective" section if you choose to include one?
- A) One full page
 - B) About 50 words

C) Exactly five sentences

D) As long as the work experience section

9. When describing duties in a resume, "Action Verbs" are used because they:

A) Make the role sound more active and specific

B) Are easier for software to ignore

C) Help fill up empty white space

D) Hide the fact that a candidate lacks experience

10. Instead of saying "talked with customers," what is a more impactful action verb to use?

A) Drafted

B) Negotiated

C) Edited

D) Computed

11. Which of the following is considered a "Top Resume Mistake"?

A) Using bullet points

B) Tailoring the resume to a specific job

C) Using a generic, one-size-fits-all resume

D) Using standard fonts like Arial

12. "Reverse Chronological Order" means listing items:

A) Alphabetically

B) From oldest to newest

C) From most recent to earliest

D) By level of importance only

13. In the "Education" section, which of the following is NOT a standard requirement to list?

A) Name of the school

B) Degree received

C) Year of graduation

D) Your favorite teacher's name

14. What does "AA" or "AAS" stand for in terms of academic degrees?
- A) Associate of Arts/Associate of Applied Science
 - B) Advanced Achievement
 - C) Assistant Architect
 - D) Academic Association
15. Under the "Language Focus: Action Verbs," which verb falls under the category of "Lead or Organize"?
- A) Correspond
 - B) Administer
 - C) Analyze
 - D) Adapt
16. Why should you avoid unprofessional email addresses like "flowergirl123@email.com"?
- A) They are too long for the header
 - B) They may result in a poor professional first impression
 - C) They are difficult for software to scan
 - D) They do not contain your phone number
17. What is an advantage of a "Functional Resume"?
- A) It highlights a clear career progression
 - B) It minimizes the focus on periods of unemployment or career gaps
 - C) It is the format most familiar to employers
 - D) It always includes at least three pages
18. If a student is currently enrolled in school, how should they list the dates in the Education section?
- A) Leave the date blank
 - B) List the start year to "present"
 - C) Only list the day they started
 - D) They should not list the school until they graduate
19. Which action verb would be best to describe making a process better or more efficient?

- A) Founded
- B) Streamlined
- C) Computed
- D) Drafted

20. According to the "Resume Guide," what should the "Employment History" section tell the reader?

- A) Your personal life story
- B) What you've accomplished that's relevant to their company
- C) Why you left your last job
- D) Your high school GPA

UNIT 3: WRITING A COVER LETTER

Writing for job applications requires a specific style and voice. A job seeker needs to understand how to write clearly and concisely, connect one's skills to the job description, and follow standard format guidelines. To develop these skills, video lectures will break down both the different parts of a cover letter and individual sentences for style and voice. Video lectures and articles will help students understand these ideas. At the end of the unit, students will choose a job from a list provided and write a cover letter to apply for that job.

By the end of this week, you will:

- Become familiar with the structures and format of cover letters and standard business letters
- Identify new fundamental vocabulary, and practice using that new vocabulary in course activities
- Read, watch, and listen to a variety of texts and multimedia sources. Show us that you understand these texts and key course ideas through comprehension check quizzes
- Identify and practice using past tense and present perfect verbs, sentence structure with time words, and controlling tone with modal verbs.

What is a Cover Letter?

In this unit, professional letter writing will be introduced as the third part of the job application process. Along with a resume, job seekers typically include a cover letter. There are three main purposes for writing a cover letter. It demonstrates the applicant's personal style, explains their qualifications for the role, and formally requests an interview.

Later in this unit, each part of the cover letter will be discussed in detail, along with how to write a clear and well-organized letter. At the end of the unit, learners will write their own cover letter for a specific job application.

To begin, a cover letter is a formal, one-page document, and certain elements remain consistent across most cover letters. However, the content or

information should be tailored to the specific job being applied for. A cover letter helps employers gain a better understanding of the applicant and draws attention to key parts of their resume.

The first reason to write a cover letter is that it showcases the applicant's personal style. Word choices can reflect different personalities. For instance, if two people apply for the same position as an international student advisor, their cover letters might express their interest in different ways. One might say, "I am interested in working with international students," while another could say, "I am very excited to meet and work with international students." These word choices give employers insight into the applicant's personality.

The second reason for writing a cover letter is to explain qualifications for the job. For example, one applicant may write, "I have two years of experience working as an activities director at a language school," while another might describe their experience as, "As a Resident Advisor, I advise students on personal, cultural, and immigration issues, and organize professional, social, and cultural programs." The second description might make employers more curious to learn about the applicant's qualifications.

The third reason is to formally request an interview. Various ways to make this request will be discussed later in the unit. If the applicant knows the hiring manager's contact information, they might mention that they will call at a specific time to arrange an interview. If the applicant doesn't know this information, they should provide their own contact details so that the employer can reach them.

In summary, a cover letter introduces the applicant's personal style and summarizes their qualifications, which are detailed further in the resume. If the cover letter is compelling, the employer may invite the applicant for an interview.

For more information, follow the link:

<https://www.youtube.com/watch?v=Z32nSPOQuz0>

Reflection Questions:

1. How does a cover letter serve as a "personal introduction" to a potential employer, and how can your word choices demonstrate your individual personality?
2. What are the three primary reasons to include a cover letter with your job application, and how does each reason benefit you as a candidate?
3. Why is a cover letter considered a formal request for an interview, and what information should you provide to ensure an employer can easily contact you?

Next, move on to the first reading, which includes two sample cover letters.

Sample 1

Tomoko Martin 8105 50th St. Davis, CA 95616

August 18, 2016

Sung Woo Lee Human Resources Director Port of Seattle,
Pier 55 Seattle, WA 98190

Dear Sung Woo Lee:

I read about a job opening for an Administrative Assistant in the *Seattle Times*. I understand that the Port of Seattle is growing to accommodate the increase in ships that will be using Seattle as their base of operations. My fluency in three languages, experience working with international visitors, and office skills would allow me to assist your department to be successful.

As my resume shows, I have the skills and experience to work in any administrative position. I have used Microsoft Office software for 10 years, and I have experience with several web-based programs. As a result of my study abroad experience in Spain and my volunteer experience at the University of California, I have developed proficiency in other languages and interacted with other many diverse cultures. I would welcome the opportunity to use my interpersonal skills in representing the Port of Seattle to visitors.

I would appreciate the opportunity to discuss my qualifications in an interview. I will contact your office next week to arrange a time that is convenient for you. Thank you

Parts of a Cover Letter

Name and address of the job seeker

Date (month, day, year)

Name, title, and address of the employer

Salutation followed by the person's name and a colon (:)

Paragraph 1: Tell (1) that you are applying for a job, (2) the source of your information, and (3) why you are a good fit for the job.

Paragraph 2: Explain 2–3 of your best skills for the job with clear examples from your work/study experience.

Paragraph 3: Ask for an interview and tell how you will contact them or how they can

Sample 1

for your consideration of my application, and I look forward to meeting with you.

Sincerely, *(signature)* Tomoko Martin

Parts of a Cover Letter

contact you. Be positive and thankful.

Complimentary Close, followed by signature and typed name

Sample 2

Emma Johnson 125 Greenfield Avenue Denver, CO 80204

September 15, 2025

Mr. Daniel Carter Principal Maplewood High School 1500 West 12th Street Denver, CO 80204

Dear Mr. Carter:

I am writing to apply for the position of English Teacher at Maplewood High School, as advertised on your school's website. With five years of experience teaching English to high school students and a Master's degree in Education, I am confident that my background and teaching philosophy align well with your school's commitment to academic excellence and student-centered learning.

Throughout my teaching career, I have developed innovative lesson plans that integrate literature, creative writing, and digital tools to engage students and strengthen their communication skills. I have successfully prepared students for standardized exams and improved class performance by 20% through differentiated instruction. Additionally, my experience organizing an after-school English Club has helped students improve fluency and confidence in speaking.

I would welcome the opportunity to contribute to Maplewood High School's English Department and share my enthusiasm for language and culture with your students. I am available for an interview at your earliest convenience and can be reached by phone or email. Thank you for considering my application. I look forward to the opportunity to discuss how I can support your school's goals.

Sincerely, *(signature)* Emma Johnson

Parts of a Cover Letter

Name and address of the job seeker

Date (month, day, year)

Name, title, and address of the employer

Salutation followed by the person's name and a colon (:)

Paragraph 1: Tell (1) that you are applying for a job, (2) the source of your information, and (3) why you are a good fit for the job.

Paragraph 2: Explain 2–3 of your best skills for the job with clear examples from your work/study experience.

Paragraph 3: Ask for an interview and tell how you will contact them or how they can contact you. Be positive and thankful.

Complimentary Close, followed by signature and typed name

Professional Writing: Letter Format

In the United States, professional letters generally follow a standard format and include four key sections.

1. **Heading:** This section contains the writer's address and contact information (such as an email or phone number), followed by the date and the reader's

name and address. For example, a typical date format is written as "April 26, 2016," with a comma between the day and year. If the reader's title and department are known, they should be included. If the job seeker is unsure about the recipient's gender, only the full name and job title should be used. In cases where the recipient's name is unknown, the letter can simply be addressed to the department and organization.

2. **Salutation:** This formal greeting always starts with "Dear," followed by the person's name and a colon. If the recipient's name is unknown, "Dear Hiring Manager" may be used. Although using a name is preferred, sometimes it's not available in job advertisements.
3. **Body Paragraphs:** These consist of three main sections:
 - **Opening paragraph:** This introduces the applicant and states the position they are applying for.
 - **Middle paragraph:** Here, the applicant outlines their qualifications and relevant skills for the job.
 - **Closing paragraph:** This final section aims to leave a positive impression on the employer, often summarizing key points and requesting an interview.
4. **Closing:** This part includes a complimentary close (typically "Sincerely," followed by a comma), the applicant's handwritten signature, and their typed name.

In terms of formatting, all parts of the letter should be aligned to the left, with single spacing throughout and extra space between the sections. The entire letter should fit on one page.

To summarize:

- The **heading** contains the writer's and reader's information, including the date.
- The **salutation** greets the recipient.

- The **body** consists of three paragraphs: the introduction, qualifications, and closing.
- The **closing** includes a formal closing phrase, a signature, and the applicant's typed name.

Sample

Beth Bradley

123 East Main Street
Philadelphia, PA 19119
(215) 898-4381
bethbradley@email.com

April 26, 2010

Jane Doe, Director

Office of International Programs
University of Texas
P.O. Box 112
Austin, TX 99999

Dear Ms. Doe:

I was interested to read the article in *The Austin Times* which addressed the growing international student population at your university, and noticed an opening for an International Student Advisor. I am writing to apply for the position of International Student Advisor in the Office of International Programs at the University of Texas. As you can see in my resume, I will graduate this May from the University of Pennsylvania with an **M.S.Ed.**, with a specialization in Intercultural Communications.

For the past year, I have worked as a Resident Advisor at the International House in Philadelphia. I have been responsible for 40 international students who have recently moved to the United States. In this position, I advise students on personal, cultural and immigration issues, as well as organize professional, social and cultural programs. Combining interpersonal and organizational skills, I have been successful in assisting these students in beginning their life in the United States. Additionally, last summer I assisted with International Student Orientation at the University of Pennsylvania. Both

of these positions have helped me to understand international student issues and concerns. My graduate course work has increased my knowledge of international cultures, customs and communication styles.

These experiences have formed an excellent foundation on which to build my international student advising career, and I would be most interested in continuing my career at the University of Texas. Thank you for your time to review my resume. I will be moving to Austin at the end of May and would be delighted to meet with you shortly thereafter. I look forward to speaking with you soon.

Sincerely,
(signature)
Beth Bradley

A cover letter is included with your resume to introduce you to the possible employer. Your cover letter is the place to describe your skills and show your interest in the position. It's a chance to show achievements that would make you a perfect candidate for the job.

Always send a cover letter with your resume unless the job advertisement says not to do so. But it is important that you don't use the same letter for each job. You need to write a special letter for each job you are applying for.

Include these important parts in your cover letter:

Heading and greeting. Include your name and your contact information, the date, and the receiver's name, title, and address. Write the letter to a specific person whenever possible (Dear Mr./Ms./ Dr./ Smith). If you aren't sure of the gender, use the person's full name (Dear Pat Smith). If you can't find an individual's name, use the job title of the receiver (Maintenance Supervisor, Office Manager), or perhaps "Human Resources" or "Search Committee." Do not address your letter to a business, a department, or "To Whom It May Concern."

Opening and introduction. Explain who you are and your reason for writing. Include the name of the position to which you are applying and how you learned out about the job opening. This information can be found in the job advertisement. Use the first paragraph to express your energy, excitement, skills, education, and work experience that could contribute to the employer's success.

Body. When applying for a specific position, use the job description as a guide. Use 2-3 specific examples to describe why you are a perfect match for the position. Briefly summarize your skills and experience shown in those specific examples. Explain why you have chosen the employer and what you can add to the organization.

Closing. Ask for a chance to interview in person. Tell the employer how and when you will follow-up, by phone or email within 2 weeks. You can also tell them the best way to contact you. Thank the person for taking the time to read your letter. Use an appropriate closing, such as “Sincerely.” Applicants put their signature (handwritten name) between the word “Sincerely” and their printed name [19].

Cover Letter Paragraph 1- Introducing Yourself

In the first paragraph of a cover letter, it’s important to introduce yourself to the employer effectively. This section must include three essential components: a statement of application, the specific title of the job you’re applying for, and the source where you found the job posting. This paragraph should not only express your interest in the position but also capture the employer’s attention.

For example, if an applicant is applying for an International Student Advisor role, they might start by mentioning they found the job advertisement in a newspaper or on a job website. The next sentence should clearly state the job title they are applying for. Finally, they can briefly highlight their education or relevant experience that makes them a strong candidate. This opening paragraph is concise

but provides important details that show the employer why the applicant is a good match.

There are different ways to structure the opening paragraph, depending on personal style. Some applicants may choose a more direct approach, while others might prefer a more subtle one. For instance, another applicant might write about how they learned about the Administrative Assistant position from a specific source, such as an ad in the *Seattle Times*. They could then express their interest in the role by showing their understanding of the company's needs and emphasizing how their skills align with those needs.

If the job posting was found online or through a personal reference, it's still important to mention the source in the opening sentence. For example, an applicant might write:

1. "At the XYZ regional conference, your colleague, Jannie Qin, informed me about the job opening for an Executive Assistant."
2. "I am applying for the position of Administrative Assistant, advertised on the IronGate.com website."

In summary, the first paragraph of a cover letter should introduce the applicant, include the job title and source of the job posting, and possibly highlight education or relevant skills to transition smoothly into the rest of the letter. More details: <https://www.youtube.com/watch?v=-BiFAhBELk0>

Reflection Questions:

1. What are the three essential components that must be included in the first paragraph of a cover letter to provide a clear introduction to an employer?
2. How can you customize your "statement of application" to specifically grab an employer's attention in the very first paragraph?

3. Why might a job seeker choose to briefly mention their education or skills at the end of the first paragraph, and how does this serve as a bridge to the rest of the letter?

Cover Letter Paragraph 2: Highlighting Your Skills in the Cover letter

In the second paragraph of a cover letter, it is important to highlight your skills and qualifications by providing two or three examples from your education, experience, or personal interests. These examples should not merely repeat the information in your resume but should explain or expand upon it, demonstrating to the employer how you are qualified for the job. This paragraph offers an opportunity to stand out from other applicants by showing how your skills align with the needs of the employer.

When applying for a specific position, it's useful to refer to the job description or advertisement. The job posting often contains key phrases about the skills and experience required. These keywords can guide you in selecting which examples to highlight.

For instance, Beth, who is applying for an International Student Advisor position, used the job description to shape her cover letter. She noted that the job emphasized working with international students, having two years of experience, and possessing strong communication skills. In her cover letter, Beth describes her role as a resident advisor, where she advises 40 students and organizes programs. She also highlights her experience assisting with international student orientation, where she developed skills in intercultural communication. These examples demonstrate that she has the specific experience and abilities required for the role.

Another applicant, Tomoko, showcases her qualifications by focusing on her administrative skills, stating that she has ten years of experience using Microsoft Office and several web-based programs. She then discusses her language skills, mentioning her studies in Spain and volunteer work with people from diverse cultures. Tomoko ties these examples directly to the company's needs by referring

to the job posting, which requested an administrative assistant with strong computer and interpersonal skills.

As these examples show, the second paragraph of a cover letter should include specific examples that illustrate how your skills match the employer's requirements. Whether you choose to focus on your education, work experience, or other relevant qualifications, the goal is to show the employer why you are a strong candidate for the position. Follow the link for more information:

https://www.youtube.com/watch?v=W0qowesqT_U

Reflection Questions:

1. What are the two or three sources you can use to find examples of your skills and qualifications for the second paragraph of a cover letter?
2. Rather than just repeating the information on your resume, how can you use the second paragraph to "stand out" and show an employer how you are qualified for a specific job?
3. Why is a job description or advertisement a useful guide when writing your cover letter, and how can you use "keywords" to connect your skills to a company's needs?

Cover Letter Paragraph 3- Closing

In the closing paragraph of a cover letter, job seekers should make a request for an interview, explain how they will follow up with the application, and leave a positive impression. These elements can be arranged in any order, but the goal is to summarize the applicant's interest in the job and show that they are ready for the next step in the hiring process—a job interview.

Even though job seekers do not control the scheduling of interviews, it's important to express their intention to follow up by phone or email after submitting the application. This demonstrates seriousness about the position and could potentially lead to an interview.

For example, Beth, an applicant in the United States, closes her cover letter by summarizing her experience and expressing her interest in working at the University of Texas. She leaves a positive impression by thanking the reader, saying, “Thank you for taking time to review my resume.” She also adds relevant information, such as her availability for an interview after she moves to Austin. Phrases like “would be delighted to meet with you” and “I look forward to speaking with you soon” further enhance the positive tone, making her closing paragraph highly effective.

Similarly, Tomoko takes a more polite and indirect approach by saying, “I would appreciate the opportunity to discuss my qualifications in an interview.” She also mentions her plan to follow up, stating that she will contact the office next week. Although she doesn’t specify whether this will be via phone or email, the mention of a specific time frame shows that she is serious about the job. Like Beth, Tomoko ends with a positive note, thanking the reader and expressing her eagerness to meet in person.

Both applicants conclude their cover letters with a complimentary close, such as “Sincerely,” followed by a signature and their typed name. A neat signature adds a personal touch to the letter and reflects the applicant’s professionalism.

To summarize, the closing paragraph of a cover letter should request an interview, mention plans to follow up, and leave a positive impression. The letter ends with a complimentary close, signature, and typed name, reinforcing the applicant’s professionalism and readiness for the next steps. More details can be found here: <https://www.youtube.com/watch?v=LwF3MEpWCT8>

Reflection Questions:

1. How can you ensure the closing paragraph of your cover letter clearly indicates you are ready for the next step in the hiring process, such as an interview?

2. What are the benefits of including a "follow-up plan" in your cover letter's closing, and how does this action demonstrate your serious interest in the position?
3. Why is a handwritten signature an important addition to a formal cover letter, and what does it convey about your professionalism and personal style?

Why an Old-Fashioned Cover Letter Still Matters

We have reinvented a lot of everyday tools in the last 20 years or so. The growth of the Web has transformed business communication into the electronic transfer of data. Phones have become indispensable digital tools that have expanded the walls of today's office and allowed us to work virtually anywhere. In their wake, formerly cutting edge tools such as the fax machine and the paper résumé have virtually disappeared from business [38].

Has the same thing happened to the résumé cover letter? In a world of casual emails and texts, does today's job seeker really need to bother writing up a separate document that, in some ways, duplicates much of what's already in the digital résumé?

I'll answer this legitimate query by way of another question: Has the cell phone and the online job application replaced the smile and a handshake upon first meeting a new interviewer? Of course not. Humans have not (yet) devolved into robotic data ports that exchange information digitally, like so many server farms. We need to have a way to introduce ourselves in narrative form and grab the attention of the hiring manager at the most crucial time: usually the first point of contact [38].

Even if an employer doesn't ask for one, write up a cover letter anyway, because it gives the job seeker the opportunity to:

Explain any potential résumé gaps. If you've been out of work for an extended period, a cover letter can be used to address what you've been doing with your time and how you've been keeping up with people in your industry.

Develop a rapport. This can be a chance to express a little of your individuality or personality. In a good cover, you have the chance to mention not just your qualifications, but also what first caught your eye about the job listing and why you want to work there, specifically.

Customize your application. While many companies and recruiters say they rely on LinkedIn to get a quick overview of your qualifications, a cover letter is your chance to make a direct connection with a hiring manager – something a static social media profile can never do. Try to briefly explain how your qualifications are suited to the job in particular, so that the cover letter and résumé can work together [37].

The cover letter is an old-fashioned idea that seems to have gone the way of the manila envelope and water-marked business stationery. It may now be little more than a couple of introductory paragraphs in an e-mail or a digital form, but a cover letter is still a vital way to get across the message “I’m the perfect, most enthusiastic person for this job” in the most efficient manner.

Randy Woods is a writer and editor in the Puget Sound business publishing arena and a veteran of the local job-search scene [37].

Professional Writing: Level of Formality

In a cover letter, it's crucial to consider the level of formality in your language. Different situations call for different tones, and using the appropriate style can significantly impact how your application is perceived.

Understanding Formality

Formality in language refers to the choice of words, grammar, and expressions based on the context and audience. For instance, when speaking with a

close friend, informal language is common, such as “What’s up?” or “Are you going to watch the game tonight?” However, in a professional context—like writing a cover letter—using informal phrases can be seen as inappropriate or even rude.

Importance of Formality

Employers expect a professional tone in cover letters, especially when they are submitted via email. Even if the medium seems less formal, the content must still reflect professionalism. This means avoiding casual greetings and closings. Instead of using “Hi” or “Bye,” it’s better to use “Dear [Title] [Last Name]” for greetings and “Sincerely” or “Yours sincerely” for closings.

Writing Style

In the body of the cover letter, it’s advisable to avoid contractions (e.g., “I’m,” “you’re,” “it’s”). Instead, use the full forms: “I am,” “you are,” “it is.” These small adjustments help maintain a professional tone and contribute to a positive first impression.

Example of Formal vs. Informal Language

Consider an overly informal opening for a cover letter:

Informal:

“Hi there, I saw your ad for a receptionist in the paper and I’m really interested in the job.”

This approach may lead employers to question the writer’s seriousness and professionalism.

Formal Revision:

“Dear Ms. Smith, I was very interested to read your advertisement for the position of receptionist in the Seattle Herald dated May 6th, 2011. I would like to be considered for this job.”

The revised version is more appropriate for a professional setting and conveys genuine interest and respect for the employer.

In summary, using a formal style in a cover letter is essential to meet employer expectations. The language used should reflect professionalism and seriousness about the job opportunity. For more information, follow the link: <https://www.youtube.com/watch?v=m98gFDFH2Yc>

Reflection Questions:

1. How do formal and informal tones differ in a cover letter, and why is using the appropriate level of formality critical for making a good first impression?
2. What are specific examples of informal language (such as greetings or contractions) that should be avoided in professional writing, and what formal alternatives should be used instead?
3. Why might an employer interpret an overly informal cover letter as a lack of seriousness or professionalism, and what is the potential consequence for the job seeker?

Next, the focus will shift to controlling tone using modal verbs, which can further refine your writing style.

Language Focus- Using Modal Verbs to Write Politely

In this discussion, we're focusing on how to use modal verbs to create a polite and respectful tone in your job applications. When applying for a job in the United States, being direct and honest is essential, but it's equally important to convey respect and politeness. Modal verbs play a crucial role in achieving this balance.

What are Modal Verbs?

Modal verbs are auxiliary verbs that express possibility, ability, permission, or obligation. Common modal verbs include **can**, **will**, **could**, **would**, and **might**. They are always followed by the base form of the verb. For instance:

- *I could assist the company by working with international visitors.*

The Use of Modal Verbs

Direct vs. Polite

1. Can and Will:

- *Can* indicates the ability to do something.
- *Will* expresses a promise or a definite intention.
- These verbs are direct and may come across as assertive in a professional context.

Examples:

- *I can assist your company in international markets.*
- *I will assist your company in international markets.*

2. Could and Would:

- *Could* and *would* imply possibility and politeness. They soften the statement and make it more respectful.

Examples:

- *I could assist your company in international markets.*
- *I would assist your company in international markets.*

The second example is preferable in a cover letter because it conveys respect for the employer's authority to make decisions [9].

Polite Requests

- The modal verb *would* serves as a polite form of *want*, making requests sound less direct and more courteous.

Examples:

- *I would like to discuss the job in an interview.*
- *I would like to learn more about the company in an interview.*

Using *would like* instead of *want* makes your intention clearer while maintaining a respectful tone.

Summary of Key Points

1. **Politeness:** Using modal verbs helps job seekers communicate their abilities and intentions in a polite manner.
2. **Control of Tone:** Modal verbs can help control the tone of the message, making it less aggressive and more respectful.
3. **Direct Communication:** It's important to clearly express what you can do for a company and what you would like from them, all while being polite [9].

In conclusion, incorporating modal verbs like **could** and **would** in your cover letter allows you to be both direct and courteous, ensuring a positive impression on potential employers.

8 Common Cover Letter Mistakes to Avoid

Nowadays, your cover letter is kind of like a spare tire. You want to have it with you just in case you need some backup.

We live in a world where 90% of hiring managers don't read cover letters, yet 53% of employers admit that they prefer candidates who send a cover letter. Meaning, your cover letter is positively acknowledged, but it probably won't get read....So if nobody's reading it, why bother?

Because anything that sets you apart from the candidates you're up against is an absolute must. For example, if a company is wavering on your application, they may read your cover letter as an effort to get more background on you. This could mean they're passing your resume up the chain and want to learn more about you

before they decide to give you the green light... Or it could mean they have a small stack of resumes on hand and are looking for a way to weed someone out, in which case they'd read a select few cover letters to see if there's any stark errors that permit them to throw a candidate out of the running. 48% of hiring managers will throw out a cover letter that's not customized, and 49% will toss out a cover letter with spelling errors. You've got to weed people out somehow.

That being said, it's important to know which cover letter errors could cost you the interview. Here are a few common cover letter mistakes to avoid.

1. Focusing too much on yourself

The company you're applying to is hiring because they need someone to do something for them. Meaning that above all else, they want to know what it is that you can do for the company. While it's key to share your accomplishments, get in touch with why you're able to fill the void that they have in place. Then make your achievements known in a way that lends well to the duties of the position.

2. Sharing all the details of every single job you've ever had

Depending on your job history, this could translate into a very crowded and confusing cover letter. Instead of focusing in on each position you've ever held, ask yourself: What experience do I have that's relevant to the job I'm seeking? Tailor your cover letter to speak to those skills instead of giving a full synopsis of your time at each position.

3. Writing about something uncomfortable

Your cover letter is not the place to tell your potential new boss about the recent struggles you've faced. Don't go into why you were laid off or fired from a job, or why you recently relocated to a new city. Candidates need to focus on the now. Employers want current information. Why you were laid off or quit is not important, and will be seen as a red flag. Your intention to address an issue can and

will come across more as shining a spotlight on your insecurities. Focus on achievement and the job at hand.

4. Writing a novel

Nothing is worse than a long, novel-like cover letter that makes the hiring manager tired just looking at it. Almost [70% of employers](#) prefer a cover letter that's half a page or less. Keep your cover letter concise and to the point.

5. Rehashing your resume

The hiring manager has already read your resume in order to pre-qualify you as someone whose cover letter should be read. Do not just vomit your resume out entirely. They'll know, and they'll hold it against you.

6. Being too trite

Phrases like, "I'd like to apply for a job at..." or "I believe I am the perfect candidate for this position," will make people cringe. Avoid trite comments like calling yourself a "team player." Instead, be more specific and provide examples of how you work well as part of a team.

7. Being a superfan of the company

Don't waste your cover letter talking about how much you love the company in an over the top way. Use your cover letter to tell the company how you'll serve them. It's great to flatter them, but don't go overboard and get all Swimfan on them.

8. Typos

This one sounds simple enough, but when you're applying to many jobs or are just exhausted, mistakes can happen that end up costing you the interview. In fact, 70% of hiring managers say they'd automatically dismiss a cover letter with a typo. Triple check that you've addressed your cover letter to the right person, and that everything is spell checked and grammar correct.

Not sending a cover letter is as irresponsible to your career as driving without a spare tire is to your well-being.

You wouldn't take a road trip without having a spare tire. Don't set out on your job search without having all the back up you need to get you to where you want to be.

Death of the Cover Letter

Have you heard the rumor? Everything important about your career is listed within the pages of your resume. Why would you possibly want to waste your time putting together a cover letter these days? Applying online is easy. All you need to do is upload your resume and click submit. If you're qualified, the company will call you. Right?

Wrong. As you can imagine, this couldn't be further from the truth. But, somehow, it's a question I'm asked every week by job seekers – and surprisingly, even a well-known publication wanted to know.

In today's competitive job market, the cover letter is more important than ever. Here's the thing. There's a decent chance you're going to be working in a different industry, for a different company, and with a different title very soon. But first, you have to convince a hiring manager as to why you're the best fit. You've got to explain how your current experience as a corporate project management translates to an awesome new career in nonprofit fundraising. And your resume alone just isn't going to cut it.

Your cover letter is your personal narrative. It's your opportunity to explain directly to the hiring manager why you are the best fit. Don't leave them guessing. Be direct, and be specific.

Imagine you were the hiring manager. You received resumes from two equally qualified candidates. Only one took the time to explain why they're the best fit and why they're passionate about the job. Who would you pick?

If you're wondering where to begin, start with the same header you use for your resume. It's an easy way to make all of your materials match. Don't be afraid to reiterate things that are listed in your resume. There is no guarantee anyone will actually read it. Your cover letter's goal is to convince the hiring manager to take a closer look at you.

Mention which position you're applying for. Explain confidently why you're a great fit. Highlight relevant work and educational experience. If you have a hobby, passion or side project that makes you more qualified than the average candidate, say so. Leave out personal details that are not relevant to the role.

Admittedly, one difference in today's cover letter versus one 20 years ago is that it extends beyond the reach of a piece of paper. We tell our personal narratives every day online when we share opinions and photos on LinkedIn, Facebook, Twitter and other websites.

There's nothing from preventing your future employer from researching you. You've spent time perfecting your personal brand. Don't let it go to waste by representing yourself poorly in the online world.

Work to tell your own story in your own way, and you'll go further. You are much more likely to land the job you really want when you don't buy into the myth that the cover letter is dead.

Writing a Cover Letter for a Specific Job

In this final segment of Unit 3, we'll focus on the essential steps to write a tailored cover letter for a specific job. This will prepare you for the second assessment of this unit, where you will create your own cover letter and provide feedback on a peer's letter.

Steps to Write Your Cover Letter

1. Finding a Job Advertisement:

- As discussed in Unit 1, job advertisements can be found in various places, such as newspapers, job websites, and company websites. Identify a job that you are both interested in and qualified for.

2. Cover Letter Requirement:

- Employers typically ask for both a resume and a cover letter when applying for a position. By now, you should have your resume ready from Unit 2. Your next task is to write a cover letter to accompany it.

Options for Your Cover Letter

You have two options for writing your cover letter:

- **Option 1:** Write a cover letter for the previously discussed job advertisement for a Client Services Coordinator, which you saw in Unit 1.
- **Option 2:** Find a job advertisement that interests you personally. If you are actively seeking employment and have found a position that excites you, this might be the better choice. Be sure to upload this job posting along with your resume.

Writing Guidelines

As you craft your cover letter, keep in mind the concepts covered in this unit:

- **Structure:** Follow the appropriate format for a cover letter, including a formal greeting, an engaging introduction, a body that highlights your skills and qualifications, and a courteous closing.
- **Content:** Tailor your content to the specific job you are applying for. Reflect on your qualifications, experiences, and how they align with the job description.
- **Review:** After completing your cover letter, take your time to refine it. It's helpful to ask someone you trust to review it for spelling, grammar, and punctuation errors.

Final Assessment

In the second assessment, you will:

1. Complete your own cover letter and upload it.
2. Read another student's cover letter and fill out a checklist to provide constructive feedback.

Conclusion

Take your time and ensure your cover letter effectively communicates your interest and qualifications for the job. Good luck with this task, and don't hesitate to refer back to the videos and sample letters from this unit as you write your cover letter:

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

Reflection Questions:

1. What are the two options for choosing a job advertisement to write your cover letter for, and which one would be most beneficial for your current career stage?
2. After you have finished writing your cover letter, what specific final check should you perform, and who should you ask to assist you with this process?
3. How can reviewing other sample cover letters and previous videos in this unit serve as a helpful guide when drafting your own specific cover letter?

Unit 3 Assessment 2: Cover Letter

Write your own cover letter following the examples in this unit. There are two options for this assignment (see below). Be sure to include the four parts:

- Heading
- Salutation
- Three Body Paragraphs

- Closing and Signature

Find a job advertisement by yourself and write a cover letter for that position. If you choose this option, copy the job advertisement in addition to your cover letter.

Practice tests on unit 3

1. What is one of the three main purposes of a cover letter?
 - A) To list every person you have ever worked with
 - B) To formally request an interview
 - C) To provide a list of personal references
 - D) To show proof of your birth country
2. According to the text, a cover letter is typically how many pages long?
 - A) One page
 - B) Two pages
 - C) Three pages
 - D) As many as needed to list all skills
3. In the heading of a standard business letter in the U.S., what comes immediately after the writer's address?
 - A) The recipient's name
 - B) The date (e.g., April 26, 2016)
 - C) The salutation
 - D) The first paragraph
4. What punctuation mark should follow the salutation in a formal cover letter?
 - A) A comma (,)

- B) A semicolon (;)
- C) A colon (:)
- D) An exclamation point (!)

5. If you do not know the name of the hiring manager, what is the best greeting to use? A) "Hi there"

- B) "To Whom It May Concern"
- C) "Dear Hiring Manager"
- D) "Dear Business"

6. What are the three essential components that must be included in the first paragraph? A) Your age, salary, and hobbies

- B) Job title, source of the posting, and statement of application
- C) Your master's degree and references
- D) A list of all previous employers

7. What is the goal of the second paragraph of a cover letter? A) To repeat everything in the resume exactly

- B) To explain 2-3 of your best skills with clear examples
- C) To ask for the salary you want
- D) To list your elementary school education

8. In the "Language Focus," which verbs are recommended for use in the cover letter?

- A) Slang and informal phrases
- B) Past tense and present perfect verbs
- C) Future tense only

D) Only passive verbs

9. When trying to write politely, which modal verbs help soften a statement?

A) "Can" and "Will"

B) "Could" and "Would"

C) "Must" and "Should"

D) "Do" and "Did"

10. Instead of using the word "want," which phrase makes a request sound more courteous?

A) "I need"

B) "I would like"

C) "Give me"

D) "I am going to"

11. Why is it important to avoid contractions like "I'm" or "it's" in a cover letter?

A) They are too hard to read

B) Using full forms maintains a professional tone

C) Contractions are only used in British English

D) They take up too much space

12. According to the text, how do many hiring managers view a cover letter with spelling errors?

A) They ignore them if the skills are good

B) 49% will toss out the letter due to spelling errors

C) They find them relatable and human

D) They use them to correct the applicant

13. Which of the following is considered a "Cover Letter Mistake to Avoid"? A) Tailoring the letter to the specific job

B) Focusing too much on yourself instead of the company's needs

C) Keeping the letter to half a page

D) Using the same header as your resume

14. What is the "complimentary close" used in a professional letter?

A) "Bye"

B) "Thanks"

C) "Sincerely"

D) "Your friend"

15. Where does the handwritten signature go in a printed cover letter? 1A)
At the very top of the page

B) Between the complimentary close and the typed name

C) On the back of the letter

D) Next to the recipient's address

16. In terms of formatting, how should the text of a professional letter be aligned?

A) Centered

B) Aligned to the right

C) Aligned to the left

D) Justified with large margins

17. What should you mention in the closing paragraph to show seriousness about the job?

- A) Your vacation plans
- B) Your intention to follow up by phone or email
- C) Why you were fired from your last job
- D) A list of your favorite hobbies

18. Why does an "old-fashioned" cover letter still matter in a digital world?

- A) It is a way to grab attention at the first point of contact
- B) It is a legal requirement for all jobs in the U.S.
- C) It replaces the need for a LinkedIn profile
- D) It helps fill the space in a manila envelope

19. What should you avoid writing about in your cover letter?

- A) Relevant accomplishments
- B) Recent personal struggles or reasons for being laid off
- C) How your skills fit the role
- D) Your excitement for the position

20. According to the text, what percentage of employers prefer a cover letter that is half a page or less?

- A) 20%
- B) 50%
- C) Almost 70%
- D) 90%

UNIT 4. NETWORKING

A job seeker needs to build relationships by meeting new people, making small talk, and describing his/her skills effectively. Through several video lectures and sample media, you will learn about the importance of networking and how to deliver a networking elevator speech appropriately. At the end of the unit, you will record your own elevator speech to introduce yourself. Supplemental resources will focus on using social media for networking.

By the end of this unit, you will:

- Recognize and use the language of networking and small talk
- Identify new fundamental vocabulary, and practice using that new vocabulary in course activities
- Read, watch, and listen to a variety of texts and multimedia sources. Show us you understand these texts and key course concepts through comprehension check quizzes

- Identify and practice using stress, rhythm, and intonation to show meaning and emphasis as you deliver a brief networking elevator speech
- Introduce yourself briefly and clearly

In this unit, we'll focus on developing essential speaking skills that are vital for job seekers, particularly the art of networking. Networking is a crucial aspect of the job search process, and understanding its significance will greatly aid your career development.

What is Networking

Networking refers to connecting with other individuals to discuss your job search and career objectives. It involves building professional relationships that can help you gain insights and opportunities in your field.

Networking can take place in both formal settings, such as professional conferences, and informal ones, like lunches with friends. Regardless of the setting, the goal is to meet new people and learn more about various jobs and companies.

When you network, you establish professional relationships that can take time to develop. Meeting new people helps you discover common interests, such as:

- Educational backgrounds (e.g., attending the same university).
- Work experiences.
- Mutual acquaintances.

Here are several strategies for enhancing your professional network:

1. Join Professional Organizations:

- These are groups of individuals in similar occupations or careers. Becoming a member can help you connect with like-minded professionals.

2. **Leverage Social Media:**

- Platforms like LinkedIn, Facebook, and Twitter can facilitate connections with industry professionals and expand your reach.

3. **Connect with Alumni Groups:**

- Alumni groups consist of current and former students from the same university, offering a great way to network with individuals who share similar educational backgrounds.

A strong professional network is invaluable because it can lead to discovering job openings that are not publicly advertised. Many companies prefer to fill positions through referrals from their current employees rather than through traditional job postings.

Example of Networking in Action

Let's consider a practical example to illustrate how networking can work effectively:

- **Scenario:**

- Jack, a manager at a tech company, is looking for a web designer. After discussing this with his team, Martha recalls that her friend Jin Soo, a web designer, is on the job hunt.

- Martha recommends that Jin Soo reach out to Jack about the unadvertised position.

- Thanks to Martha's recommendation, Jin Soo learns about the job opportunity, submits his resume and cover letter, and secures an interview.

- After the interview, Jin Soo expresses his gratitude to Martha through a phone call or an email.

In summary, networking is the process of connecting with others to discuss job opportunities and career goals. You can expand your network through professional organizations, social media, and alumni groups. Building strong professional relationships can help you uncover job openings that may not be advertised.

Now, proceed to read text for more detailed information on networking during your job search: <https://www.youtube.com/watch?v=hne3VOpO9z0>

Reflection Questions:

1. How would you define "networking" in the context of career development, and what are some common interests that help people build these professional connections?
2. What are three ways you can actively increase or expand your professional network, and why is joining a college alumni group specifically mentioned as an effective strategy?
3. What is an "unadvertised job," and how can a professional network provide you with an advantage in learning about and applying for these specific opportunities?

Networking During the Job Search

Networking is a key part of job hunting. All it means is talking to others—either formally or informally—about your job search and career goals.

Networking facts:

- It is not the same as asking for a job. Usually your networking contacts will not be potential employers.
- It helps you learn inside information about jobs that are being created.
- It lets you tap into the “hidden network”—the many jobs that are never advertised.

- It's helpful for ongoing professional and personal development.
- An employer who is not hiring today may be looking for someone like you tomorrow.
- Before you begin networking, be clear about your job search goals.

Think about what you want to say to others about yourself, and what you want to know from them.

- What kind(s) of job(s) are you looking for?
- What skills and experience prepared you for these jobs?
- Are you focused on a particular industry?
- Do you want to find a job at a particular company?
- Do you want to look for jobs in one local area?

An elevator speech is a two-minute description of your skills and career goals.

It's an easy way to share what you want to learn from someone who is in a position to help you.

Here's an example:

"Hi. My name is _____.

I'm looking for (a kind of job) in (an industry, field, or location).

I really enjoy (something about a past job or experience).

I'm good at (a certain job skill)."

After you've briefly stated these facts, you can ask for help or advice. For example:

- "Do you have any advice for me?"
- "Do you know anything about this company?"

- "Do you know anyone who does know about _____?"
- "Can I use your name to contact them?"

Making Small Talk

Small talk refers to polite conversation, often initiated with someone you don't know well. It typically serves as an icebreaker and paves the way for deeper discussions.

Examples of Small Talk

For instance, imagine you're in a business meeting with colleagues. You might start a conversation with a co-worker by asking:

- "Hey, Maria, how are you? How's your family doing? Did your youngest start school yet?"

Here, the speaker uses questions about family, which is a safe topic to initiate small talk.

Safe Topics for Small Talk

In the U.S., certain topics are generally considered safe for small talk:

- **Family:** Asking about someone's family is usually welcomed.
- **Weather:** A classic safe topic that everyone can relate to.
- **Food:** Discussing favorite dishes or restaurants is often enjoyable.
- **Travel:** Inquiring about recent trips or future travel plans can spark interest.
- **Movies:** Talking about recently seen films or upcoming releases is a common topic.

Why Safe Topics Matter: These subjects are unlikely to offend or upset the person you're speaking with.

Topics to Avoid

There are certain subjects that are considered taboo or controversial in the U.S. and should be avoided, especially when trying to make a good impression:

- **Religion**
- **Politics**
- **Salary**

For instance, asking someone, "How much money do you make in your job?" is inappropriate and could create discomfort.

Preparing for Small Talk

Having a list of prepared questions can make initiating small talk easier, especially if you're introverted or shy. This preparation helps you avoid feeling tongue-tied when meeting new people.

Sample Questions: Here are a few questions you can prepare:

1. "How was your weekend? Did you do anything fun or interesting?"
2. "The weather forecast looks very nice for this coming weekend. Do you have any plans?"
3. "What restaurants would you recommend for lunch?"

Practicing Small Talk

It's a good idea to try these questions out on friends or family members first. This practice can help you determine which questions feel natural and effective, allowing you to refine your approach. For more information watch the video:

<https://www.youtube.com/watch?v=mms3JUZpCqI>

Reflection Questions:

1. What is small talk, and why is it considered an important first stage in a professional conversation?

2. How would you define "safe topics" versus "taboo topics" in a professional setting? Provide three examples of each that are common in the United States.
3. For someone who is naturally shy or introverted, what strategy does the video suggest for overcoming this obstacle and engaging in small talk effectively during a networking event?

Networking Elevator speech - What to Say When Networking

An elevator speech is a short, prepared statement designed to introduce yourself and convey essential information about your skills and career goals. The name comes from the idea that you should be able to deliver this speech in the time it takes to ride an elevator, typically about 45 seconds [8].

Importance of an Elevator Speech

Many people miss opportunities to make a strong impression simply because they aren't prepared to speak about themselves. Having a well-crafted elevator speech can help job seekers stand out and seize networking opportunities.

Key Components of an Elevator Speech

1. **Your Name and Current Position:** Start by introducing yourself with your full name and your current job title, department, or employer.
 - *Example:* "Hello, I'm Amanda Smith, and I have been in sales for about five years."
2. **What You Are Looking For:** Clearly state what type of position or information you are seeking, including the industry or specific role.
 - *Example:* "I'm currently looking for a sales position in the auto industry."

3. **Relevant Experience:** Share a brief overview of your relevant work experience that could be valuable to the listener.
 - *Example:* “One of the things I enjoy most about sales is meeting and talking with new customers.”
4. **Your Key Skills:** Highlight a particular skill or strength that sets you apart and showcases what you can bring to a potential employer.
 - *Example:* “I’m really good at listening to customers and understanding what they really want.”
5. **Ask a General Question:** End with an easy-to-answer question to engage the other person and keep the conversation going.
 - *Example:* “Do you know if Toyota is hiring any new salespeople in this area?”

Example Elevator Speech

Let’s see how Amanda Smith introduces herself while networking at a professional conference with people from Toyota:

- **Greeting:** “Hello, I’m Amanda Smith, and I have been in sales for about five years.”
- **What She’s Looking For:** “I’m currently looking for a sales position in the auto industry.”
- **Relevant Experience:** “One of the things I enjoy most about sales is meeting and talking with new customers.”
- **Key Skill:** “I’m really good at listening to customers and understanding what they really want.”
- **General Question:** “Do you know if Toyota is hiring any new salespeople in this area?” [27]

In summary, a well-prepared elevator speech includes your name, current job, what you are looking for, relevant experience, and a key skill. While short, it provides vital information and can lead to further conversation.

Language Focus: Networking Elevator Speech- Delivery

Key Components of Delivery

1. Stress:

- **Definition:** Stress refers to the emphasis placed on certain words, making them longer and louder. These stressed words are typically the most important keywords in your message.
- **Example:** In Amanda's elevator speech, the stressed words in the sentence "I've been in sales for about five years" are **sales** and **five years**. These are the key points the listener should focus on.

2. Pausing:

- **Definition:** Pauses are short silences between words or phrases. In English, it's common to pause after stressed words.
- **Example:** In the same sentence, Amanda might pause after **sales** and **five years**: "I've been in sales (pause) for about five years (pause)." This helps highlight the key information and allows the listener to digest what has been said.

3. Intonation:

- **Definition:** Intonation refers to the rise and fall of the voice during speech. It indicates whether a statement is complete or if a question is being asked.
- **Rising Intonation:** This often signals that the speaker is not finished or is asking a yes/no question.
- **Falling Intonation:** This indicates the end of a statement or a wh-question (who, what, when, where, how).

- **Example:** Amanda's intonation falls at the end of the statement: "I'm really good at listening to customers." In contrast, it rises in the question: "Do you know if Toyota is hiring any new salespeople in this area?" [8]

Importance of Delivery

- **Confidence:** Effective use of stress, pausing, and intonation conveys confidence. For instance, if Amanda uses too much rising intonation, she may sound uncertain. Conversely, excessive falling intonation can come off as impatient or unfriendly.
- **Perception:** If Amanda lacks confidence in her delivery, others may doubt her skills or abilities. Similarly, sounding impatient could lead others to believe she is difficult to work with.

Example of Amanda's Elevator Speech with Proper Delivery

Here's how Amanda could deliver her elevator speech effectively, using appropriate stress, pausing, and intonation:

- **Speech:**
 - "Hello, I'm Amanda Smith and I have been in **sales** for about **five years**.
 - I'm currently looking for a **sales position** in the **auto industry**.
 - One of the things I like most about sales is meeting and talking with **new customers** all the time.
 - I'm really good at **listening** to customers and I'm able to understand what they really want.
 - Do you know if Toyota is hiring any **new salespeople** in this area?" [12]

In summary, job seekers should focus on stress, pausing, and intonation in their networking elevator speeches. By mastering these elements, you will appear more competent and increase your chances of success in networking situations.

<https://www.youtube.com/watch?v=fgXwcCB2reQ>

Reflection Questions:

1. What are the three core elements of pronunciation and delivery that can help a job seeker project confidence during an elevator speech?
2. How does the use of stressed words—those that are longer and louder—help a listener better understand the most important parts of your professional introduction?
3. Why is managing your intonation, or the rising and falling of your voice, essential for sounding both professional and friendly to a potential employer?

Sample Spoken Networking Elevator Speech

1. Introduction:

- **Name:** "Hello. My name is Robyn Turner..."
- This establishes who she is right from the start.

2. Current Role and Experience:

- **Job Title and Experience:** "...and I've been an English language instructor for over 15 years."
- This immediately tells others about her professional background and expertise.

3. Previous Work Experience:

- **Locations and Roles:** "I taught English in many different programs in Japan, Bulgaria, and New York."
- This adds depth to her experience and showcases her international exposure, making her more interesting.

4. **Career Goals:**

- **What She's Looking For:** "I'm looking to work with other instructors to help build online courses."
- This clearly communicates her current goals and areas of interest.

5. **Passion for the Field:**

- **Enjoyment of Work:** "I've really enjoyed working with international students because I learned so much about different people, places, and cultures."
- Sharing her passion helps create a personal connection with the listener.

6. **Key Skills:**

- **Skill Highlight:** "One of my best skills is being flexible and willing to try new things."
- This gives insight into her work style and adaptability, which are valuable traits in any profession [8].

Tips for Improvement

1. **Engage with a Question:**

- At the end of her speech, Robyn could ask a general question to keep the conversation flowing. For example, "What about you? What projects are you currently working on?"

2. **Use Effective Stress and Pausing:**

- Robyn should practice emphasizing key words (e.g., “English language instructor,” “15 years,” “international students”) to make her speech more impactful.
- Pauses after significant points can give listeners time to absorb the information.

3. Vary Intonation:

- She can practice using rising intonation for questions and falling intonation for statements to convey confidence and clarity.

Example Revision

Here’s a revised version of Robyn’s elevator speech, incorporating the tips mentioned:

Robyn’s Revised Elevator Speech: "Hello, my name is Robyn Turner, and I've been an **English language instructor** for over **15 years**. I’ve taught in many different programs in **Japan, Bulgaria,** and **New York**. I’m currently looking to work with other instructors to help **build online courses**. I really enjoy working with **international students** because I learn so much about different people, places, and cultures. One of my best skills is being **flexible** and willing to try new things. What about you? What projects are you currently working on?"

<https://www.youtube.com/watch?v=jz8oxBEsfyc>

Reflection Questions:

1. What are the four components of a strong networking **elevator speech**, and why is it important to keep this introduction to about 30 seconds or less?
2. How does focusing on your "greatest skills" and "current goals" help a potential employer or connection understand the value you can bring to a company?

3. Why is it important to conclude an elevator speech with a "call to action" or a specific question, and how does this help the professional conversation continue?

Written Assignment – Write a Networking Elevator Speech

Directions: Introduce yourself with a networking elevator speech.

Requirements: Write a short paragraph (5-6 sentences) and mark the text for appropriate stress, rhythm, and intonation. Underline, **bold**, or CAPITALIZE the words that should be stressed. Your response should include:

- your name and current job
- what job you are looking for
- something about a past job or experience
- a skill that you have

Sample answers

1. Translator

Hello, my name is [Your Name], and I'm a philology student specializing in English and Ukrainian translation. Over the past few years, I've worked on various translation projects – from academic papers and medical documents to website content and business correspondence. What I love most about translation is finding the perfect balance between accuracy and natural flow, so the message sounds authentic in both languages. My studies in linguistics and culture help me understand not just words, but the context and emotion behind them. I'm also exploring the use of AI tools in translation to improve speed and consistency while maintaining a human touch. My goal is to build a career where I can bridge communication gaps and make global information accessible to everyone.

2. Philology Student

Hi, I'm [Your Name], a philology student passionate about language, culture, and communication. My academic background covers linguistics,

translation studies, and intercultural communication, which allows me to see how language reflects human thought and identity. I've participated in research projects and language workshops that explore how AI and digital tools transform modern communication. I also enjoy applying my knowledge through tutoring and translation practice, where I can connect theory with real-world use. I believe philology is not just about studying language – it's about understanding people and building connections through words. In the future, I'd like to continue developing in areas that combine language, technology, and education, helping others communicate effectively across cultures.

3. English Teacher

Hi, I'm [Your Name], an English teacher and philology graduate with a deep interest in innovative language learning. I've taught students of different ages and levels, helping them develop not only grammar and vocabulary but also confidence in communication. My approach combines traditional teaching techniques with interactive and digital methods – from discussion-based lessons to AI-powered writing practice. I believe that language learning should be engaging, relevant, and personalized to each student's goals. My background in philology helps me explain language from a cultural and linguistic perspective, making lessons both practical and meaningful. My mission as a teacher is to inspire learners to see English not just as a subject, but as a powerful tool for career growth, creativity, and connection with the world.

Intercultural Communication at Work: Collaboration in Multicultural Teams

In today's interconnected business landscape, where companies operate across borders with culturally diverse teams, mastering intercultural communication is essential for success. According to a recent McKinsey study, organizations with more diverse leadership are 9% more likely to outperform competitors in profitability. For HR and training professionals, enabling

employees to communicate effectively across cultures is vital for boosting productivity, strengthening team bonds, and driving organizational growth.

Common Challenges in Intercultural Communication

Global teams often encounter communication hurdles such as:

- **Varied communication styles:** Some team members may be forthright, while others lean toward indirect or diplomatic expression.
- **Language proficiency gaps:** English may be the default business language, but fluency levels differ. Targeted language training can help bridge this divide.
- **Non-verbal misinterpretations:** Gestures, facial expressions, and eye contact can carry different meanings across cultures.
- **Divergent workplace norms:** Expectations around meeting etiquette, formality, and feedback styles can vary widely.

Example:

Consider a virtual meeting between U.S. and Japanese colleagues. While the American team expects candid feedback, their Japanese counterparts may choose to voice concerns privately out of respect for hierarchy. Without mutual understanding, this can lead to miscommunication and stalled decisions.

Solutions for Stronger Cross-Cultural Communication

HR teams can implement the following strategies to foster clarity and inclusivity:

- **Language training with cultural context:** Provide live, instructor-led courses that teach both language and cultural nuances.
- **Cultural awareness initiatives:**

Host workshops and encourage employees to share personal cultural experiences.

- **Unified communication standards:**
Define clear guidelines for language use in meetings, emails, and internal documents. Offer translation tools and glossaries.
- **Communication playbooks for global teams:**
Develop best-practice guides that promote inclusive language and clarity.
- **Feedback-driven improvement:**
Use surveys and regular check-ins to evaluate communication effectiveness and refine strategies.

Business Etiquette Around the World

Any business with an eye for global expansion knows just how important it is to understand international business culture. Companies big and small benefit from cross-border relationship building, opening your company up to new marketplaces, suppliers, and innovations.

But poor business etiquette can kill even the most promising prospect, and differences in culture and customs can make international business relations a minefield of embarrassment. With our corporate etiquette tips, you'll be well on your way to forging new connections and growing your business.

What is the definition of business etiquette?

Business etiquette refers to using polite manners in a business-related setting. Generally, this means arriving to meetings ready to perform, responding to messages in a timely manner, and listening to others when they're speaking [14].

When applied to the world of travel, business or corporate etiquette also means adjusting your behaviour to suit the local norms. You must dress and communicate according to each country or region's customs as a business

traveller.

Certain behaviours are usually considered poor form, no matter the country. Whether it's interrupting others or gossiping about colleagues, these activities will make you look unprofessional at best, and rude at worst. Here are a few more examples of poor business etiquette.

- Playing games on your phone during meetings
- Showing up consistently late to events (when everyone else is on time)
- Failing to introduce colleagues
- Not responding to emails and phone calls
- Plan your next business trip the easy way

Is business etiquette a skill?

Yes, corporate etiquette is considered a soft skill. Every company has its own unique culture and expectations, which employees learn to adapt to. General business etiquette is also something that's learned and developed throughout your career. You can learn to memorise names and facts about people to foster polite connections and small talk.

Business etiquette goes hand in hand with other soft skills like time management, nonverbal communication, and workplace organisation [11].

Why is intercultural business etiquette necessary?

From greetings to meetings, good manners in one country could be considered rude in the next. Brushing up on the local etiquette and customs before a meeting puts you in a better position to seal the deal and represent your company.

And remember, you don't have long to make that all-important good first impression. While it's often claimed that you only have seven seconds, Princeton

psychologists found that judgment is formed within a tenth of a second – so don't ruin it with an ill-timed handshake [11].

Corporate etiquette, country by country

Learning about your destination's customs before visiting shows that you're a respectful, interested business traveller. Business etiquette in Korea will be quite different from business culture in France, so here's a breakdown of the dos and don'ts for frequently visited countries.

Chinese business etiquette

Punctuality is very important in China, so always arrive on time for meetings.

In China, people don't generally jump immediately into the conversation. Instead, informal procedures such as small talk, introductions, and a tea round is preferred in order to set a good tone to the relationship.

Chinese business etiquette dictates that attendees enter the room in hierarchical order. The most senior-ranking person will enter first, with the others following.

Follow a traditional, conservative dress code wearing neutral colours.

Frowning is a sign of nonverbal disagreement, so keep your expression neutral.

Don't initiate a handshake – wait for one to be offered.

When addressing Chinese people, address the eldest or most senior person first. Also, address people that you are meeting for the first time with their honorific title and family name [11].

Japan business etiquette: should Westerners bow in Japan?

Bowing is still a traditional and popular greeting in Japan. As in China, you might also shake hands to begin a meeting, but always let the Japanese person

initiate it.

Giving gifts is common business protocol in Japan. Gifts should be wrapped and presented to the recipient with both hands.

Age and ranking are important in meetings. Japan business etiquette dictates that senior members should speak first. In addition, business protocol in Japan dictates that senior executives should never be seated across from junior employees.

Business etiquette in Korea

As with other Asian countries, business cards are common and should be presented to colleagues with both of your hands [11].

Punctuality is a sign of respect, so turning up even a minute late is interpreted as a lack of interest. It's best to arrive 10 or 15 minutes early.

Hierarchy is an important part of business etiquette in Korea, as is a respect for authority. Greet the highest-ranking person in the room first and let senior colleagues lead the discussion.

Greetings include a handshake and bow, with the depth of the bow corresponding to a colleague's seniority.

If the meeting has gone well, you can expect to go out for a meal after a business dinner. Hierarchy still applies at dinner or business drinks. Let the most senior person start eating or drinking first.

Business culture in the UK

Pepper your conversation with polite greetings including please and thank you. Generally speaking, small talk before a meeting is encouraged in the UK.

Meetings begin on time, and it's expected to message if you're going to be late.

Business culture in the UK focuses on preparation, so come with the data to

back up your claims.

British humour involves light self-deprecation to create a relaxed atmosphere, but don't go overboard with the self-mockery or you'll look less confident [26].

Business culture in the US

Americans prefer an informal, friendly atmosphere with light-hearted conversation, strong eye contact and a smile.

Communicating on a first-name basis is a sign of respect. However, refer to a colleague by their title and surname until you've been directed to switch to their first name (which shouldn't take long).

In business culture in the US, time is money. You can expect to get quickly to the point with direct communications.

Punctuality varies by region, but it's generally best to show up on time or even a little early for meetings.

Business culture in France

It's considered rude to drop in on someone unannounced, so always make an appointment – even for social occasions.

Use formal language at first, addressing colleagues with 'Monsieur' and 'Madame.' [6]

Style is an important part of the business culture in France, so take care with your clothing and grooming. While some industries are more traditional than others, you'll need to look polished for meetings and events.

While you should still show up on time for meetings as a visitor, your French colleagues may have a more relaxed attitude to punctuality. It's also common for senior-level employees to stay late at the office.

Business etiquette in Germany

Germans are famously direct, so you can expect to get straight to the point during business events. Meetings will be well-structured and start right on time. Also, ensure that you have a pre-prepared agenda for the meeting.

In Germany, small talk is not mandatory before the meeting.

German business etiquette requires a firm handshake, both when entering and exiting the event.

Address colleagues formally with their title and surname, including 'Herr' and 'Frau,' along with their surname.

Business culture in India

Dress traditionally in formal clothing for meetings and bring a business card.

It's considered rude to use the word 'no' during negotiations. Instead, you should avoid direct refusals and use phrases like 'possibly' to be polite.

Dining together is part of the business culture in India. If a business colleague offers you a meal, it's good business etiquette to accept the invitation. Refusal could weaken your working relationship [11].

When dining together, follow the lead before ordering. If everyone else is ordering vegetarian meals, you should too out of respect. It's also important to only use the right hand when eating.

Saudi business etiquette

Expect to spend time building trust with business partners. Saudis don't like to rush into any contract or agreement, so you will need to build a good working relationship first. As such, avoid rushing colleagues or coming across as too pushy.

Meetings involve multiple rounds of polite small talk before getting down to business and tend to be less structured than in Western countries.

Hospitality is very important. If a colleague offers refreshments, such as tea, coffee, and sweets, you should always accept the first round.

While direct eye contact between men is good Saudi business etiquette, direct eye contact between men and women is seen as disrespectful.

Female business travellers may need to be accompanied by a male partner to public meetings and should dress modestly.

Take care when crossing your legs to never show the soles of your feet.

The bottom line: how to avoid intercultural miscommunication

If your job involves a high level of business travel, you may find yourself not only transitioning between time zones but also navigating a host of different cultures and customs [26].

Learning the corporate etiquette in each region takes time and skill, but you can arm yourself with research before your journey to avoid intercultural miscommunication. This is a case where it's not enough to just trust your gut, you'll need to put some work into learning, reading books and eBooks, and observing the host culture. Don't be afraid to ask clarifying questions if you don't understand something during an interaction.

The Role of Mentorship in Professional Growth

Mentorship has, throughout the annals of human history, been the guiding light towards growth, wisdom, and enlightenment. The role of mentorship in the professional space cannot be overstated. Serving as a compass that guides the mentee in the right direction and an anchor giving principal support, mentorship is simply beyond the traditional instructor-student dynamic, fostering profound professional and career development.

Today, in this article, let us delve into the significance of mentorship in the professional landscape and how it impacts the growth of an individual in a profession [28].

Understanding Mentorship and Its Benefits for Professional Advancement

Essentially, mentorship is an enriching undertaking that benefits both the mentor and mentee. The mentor is typically an experienced professional-cum-advisor with years of experience in a similar field as the mentee and offers intensive guidance to the mentee. As a mentor, the experienced advisor holds massive responsibilities in orienting the mentees toward their goals. From offering guidance and advice to feedback and integral support, mentors are often looked up to as the mentee's role models, besides being a counsellor, advisor, and friend.

Mentorship is not similar to the traditional method of passing on knowledge. It entails training the individual practically by combining hands-on experience and individualized support. Hence, it calls for expertise in the mentee's area of interest and subject, rather than just being a source of knowledge. Mentors employ their years of experience and knowledge in guiding and providing valuable advice [35].

The Value of Mentorship for Professionals

Mentorship is one of the essential aspects that aspiring professionals must consider, as it boosts them with emotional and mental support, gives them individualized guidance and orientation, valuable insights, and access to several networking opportunities. Mentorship ideally enhances the professional's chance to be successful in their careers as they receive exclusive guidance on honing their skills, making informed decisions about careers, and intelligently navigating the competitive job market.

Mentorship is significantly beneficial for individuals seeking employment in today's highly competitive job market. Here are some of the top benefits that mentorship renders to professionals:

1. Attaining Industry-Relevant Guidance and Advice

Mentors typically employ their knowledge and industry experience to offer customized and personalized advice in effective networking tactics, interview strategies, resume writing, portfolio building, and professional branding [35].

2. Expansive Networking Opportunities

One of the best advantages is access to a mentor's network. Mentors often facilitate introductions to industry professionals, employers, or experts, thereby broadening the mentee's professional ecosystem.

3. Personalized Skill Development

Mentorship offers a safe environment for identifying strengths and weaknesses. Mentors support mentees in goal setting, offer targeted advice, and help them practice skills until they gain competence.

4. Building and Boosting Confidence

Professional growth often involves uncertainty and risk. A mentor's encouragement and reassurance help mentees overcome self-doubt and sustain motivation through challenges [35].

5. Accountability and Goal Setting

Mentors help mentees set realistic, yet ambitious goals and hold them accountable for progress. Regular check-ins and feedback help sustain momentum and direction.

Characteristics of a Good Mentor

For a mentorship to be effective, certain qualities and dynamics are important. Good mentors tend to have:

- Strong listening skills
- Flexibility in approach
- Respect for diverse perspectives
- Deep expertise and experience
- Non-judgmental attitude
- Ability to give constructive, honest feedback
- A willingness to commit time and effort
- A successful track record in their field
- Openness to learning as well

Also, both mentor and mentee must commit to the relationship: scheduling meetings, communicating expectations, and being open to growth from both sides [28].

Difference between a Mentor, a Coach, and a Career Consultant

While mentoring, coaching, and career consulting all involve guidance, each plays a distinct role in professional development. Understanding their differences helps individuals choose the right type of support depending on their stage and needs.

Mentor

- A mentor is usually a more experienced professional who supports long-term growth by sharing experience, insight, and guidance in a personal and relational way.
- The relationship is often informal and spans a longer period, sometimes years.
- Mentors help mentees see the bigger picture, guide them through career transitions, and help develop both soft and hard skills.
- Their role is less about solving immediate problems and more about guiding mentees through a professional journey.

Coach

- A coach is typically brought in to help an individual achieve specific goals, often in a time-bound and structured way.
- Coaching is performance-oriented, focusing on developing particular skills, behaviors, or mindset changes.
- The coach uses questions, feedback, reflection, and exercises to help the client discover their own solutions rather than prescribing them.
- Coaching engagements are usually shorter and more focused than mentoring relationships [35].

Career Consultant (or Consultant)

- A career consultant is hired as an expert to provide recommendations and solutions on career strategy, job search, résumé optimization, interview preparation, and professional branding.
- The consultant's role is more directive: they analyze the problem, diagnose issues, and propose a plan of action.

- Their engagement is usually project-based and finite—once the solutions are delivered, the formal relationship often ends.
- Clients often use consultants when they need expert insight or external perspective they cannot readily generate themselves [35].

12 Virtual Networking Techniques for Making Successful Connections

In today's digital era, virtual networking has become an essential part of professional development. Whether you are building your career, searching for new clients, or expanding your influence, strong online connections can open numerous opportunities. Bernard Marr (2023) highlights that intentional and strategic networking helps professionals grow, learn, and stay visible in competitive global environments [30].

1. Identify Your Niche

The first step toward successful networking is to define your niche. Knowing exactly what area of expertise you represent helps you create a focused and consistent personal brand. For instance, if you specialize in digital marketing, you can share insights about SEO trends, analytics tools, or online branding. This targeted approach ensures that people associate you with a specific field and seek your input or collaboration in that area.

2. Take a Long-Term View

Virtual networking is not about quick gains but about long-term relationships. By thinking ahead, you can align your current professional activities with your future goals. For example, if you are interested in working abroad or switching industries, start connecting with people who already work in those areas. Long-term planning allows you to build meaningful relationships that may lead to mentorship, collaboration, or job opportunities later [29].

3. Start with Small Steps

Building an online network doesn't require an overnight transformation. You can begin by commenting on posts in your professional field, sharing a useful article, or updating your profile headline. These small actions gradually increase

your visibility and confidence in online interactions. Over time, consistent participation will help you become an active and respected member of your digital community.

4. Make a Strong First Impression

Your online profile is your digital business card. A professional photo, clear job title, and well-written summary immediately communicate your credibility and seriousness. It's also essential to review your past posts or photos and remove anything that may appear unprofessional. The first impression determines whether others choose to connect with you, so take time to polish your online appearance [30].

5. Post Valuable Content

Sharing high-quality, relevant content demonstrates your expertise and builds trust. You can post about current trends, share learning experiences, or comment on important industry news. The goal is to offer real value to your audience, not just to promote yourself. When people consistently find your content helpful, they begin to perceive you as a reliable source of knowledge.

6. Join Industry Groups

Professional groups on platforms like LinkedIn provide excellent spaces for collaboration and discussion. Joining such communities allows you to interact with professionals who share your interests and values. Regularly participating in discussions, answering questions, or offering helpful advice increases your reputation and visibility. Over time, group members may reach out to you for advice, partnerships, or career opportunities [29].

7. Attend Virtual Events

Online webinars, conferences, and workshops have become vital for expanding one's professional circle. These events allow participants to learn about innovations in their field and meet experts they wouldn't normally encounter. Attending virtual sessions shows your commitment to continuous learning. Moreover, active participation during Q&A sessions or discussions helps others notice your enthusiasm and expertise.

8. Introduce Yourself Professionally

When you join an online event or group, introduce yourself clearly and confidently. Mention your full name, role, and what interests you about the topic. This helps others understand your professional background and makes your presence more memorable. A concise and polite introduction often leads to follow-up messages or potential collaborations.

9. Find Relevant People to Connect With

Effective networking is about quality, not quantity. Search for professionals whose experience or interests align with your goals—such as potential mentors, collaborators, or industry leaders. When sending a connection request, include a short personalized message explaining why you'd like to connect. This shows respect and genuine interest, which increases the likelihood of a positive response [30].

10. Follow Up Respectfully

Maintaining contact after an initial meeting is a key part of building relationships. If someone hasn't replied to your first message, it's acceptable to follow up once or twice with a friendly reminder. However, persistence should never turn into pressure. Demonstrating patience and professionalism leaves a positive impression, even if the person cannot respond immediately.

11. Schedule Regular Networking Time

Consistency is the foundation of successful networking. Set aside a specific time each week to engage online—commenting, connecting, or attending virtual events. This routine helps you stay visible and active without feeling overwhelmed. By managing your networking time wisely, you ensure that it becomes a sustainable part of your professional development.

12. Build an Authentic and Sustainable Network

The most meaningful connections come from authenticity and mutual respect. Instead of focusing on the number of contacts, concentrate on developing real relationships based on shared interests and trust. Support others by sharing their posts, congratulating them on achievements, or offering help when possible.

Over time, this genuine engagement leads to a network that continuously supports and inspires you [29].

Virtual networking is more than just connecting online—it's about creating relationships that enrich both professional and personal life. Marr (2023) emphasizes that the most successful networkers are those who stay authentic, consistent, and generous in sharing knowledge. By applying these strategies, individuals can build a powerful online presence that opens doors to collaboration, learning, and long-term career growth.

Personal branding: what it is and why it matters

Personal branding is the intentional, strategic practice of defining and expressing your value.

“It's the amalgamation of the associations, beliefs, feelings, attitudes, and expectations that people collectively hold about you,” Avery and her co-author, HBS Executive Fellow Rachel Greenwald, write in the [Harvard Business Review](#).

They explain that personal branding's goal is to ensure the narrative about you is:

- Accurate: Is it true?
- Coherent: Does it make sense?
- Compelling: Does it draw people in?
- Differentiated: Does it demonstrate what makes you unique?

If you don't intentionally craft your personal brand, other people's assumptions and perceptions of you may not align with those four attributes. By engaging in personal branding, you can define what you'd like to communicate and do so effectively [23].

Why is personal branding important?

By determining your unique value and living in a way that promotes it, you can become known for your defining attributes. That reputation can help attract opportunities in your career and life that align with your authentic self. For

instance, imagine you position yourself as a financial analyst with **high emotional intelligence** who loves to ski. That can:

- Attract projects, promotions, and job opportunities that correspond to your skills
- Spread knowledge of your unique differentiators so you're sought out for them
- Connect you to people with common personal and professional interests

It can also have internal benefits, including:

- Increased confidence in your financial and leadership abilities
- Clarified goals and values
- Decreased imposter syndrome and a better sense of your authentic self

[31].

How to build your personal brand

1. Define Your Purpose

The first step to creating your personal brand is identifying your values, goals, and purpose.

Start by asking yourself:

- What do I care about?
- What are my values?
- What do I want people to know about me?
- How do I want to define myself?
- What makes me special?
- How do I provide value to others?

Consider either your professional or personal life while brainstorming, and ensure you think about your audience.

Afterward, come up with a sentence that clearly states who you are and what value you provide—that's your **value proposition**. For example: "I'm an experienced social media manager in the athletic wear industry who's passionate about empowering my team." [23]

Try several variations to find what feels authentic and impactful.

2. Audit Your Personal Brand Equity

Next, take stock of your current personal brand. Even before consciously deciding to craft one, others carry perceptions and knowledge about you.

In the [Harvard Business Review](#), Avery and Greenwald outline several factors to consider during this phase:

- Credentials: Your education, awards, and achievements
- Social capital: Personal and professional connections' quantity and quality
- Cultural capital: Emotional intelligence and expertise you've garnered through life experiences

What gap exists between your current personal brand and the one you want to implement? How can you use your credentials and social and cultural capital to bring the new version to light?

3. Construct a Narrative

Once you understand your purpose and current personal brand, compile stories that illustrate your value proposition. While a one-line statement can be effective, you must oftentimes prove your value in conversational settings.

For instance, if one of your differentiators is that you take bold yet calculated risks, you may tell a story about when you went skydiving. During an interview, you may call, instead, upon a time when you took a chance on a new product innovation without knowing how it would perform—and it paid off. What experiences convey your best qualities? Brainstorm a list to keep in your back pocket [23].

4. Communicate and Embody Your Brand

After planning your personal brand, [communicate it](#) by identifying outlets through which you can promote your value. Just like marketing products and services, you can use a mix of [paid, owned, and earned media](#) to make your value proposition and stories accessible and visible to a wider network.

While it may feel unnatural to market yourself as you would a product, keep in mind that it will attract opportunities that align with your unique value. By increasing your visibility, you can provide value to more people.

You can also communicate your personal brand by embodying it in face-to-face interactions. Think of them as chances to show who you are. For instance, if you want to convey your passion for volunteerism, enthusiastically share your involvement at a local charity event if a co-worker asks about your weekend plans.

Embodying your brand also means taking steps to bolster your unique value. If, for example, you're a skilled engineer who wants to improve your **leadership skills**, taking a **leadership program** not only can help you build those skills and gain expertise but signal that you're serious about doing so [23].

5. Socialize Your Brand

While you are your best advocate, the next step of personal branding is making sure others share your value. In the **Harvard Business Review**, Avery and Greenwald outline four groups that can be instrumental in socializing your brand:

- Gatekeepers: Those whose buy-in is critical to reaching your goals
- Influencers: People with authority who can source additional platforms for sharing your brand
- Promoters: Those who actively support pursuing your goals
- Communities: Groups who share your mission or interests or seek the value you provide

One example is the **HBS Online Community**, where you can connect with other business professionals before, during, or after taking an HBS Online course. Beyond a global network of supporters, joining an **online learning community** can provide new perspectives and **opportunities to make positive change**.

6. Reevaluate and Adjust

Personal branding isn't a one-time project—it requires continually reassessing and adjusting to ensure you live and project your intended brand.

Enlist people you trust to help you reevaluate and describe your brand and value, such as co-workers, friends, and industry connections.

“For example, if you’re being considered for a managerial position but learn that not everyone perceives you to be a strong leader, you might **take a leadership training course**, volunteer to head up a new project or task force, or take on relevant roles in your personal life, such as joining a nonprofit board,” Avery and Greenwald write in the **Harvard Business Review** [23].

Define your value and make an impact

A strong personal brand can help you attract the right people, land a job or promotion, and make connections that lead to new opportunities.

With reflection and intentional actions, you can gain confidence in your personal value and project it in your life and career [23].

Emotional intelligence and career success

In a job market increasingly driven by automation, remote collaboration, and complex interpersonal dynamics, the most in-demand skills aren’t necessarily the ones you studied at university.

While technical expertise and formal qualifications remain important, the edge that truly propels professionals forward is less about IQ and more about *EQ* – emotional intelligence.

EQ and Career Success

Emotional intelligence and career success are closely linked. From navigating office politics to managing stress and leading teams, EQ plays a decisive role in how individuals perform and progress. Research suggests that emotional intelligence is responsible for nearly 58% of job performance across various roles and industries. Besides, employers now prioritise emotional and social competencies as essential ingredients for effective leadership and teamwork [22].

Despite this, **emotional intelligence** often goes underdeveloped. It’s rarely part of formal education or job training, yet it quietly influences everything from how you’re perceived in meetings to whether you’re promoted or passed over. That’s why understanding *the importance of emotional intelligence at work* is more crucial now than ever.

We will explore the key ways emotional intelligence shapes your career trajectory, how it compares to technical skills, and how you can begin to develop it with intention.

Whether you're a graduate starting out, a manager aiming to lead with empathy, or a professional looking to level up, mastering EQ might be your career's secret weapon [22].

The term **emotional intelligence** often abbreviated to EQ, refers to the ability to recognise, understand and manage your own emotions, while also being able to perceive and influence the emotions of others.

The concept gained traction through the work of psychologist **Daniel Goleman** [3], who identified five core components:

1. **Self- Awareness** – recognising your own emotional states and their impact
2. **Self-regulation** – controlling disruptive emotions and impulses
3. **Motivation** – using emotional factors to achieve goals and remain resilient
4. **Empathy** – understanding the emotions and perspectives of others
5. **Social skills** – managing relationships and building networks effectively

These capabilities are not fixed traits but can be learned and developed.

In fact, building your emotional intelligence is one of the most effective ways to enhance your career over time [22].

Emotional intelligence ties closely to other critical workplace abilities.

Social Success is often the byproduct of strong emotional intelligence, allowing professionals to build trust, navigate office politics, and collaborate effectively across teams.

What separates high performers from the rest is often not what they know, but how they behave and respond under pressure [5].

That's where EQ steps in – a foundational capability that underpins many of the *soft skills for career growth* employers value most.

Why EQ Matters More Than IQ in the Workplace

Traditional thinking has long placed IQ – your cognitive intelligence – at the top of the hierarchy when it comes to career success.

It's often assumed that technical skill, qualifications and raw intellect will naturally lead to high performance. But this isn't always the case.

In reality, IQ may get you through the door, but it's *emotional intelligence* that determines how well you perform once you're in.

Numerous studies show that EQ, not IQ, is the strongest predictor of workplace success, particularly in roles involving teamwork, leadership and interpersonal communication [24].

According to research published by TalentSmart, people with high emotional intelligence outperform their peers 90% of the time, regardless of industry or job type [5]. That's because emotional intelligence in the workplace influences how you manage stress, navigate conflict, build relationships, and make decisions – all of which are essential for thriving in modern work environments.

Let's consider two professionals with similar technical abilities. One remains calm during high-pressure meetings, communicates clearly and resolves disputes diplomatically. The other becomes defensive, avoids feedback and struggles with collaboration. Over time, it's clear which one is more likely to earn the trust of colleagues and be considered for promotion [5].

In fact, a growing number of employers rank EQ as more important than technical skills when hiring and evaluating talent. They recognise that someone who brings empathy, adaptability and strong behavioural skills can often contribute more meaningfully than someone who is technically gifted but emotionally volatile.

According to a survey reported by Harvard Business School Online [6], 71 percent of employers value emotional intelligence over technical skills

when evaluating candidates. Additionally, a report on GovLoop referencing Harvard Business School states the same figure and context, reinforcing that EQ is increasingly prioritized in talent evaluation [25].

While intelligence helps you solve problems, emotional intelligence helps you *solve problems with people*, and in any professional setting – from startups to corporates – that distinction matters.

The Five Ways EQ Directly Impacts Career Growth

While emotional intelligence may feel intangible, its effects on career development are anything but. From building better relationships to leading high-performing teams, EQ has a direct and measurable impact on how far you can go in your career.

Here are five key ways in which emotional intelligence shapes long-term professional success:

1. Communication and Relationship-Building

Strong interpersonal communication is one of the most sought-after skills in the workplace.

People with high emotional intelligence tend to listen actively, respond thoughtfully and read non-verbal cues with ease.

This fosters trust and helps to build lasting working relationships across teams and departments [5].

2. Leadership and Team Effectiveness

Managers with strong EQ often create more engaged and productive teams.

They know how to motivate different personality types, respond with empathy and encourage collaboration.

In fact, emotionally intelligent leaders are more likely to retain talent and achieve performance targets, according to data from the Center for Creative Leadership [24].

Good leaders understand the emotional climate of their team and adjust their approach accordingly.

This doesn't just benefit team cohesion, it also boosts overall organisational health.

3. Decision-Making Under Pressure

In high-stakes environments, pressure can lead to snap judgments or defensive behaviour.

Professionals with well-developed self-awareness skills and self-regulation are more likely to pause, assess the situation and respond calmly. They do not let emotional reactivity cloud their judgement.

This composure is critical in senior roles, particularly when managing risk, dealing with clients or navigating organisational change [25].

4. Conflict Resolution and Workplace Harmony

Disagreements are inevitable in any organisation. The difference lies in how they're handled.

Emotionally intelligent professionals are able to step back, empathise with multiple viewpoints and seek resolution without escalating tension.

These behavioural skills are especially important for those in client-facing, cross-functional or leadership roles.

Teams led by individuals with high EQ report lower turnover and higher job satisfaction, according to a 2020 meta-analysis published in the *Journal of Occupational Health Psychology* [16].

5. Influence, Visibility and Career Advancement

Professionals with high EQ tend to be more socially attuned. They know when to speak, how to frame ideas for maximum impact, and how to read the room.

This increases their visibility in the organisation and often places them in front of key decision-makers.

These attributes support social success and are crucial for career advancement, especially in roles that require negotiation, persuasion and leadership.

By developing these five facets of emotional intelligence, you lay the foundation not just for performance, but for long-term career progression. EQ isn't just a helpful add-on, it's a career catalyst [22].

The Role of EQ in Leadership and Promotions

Technical ability may land you the job, but it's often emotional intelligence that secures your rise through the ranks.

As organisations flatten and rely more on cross-functional collaboration, the value placed on soft skills, empathy and people leadership is increasing sharply.

Professionals with high emotional intelligence are more likely to be promoted, trusted with greater responsibility and seen as strong leadership candidates.

In a widely referenced study by CareerBuilder, 71 percent of employers said they value emotional intelligence more than IQ, and 75 percent said they are more likely to promote someone with high EQ over someone with high IQ [20].

The same study revealed that 59 percent would not hire someone with high IQ but low EQ.

These numbers make sense when you consider the traits that define successful leaders. The ability to navigate stress, motivate others, resolve conflict and lead through change are all outcomes of emotional intelligence.

Managers who lack EQ may struggle with people management, performance feedback, and building cohesive teams.

A Harvard Business Review analysis also found that leaders who scored highly in emotional self-awareness and empathy were consistently ranked as more effective by their direct reports, regardless of role or seniority.

Additionally, emotionally intelligent leaders are better equipped to adapt to hybrid or remote team environments, where communication, trust and digital presence require even more conscious effort [20].

In this context, EQ becomes a competitive edge that separates managers from transformational leaders.

From first-time supervisors to executive roles, emotional intelligence is no longer a nice-to-have. It is essential for career advancement, and one of the few skills that remains universally valued across all industries, irrespective of changes in technology or market conditions.

EQ in Job Interviews and Performance Reviews

While EQ is often considered a long-term leadership trait, it plays a decisive role at two key career touchpoints: job interviews and performance reviews.

In both settings, how you handle feedback, demonstrate empathy and communicate under pressure can make or break your professional trajectory [20].

In Interviews: EQ Is Being Assessed, Even If Unspoken

Many employers assess emotional intelligence during interviews, even if they never use the term.

They observe how you speak about past challenges, how you respond to situational questions, and whether you demonstrate accountability or blame.

A LinkedIn Learning report found that interpersonal and emotional intelligence skills are increasingly being prioritised in recruitment, especially in roles involving collaboration and leadership.

“In fact, a growing number of employers rank EQ as more important than technical skills when hiring and evaluating talent.” [21]

According to LinkedIn’s *Global Talent Trends 2025* report, 69% of U.S. executives said they plan to prioritise candidates with strong soft skills, including emotional intelligence, when hiring new talent.

This confirms that EQ is increasingly treated as a core requirement alongside or above technical ability.

Recruiters often evaluate candidates based on their emotional awareness, communication style and ability to stay composed under pressure.

For instance, a candidate who can reflect on a workplace conflict and describe how they navigated it with empathy and clarity signals strong self-awareness skills.

Someone who acknowledges mistakes, rather than deflecting blame, shows maturity and emotional control [5].

In Performance Reviews: EQ Influences How You Are Perceived

When it comes to performance evaluations, emotional intelligence has a direct effect on how your contributions are received.

Employees with high EQ tend to receive better reviews not only for their output, but also for their attitude, adaptability and leadership potential.

According to a survey by TalentSmart, employees with high EQ are more likely to be rated as top performers and are better at handling constructive criticism, setting goals and collaborating with others.

Moreover, emotionally intelligent employees are more receptive to feedback, less defensive in conversations with supervisors and more consistent in demonstrating behavioural skills that build trust within teams.

In both interviews and reviews, these qualities set the tone for career progression. While technical performance can be measured, your emotional maturity is often what determines how you are remembered [24].

How to Develop Emotional Intelligence

Unlike IQ, which remains relatively stable over time, emotional intelligence is highly adaptable. It can be nurtured, refined and strengthened through self-awareness, deliberate practice and guided learning.

This is welcome news for professionals looking to advance their careers, as EQ is no longer viewed as a fixed trait but a teachable skill set.

Studies show that structured emotional intelligence training can lead to measurable improvements in self-regulation, empathy, and social interaction – all essential components of professional success.

In a 2019 meta-analysis published in the *Human Resources Management Review*, Department of Psychology, Colorado State University researchers concluded that EQ training significantly improves interpersonal skills and overall job performance.

Common Workplace Scenarios Where EQ Is Crucial

Emotional intelligence is not only relevant during performance reviews or promotions – it’s deeply embedded in the everyday rhythms of work.

EQ = Emotional Intelligence

From informal conversations to high-pressure meetings, EQ influences how people perceive you and how effectively you respond to challenges.

Here are five common workplace scenarios where emotional intelligence proves vital:

1. Handling Constructive Criticism

Professionals with strong self-awareness skills are more likely to accept feedback without becoming defensive.

Instead of reacting emotionally, they pause, reflect and use criticism as a tool for improvement.

This signals maturity and positions them as growth-oriented team members.

2. Navigating Team Tension

In high-stakes environments, conflicts and miscommunication are bound to arise.

Those who demonstrate empathy, patience and calm listening often play the role of informal mediators, helping to defuse tension and re-centre the group’s focus.

These behavioural skills contribute to a healthier workplace culture [5].

3. Leading Through Change

Periods of organisational change – mergers, restructures, leadership transitions – are emotionally charged.

Leaders with high EQ are better equipped to understand what their teams are feeling, acknowledge those concerns, and communicate in a transparent and reassuring way.

This builds trust and keeps teams engaged during uncertainty.

4. Responding to a Colleague’s Stress or Burnout

Emotional intelligence is essential in recognising when a colleague is overwhelmed, even if they don’t say it outright.

Small acts of empathy, offering support or checking in privately, can significantly improve morale.

A workplace built on emotional insight is one where people feel seen, not just measured [15].

5. Advocating for Yourself with Confidence

Whether it's negotiating a raise or presenting a proposal, EQ helps you manage nerves, read the room and adjust your communication style accordingly.

People who are emotionally intelligent can advocate for themselves confidently without appearing aggressive or dismissive – a key ingredient for long-term social success.

In each of these scenarios, the value of emotional intelligence is not theoretical – it's practical and visible.

Colleagues respect those who stay composed under pressure, take initiative to resolve conflict, and uplift the emotional tone of the team.

Developing these competencies through focused learning, such as Skillogy's Emotional Intelligence Course, ensures that EQ becomes a daily strength rather than a hidden gap.

Final Word – The Future Belongs to Emotionally Intelligent Professionals

As industries continue to evolve, technical expertise is no longer enough to future-proof your career.

In a world shaped by automation, hybrid teams and constant change, emotional intelligence is emerging as one of the most valuable assets a professional can possess.

From early career roles through to executive leadership, emotional intelligence determines how well you manage relationships, adapt to new environments and lead with authenticity. It influences how others perceive you, how you perform under pressure and how you seize opportunities for growth.

Employers are increasingly aware of this. In fact, a significant number now prioritise EQ over IQ when making hiring and promotion decisions [24].

What sets emotionally intelligent professionals apart isn't perfection, but *awareness*. They understand their triggers, regulate their responses and communicate with intent. These skills not only enhance performance – they help build trust, loyalty and long-term success.

Fortunately, emotional intelligence can be developed at any stage in your career. Whether you're stepping into your first team role or preparing for leadership, the course gives you tools to engage more effectively, manage tension and lead with empathy.

Five ways to advance your career with social media

We live in a noisy world, with tons of information coming at us from multiple media streams. Rather than view these distractions as annoying, become an early adopter of some of the newer media sites and stand out. Or maybe you will find it easier to enhance how you use LinkedIn and Facebook to steal the show within your niche. Break out and be one of the first in your industry to embrace new marketing methods and tools [31].

The key is knowing what tools are on the rise and how to use them to advance your career.

1. Add bling to LinkedIn. Your LinkedIn profile can support embedded files. This means that you can upload PowerPoint, Excel and Word files under a job in your "Experience" section. Show samples of your work to prove you have the necessary skills for future jobs. Better yet, add video or pictures to your summary to highlight your career successes. Adding media content to your profile will instantly catch someone's eye and help differentiate you from similar professionals.

2. Complete your Facebook bio. If you haven't done it yet, now is the time. Beef up your Facebook profile by adding work history, interests and skills. This might just help you show up in a hiring professional's search results or gain the attention of one of your Facebook friends. Consider it an opportunity to publicize your marketable assets and hireable qualities. Though many consider Facebook to be a personal networking site, that hasn't stopped recruiters from using it to source talent.

3. Join or host a live stream event. That means the event is live and shared by an Internet-based camera. These applications provide both live video and a chat function. Participants can ask questions or share comments in the dialog box. You can also see the profiles of people watching the event and some you may be interested in following. To spread the word about your talent, you could host your own talk show or interview industry influencers.

4. Share thoughts on Instagram. You may already have a personal Instagram account, but have you thought about how you can use your account to share personal and professional content? When sharing a photo or video, add your thoughts and several hashtags to lure the right audience. You could also tag company accounts you are following in your posts. You may decide to create a campaign in which you share visuals from your portfolio with the hashtag #HireMe. Instagram can be a brand-building tool for people interested in managing their career trajectory. Share photos of you speaking at events, winning awards, volunteering or participating in company events. These images provide a glimpse of what's important to you and help you stand out.

5. Understand why these may or may not work. The sole purpose of trying any of these tricks is to get on the radar of a person inside a specific company. You'll win points for creativity and ingenuity if you tailor your message to your ideal employer. And because these platforms were designed for individual use, not marketing big brands, you don't need to obsess over how slick your campaign is. Focus on your message instead. Is it clear, engaging, humorous, appropriate or at least grammatically correct? [31]

Unit 4 Assessment:

Create a professional LinkedIn profile and begin developing your personal brand. This includes setting up a complete profile with a professional photo, headline, summary, education, and skills. You should connect with classmates, instructors, and industry professionals, while also following companies and thought leaders in

your field. Finally, start engaging by posting an introductory update and sharing relevant content to establish your professional presence online.

Practice tests on unit 4

1. What is the primary definition of "Networking" provided in the text?
 - A) Asking a potential employer for a job immediately
 - B) Connecting with individuals to discuss job searches and career objectives
 - C) Spending time on social media for entertainment
 - D) Applying to as many online job postings as possible
2. Which of the following is considered a "Safe Topic" for small talk in the U.S.?
 - A) Political affiliations
 - B) Annual salary and bonuses
 - C) The weather or travel plans
 - D) Religious beliefs
3. What is an "Elevator Speech"?
 - A) A long speech given during a formal dinner
 - B) A 45-second to 2-minute description of your skills and career goals
 - C) A written document submitted with a resume
 - D) A conversation held only inside an elevator
4. According to the text, what are the three key components of speech delivery?
 - A) Speed, volume, and accent
 - B) Stress, pausing, and intonation
 - C) Grammar, vocabulary, and spelling
 - D) Handshakes, eye contact, and posture

5. In speech delivery, "Stress" refers to:

- A) Feeling nervous before a meeting
- B) The emphasis placed on certain keywords to make them longer and louder
- C) Speaking as fast as possible to save time
- D) Using rising intonation at the end of every sentence

6. Which "soft skill" is defined as the ability to recognize, understand, and manage your own emotions?

- A) IQ (Intelligence Quotient)
- B) EQ (Emotional Intelligence)
- C) Technical expertise
- D) Physical stamina

7. According to research by TalentSmart, people with high EQ outperform their peers what percentage of the time?

- A) 25%
- B) 58%
- C) 71%
- D) 90%

8. What is "Personal Branding"?

- A) Buying expensive professional clothing
- B) The strategic practice of defining and expressing your unique value
- C) Printing your name on all your office supplies
- D) Only working for famous companies

9. Which group of people is described as "Gatekeepers" in personal branding?

- A) Friends who like your photos
- B) People whose buy-in is critical to reaching your professional goals
- C) People who criticize your work
- D) Security guards at a company office

10. In business etiquette, "Punctuality" is considered extremely important in which country?

- A) France (where it is more relaxed)
- B) China (always arrive on time)
- C) The U.S. (varies by region but generally on time)
- D) Both B and C

11. What is a key difference between a "Mentor" and a "Coach"?

- A) A mentor is always paid, while a coach is a volunteer
- B) A mentor focuses on long-term growth, while a coach is often goal-specific and time-bound
- C) There is no difference between the two
- D) A coach only works with sports teams

12. When networking virtually, why is it important to "Identify Your Niche"?

- A) To join every group possible
- B) To ensure people associate you with a specific area of expertise
- C) To hide your true interests
- D) To avoid talking to people outside your company

13. In Japan, what is a traditional business greeting protocol?

- A) A firm handshake initiated by the Westerner

- B) Bowing
- C) Hugging the senior executive
- D) Snapping fingers

14. What is the "Hidden Network" mentioned in the text?

- A) A secret internet for hackers
- B) Jobs that are never advertised and are filled through referrals
- C) A list of employees who are about to be fired
- D) Social media accounts that are set to private

15. Which EQ component involves controlling disruptive emotions and impulses?

- A) Self-Awareness
- B) Self-Regulation
- C) Empathy
- D) Social Skills

16. How should you present a business card in Korea?

- A) Throw it onto the table
- B) Present it with both hands
- C) Keep it in your pocket unless asked
- D) Mail it after the meeting

17. What does "Rising Intonation" usually signal in English?

- A) The end of a statement
- B) That the speaker is finished
- C) A yes/no question or that the speaker is not finished
- D) That the speaker is angry

19. Why should you avoid asking about salary during small talk in the U.S.?

- A) It is considered a taboo or inappropriate topic
- B) It is against the law to speak about money
- C) People don't know how much they earn
- D) It takes too long to explain

19. In "Virtual Networking," what should you include when sending a connection request to a stranger?

- A) A link to your favorite movie
- B) A short personalized message explaining why you want to connect
- C) A request for a job immediately
- D) Nothing; just click the connect button

20. According to the McKinsey study, organizations with diverse leadership are how much more likely to outperform competitors?

- A) 5%
- B) 9%
- C) 58%
- D) 90%

UNIT 5: INTERVIEWING FOR A JOB

Welcome to Unit 5 of the English for Career Success! Job seekers need to present themselves well by describing their skills effectively. Another important skill is asking and answering questions in a job interview. Through several video lectures and sample media, you will learn about the types of questions asked in a formal job interview. At the end of the unit, you will answer a job interview question. Supplemental resources will focus on using social media for networking and current trends in the workplace.

By the end of this unit, you will:

- Understand different types of questions used in job interviews
- Identify new fundamental vocabulary, and practice using that new vocabulary in course activities
- Read, watch, and listen to a variety of texts and multimedia sources. Show us you understand these texts and key course concepts through comprehension check quizzes
- Answer an interview question briefly and clearly

Overview of the Job Interview

A formal meeting between an employer (interviewer) and a job seeker (interviewee) to assess the candidate's fit for the position.

1. Types of Interviews:

- In-Person: The most common format, typically more formal.
- Phone or Video Conference: Used for preliminary interviews or when in-person meetings are not feasible.

2. Preparation:

- Practice with Specific Examples: Job seekers should prepare to share examples that demonstrate their skills and qualifications.
- Use the STAR Method: This can help structure responses by addressing Situation, Task, Action, and Result.

3. Common Interview Questions:

- Job seekers should prepare for typical questions and think of relevant examples.
- Clarification: It's okay to ask for clarification if a question is unclear.

4. Questions for the Interviewer:

- Preparing 2-3 thoughtful questions shows engagement and interest.
- Examples of questions:
 - "What are the daily responsibilities of this job?"
 - "What computer equipment or software does the company use?"

5. Professional Appearance and Behavior:

- Dress professionally (e.g., business suit or dress).
- Arrive on time or early.
- Maintain eye contact and provide clear, honest answers.
- Bring extra copies of resumes or other relevant documents.

Additional Tips for Success

1. Research the Company:

- Familiarize yourself with the company's mission, values, and recent developments. This knowledge will help you tailor your responses and questions.

2. Mock Interviews:

- Practice with a friend or mentor to simulate the interview environment. This can help reduce anxiety and build confidence.

3. **Body Language:**

- Be aware of your body language. Sit up straight, nod when appropriate, and avoid crossing your arms to appear open and engaged.

4. **Follow-Up:**

- After the interview, consider sending a thank-you email to express appreciation for the opportunity. This leaves a positive impression and reinforces your interest in the position.

5. **Self-Reflection:**

- After the interview, take some time to reflect on your performance. Consider what went well and what could be improved for future interviews.

In summary, effective job interviews require preparation, professionalism, and engagement. By following these guidelines, job seekers can increase their chances of making a positive impression and securing the job they desire. To sum up watch the video: https://www.youtube.com/watch?v=ZTg_A1HtWcI

Reflection Questions:

1. How is a "job interview" defined, and what are the specific roles of the interviewer and the interviewee during this formal meeting?
2. To be more successful in an interview, the video suggests practicing answers with specific examples. What are "transferable skills," and how can sharing short stories from your past experience help demonstrate them to an employer?
3. What are three ways a job seeker can make a positive impression during an interview, and why is it beneficial for a candidate to ask their own questions about the company or job duties?

Interview Tips

Job Interviews are your chance to sell your skills and abilities. Job Interviews also give you a chance to find out if the job and company are right for you. Follow the tips here to be successful in your interviews.

Review common interview questions. Practice answering them with someone else or in front of a mirror. Come prepared with examples or short stories that relate to the skills that the employer wants, while emphasizing your:

- Strengths
- Flexibility
- Leadership skills
- Ability and interest to learn new things
- Additions to the organizations in which you have worked or volunteered
- Creativity in solving problems and working with people [19]

Before the interview, know how well you qualify for the job. For each requirement listed in the job advertisement, write down your qualifications. This can show you if you don't have a particular skill. Plan how you will talk about that in the interview to persuade the interviewer that you can learn the skill.

Make a list of questions that you would like to ask during the interview. Pick questions that will demonstrate your interest in the job and the company. This might include commenting on the news you learned from the company website, and then asking a question related to it. Also ask questions about the job you will be expected to perform, like:

- What are the day-to-day responsibilities of this job?
- How will my responsibilities and performance be measured? By whom?
- Could you explain your company structure?

- What computer equipment and software do you use?
- What is the organization's plan for the next five years?

Be prepared. Remember to bring important items to the interview:

- Notebook and pens to take notes
- Extra copies of your resume and a list of references
- Copies of letter(s) of recommendation, licenses, transcripts, etc.
- Portfolio of work samples

On the day of the interview, remember to:

- Plan your schedule so you arrive 10 to 15 minutes early.
- Go alone.
- Look professional. Dress in a manner appropriate to the job.
- Leave your MP3 player, coffee, soda, or backpack at home or in your car.
- Turn off your cell phone.
- Bring your sense of humor and SMILE!

Display confidence during the interview, but let the interviewer start the conversation. Send a positive message with your body language.

- Shake hands firmly, but only if a hand is offered to you first.
- Maintain eye contact.
- Listen carefully. Welcome all questions, even the difficult ones, with a smile.
- Give honest, direct answers.

- Develop answers in your head before you respond. If you don't understand a question, ask for it to be repeated or clarified. You don't have to rush, but you don't want to appear indecisive.

End the interview with a good impression. A positive end to the interview is another way to ensure your success.

- Be courteous and allow the interview to end on time.
- Restate any strengths and experiences that you might not have emphasized earlier.
- Mention a particular accomplishment or activity that fits the job.
- If you want the job, say so!
- Find out if there will be additional interviews.
- Ask when the employer plans to make a decision.
- Ask for a business card or contact information of the interviewer(s). Don't forget to send a thank-you note or letter after the interview [19].

Answering Typical Interview Questions

1. Types of Interview Questions:

- **Direct Questions:** These questions are straightforward and require clear, reasoned responses. Examples include:
 - “Why are you a good fit for this job?”
 - “Why do you want to work for this company?”
- **Indirect Questions:** These questions may not start with a "wh" word but still require thoughtful answers. Examples include:
 - “Tell me a little bit about yourself.”
 - “I wonder if you could tell me about a time when you faced a challenge and overcame it.”

- “I'd like to know what type of skills you have that make you qualified for this job.”

2. **Responding to Questions:**

- **Honesty:** Be truthful in your responses to build trust and authenticity.
- **Detail:** Provide enough information in your answers to demonstrate your qualifications and experiences.

3. **Opportunity for Questions:**

- At the end of the interview, you'll usually have a chance to ask questions. It's important to prepare at least two questions in advance to show your interest in the role and the company. Examples include:
 - “What opportunities are there for professional development in this company?”
 - “What is the next step in the interview process?”

Additional Tips for Handling Interview Questions

1. **Practice Common Questions:**

- Familiarize yourself with common interview questions and practice your responses. Consider using the STAR method (Situation, Task, Action, Result) to structure your answers, especially for behavioral questions.

2. **Active Listening:**

- Pay close attention to the questions being asked. This will help you respond accurately and demonstrate your listening skills. If a question is unclear, don't hesitate to ask for clarification.

3. **Take a Moment:**

- If you need a moment to think about your answer, it's perfectly acceptable to pause before responding. You can say something like, “That’s a great question; let me think about it for a moment.”

4. Stay Positive:

- Even when discussing challenges or difficult situations, focus on the positive outcomes or lessons learned. This shows resilience and a growth mindset.

5. Follow-Up Questions:

- Be prepared for follow-up questions that may delve deeper into your answers. This could involve clarifying specifics or asking for more details about your experiences.

6. Research the Company:

- Understand the company's culture, values, and recent developments to tailor your responses. This knowledge can help you answer questions more effectively and show your enthusiasm for the position.

7. Practice Your Questions:

- In addition to preparing answers for potential questions, rehearse the questions you plan to ask the interviewer. This will ensure you can ask them confidently and at the right moment.

Being well-prepared for both the questions you’ll be asked and the questions you want to ask can significantly enhance your performance in an interview. Practicing and understanding the nuances of direct and indirect questions will help you make a positive impression [19].

Language Focus – Asking for Clarification in an Interview

1. Clarification vs. Repetition:

- **Clarification:** Requesting the interviewer to clarify or explain a question that is unclear.
- **Repetition:** Asking the interviewer to repeat something they said that you didn't catch or understand.

2. Common Scenarios:

- It's normal to not understand every question, especially in a second language. Remaining calm and using strategies to seek clarification or repetition is crucial.

3. Polite Expressions for Clarification and Repetition:

- **Expression 1:** "I'm sorry, I didn't understand your question. Could you repeat that, please?"
 - This shows politeness and directly requests the interviewer to repeat the question.
- **Expression 2:** "I'm not quite sure I understood you correctly. Did you mean...?"
 - This expression helps clarify if you understood the question and prompts the interviewer to confirm or elaborate.
- **Expression 3:** "If I understand you correctly, you're asking..."
 - This technique allows you to restate what you think the question is, providing the interviewer an opportunity to correct or confirm your understanding [9].

Practical Tips for Effective Communication in Interviews

1. Stay Calm and Polite:

- Maintain a calm demeanor when you don't understand a question. Use polite language to foster a positive atmosphere.

2. Practice Active Listening:

- Focus on the interviewer's words and try to pick up key terms. If you're unsure, it's okay to ask for clarification.

3. Use Body Language:

- Nodding and maintaining eye contact can signal to the interviewer that you are engaged and trying to understand, even if you need to ask for clarification.

4. Avoid Over-Apologizing:

- While it's good to be polite, avoid excessive apologies as they might come off as lacking confidence. A simple acknowledgment is enough.

5. Prepare for Difficult Questions:

- Anticipate potentially challenging questions and prepare how you might respond if you need clarification.

6. Practice with a Partner:

- Conduct mock interviews with a friend or mentor, where you can practice asking for clarification and repetition in a supportive environment.

7. Rephrase the Question:

- Sometimes, rephrasing the question in your own words before answering can help clarify what you think the interviewer is asking and give you time to formulate your response [19].

Asking for clarification and repetition is a vital skill that can significantly enhance your performance in interviews. Utilizing polite expressions not only aids your understanding but also reflects your communication skills.

Directions: Read each answer to an interview question, then choose the question that was asked.

The three most stressful situations in life are said to be ending a marriage, dealing with death and moving to a new home. Many people would add one more experience to that list – a job interview.

Finding a good job is difficult enough. Add to that the fact that employers may ask some very personal questions during a job interview. In the United States, it is illegal for employers to raise some of these issues.

See how they compare to job interviews in your country.

In a job interview, you must show your best side. You must sell yourself and show the interviewer that you are the best **candidate** for the job.

To do this you must answer question after question. A **prospective** employer will want to know about your skills, **qualifications**, past work experiences, and goals.

The interviewer is the person asking the questions. Interviewers want to learn as much as they can about the interviewee, the person seeking employment. This can cause an uneven balance of power and lead to some difficult questions. In the United States, a few of those questions are not just difficult, they are illegal.

There are many websites that offer advice on careers and how to prepare for a job interview. You may have used some of these sites, such as Monster.com and LinkedIn.

The following five areas showed up in all the reports and lists I examined during my recent searches. All of these areas of questioning are considered illegal in the United States [20].

1. Sex questions are off limits.

It is very easy for an interviewer to **discriminate** based on a person's **gender** or sex. If you are a woman, you may be asked, "Are you comfortable managing a team of men?" If you are man you may be asked, "Would you feel comfortable having a woman as a boss?"

In the United States, any question related to **gender** should not be raised during the job interview. But if **gender** does come up, answer the question by stating your past work experiences that show you can do the job, regardless of whether you are a woman or a man.

2. Questions about marriage and children are illegal.

People with children love talking about them. But during a job interview it's not the time. Questions such as, "Do you have children?" or "Do you plan to work after having children?" are not legal to ask.

Naturally, future employers want to know how long you plan to be with them if you are **hired**. Hiring people takes time and, as they say, time is money. But it is illegal to not **hire** someone because they have children or are planning on having a child in the future.

It is legal for a **prospective** employer to ask, "What hours can you work?" or "Do you have responsibilities that might keep you from doing your job?" These questions are legal because they are directly related to the job and not tied to your personal life.

Any question related to your marital status, whether you are married, is considered illegal in the U.S. But they are common. Asking someone, "Are you married?" is a loaded question, a question looking for more than what is simply asked. A question about marriage is illegal because it may lead to information about your sexual orientation -- whether you are gay, straight or bisexual. And that is no one's business but your own [27].

3. Your Citizenship and Nationality are private.

It is illegal for a U.S. business to **hire** someone who is not permitted to work in the country. But the only way a company can explore the issue legally is to ask the question directly - “Can you work legally in the United States?” Done.

If an interviewer asks things such as, “Where are you from?” or “Where were you born?” they have, again, crossed into Illegal Land. These may seem like innocent questions. But they are illegal because it involves your country of birth. Employers in the U.S. cannot legally ask about your nationality.

This also extends to language. It is not the employer’s lawful right to know if a language is your first language. However, they can legally ask what other languages you know [27].

4. Asking about religion is a no-no.

Employers may want to ask which religious holidays you observe to see if it may interfere with work. But questions about your religion are illegal.

Employers can legally ask if you can work on a Sunday, a day when many Christians attend religious services.

5. Your Age is your business. Not theirs.

The question, “How long have you been working?” may seem fine. But this question is all about age **discrimination**. It is also illegal for an interviewer to ask what year you completed high school or college or even your birthday. It is easy enough to do the math. It is legal for an interviewer to ask you how long you have been working in a certain industry. Again, the question is tied to the job and not your personal life.

It can be difficult to answer personal questions during a job interview. After all, if you want the job, you do not want to seem difficult. If a question seems illegal or just makes you feel uneasy, simply direct the question back to the job and your qualifications [27].

Of course, you do not have to answer any question that you feel is insulting or illegal. This, however, may cost you the job.

In the end it is a personal decision. But always know your rights.

Sample Interview Do's and Don'ts Part 1

1. Making a Good First Impression:

- The initial encounter between the interviewee and the interviewer sets the tone for the rest of the interview.
- Small talk can be a great way to establish rapport, but it should be appropriate for a professional setting.

2. Scenario Analysis:

- **First Scenario:**
 - **Issues:** The interviewee arrives late, dresses unprofessionally, and uses informal language.
 - **Impact:** These behaviors reflect poorly on the candidate, potentially undermining their credibility and professionalism.
- **Second Scenario:**
 - **Improvements:** The interviewee arrives on time, presents themselves well, and engages in polite, professional small talk.
 - **Impact:** This creates a positive first impression, demonstrating respect and readiness for the interview.

Key Do's and Don'ts for Interviews

Do's:

- **Be Punctual:** Arrive on time or slightly early to show that you value the interviewer's time.

- **Dress Professionally:** Choose appropriate attire that reflects the company culture and the level of professionalism expected.
- **Engage in Small Talk:** Use polite and relevant small talk to build rapport without being overly casual.
- **Be Polite and Respectful:** Use proper greetings and maintain a respectful demeanor throughout the interview.

Don'ts:

- **Don't Be Late:** Punctuality is crucial; being late can create a negative impression.
- **Avoid Casual Language:** Maintain professionalism in your tone and language. Avoid slang and overly informal expressions.
- **Don't Dress Inappropriately:** Steer clear of casual clothing that may be seen as disrespectful or unprofessional.
- **Don't Rush or Fidget:** Calmly enter the interview space without appearing hurried or anxious.

Practical Tips

1. **Plan Your Arrival:** Aim to arrive 10-15 minutes early. This gives you time to settle and mentally prepare for the interview.
2. **Choose Attire Wisely:** Research the company's dress code and choose an outfit that aligns with their expectations.
3. **Practice Small Talk:** Prepare a few light conversation starters or questions about the company to ease into the interview.
4. **Stay Calm:** Take a moment to breathe and collect your thoughts before entering the interview room.

The beginning of an interview is crucial for establishing a positive impression. By adhering to the do's and don'ts outlined in the video, candidates can enhance their chances of making a strong first impression and setting the stage for a successful interview.

The Four Phases to an Interview

1.Introduction

Both the candidate and the employer are getting first impressions of each other. You are selling yourself at this stage. Personal introductions are made.

2.Background and Probe Stage

Questions are asked during this stage.

Different types of questions are used.

Notes are taken and later compared.

Matching Stage

The interviewer asks you if you have any questions of them.

Be prepared with a little knowledge of the company and what is happening at the company.

Final Questions and Close

These questions and the answers will determine if you go on to the next level or if you get the job [19].

The Different Types of Interviews

Screening

This is usually done by the Human Resources Department or an outside agency. They want to eliminate candidates who do not have the basic requirements for the job. What would be an example of a basic requirement? The job description

is compared to the candidate's qualifications. Does the candidate have the skills necessary to perform the job? What are some other examples of skills? [9]

Your Purpose: To make a good impression.

Treat the screener as though they are making the final decision. Answer questions clearly and concisely. Should you lie to get the job?

One-on-One (This type of interview is the most common.)

- Informal

Interviewer knows which questions they want to ask. They might change their mind about questions and carry on a conversation with the candidate. This can be difficult, because you may spend the whole time talking about sports or music. After this interview, you wonder what happened.

- Structured

In a structured interview, a list of questions has been prepared based on the job requirements. The same questions are asked of every candidate. The same questions are asked in the same order. Notes are taken.

- Unstructured

This interview can be very stressful if you are not prepared. The interviewer may ask a question or two and then wait. You should be prepared with questions of your own and show initiative in asking them.

- Sequential

You will interview with several people, but with only one at a time. These individuals might be people you will be interacting with during the course of your work. Since they each need to interview you, treat each one as a separate interview. You may have to answer the same questions over and over [19].

Your task: Be honest and be prepared to ask as well as answer.

Panel

This is also called a group interview. The panel or group is made up of people you would be working with. It can be as few as two people or up to as many as nine people. They have a list of prepared questions and will usually take turns asking the questions.

The purpose for this type of interview is to see how others react to you. Since you will probably be working on a team, they need to see how you respond to their questions.

Your Purpose: To make a good impression.

Make sure you make eye contact with each member of the group. Focus on the individual who asked the question. After answering the question, look around the group and see if anyone wanted further clarification. Treat them all with respect. You will not know who is going to make the hiring decision.

Telephone

To reduce the costs of interviewing many companies now do a prescreening by e-mail or over the telephone.

Your task: be prepared, have all information next to you, eliminate background noises. be professional, stand while you talk – your voice will sound stronger and more confident.

Behavioral

You will be asked about real-life situations. They are looking at how you respond in given situations. Some examples:

Give me an example when you had to deal with a difficult student/teacher/neighbor. What happened? What did you do?

Tell me about a major obstacle you encountered in your last job/class and how you handled it. What types of things make you angry? How have you dealt with them? [9]

Task: Write a list of questions that might be asked of you in an interview. Try to include a few behavioral questions. Practise answering them with your classmate.

The STAR method of answering

The STAR method is a powerful framework for answering behavioral interview questions – those that ask you to describe how you handled specific situations in the past. It helps you stay focused, organized, and persuasive.

When an interviewer asks you a behavioral question (based on your past performance in specific circumstances), it's useful to answer using the STAR method [33].

This stands for Situation, Task, Action, Result. It's a way of structuring your answers to make them as compelling as possible, while also providing all the relevant information that your interviewers need to hear.

To make the most of this technique, give answers that are honest and thorough,

without rambling. Give only the most relevant details to keep your answers concise – the interviewer will ask if they want more information [19].

Example question: Tell me about a time when you were under a lot of pressure at work. How did you handle the situation?

Situation: What were the circumstances? What was the challenge? In my previous role, an important member of the team quit suddenly in the middle of a major project. We knew we wouldn't be able to hire and onboard a new team member before the project's deadline—but this was a major project for a large client, and we didn't want to lose the account.

Task: What goal were you working toward? I was tasked with taking over their responsibilities in addition to my own to ensure the project was successful.

Action: What did you do specifically to address the situation? I worked with my manager to deprioritize some other projects I was working on so that I could dedicate more time and effort to this account. I made myself completely available to the client, including taking calls with them some evenings to ensure they were wholly satisfied. **Result:** What was the outcome? What did you learn? The project was delivered on time and to a high standard. The client was so happy they went on to sign a larger contract with us.

Another STAR Example

Question: Tell me about a time when you had to learn something quickly.

Situation: In my previous job as a marketing coordinator, our team was asked to run a campaign using a new analytics platform we had never used before.

Task: I was responsible for setting up tracking and reporting for the campaign, but I had no prior experience with the tool.

Action: I spent a weekend going through tutorials, joined a user forum, and scheduled a quick call with a vendor rep to clarify key features. I also created a cheat sheet for my team.

Result: The campaign launched on time, and our reporting was praised by leadership for its clarity. I became the go-to person for that platform and later trained two new hires on it.

Task: Write five answers to the questions that might be in an interview using STAR method.

Sample Interview Do's and Don'ts Part 2

1. Interview Responses:

The first candidate demonstrates several pitfalls during the questioning phase of the interview, failing to answer questions appropriately or prepare thoughtful inquiries.

2. Candidate Comparison:

First Candidate:

Weakness: Claims not to have any weaknesses, which can come off as insincere.

Motivation for Company: Cites hearsay about pay and food rather than personal interest in the company's mission or values.

Future Goals: Responds flippantly, suggesting he wants the interviewer's job.

Prepared Questions: Asks about vacation time without consideration for the role or company culture.

Second Candidate:

Weakness: Identifies a real weakness (taking criticism personally) and acknowledges efforts to improve.

Motivation for Company: Clearly articulates admiration for the company's products and confidence in his contribution to growth.

Future Goals: Repeats the question to ensure clarity and provides a thoughtful answer regarding career progression [19].

Prepared Questions: Asks insightful questions about professional development, showing genuine interest in the role.

Key Do's and Don'ts

Do's:

- **Answer Questions Thoughtfully:** Provide honest, reflective answers that demonstrate self-awareness and relevance to the role.

- **Ask for Clarification:** If unsure about a question, politely ask for clarification to ensure you understand before responding.
- **Prepare Insightful Questions:** Have meaningful questions ready that reflect your interest in the company and the role, such as opportunities for growth and professional development.
- **Maintain Professionalism:** Stay composed and respectful, maintaining eye contact and positive body language throughout the interview.

Don'ts:

- **Avoid Vague Responses:** Steer clear of generic answers that don't add value or demonstrate your fit for the role.
- **Don't Use Humor inappropriately:** Joking about wanting the interviewer's job can be perceived as unprofessional.
- **Neglect Preparation:** Failing to prepare questions or understand the company can signal a lack of interest or initiative.
- **Dismiss Clarifying Questions:** Ignoring or misusing clarifying questions can lead to misunderstandings and poor responses.

Practical Tips for Success

1. **Self-Reflection:** Before the interview, take time to identify your strengths and weaknesses. Practice articulating them in a way that reflects your growth mindset.
2. **Research the Company:** Familiarize yourself with the company's mission, values, and recent developments to discuss them knowledgeably during the interview.
3. **Practice Mock Interviews:** Engage in mock interviews with a friend or mentor to practice your answers and receive feedback.

4. **Prepare Questions:** Write down questions about the company culture, team dynamics, or growth opportunities to ask at the end of the interview [19].

By focusing on thoughtful answers and preparing relevant questions, candidates can significantly improve their chances of making a positive impression. The video <https://www.youtube.com/watch?v=7CLZ6-nbh44> highlights the stark contrast between effective and ineffective interview responses.

Reflection Questions:

1. How can an interviewee demonstrate interest in a company and its development?
2. What is the significance of answering questions with specific examples and short stories?
3. Why do you think an interviewee needs to have some of their own questions prepared for the interviewer?

Sample Video Responding to an Interview Question

Key Components of a Strong Interview Response

1. **Context Setting:**

The candidate begins by providing a background about her situation, explaining the challenge she faced after moving to California and starting her studies. This gives the interviewer a clear understanding of the circumstances.

2. **Specific Challenge:**

The candidate identifies a specific challenge: balancing family responsibilities, academic requirements, and work commitments. This specificity helps the interviewer grasp the complexity of the situation.

3. **Determination:**

The candidate emphasizes her determination and the support from her family, which highlights personal qualities such as resilience and the ability to seek help when needed. This shows she values teamwork and support systems.

4. Action Taken:

She explains the steps she took to overcome the challenge—taking classes in the evenings and weekends while managing family and work. This shows her time management skills and commitment to her goals.

5. Acknowledgment of Sacrifices:

By acknowledging the sacrifices she made (like missing family time and lack of sleep), she adds authenticity to her story. It portrays her as someone who is realistic and aware of the trade-offs in pursuing goals.

6. Outcome:

The response concludes with a positive outcome—earning her master’s degree and the pride felt by her family. This ties back to the initial challenge and provides a satisfying resolution to the story [19].

Example Follow-Up Questions for Further Practice

To practice this response format further, here are a few follow-up questions that could be explored:

1. Describe a project you worked on that required teamwork. What was your role, and what was the outcome?
2. Can you tell me about a time you had to learn a new skill quickly? How did you approach it?
3. Have you ever made a mistake in your work? How did you handle it, and what did you learn?
4. Tell me about a time when you had to adapt to a significant change at work. How did you manage it?

Encouraging your students to use the STAR method (Situation, Task, Action, Result) can also help them structure their responses effectively during interviews. This method ensures they cover all important aspects of their experiences.

Unit 5 Assessment 1: Written Answer to Interview Question

Written Assignment: Read and respond to an Interview question

Directions: Read an example interview question and write your response to that interview question.

Requirements: Write 5-8 sentences. In your response, you should:

- answer the question completely and clearly
- use past tense verbs
- give 2-3 examples from your own life/experience

Interview Question: Describe a time when you faced a difficulty and what you did to overcome that challenge.

Practice tests on unit 5

1. What is the primary purpose of a job interview from the employer's perspective?
 - A) To read the candidate's resume for the first time
 - B) To assess the candidate's fit for the position through a formal meeting
 - C) To discuss the company's holiday schedule
 - D) To verify the candidate's age and marital status
2. Which interview format is most commonly used for preliminary screenings?
 - A) In-person interviews
 - B) Panel interviews
 - C) Phone or video conferences
 - D) Behavioral interviews

3. What does the "S" in the STAR method stand for?

A) Strategy

B) Skills

C) Situation

D) Success

4. When should you arrive for a scheduled job interview?

A) Exactly on time

B) 10 to 15 minutes early

C) 30 minutes early to show enthusiasm

D) 5 minutes late to appear busy

5. Which of the following is a "Do" regarding body language during an interview?

A) Cross your arms to stay warm

B) Maintain eye contact and smile

C) Fidget with your pen to show energy

D) Look at your phone for the time

6. If an interviewer asks an indirect question like "Tell me about yourself," what are they looking for?

A) A detailed history of your childhood

B) A thoughtful summary of your professional background and qualifications

C) Your current address and citizenship status

D) A list of your favorite movies

7. In the United States, which of these questions is considered illegal for an employer to ask?

- A) "What are your day-to-day responsibilities?"
 - B) "Do you have children or plan to have them?"
 - C) "Can you work legally in the United States?"
 - D) "What computer software are you familiar with?"
8. What is the "Matching Stage" of an interview?
- A) When the interviewer checks if your clothes match
 - B) When the candidate is invited to ask their own questions about the company
 - C) When the salary is decided
 - D) When the candidate meets other applicants
9. Why is a "Screening Interview" typically conducted?
- A) To hire the person immediately
 - B) To eliminate candidates who do not meet the basic job requirements
 - C) To introduce the candidate to the CEO
 - D) To test the candidate's social media skills
10. In a "Panel Interview," who should you make eye contact with?
- A) Only the person who looks the most senior
 - B) Only the person who asked the question
 - C) Each member of the group
 - D) No one; look at your notes instead
11. What is the recommended action if you don't understand a question during an interview?
- A) Guess the answer quickly
 - B) Stay silent until the interviewer moves on

C) Politely ask for the question to be repeated or clarified

D) Tell the interviewer the question is too hard

12. When using the STAR method, what should the "Result" part emphasize?

A) Only the challenges you faced

B) The positive outcome or what you learned from the experience

C) The names of your former coworkers

D) The length of time it took to finish

13. Which of the following is an example of an illegal "Sex" or "Gender" based question?

A) "Are you comfortable managing a team of men?"

B) "What is your experience in leadership?"

C) "Can you work on weekends?"

D) "How many languages do you speak?"

14. What should you bring to a job interview?

A) An MP3 player and coffee

B) Extra copies of your resume and a list of references

C) A friend for moral support

D) A list of all the things you dislike about your current boss

15. According to the text, why is it legal to ask "What hours can you work?" but illegal to ask "Do you have kids?"

A) Because work hours are directly related to the job, while family life is personal

B) Because one is easier to answer than the other

C) Both are actually illegal in the U.S.

D) It depends on the state you are in

16. What does "Action" represent in the STAR method?

A) The goal you were working toward

B) The specific steps you took to address the situation

C) The final reward you received

D) A list of your skills

17. After an interview ends, what is the best "Follow-Up" strategy?

A) Call the employer every day until they hire you

B) Send a thank-you email or note expressing continued interest

C) Wait for them to call you without any further action

D) Post about the interview on Snapchat

18. Using social media for career advancement includes "adding bling" to LinkedIn. What does this mean?

A) Using many emojis in your summary

B) Uploading files like PowerPoint or video to highlight successes

C) Buying a premium subscription

D) Following famous celebrities

19. Which platform is specifically mentioned for taking part in "Chats" using hashtags like #WorkTrends?

A) Facebook

B) Twitter (X)

C) Instagram

D) Snapchat

20. What is the "Bottom Line" advice if an interviewer asks a question that makes you feel uneasy or seems illegal?

- A) Answer it anyway to get the job
- B) Simply direct the question back to the job and your qualifications
- C) Walk out of the interview immediately
- D) Record the conversation secretly

CONCLUSIONS

The textbook aimed to improve English language skills and provide a thorough understanding of the job application process, helping participants feel more prepared and confident.

Emphasizing that the job search doesn't end with the course encourages learners to view job hunting as an ongoing process, highlighting that job changes are common throughout careers.

Stressing the need for an up-to-date, professional resume and cover letter underscores the significance of making a strong first impression. This is a critical point for job seekers to remember.

Reminding participants to research companies and prepare for typical interview questions is vital for their success. This preparation can greatly enhance their confidence and performance during interviews.

Additional tips to enhance your career success:

- **Highlight Continuous Learning:** You should actively seek out new learning opportunities, such as additional courses, workshops, or networking events, to keep your skills sharp and up to date.
- **Prioritize Networking:** It is essential to connect with professionals in your desired field, as building these relationships can often lead directly to new job opportunities.
- **Focus on Practical Application:** You are encouraged to practice your interview skills with peers or mentors to help build your confidence and refine your responses before the real meeting.
- **Use a Feedback Mechanism:** Make sure to seek feedback on your resume and cover letter from trusted sources, as this will help you identify specific areas for improvement. Follow up with employers after interviews as a way to express continued interest and professionalism.

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