


How Do I Best Present Myself to an Employer?



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Skill Building Session, 2:00 – 3:30 pm


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Why do I Need to Present Myself ?

- 1) To be known, *better still* ‘to be understood’
- 2) To avoid others making assumptions about you
- 3) To not only demonstrate the product--‘YOU’, but the process ‘What made you -- YOU’
- 4) To be remembered for longer periods of time
- 5) To influence decision makers in your favor
- 6) To reaffirm that ‘You mean what you say’

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Learning Outcomes

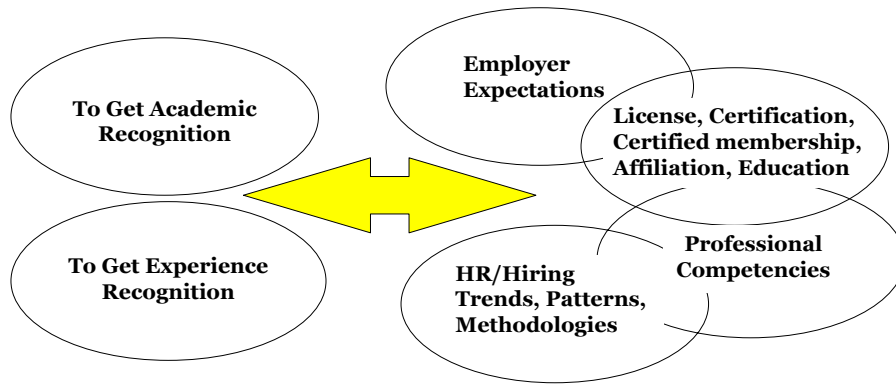
- 1) Understand personal SWOT, do analysis: why & how to conduct one
- 2) Understand process of academic and experience recognition
- 3) Identify employer type and expectations; relate with HR trends
- 4) Knowing and Identifying with Portfolio & principles of Prior learning (PLAR)
- 5) Self – marketing plan for product branding technique

S.W.O.T Helps to Determine Your:

Strengths <i>Attributes Helpful to achieve your objectives</i>	Opportunities <i>External Conditions Helpful in achieving objectives</i>
Weakness <i>Attributes Harmful to achieve your objectives</i>	Threats <i>External Conditions Harmful to achieve objectives</i>

S.W.O.T makes your goals SMART

Purpose of S.W.O.T. for Employment is to 1st Understand Individual Recognition/Accreditation Process



Academic Recognition

- Credential/Title
- Course content
- Education institution
- Professional certification
- Informal education

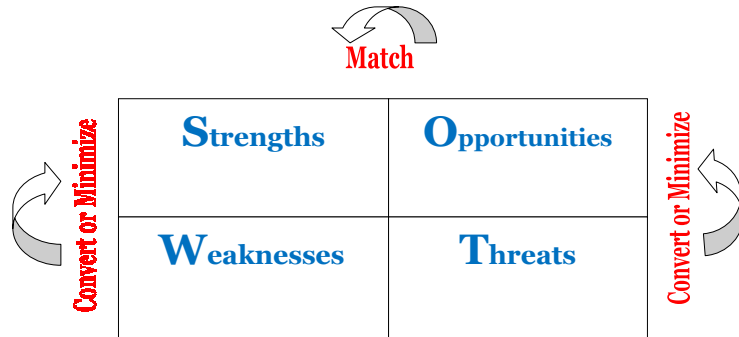
Experience Recognition

- Company
- Position Title
- Duties and Responsibilities
- Process and Product
- Memberships and Affiliations

4 Kinds of Employers


- Highly accepting employers
- Companies guided through Employee Branding
- Companies guided by Employer Branding initiatives
- Highly biased companies

Using S.W.O.T



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Does the 2 Page Resume Do Enough Justice?

- **A Summary, A Pattern or A Standard**
- **5 Ws and 1 H phenomenon, incompleteness & incongruence**
- **Factual Evidences unavailability**
- **Possible Fabrication, Exaggeration or Reduction of valid info**
- **English is not be my 1st language – my resume is in immaculate English**

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Only Speaking is Just Limiting Your Brand Promotional Strategy

- **People are not formally trained on “Listening”**
- **“Thinking” speed is almost double of “Speaking” speed**
- **We often comprehend and retain only 1/4 or 25% of what we hear**
- **Listening skills drop with age**
- **Listening is very hard work**

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**The Most Effective Mean and
Process that Supports Your
Brand Promotional Strategy is a
Portfolio**

Portfolio

Provides a structured opportunity to review and evaluate your past experiences and learning

Provides up-to-date information and proof of learning

Is meant for others to remember, you better!

**Initiate the Portfolio in the very 1st Interview.
Find the opportunity to present it in the 2nd .**

The Most Effective Form of a Personal Portfolio is Based on:

Easier Information Accessibility
Ensuring Validity and Reliability
Increased Accountability
Continued Criterion-Referencing
Facilitating Efficiency of Assessment
Compliance with Standards and Codes
Maintaining Quality Standards
Providing Transparency of Information

PLAR Principles

PLAR is a Process that Identifies, Verifies & Recognizes

- learning (knowledge and skills) that cannot be fully recognized through the traditional mechanisms of credential assessment, credit transfer, articulation, or evaluation;

PLAR Practitioners:

- Can recognize the differences between Learning Outcomes & Experience that enables such learning to happen
- Can appreciate the relationship of Prior and Future Learning

Experiential learning is valued in Canada a lot more because it is Growth from inside and it helps to develop people as individuals. An Employer consciously or unconsciously values this.

Portfolio Message

1. Do You Have a Story or Stories to Tell?
2. Is There Enough Logic and Evidence Behind the Story?
3. Does Your Story Spark Emotion, Demonstrate Passion, Generate Resonance?

Now You Have the Power to Advocate that ...

Traveled far to work with a one-way ticket


You have come to Canada pre-screened

It is cost-effective to hire you

Hardworking, as you come from a country with less social assistance

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No Best Method For You To Be Hired

- *Be Creative!*
- *Be Prepared!*
- *Be Unique ---Stand Out!*
- *Be Confident!*
- *Be Positive!*

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