



South Canterbury  
District Health Board  
*Enhancing the health & independence of the people of South Canterbury.*

# Handbook To Career Planning



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## Introduction

This resource to developing a career plan has been developed from information adapted from Health Workforce New Zealand (HWNZ) and additional research surrounding the career planning process. It is intended as a guide only, for use (but not exclusively) by the health sector workforce who are undergoing post-graduate study funded by HWNZ, nurses who access Hauroa Maori Funding and new graduate nurses who are employed into the NEtP programme. HWNZ believes that it is good practice for all health sector staff to have a career plan.

Whether you are working in the health sector or a student undertaking a professional qualification knowing about future career options and how to develop a career plan is now being actively encouraged. Realistically, in the future, career planning may become an expectation of the employer whether the individual chooses to access funding or not. It has also been suggested career planning may in time be part of the appraisal process and a Professional Development and Recognition Programme (PDRP).

**Tip** Be prepared for change.....start planning in advance.

Career planning has definite benefits for assisting you in finding the career and lifestyle outcomes you want. International evidence suggests that sound career planning processes will benefit both employer and employee.

Successful career planning involves looking at individual aspirations and needs of the individual and the health sector workforce with subsequent matching of the two.

Effective career planning processes will:

- Support individual health professionals and staff in their careers.
- Provide the basis for District Health Board's (DHB) and other employers to recruit, retain and grow the staff they need to meet service needs.
- Deliver the workforce that the health sector requires for the future.
- Ensure that training investment is matched to the needs of the health system.

You may work for more than one DHB during or after your training therefore you need to agree to the transfer of your career plan and other relevant information between employers and others, subject to safeguards for anything you want kept confidential. You should consider this while in the process of preparing your career plan.

## What can this resource do for you?

- Explain the support for career planning offered by South Canterbury District Health Board (SCDHB)
- Encourage reflection on your career plans
- Highlight issues you will need to consider
- Suggest where you should start
- Provide you with guidelines from Health Workforce New Zealand



# Career planning in a Nutshell



A comprehensive career plan might record relevant information from 'knowing yourself' and 'exploring possibilities'. The training plan that supports a career plan may encompass some or all of 'on the job' experiences, formal education, informal education and mentoring/coaching/support.

Various existing processes might provide a lot of the information and content you need for a career plan. Supervisory processes, professional development plans, performance reviews and other processes will all help in putting together your career plan. Consider merging your career planning process into one or other of these processes.

## 1. Specify goals.

Goals might include one or more of:

- to focus on a particular sub specialty within your specialty and having workplace experiences which support that
- getting exposure to a range of sub specialties with a view to a decision later
- keeping up to date with the latest developments
- exploring options for a career in management or teaching
- addressing some gaps in your skill set
- getting exposure to new experiences within your current role e.g. working in a different unit, working in an environment where there is more team work
- accommodating your family related or other needs e.g. child rearing, care of an aging relative

## 2. Specify with your supervisor an agreed course of action.

This may incorporate some or all of the following:

- skills you need to develop
- qualifications required
- other learning opportunities to meet agreed goals
- possible 'stepping stone' experiences or other experiences that may be useful
- strategies for overcoming any obstacles
- networks/information/support needed to achieve goals

**3. Specify the roles of those involved with the implementation of the career plan.**

**4. Specify the assessment process on how the agreed course of action has achieved the stated goals.**

**5. Specify the circumstances and time frames for review of the plan**

The training plan that supports a career plan may encompass some or all of 'on the job' experiences, formal education, informal education and mentoring/coaching/support.

*Adapted from Health Workforce New Zealand*

**Example**

Start date	Completion date	Skill, experience, knowledge to be gained	How will this be gained? (e.g. on the job experience, formal/informal seminars/courses, coaching/mentoring etc.)	Provider (e.g. workplace educator, university, coach/mentor etc.)
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# Begin with a quick checklist



## Have you ever considered a career plan?

- I have definite career plans and know how to achieve them
- I have some ideas but am not sure what to do next
- I have a few vague ideas
- I haven't got a clue

## What factors have influenced your career plan to date?

- Friends
- Family
- Money
- Motivation
- Luck
- Location
- Self Awareness
- Ability

## Where would you like to see yourself in 5 years' time?

- Specialist/generalist
- Hospital or community based
- Research
- Management
- Tutoring
- Administration/Human Resources
- Other

## Your resources

- Own contacts
- Tutors/training facility
- Colleagues
- Internet
- Health workforce New Zealand
- Staff Development Unit, South Canterbury District Health Board
- Recognised Career Journals

*Adapted from Career Planning for Nurses-Hilary Whorrall*

# Steps to developing your own career plan

Career planning is a lifelong process, which includes:

- Choosing an occupation
- Securing employment
- Personal growth and development within our employment
- Possibly changing careers
- Retirement



There are a range of career planning models which are based on four steps and can be summarised as:

- Knowing yourself
- Exploring possibilities
- Making choices/decisions
- Making it happen/moving on

The steps are represented as a circle because you may visit each step multiple times during the course of your career.

**Tip** It is necessary to methodically work through these steps and avoid making choices before thinking through 'knowing yourself' and 'exploring possibilities'

# Talk to someone with knowledge

Conversations between the employee and manager and/or other relevant persons are an expectation with each step of the process. These may also incorporate conversations with others such as a person with more experience, a career development specialist or people experienced in a particular field.

A discussion regarding your career aspirations, strengths and development needs during a performance review is the bare minimum. Informal discussions throughout the year with various people are encouraged. Initially, conversations are brief and may consist of bouncing ideas or gaining an insight. More formal or structured conversations are required once you are seriously considering future options, making choices, and developing a plan to make things happen.

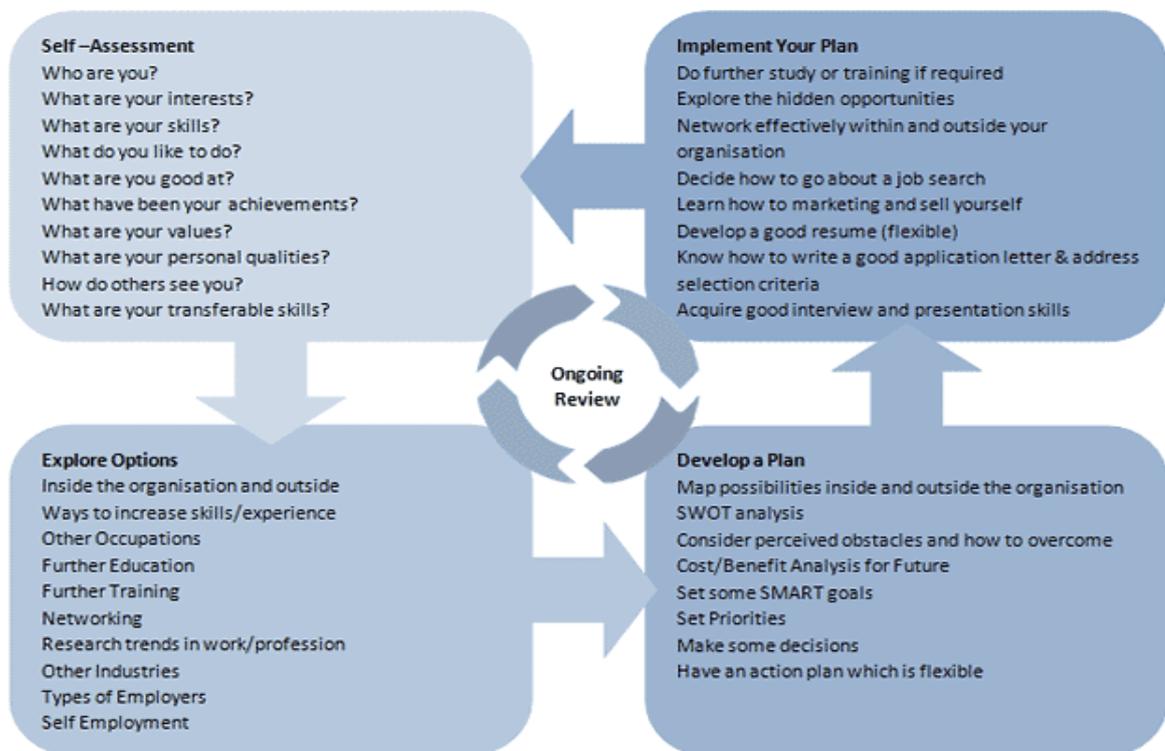
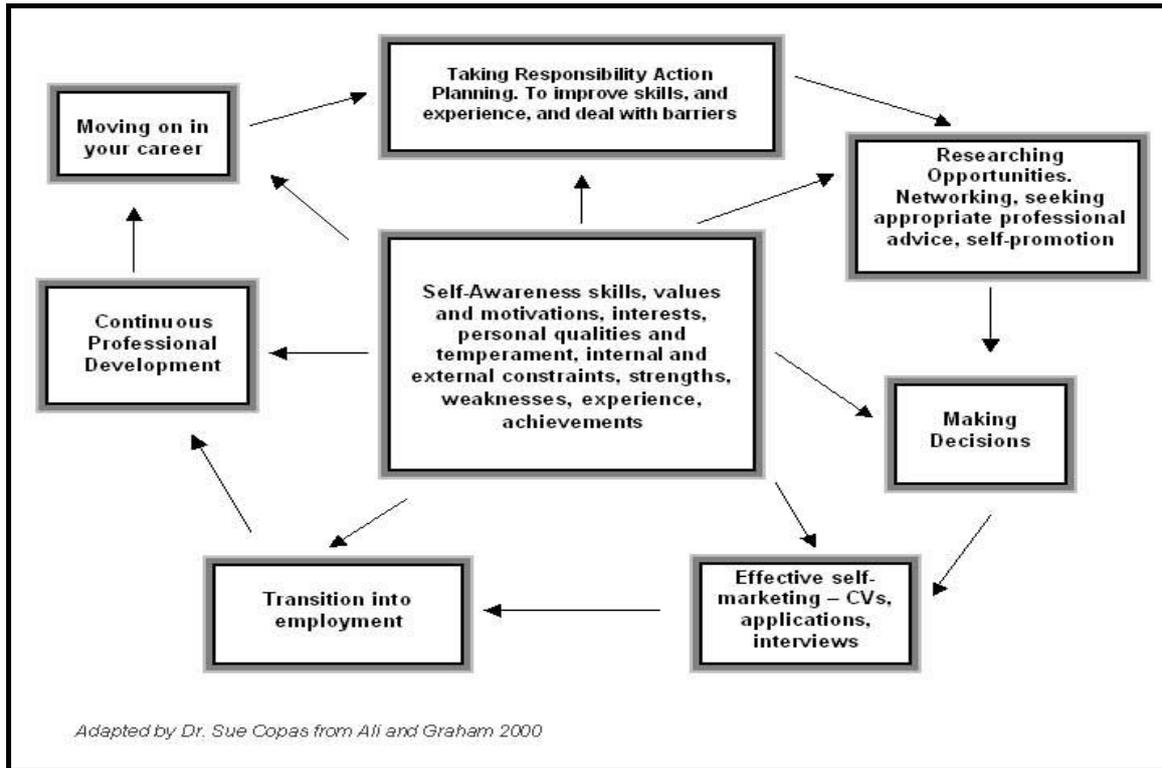
## Who can help?

Below is a list of people who may be able help with advice.

- **Manager**
- Professional leader
- Professional/clinical supervisor
- Educator
- Tutor/Lecturer (at tertiary institution)
- Mentor
- Career Development Advisor

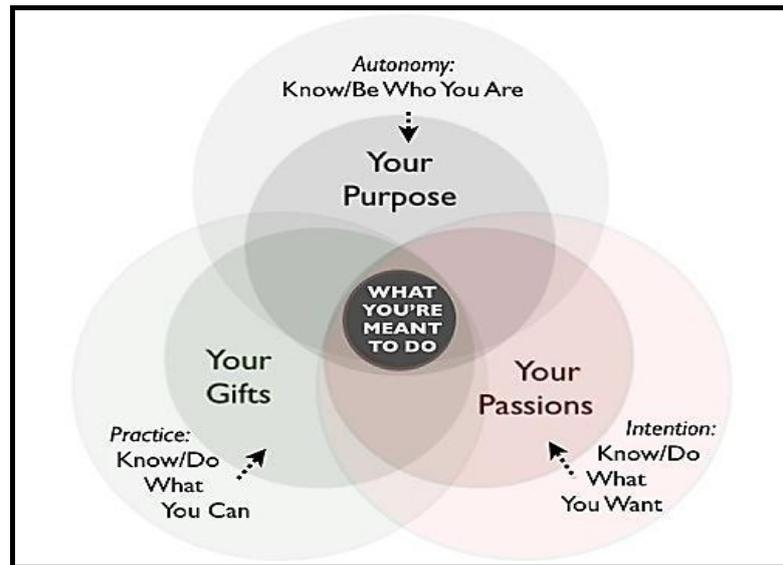
*Remember....* that although help and guidance is available ownership to a career plan is the individual's responsibility!

# Career Development Framework



Department of Human Resources (University of Melbourne)

# Knowing Yourself



- Self-knowledge
- Values
- Skills
- Personality
- Interests
- Motivations
- Constraints

## Decide what motivates you

Motivations are related to underlying values and direction and are also are the energy to pursue goals.

## What are your abilities, skills and qualifications?

It's important to be aware of what you have to offer (key strengths) if you are to make a realistic career choice. Reflect on both your qualifications and technical skills that you have developed through studies, extra-curricular activities and any work experience. If you are unsure of your skills in the workplace, then consider finding work experience to test out some of your preferred ones.

## What really interests you?

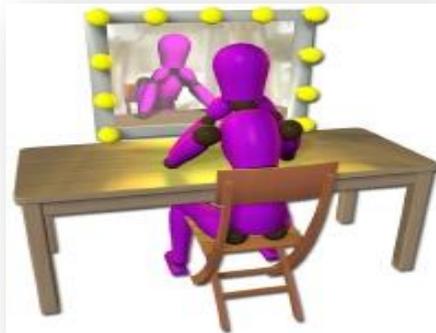
Strengths are important, but whether you actually enjoy using a particular skill is equally so. Through the process of self-assessment you may have identified particular skills or areas of knowledge. Think about which interests you wish to pursue through your career, and which you'd like to explore in your spare time .i.e. key field of interest.

## How important is salary, status, location, likely working hours?

Understanding your personal preferences for work/life balance will help guide you towards a job you will enjoy and the environment and culture where you are most likely to feel comfortable and fulfilled.

*Adapted from Careers Advisory Service, UK*

## Accessing self-assessment tools



Literature/books on the subject of self-assessment are freely available on-line or from libraries. There are many self-assessment tools which are accessible on-line. These may either be free or require payment prior to receiving the results of the test. Assessment tools may be useful in assisting to gaining clarity about yourself but should be considered as a starting point only. It may be necessary to undertake several assessments in order to profile an accurate representation of yourself.

## Who can help you with your self assessment?

- friends
- family
- colleagues
- managers
- career advisers

*Adapted from careers.gateway.uk*

# Define skills

There are three types of skills:

1. Personal
2. Specialised skills
3. Transferable

## Personal skills

Describe what you are like as a person and how you would naturally do things. They manifest themselves while carrying out the tasks of your workday e.g. Punctuality, honesty, reliability, team player, self-motivated. Interviewers place a lot of importance on these skills when employing and may also look for these traits/skills to emerge during the interview.

## Specialised skills

Specialised skills are specific skills that have developed while studying particular subjects or working in particular areas e.g. financial reporting, technical skills, project management, infection control.

## Transferable skills

Are skills developed throughout life and are derived from the wide range of experiences you have been involved in — study, work, extra-curricular activities, life experience, and travel. They are easily transferable from one situation or type of work to another .e.g.:

- Excellent interpersonal and communication skills
- Well-developed organisational ability
- Problem-solving skills
- Outstanding sales and customer service
- Sound leadership and group facilitation skills
- Very good numeracy and computer literacy
- Ability to multi-task effectively

When discussing skills ensure you support them with examples of how they were developed. List these in your CV for discussion at an interview.

**TIP** Job advertisements/descriptions often specify the required knowledge (what you know) and the personal qualities and/or attributes required.

# Skills and personal qualities that employers want!

A survey conducted by Victoria University of Wellington in 2006, employers identified the top 10 skills they wanted in employees:

1. Strong interpersonal skills
2. Strong verbal communication skills
3. Strong written communication skills
4. Flexible and adaptable "can do" attitude
5. Sound academic achievement
6. Self-motivated/self-starter
7. Team player
8. Energy and enthusiasm
9. Problem solving skills
10. Analytical and conceptual skills

***Victoria University of Wellington website.***



# Explore Possibilities



Exploring possibilities involves researching both the options available to you and the pathways to achieve them. Begin by researching the professional development possibilities and career pathways that are attractive to you.

This can be achieved through a multiple of avenues:

- What are the prerequisites e.g. training course
- Labour market information - Identifying areas of growth and workforce shortages including future demand for the speciality or skills, training places available and likelihood of future vacancies
- Knowledge of opportunities - seeking opportunities for job shadowing or 'taster' session.
- Effective networking - Speaking with people who have been working in various specialties, seeking opportunities for job shadowing or 'taster' sessions ,volunteer
- Contacts
- Career Fairs
- Join your professional association
- For job outlines and other information see the [Careers New Zealand website](#)

# Making choices



## Making choices involves:

- Considering the information and insights gained from 'knowing yourself' and 'exploring possibilities'
- Identifying what options might be suitable
- Identifying any obstacles or barriers and how they can be overcome
- Considering what is involved in pursuing each option and if the option is realistic
- Considering the needs of the organisation and business plans and strategies
- Discussing these things with your manager/professional/educational supervisor
- Making an informed choice about your future career

Decisions we make may have a large impact on our lives therefore it is quite normal to expect a degree of nervousness of what will happen if a wrong decision is made e.g.:

- Choosing an area of study
- Deciding between work or further study
- Determining what you want to do with your life
- Career choice

## Barriers to decision making:

- Lack of knowledge of available options
- Lack of self-awareness of strengths and weaknesses.
- A focus on that "perfect" career .Remain objective -no one career path is perfect! Knowledge can assist in finding work that satisfies most of your requirements.
- Belief that any decision you make is 100% binding and must be 'correct'

**Remember.....** Few decisions are 100% irreversible. The future and outside forces are unpredictable therefore it is more than likely that people may have to make new career decisions throughout their lives.

# The Decision Making Process



## **Evaluate options** (see option evaluation techniques)

Review chosen options (there may be more than one). Discuss your options with another person, e.g., a Careers Consultant if you are struggling.

## **Select the best option**

This should be based on the information gathered and analysed. If unable to decide on an option more research or a discussion with another person, e.g., a Careers Consultant is required. This may also be the time to consider identifying other alternatives to your plan.

## **Make a plan and implement the decision**

Identify what information or resources you need to follow through on your decision. Identify possible obstacles/barriers and plan to overcome them. Whichever option you take, there will be benefits, new experiences, and opportunities to find out more about who you are and what you want.

## **Review the decision**

Reflect on how you made your decision and how successful the outcome was.

# Evaluating Your Options



## A) Pros and Cons method

- Analyse all the information gathered regarding your options and yourself
- List all the advantages of a particular option (Pro)
- List all disadvantages of that option (Con)
- Assign a score to each reason (Pro and Con) on a scale of 1-5, (5 being the strongest). Add up the scores and analyse the results
- If the Cons win, make a list of alternatives to the decision. One of those may stand out as the preferred option. Otherwise, you can then repeat the exercise for each alternative

## B) Values analysis

- Begin by reflecting on your values from "knowing yourself"
- What's most important to you in your life and in work?
- Do you want to spend time helping others, developing expertise, making money, working in a team etc.?
- Measure your options against your values. Which option(s) will most closely match your values?

## C) The "What If" approach

Pretend that you have decided on one of the options before you. Work through that option e.g., "What if I decided to do post graduate study?"

- Imagine you have taken that decision and the consequences
- How do you feel about that decision? E.g. excited, relieved, regretful, happy, sad tense or relaxed?
- Rank each response on a 1-5 scale to indicate how significant they are to you. Repeat this exercise for the other options
- Intuition and feelings can give us strong clues about which decision is right

## D) Creative decision-making

A career is an evolving process, and in a rapidly changing world an ability to be flexible about decisions and positive about uncertainty are valuable skills.

This approach highlights that uncertainty is a real and a positive part of decision-making. Becoming focused on a particular decision in the early stages may inhibit you from seeing other possibilities. A way to use this approach is to divide a sheet of paper into four quarters with headings:

- Short-Term Positive
- Short-Term Negative
- Long-Term Positive
- Long-Term Negative

For each option being considered list all the possible outcomes you can think of under each heading, however unlikely they may be. Reflect on "What else could I do and what else could happen?"

*Identify your skills - University of Auckland*

# Moving on/Making it happen

To achieve your goals you need to have an agreed course of action. You and your manager need to have a clear understanding of what steps you will be taking, the commitment needed by involved persons and relevant time frames.

- Identify possible obstacles /barriers and plan to overcome them. .Expect change
- Expect to move back and forth in the four step career planning cycle
- Set real goals with real rewards
- Monitor progress
- Celebrate achievements



An excellent curriculum vitae /portfolio and well developed interview techniques will be an advantage in supporting any career/employment application.

- Aim to look good on paper
- Download and obtain an application pack
- Analyse the job description
- How does your experience fit in?
- Prepare examples to reflect this

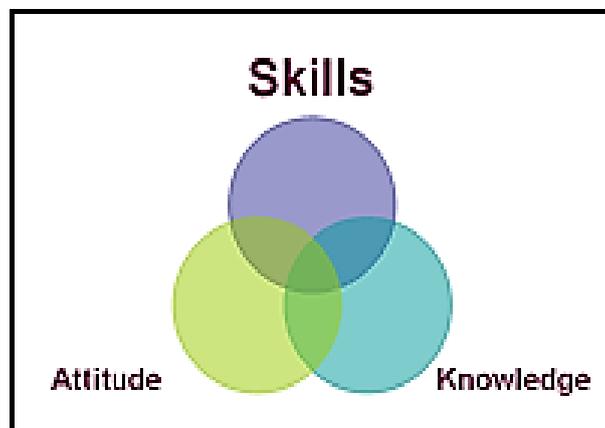
## How to analyse a job description

- Decide on what the employer is really looking for?
- What are the essential or desirable requirements?
- What is implied?
- What else do you need to know that would enhance the specified requirements?
- What skills/experience or qualities can you offer?

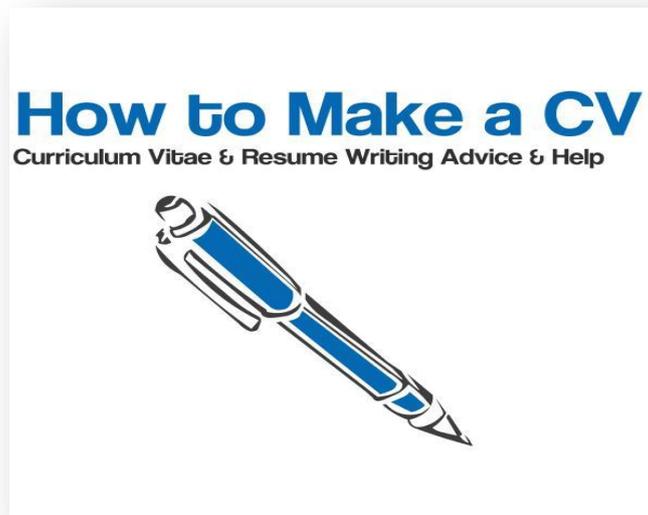
# What Makes You Employable?



Employability is about more than being successful at interviews and getting a job; it is a continuous lifelong process, where a person's knowledge, skills and capabilities are being constantly acquired, demonstrated and updated throughout their working life. Having employability skills will enable workers and potential employees to react dynamically and positively to changes and challenges in their work environment.



**TIP** Celebrate achievements



## Personal details

Cover sheets are unnecessary. Contact details should be listed at the top of the first page and should include:

- Your name and address (suburb and state is acceptable)
- Telephone contact number. Avoid work numbers unless you have a private office where you can take a phone call without being overheard. If using a mobile number ensure you are able to take incoming calls and that your voice mail message is appropriately professional should you miss the call
- Email address (if it is private and you can check for incoming messages at least daily)
- Gender, age, marital status, religion, ethnicity or health are not required. Some experts strongly counsel against including these details for two reasons. It can make your resume look dated and this personal information is not relevant to your ability to do the job. If any of the factors are relevant and an employer has an exemption to discriminate on these grounds, mention the appropriate information in your cover letter

## Career objectives

- Are controversial with some experts disliking them, viewing them as an Americanism, clichéd or adding no value
- Usually requires rewriting or doctoring to match each job application

### Example Objective - Graphic designer

To obtain an entry-level position as a graphic designer that will utilise my creative and organisational skills and will provide an intense learning experience.

## Presentation and Format

- Very few resumes are printed and posted due to computer technology
- Avoid both the cost and time involved looking for elaborate paper unless a posted application is specifically required
- Make a point of checking the submission requirements as many organisations accept documents created in Word and saved as a doc, docx or rtf file. Larger companies in particular may have electronic application tracking systems. Resumes may be distributed internally, emailed and photocopied which means simple, plain resume layouts are usually preferred

**TIP** Retain formatting and fonts by saving your resume as a PDF; but check first if PDF is accepted. If not, use a standard font and keep images out.

## Professional experience

- Brief and informative is best but every word in this section must work hard for you
- As a general rule, focus on details about your current job, if you've been in the workforce for a lengthy period of time list the position, company and dates. Highlight relevant experience whenever it occurred. You are not obliged to list every job undertaken
- If you have any gaps or have "taken a step back" or moved sideways in your career include a brief reference to the circumstances that motivated this e.g., "By accepting a less senior position, I was able to accommodate part-time graduate study. In this role, I..."

**TIP** Where possible show evidence of career development.

## Company and Title

- Decide which is more important - the companies you have worked for or the job titles. The most important information should go first followed by the job title on a new line.
- Consistency is the key to allow for quick scanning and comprehension.

## Job summary

- Should not be just a description of duties and responsibilities but should emphasise achievements and provide evidence of your contribution to your employer's business
- E.g. "Transformed an inefficient call centre with low morale into an organised, and quality focused organisation, increasing revenue by 12 per cent, decreasing costs by 20 per cent and decreasing staff turnover by 25 per cent"

## Education

- Level of detail depends on the balance between qualifications and work experience
- For school leavers and graduates with little experience, listing selected classes and including results if these are better than average (or requested) may be appropriate
- Avoid listing everything done at secondary school. Generally the less recent the qualification, the less information you provide
- Begin with the highest level of educational achievement
- If you have a higher degree or qualification omit secondary school details
- Education section usually follows the employment section

**Exceptions** - recently graduated or pursuing an academic position where educational achievements are more relevant.

A typical format lists the name of the qualification, the date you graduated, the institution which granted it and your major e.g.:

BA, 2006, Victoria University of Wellington

Major: History

Add the name of any scholarships or awards you have won to the second line.

If you are part way through a qualification format as below:

Graduate Diploma in Public Relations (RMIT)

Study commenced 2009

## References and referees

- Uncommon for past employers to provide written references
- Employer usually require names and contact details of referees
- Choose referees carefully — people who know you well and can be contacted to check the details in your resume
- Obtain consent before listing a referee. This is both a courtesy and also a valuable opportunity to brief them on the position applied for and to gently remind them of your relevant skills
- Under a heading "Referees" note that referees are available on request. Once you have been interviewed you can offer details of referees unless a job advertisement or position description specifically asks for the names of referees to be included with your application. Employers generally won't contact referees until they have selected a preferred candidate or if they are trying to decide between two candidates

## Optional extras

Include items listed below if they will strengthen your application

- Professional training
- Professional affiliations and memberships
- Licences and accreditations
- Knowledge of foreign languages
- Publications
- Special accomplishments such as awards
- Interests

## Tailoring a Resume

- Should be done for each application submitted. Every job is unique and requires a different mix of skills and experience
- Focus the resume on the needs, challenges and problems facing the employer by reading the advertisement closely and researching the company and industry
- Analyse your work history by retrieving the skills/experience most relevant to this employer and position
- Summarise/omit irrelevant work history focusing on emphasising skills/achievements that matter and de-emphasising those that do not
- Consider what tone to use in your application .e.g. aggressive selling may suit a high-powered sales role. A graphic artist might want to develop a resume that reflects their creativity

*Adapted from Seek N.Z*

## The Resume Checklist

1. Are your achievements expressed in terms of the benefits/value you have added to your employers?
2. Are your achievements clearly corroborated by evidence/examples?
3. Have you indicated how you achieved what you did?
4. Are your key strengths and abilities obvious or demonstrable?
5. Are your strengths linked to your achievements/accountabilities?
6. Does it encourage the reader to read the rest of it after they've read the first half page?
7. Does it explain what you do beyond your job description?
8. Is it structured/organised
9. Is it visually appealing?
10. Is it likely to differentiate you significantly from the rest of the candidates?



*T. Hannemann*

**TIP** Make sure your resume "looks good" (neat and readable). Proof read the master copy carefully. Have someone else proof-read the master copy carefully. Inspect photocopies for clarity, smudges and marks.

# Resume Styles

Chronological structure	Hybrid model
The chronological resume is the most common way of structuring your information. It lists your work experience and achievements in each job, beginning with the most recent.	The hybrid format highlights your strengths by placing your skills, experience and abilities at the beginning, and a chronologically ordered list of experience toward the end.

## Guidelines for Choosing a Resume Style

Status	Suggested Resume type
Most relevant work experience was not the most recent.	Hybrid model - orders according to skills and experience but still has the dates
Changing industries	Hybrid model - highlights the transferable skills that are relevant to the position
Changing companies within the same industry	Chronological - as it demonstrates a clear career path and shows that you are career-minded
Moving into a related industry .e.g.: photography into multimedia	Chronological - shows career development over the years and that a career change is a logical step
Returning to a previous role e.g., a technical person entering management but returning to being technical	Hybrid - emphasises the job where they would prefer to continue their career rather than which was the most recent job.
Held several positions in the same organisation and would now like to focus on one functional area.	Hybrid resume is perfect - the candidate can focus on the preferred functional area even if it wasn't the most recent
Re-entering the workforce	Hybrid - draws on and emphasises the skills/experience the person may have developed while not working or before leaving the workforce
Same job for years, concerned may appear unambitious/unmotivated	Hybrid - best in this situation as it focuses on the skills learnt rather than the jobs over a time period
Tendency to mobilise between jobs	Hybrid - will 'package' the transferable skills of this person
Graduate with little experience	The hybrid option is perfect - it draws on and emphasises skills and experience developed while studying, internships or part-time jobs. Advisable to emphasise training and education over non-related work experience

*Adapted from SEEK New Zealand*

# Example of Chronological format

ANNA KING

Address: Melbourne VIC 3000

Home phone: (03) 9999 1234

Work phone: (03) 9999 5678

## EMPLOYMENT HISTORY

Marketing Manager (Melbourne) 2007-present time

The Wine and Food Emporium

### Duties:

- Manage a staff of 18 people
- Liaise with advertising agencies (above and below the line) and brief in all campaigns
- Responsible for \$15 million dollar advertising budget and \$80 million turnover
- Launched two new brands onto national market gaining 15 per cent and 22 per cent market share respectively within two years, earning the MIA's 2001 Award for Best New Product.
- Generated over \$200,000 of free trade-journal publicity

Marketing Research Manager 2002-2007

Di Pastio Pasta Products (Queensland)

### Duties:

- Co-ordinate focus groups with key market segments (2/month)
- Brief Market Research Field Teams (15 teams of 5 people) to conduct in-store demonstrations
- Manage telemarketing team of 40 staff, inbound and outbound
- Write and present benchmark reports for CEO and Board of Directors, with findings being used as the basis for a brand extension that resulted in sales of \$2.5 million in the last financial year.

## EDUCATION

University of Queensland, Bachelor of Business (Marketing) 2005

Seacliff TAFE, Associate Diploma in Marketing 2001

#### COMPUTERS

Platforms: Apple, Windows

Software: MS Windows Vista, MS Office, Adobe PageMaker.

Typing: 65 WPM

#### TRAINING

Train the Trainer Accreditation

#### SPECIAL SKILLS

- Co-author of seven articles for "Marketing Management" magazine
- Key note speaker at the International MIA Annual Conference attended by 2,500 industry professionals
- Board Member for "Life Skills for Youth" organisation and head of Mentoring Programme.
- French (fluent in speech and written)

#### REFERENCES

Available on request.

# Example of Hybrid format

ANNA KING

Address: Melbourne VIC 3000

Home phone: (03) 9999 1234

Work phone: (03) 9999 5678

**OBJECTIVE:** Senior Marketing Manager

## **SUMMARY**

Nine years in sales and marketing with a broad range of experience from ground-floor sales and merchandising to marketing management with an international producer and exporter of fine food and wine.

## **MANAGEMENT**

Managed a marketing team of 18 people, telemarketing teams of 75 people and was responsible for a \$15 million dollar advertising budget. Responsible for the client/agency liaison between mainstream, below-the-line and data management agencies. Responsible for the overall profitability of five brands, four of which are market leaders in both share and volume.

## **PRODUCT DEVELOPMENT**

Launched two brands onto the national market with each brand gaining a market share of 15 per cent and 22 per cent respectively within two years.

## **FINANCIAL**

Prepared quarterly and annual budget reports. Presented and reviewed the forecasts to senior management and represented the Australian management team at the International MIA Conference held in Chicago last December.

## **MARKETING RESEARCH**

Co-ordinated focus groups (24 per year) and managed a team of 75 in-store market researchers to conduct field demonstrations. Presented research findings to management teams, which used the information as the basis for their product development plans, resulting in the extension of a brand that brought in sales of \$2.1 million in the 2008-2009 financial year.

## **SALES**

Ground floor experience in sales and merchandising with international fast-moving packaged goods company. Territory Manager for North Western region covering 78 stores, 12 product lines and approximately 28 sales promotional events per year.

## **EMPLOYMENT HISTORY**

Date: 2007-present time

Company: The Wine and Food Emporium

Title: Marketing Manager (Melbourne)

Duties:

Responsible for a team of 18 people with an advertising budget of \$15 million spread over 5 product lines. Chief liaison between client and agency and responsible for branding and product awareness. Increased turnover to \$80 million dollars in the last financial year, a 15 per cent increase and was awarded the MIA's 2001 Best New Product. Generated over \$200,000 of free trade-journal publicity in the last year.

Date: 2003-2007

Company: Di Pastio Pasta Products (Sydney)

Title: Marketing Research Manager

Duties: Responsible for the management, co-ordination, recruitment and placement of 75 in-store demonstrators including an in-bound and out-bound telemarketing survey conducted in conjunction with the sampling demonstrations. Presented research findings to CEO level and was instrumental in the development of a new brand extension which resulted in a profit of \$2.1 million for the company.

## **EDUCATION**

University of Queensland, Bachelor of Business (Marketing), 2002

Seacliff TAFE, Associate Diploma in Marketing, 1999

REFEREES: Available on request.

# Marketing Yourself with Powerful Resume Language

The way in which you express yourself verbally, orally and in writing will without question have a tremendous impact on the impression you create with any potential employer. It is therefore at your own peril to ignore the very basics such as spelling and grammar! If you use language imprecisely, incorrectly, or immaturely those adjectives may be applied to you

## TIPS

- Don't write in full sentences. Phrases, keywords and bullets are preferred
- Eliminate personal pronouns (I, me, mine)
- Use buzzwords, technical jargon and correct names (i.e. "MS Word, not word processing)
- Use action verbs to describe your achievements and experiences



## Powerful language

Established	Implemented	Initiated	Maintained
Accomplished	Budgeted	Influenced	Negotiated
Contributed	Investigated	Tutored	Edited
Upgraded	Revitalised	Solicited	Marketed
Designed	Encouraged	Familiarised	Counselled
Referred	Netted	Integrated	Audited
Analysed	Projected	Represented	Guided
Clarified	Retrieved	Modelled	Formulated
Illustrated	Originated	Modified	Specialised

# The Most Sought After Skills by Prospective Employers

Knowing the skills most employers are looking for is a great start but the ability to "market" yourself on your resume or during an interview is extremely important in order for you to stand out.

Below are some examples or tools demonstrating how to effectively communicate these sought after skills to a prospective employer.

1. Communication Skills (listening, verbal, written). Easily the one skill most mentioned by employers is the ability to listen, write, and speak effectively. Successful communication is critical in business/career.

***Sample bullet point describing this skill:***

- **Exceptional listener and communicator who effectively conveys information verbally and in writing.**
2. Analytical/Research Skills. Deals with your ability to assess a situation, seek multiple perspectives, gather more information if necessary, and identify key issues that need to be addressed.

***Sample bullet point describing this skill:***

- **Highly analytical thinking with demonstrated talent for identifying, scrutinizing, improving, and streamlining complex work processes.**
3. Computer/Technical Literacy. Almost all jobs now require some basic understanding of computer hardware and software, especially word processing, spreadsheets, and email.

***Sample bullet point describing this skill:***

- **Computer-literate performer with extensive software proficiency covering wide variety of applications.**
4. Flexibility/Adaptability/Managing Multiple Priorities. Deals with your ability to manage multiple assignments and tasks, set priorities, and adapt to changing conditions and work assignments.

***Sample bullet point describing this skill:***

- **Flexible team player who thrives in environments requiring ability to effectively prioritize and juggle multiple concurrent projects.**
5. Interpersonal Abilities. The ability to relate to your co-workers, inspire others to participate, and mitigate conflict with co-workers is essential given the amount of time spent at work each day.

*Sample bullet point describing this skill:*

- **Proven relationship-builder with unsurpassed interpersonal skills.**

6. Leadership/Management Skills. These skills deal with your ability to take charge and manage your co-workers.

*Sample bullet point describing this skill:*

- **Goal-driven leader who maintains a productive climate and confidently motivates, mobilizes, and coaches employees to meet high performance standards.**

7. Multicultural Sensitivity/Awareness. There is possibly no bigger issue in the workplace than diversity, and job-seekers must demonstrate a sensitivity and awareness to other people and cultures.

*Sample bullet point describing this skill:*

- **Personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings.**

8. Planning/Organizing. Deals with your ability to design, plan, organize, and implement projects and tasks within an allotted timeframe. Also involves goal-setting.

*Sample bullet point describing this skill:*

- **Results-driven achiever with exemplary planning and organizational skills, along with a high degree of detail orientation.**



9. Problem-Solving/Reasoning/Creativity. Involves the ability to find solutions to problems using your creativity, reasoning, and past experiences along with the available information and resources.

*Sample bullet point describing this skill:*

- **Innovative problem-solver who can generate workable solutions and resolve complaints.**

10. Teamwork. Many jobs involve working in one or more work-groups, you must have the ability to work with others in a professional manner while attempting to achieve a common goal.

*Sample bullet point describing this skill:*

- Resourceful team player who excels at building trusting relationships with customers and colleagues



# Personal Values Employers Seek in Employees

Equally importance to skills is the values, personality traits, and personal characteristics that employers seek. .Look for ways to weave examples of these characteristics into your resume, cover letters, and answers to interview questions.

1. Honesty/Integrity/Morality. Employers probably respect personal integrity more than any other value, especially in light of the many recent corporate scandals.

*Sample bullet point describing this skill:*

- **Seasoned professional whose honesty and integrity provide for effective leadership and optimal business relationships.**

2. .Adaptability/Flexibility. Deals with openness to new ideas and concepts, to working independently or as part of a team, and to carrying out multiple tasks or projects.

*Sample bullet point describing this skill:*

- **Highly adaptable, mobile, positive, resilient, patient risk-taker who is open to new ideas.**

3. Dedication/Hard-Working/Work Ethic/Tenacity. Employers seek job-seekers who love what they do and will keep at it until they solve the problem and get the job done.

*Sample bullet point describing this skill:*

- **Productive worker with solid work ethic who exerts optimal effort in successfully completing tasks.**

4. .Dependability/Reliability/Responsibility. There's no question that all employers desire employees who will arrive to work every day - on time - and ready to work, and who will take responsibility for their actions.

*Sample bullet point describing this skill:*

- **Dependable, responsible contributor committed to excellence and success.**

5. Loyalty. Employers want employees who will have a strong devotion to the company -- even at times when the company is not necessarily loyal to its employees.

*Sample bullet point describing this skill:*

- **Loyal and dedicated manager with an excellent work record.**

6. Positive Attitude/Motivation/Energy/Passion. The job-seekers who get hired and the employees who get promoted are the ones with drive and passion -- and who demonstrate this enthusiasm through their words and actions.

*Sample bullet point describing this skill:*

- Energetic performer consistently cited for unbridled passion for work, sunny disposition, and upbeat, positive attitude.

7. Professionalism. Deals with acting in a responsible and fair manner in all your personal and work activities, which is seen as a sign of maturity and self-confidence; avoid being petty.

*Sample bullet point describing this skill:*

- Conscientious go-getter who is highly organized, dedicated, and committed to professionalism.

8. Self-Confidence. If you don't believe in yourself, in your unique mix of skills, education, and abilities, why should a prospective employer? Be confident in yourself and what you can offer employers.

*Sample bullet point describing this skill:*

- Confident, hard-working employee who is committed to achieving excellence.

9. Self-Motivated/Ability to Work with little or no supervision. While teamwork is always mentioned as an important skill, so is the ability to work independently, with minimal supervision.

*Sample bullet point describing this skill:*

- Highly motivated self-starter who takes initiative with minimal supervision.

10. Willingness to Learn. No matter what your age, no matter how much experience you have, you should always be willing to learn a new skill or technique. Jobs are constantly changing and evolving, and you must show an openness to grow and learn with that change.

*Sample bullet point describing this skill:*

- Enthusiastic, knowledge-hungry learner, eager to meet challenges and quickly assimilate new concepts.

**TIP** Employability skills and personal values are critical tools and traits needed to succeed in any career. They can be learned, cultivated, developed, and maintained over your lifetime. Once you have identified the sought-after skills and values and assessed the degree to which you possess, document them and market them (in your resume, cover letter, and interview answers) for job-search success.

Randall S. Hansen, Ph.D., and Katharine Hansen, Ph.D.

# Points to Highlight in an Application

- Why you are interested in working for this employer?
- What appeals to you about the job?
- What you can offer?
- Your commitment and enthusiasm
- Professional awareness
- Placements undertaken/relevance of previous employment
- Theoretical knowledge gained
- Specialist Knowledge for research/critique
- Added responsibilities

*Careers Service*

## Personal statements

Once you have reviewed and analysed the job descriptions support your application with an account of your personal and work experiences, previous and current responsibilities. As a general rule, it is usually best to break the statement into three sections:

### **Who you are**

For example: As a recent graduate from Durham University, with a 2:1 honours degree in media communications, I have undertaken several internships within leading organisations such as Bertelsmann and Times Warner. These placements have enabled me to develop not only specific media industry experience, but also a valuable and transferable skill set in this fast-paced sector.

The above opening allows the employer to identify, where you are coming from, that you have had industry experience (something that may be in the selection criteria) and core transferable skills. This in itself could be enough for your opening statement, but it can be expanded upon by adding some additional information.

### **What you can bring to the table**

For example: During placement with Bertelsmann, I worked within the media division contributing to projects such as the award-winning China Max Documentary and managed my own research, liaised with various divisions, formulated media reports and participated in group project meetings. Utilising excellent communication skills, I developed and maintained successful working relationships with both internal and external staff.

### **Your career aim**

My goal is to secure a position in a media organisation, where I can bring immediate and strategic value and develop current skill set further.

### Key points on writing a dynamic and interesting personal statement:

- Get straight to the point: avoid lengthy descriptions and make your testimonies punchy and informative.
- Keep it between 50 to 200 words maximum.
- If you have enough space, use 1.5 line spacing to make you statement easier to read.
- Match person and job specifications with well written copy.
- Read your profile out loud to ensure it reads naturally.
- Don't mix first and third person sentences.

*Elizabeth Bacchus*



## Interview advice

Once you have reached the interview stage, ensure that you make the most of it. This is your chance to demonstrate to the company that you're the best person for the job. Ask for details of the interview structure, i.e., who will be interviewing you and for how long,

### Interview structure

- May begin with the interviewer describing the job and the organisation to you, before asking you to talk about yourself. The advantage with this approach is that it allows you time to settle and get a feel for the personality of the interviewer(s). The disadvantage lies in the possibility of new information emerging on which you might be expected to answer questions.
- The interviewer will put you 'on stage' straight away by asking you what attracted you to the position and why you would be a suitable candidate. The disadvantage being it requires you to make an immediate impact and to talk without the benefit of an established rapport. It may however give you two chances to 'sell' yourself both at the start of the interview and again at the questions stage.

### Interview skills

- When practicing interview questions and answers, use examples to describe how you have dealt with different situations.
- Be fluent and confident about describing yourself, you are not boasting, but stating quantifiable facts about what you have to offer, based on proven achievements and future potential.
- Be familiar with the contents of your CV. Be prepared to elaborate on them evidenced by facts and figures at hand. Research on how to write a good CV.
- Be enthusiastic about your career and what you have achieved, but avoid unnecessary detail.
- Talk in 'sound bites' until you catch the interest of the interviewer, at which point it is fine to elaborate.

- Never interrupt - even where the question is obvious, wait for the interviewer to finish before your reply.
- Listen actively - there is always something more to learn about the organisation and on which you might capitalise.
- Always use positive language to describe your past career history and never criticise former employers, bosses or colleagues - it will simply mark you down as disloyal.



#### **Example questions to ask at an interview:**

- What changes would you like to see made over the next years by the person who takes this job?
- What are the top priorities that should be accomplished by the person in this position?
- Tell me about your top three clients, customers, users or people you serve?
- If you could change one thing about this department, what would it be? If you could add one thing, what would it be?
- How much interaction is there with other departments?

#### **Follow Up**

- Always write a thank-you letter after an interview
- Re-affirm your continued interest in the post or email and say that you hope you will be called back for a further discussion.
- If your application is unsuccessful, do not be afraid to call and ask for feedback. This can be invaluable advice to inform your next round of applications.

**TIP** You cannot over-prepare for an interview. Take time to research the company or organisation. A successful interview relies on thorough preparation and thoughtful response to questions on the day. Additionally you can demonstrate a lot to your interviewers with your own questions and effective follow-up.

*Adapted from Robert Half NZ Jobseekers*

## Career Plan

Name:	
Current Position:	
Employer:	
Date:	

### **Part 1: Knowing Yourself**

The first step in planning your career is evaluating and understanding your aspirations; strengths; interests; drivers and other influences. Please indicate which aspects of the planning process you have evaluated:

- My Key Strengths
- My Technical Skills
- My Work Values
- My key fields of interest

Briefly record these here if you wish (optional)

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For an objective assessment, seek guidance from others as well. A discussion regarding your career aspirations, strengths and development needs during a performance review is regarded as a minimum. Informal discussions throughout the year with various people are encouraged.

Who have you discussed your career with?

- Manager
- Professional Leader
- Professional/clinical Supervisor
- Educator
- Tutor (at tertiary institution)
- Mentor
- Career Development professional
- Other (please state) \_\_\_\_\_

Through your self assessment you may have identified particular skills or areas of knowledge you wish to develop. What are these?

Development Opportunities:

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## **Part 2: Explore Possibilities**

Research the development possibilities and career pathways that are open and attractive to you. Consider your self assessment outcomes and future health workforce needs.

Pathway Option 1: \_\_\_\_\_

**Prerequisites and requirements to achieve this option:**

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Pathway Option 2: \_\_\_\_\_

**Prerequisites and requirements to achieve this option:**

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Pathway Option 3: \_\_\_\_\_

**Prerequisites and requirements to achieve this option:**

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## **Part 3: Making Choices**

Consider the suitability of each option and decide (with the assistance of the person you report to) which one is the best match to your aspirations and workforce needs. Before making the decision, consider also:

- What are the perceived barriers/obstacles and how can they be overcome
- Outside of work commitments
- The level of involvement required
- Which of my options responds best to my employer and workforce needs?

Based on the choices you have made, and the development opportunities you have identified now write your goal(s). Aim to make each goal as specific as you can.

**Goal 1**

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Required to achieve goal 1:

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**Goal 2**

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Required to achieve goal 2:

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**Goal 3**

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Required to achieve goal 3:

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**Part 4: Make it Happen**

In order to achieve your goals you need to have an agreed course of action. You and your manager need to have a clear understanding of what steps you will be taking, the commitment needed by both you and your manager and relevant timeframes.

**You are now ready to detail who has to do what to make things happen.**

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### Agreed course of action/action plan

Start date	Completion date	Skill, experience, knowledge to be gained	How will this be gained? (e.g. on the job experience, formal/informal seminars/courses, coaching/mentoring etc)	Provider (e.g. workplace educator, university, coach/mentor etc)

### Assessing the effectiveness of the action plan

Specify how to assess the extent to which the agreed course of action has achieved the stated goals

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### Portability

This career plan belongs to the employee/trainee. It provides the basis for on-going career discussions within current and future employment and professional relationships. Any transfer of information to future employers or others requires the employee/trainee's consent.

I agree to the transfer of the included information to a future employer

### Employee/trainee sign off

Name:

Title:

Date:

### Review Dates

Progress on the agreed course of action will be reviewed on \_\_\_\_\_

This career plan will be reviewed on \_\_\_\_\_

Manager/Supervisor sign-off:

Name:

Title:

Date:

**Employee/trainee sign off**

Name:

Title:

Date:

How much interaction is there with other departments?

## Bibliography and Resources:

- Gelatt, H. B. & Gelatt, Carol. (2003) *Creative decision-making using positive uncertainty*. Boston: Thomson.
- Manthei, Marjorie. (1990). *Decisively me: a guide to effective decision-making*. Auckland: Heinmann Reed.
- Bolles, Richard Nelson. (any recent edition). *What color is my parachute? a practical manual for job-hunters and career-changers*. Berkeley: Ten Speed Press.
- Jeffers, Susan. (1992). *Feel the fear and do it anyway*. Carlsbad , CA: Hay House.
- University of Berkeley Careers Centre: *Decision making worksheet (a worksheet which compares options against your values)*. Download the worksheet  
[careerplanning@healthworkforce.govt.nz](mailto:careerplanning@healthworkforce.govt.nz)
- Whorrall, Hilary (2007) *Career Planning for Nurses*
- University of Auckland(2011) ,*What does career planning and management involve?*



## Helpful Websites

Health Workforce New Zealand website

*Career Planning for Nurses*-Hilary Whorrall (University of Sheffield Careers Services 2007)  
[www.sheffield.ac.uk/careers](http://www.sheffield.ac.uk/careers)(retrieved 2012)

*Identify you skills* -University of Auckland website (Retrieved 19th March 2012)

***What Do Employers Really Want? Top Skills and Values Employers Seek from Job-Seekers***  
by Randall S. Hansen, Ph.D., and Katharine Hansen, Ph.D.  
[www.quintcareers.com/jobskillsvalues.html](http://www.quintcareers.com/jobskillsvalues.html) (retrieved 5th April 2012)

*Prepare Resume* | SEEK.co.nz  
[www.seek.co.nz](http://www.seek.co.nz) (Retrieved 6th April 2012)

*Tom Heinemann's Approach to Preparing Resumes*  
Advance Yourself Career Services, [www.advance-yourself.com.au/](http://www.advance-yourself.com.au/)

*How to write a personal statement for your CV* Elizabeth Bacchus  
[guardian.co.uk](http://guardian.co.uk), Thursday 2 September 2010 (retrieved 5th April 2012)  
[careers.guardian.co.uk/.../how-to-write-a-personal-statement-for-you](http://careers.guardian.co.uk/.../how-to-write-a-personal-statement-for-you)

**Interview Skills-University of Otago CAREER DEVELOPMENT CENTRE**  
[www.otago.ac.nz/careers/otago021339.pdf](http://www.otago.ac.nz/careers/otago021339.pdf)  
[www.roberthalf.co.nz/JobInterviewGuide](http://www.roberthalf.co.nz/JobInterviewGuide)