



vida Coaching

Discover Your True Potential

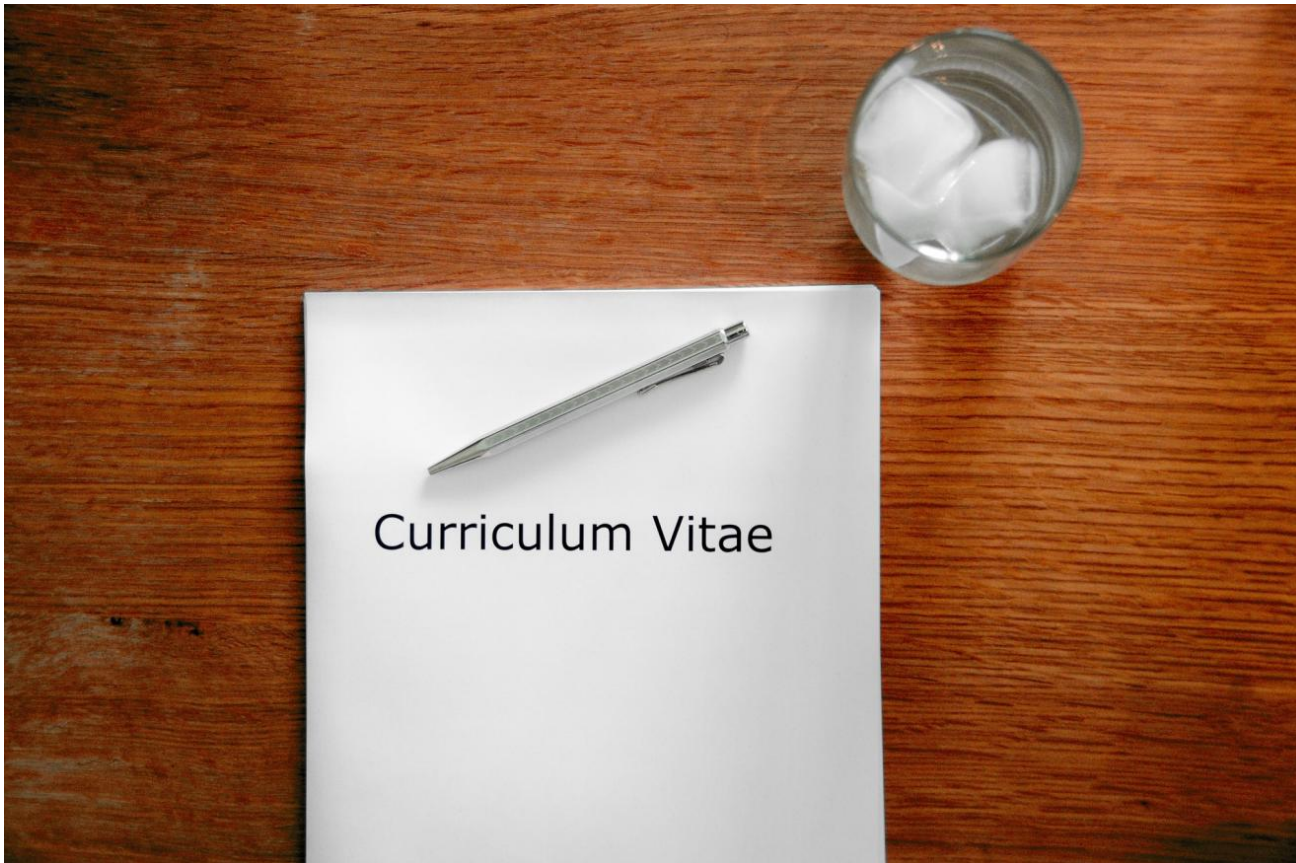
How to sell yourself effectively on your CV & at Interview





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Start Strong

- Your personal profile is one of the most important sections on your CV
- Summarise your key skills in 5-6 lines
- Don't be shy - sell yourself!





Maximise Readability

- Two sides of A4, lots of white space and a clear structure
- Make sure there are no typos or grammatical errors
- Avoid generic, over-used phrases such as 'works well independently and in a team.'

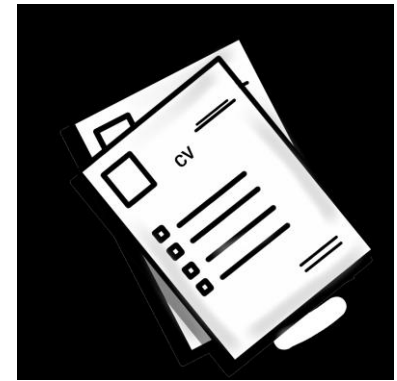


Quantify your Achievements

- CVs need to be achievement based
- ‘Show’ rather than ‘Tell’ - use facts and figures to show how you’ve made a difference in the past
 - *Delivered a 15% cost reduction on the purchasing of ‘X’ by proactively engaging a new supplier*
- Use action words – Delivered, Enhanced, Generated, Implemented, Increased, Negotiated, Achieved NOT Responsible For!



Tailor Your CV



- Your CV is not a ‘one size fits all’ document
- Ensure the skills and experience you highlight are the most relevant to the position you’re applying for
- Use the job description, and the company website to help you



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Preparation is Key

- Find out as much as you can about the interview
- Research the company, the role and the people interviewing you
- Think about the types of questions you may be asked





How are you presenting yourself?

- Non – verbal communication
- Don't waffle
- Dress the part
- End positively





Video Interview Tips

- Get comfortable with the technology and ensure it's working properly
- If you're worried about your Wi-Fi connection turn the Wi-Fi off on other devices in your house
- Find a private, quiet and uncluttered space
- Check lighting



Video Interview Tips

- Dress appropriately for video
- Turn up early
- Look at the camera and pay attention to your energy and posture
- Practice – record yourself or even set up a dummy interview!





Answering Interview Questions

- What type of interview is it going to be?
- Prepare 8 – 10 specific examples
- Use the STAR interview technique





STAR Interview Technique

- S Situation
- T Task
- A Action
- R Result





Tell Me About Yourself

A simple and effective formula for structuring your response: present, past, future.

Present: Talk a little bit about what your current role is

Past: Tell the interviewer how you got there

Future: Mention what you're looking to do next and why you're interested in this role (and a great fit for it too!)





Interview Questions

- Tell me about yourself/your experience/background
- What Are Your Key Strengths/Weaknesses?
- Why do you want to work for us?
- How do you manage your time and prioritise your tasks?
- Describe a situation in which you developed an effective relationship with a stakeholder or client.
- Can you describe a time when your attention to detail was critical to a project's success?



Questions You Can Ask



Here are some examples of questions that you could use:

- Can you tell me a little about the team I would be working in?
- What are the day-to-day responsibilities of the role?
- What are the training and progression opportunities within the role/company?
- Where do you see the company heading in the next five years?
- Can you describe the culture of the organisation?



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Questions?



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