

Career Acceleration - Understanding Your Career Path

David Mbelu

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David Mbelu

**Business Development Lead,
Jobberman**

Objectives

By the end of the course, learners will be able to:

- **Understand** what professional development is and its importance.
- **Understand** how to write a CV and prepare for Interviews.
- **Define** their career path and Set SMART career goals.
- **Understand** how to build a strong Professional Network



Programme Expectations

- Write down three things you hope to gain from this learning experience?



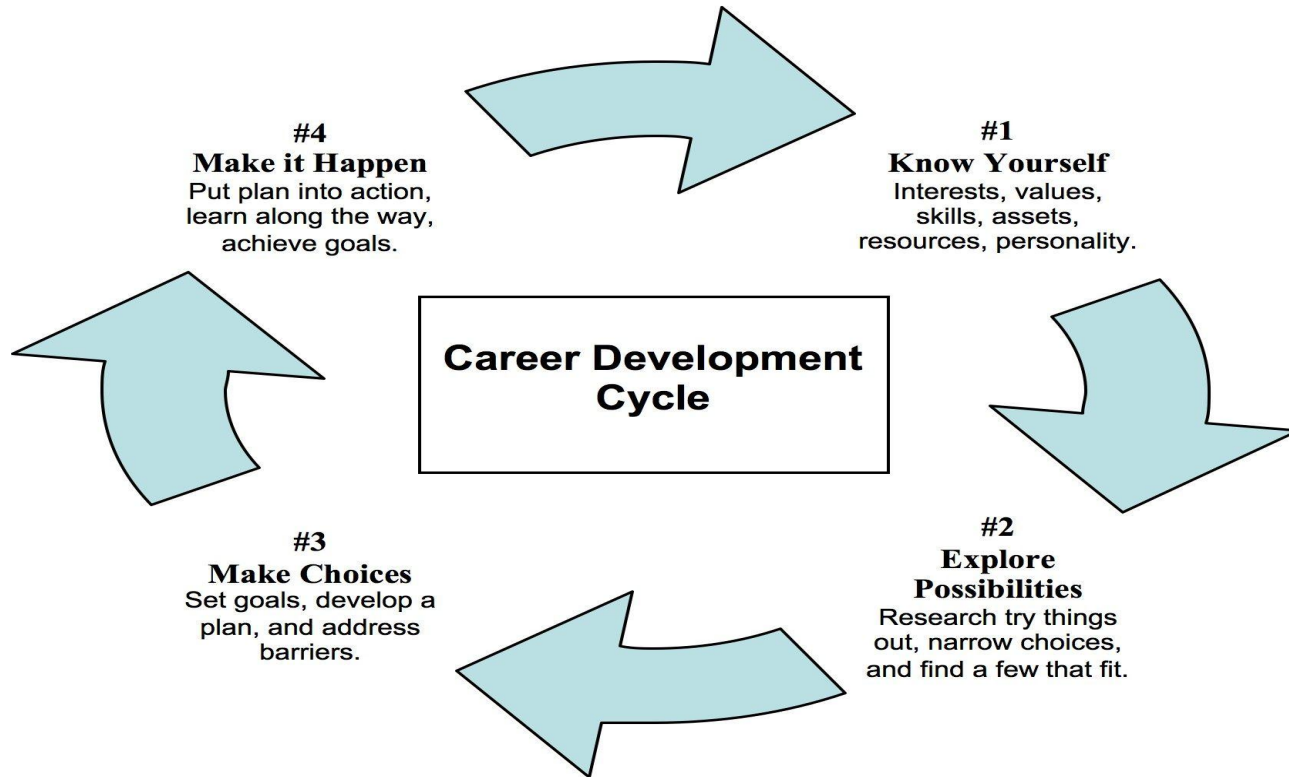
What is professional Development?

According to the **institute of business school leadership**, The aim of personal and professional development is to help you manage your own learning and growth throughout your career.





Professional Development Cycle



Other Activities that contributes to Professional Development

- Continuing Education
- Participation in professional organizations
- Research
- Improve job performance
- Increased duties and responsibilities



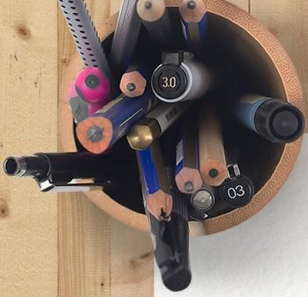
Continuous learning is the new normal

it is 'skills' more than 'jobs'
that is going to be the new
currency.





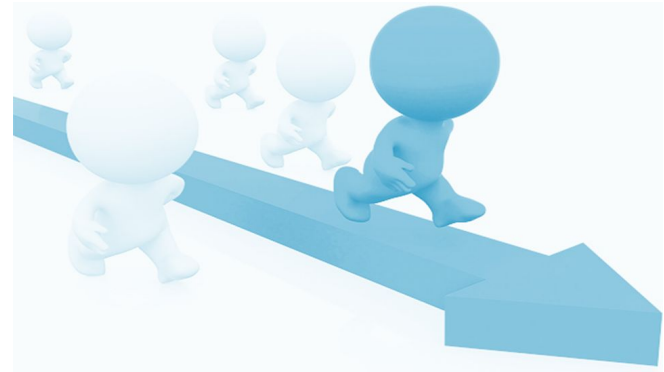
How to Write a CV





CV - Your Marketing Tool

The average recruiter spends about 3-5 seconds looking at a resume and then decides whether to keep reading! Your CV is meant to market you in the best possible way.

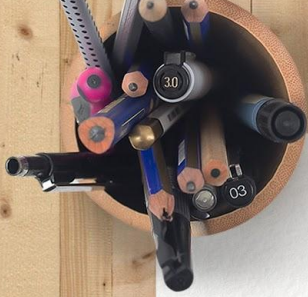


Your CV Should always stand you out



How to prepare your CV for the ATS

- ➔ Carefully tailor your resume to the job description every single time you apply.
- ➔ Optimize for ATS search and ranking algorithms by matching your resume keywords to the job description
- ➔ Use both the long-form and acronym version of keywords
- ➔ Keep your resume simple. Use fonts like Helvetica, Garamond, Calibri, Cambria, Open Sans
- ➔ Use standard resume section headings like “Work Experience” rather than being cute or clever (“Where I’ve Been”)
- ➔ Avoid submitting your resume as a PDF unless the system specifically lists PDF files among the acceptable options.



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Interview Preparation

The Stark Reality

- The best candidate on paper can lose a job to a less experienced candidate based on a bad interview.
- You are the best candidate for a job not because you are the smartest, but because you are always **PREPARED** to present your best self at a successful interview.
- The Good News!! Interviewing is a skill that you can learn!





Before The Interview

- Research the company
Background
- Prepare questions and explanation of your CV
- Look sharp and smart



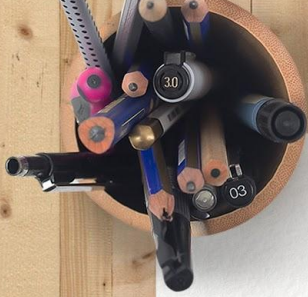
During the Interview

- Listen carefully to the interviewer.
- Relate your skills, accomplishments, and objectives to the needs of the company.
- Provide specific examples
- Ask questions at the end of the Interview



After the Interview

- Follow up the interviewer(s) with a phone call or email
- Ask on your interview performance

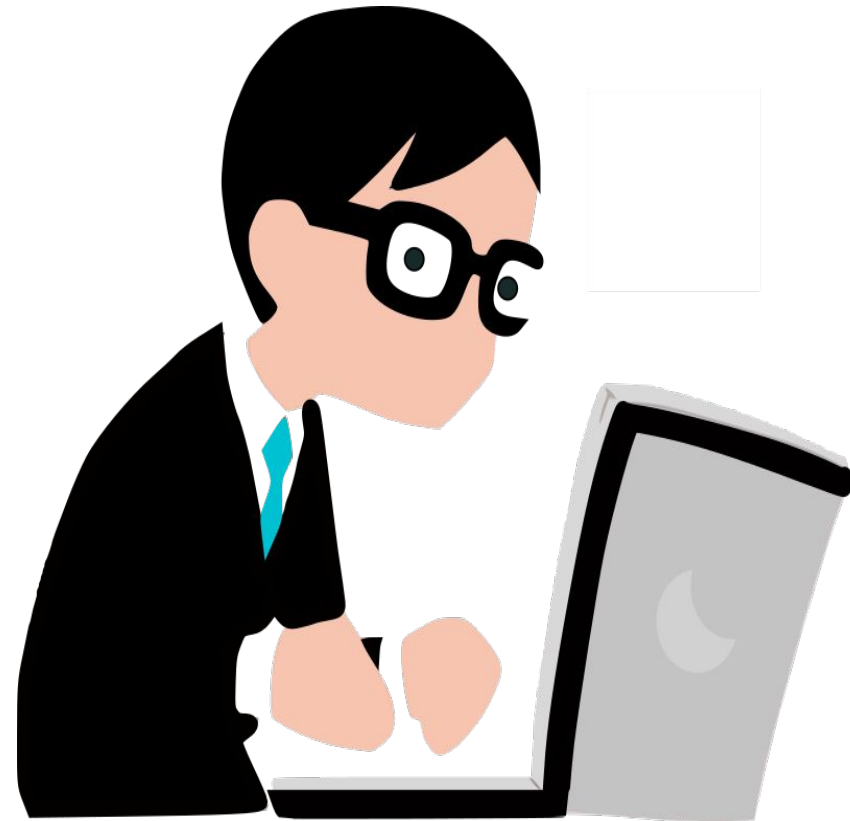


Job Search Strategies


Job Search Process

Narrow your focus considering the following:

- Career Goal
- Industry and Desired Role
- Type of Organisation
- Platforms or sources of job postings e.g LinkedIn, **Jobberman**
- Job search materials (resume, cover letter, etc.)
- Your Network!



Job Posting Platforms




2nd

Funniest Man in Software - Proven Sales Leader
HubSpot • Lake Forest College
Greater Boston Area • 500+ &

[InMail](#) [Connect](#) [More ...](#) [Hunter](#)

UPGRADE TO PREMIUM | CV REWRITE | 3 | ACCOUNT | CONTACT US

Jobberman | FIND A JOB | CAREER CENTER | UPLOAD CV | CAREER PROFILE | DASHBOARD



Tony Mwenda
Digital Strategist

Experience: 6 Years
Availability: Immediately
Location: Central Region, Ghana

Career Summary

A Career Summary is a clever way of giving anyone viewing your profile a quick insight into your career history. Try to summarise yours and highlight your experience, qualifications, key skills and areas of expertise you think would be beneficial to a potential employer.

[ADD](#)

Complete Your Career Profile

25%

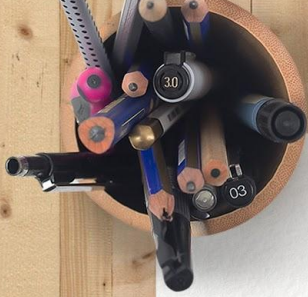
A complete profile makes you more attractive to potential employers.

Completing your Career Profile makes it easier for employers to find you.

Spent 8 years pursuing a career in stand up comedy, appearing on Comedy Central and in the Boston Comedy Festival, before realizing my children liked seeing their father and not starving.



Networking



What is Networking?

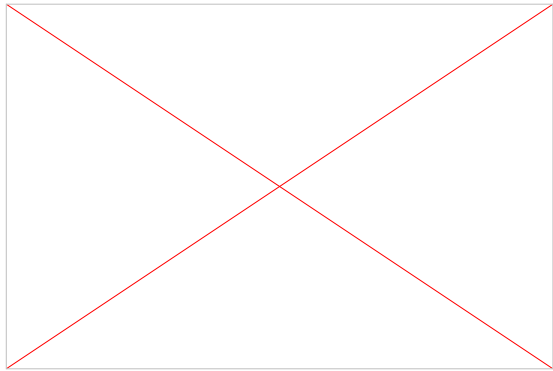
The action or process of interacting with others to exchange information and develop professional or social contacts. Networking involves building and maintaining contacts and relationships with other people.



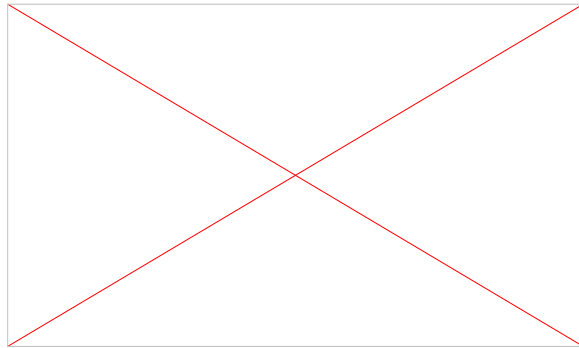


Networking Types

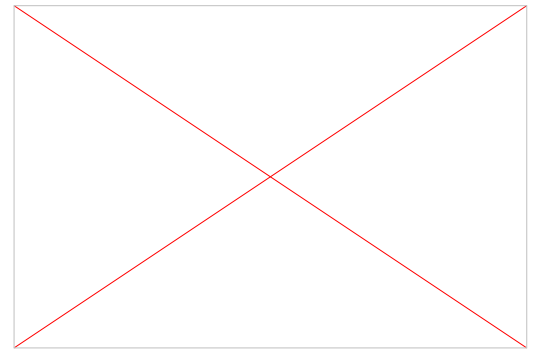
There are a range of different types of networks from which you can draw:



Social Network



Professional Network



Artificial Network

Top Networking Skills

- **Quality vs. Quantity** - The number of people you know does not matter. It is the quality of your contacts that does. Who are the decision makers? Influencers? Who can you help and how?
- Go low tech – Call, visit people. Emails sometimes are too formal
- Unlearn Shyness
- Avoid panic networking – Don't wait until you are looking for a job to connect with classmates





- Next Steps





Action Plan

01

What you will stop doing?

02

What you will continue to do?

03

What you will start doing?



<https://www.linkedin.com/in/david-mbelu-a0b31022/>



@davidmbeludcm