



# Goal setting

## Goal setting sheet



Life tries to convince you that every thing is both important and urgent.

To keep your focus on the important things in life you need to have plans and goals and then you need to put them into action.

Every one has several key roles. Write down five key roles you have and one thing you will do that will have a positive impact on each role this week.

Five key roles I have	Something I will do to have a positive impact on this role this week

**Picture a fantastic life for yourself five years after leaving school.**

Who will you be? Where will you be living? What will be your circumstances?

Write a brief description of the life you'd love to lead five years after school.

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Describe where you are now.

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For each of the following years list a goal towards your long-term goal for five years after you leave school.

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## Access your allies



### *Access your allies sheet*

Here are some ideas about the ways people can help you with your career exploration and planning:

- Parents, guardians and relatives can tell you about jobs they have had. As they know you better than most other people, they may be able to help you decide on occupations that suit you.
- Develop your own information 'network': family friends, careers counsellors, teachers, neighbours, sports coaches, people you work with, etc. These people all have knowledge about the world or work, and are generally happy to share information with you.
- This network can also help you find workplace learning opportunities and even paid work opportunities.
- People who currently do the job can also help. Most people don't mind talking about their own work as long as you are polite, show interest in their work, come prepared with questions, and don't take up too much of their time.
- Employers can often give you a full picture of how the job you are interested in fits into their organisation as a whole. Ask them about educational requirements, employment opportunities and conditions of work but remember that these aspects of the job may vary between employers.
- Providers of courses should be able to tell you about the occupations their courses prepare you for.

Make a list of all the people who have helped you with your career exploration. Write down how they have helped you so far and what other things they may be able to do to help you.

Career networks		
Person	How did they help?	What more could they do?





# Career pathway planning

## *My career pathway plan*



My achievements so far at school

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My achievements so far outside of school

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The skills I need to develop further

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My employment/career options

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Qualifications/training I need for these employment/career options

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# Career pathway planning

## *My career pathway plan*



My direction in Year 11	My direction in Year 12
Subjects	Subjects
VET courses	VET courses
Work experiences (paid or unpaid)	Work experiences (paid or unpaid)

My post-school goals

Barrier/problems I may have to overcome	Strategy	Support available from

Steps I need to take to make my plan happen
Alternatives if my goals are not met



## Careers portfolio

# Careers Portfolio



Portfolios provide you with a personal record of your success or improvement in a range of areas. They are essential and relevant to your own career development.

Your personal portfolio is a compilation of relevant work samples and documents gathered during your school years and presented in a structured manner.

It profiles your goals, progress, achievements and competencies in an organised, accessible and purposeful format, without overwhelming prospective employers.

You need to be responsible for keeping your portfolio safe, up to date and presentable.

The purpose of the portfolio is to:

- provide information on your progress;
- present your goals, progress, achievements and competencies to a range of audiences, including new schools and teachers, course enrolment counsellors, prospective employers and parents;
- establish a focus for a range of learning activities, including goal setting, decision making, pathway planning, prioritising and negotiating;
- enhance your self esteem by highlighting your positive achievements, including academic, sporting, leisure, work experience and cultural activities.

## Document collection

The collection part of the profiling process may be ongoing throughout your life.

When you are at school, you might include:

- cover sheet;
- passport size photograph of yourself;
- basic résumé or curriculum vitae;
- best samples of work from all school areas demonstrating identified competencies and outcome statements covered, e.g. set common assessment tasks, pieces of work in written or photographic form;
- a photocopy of your birth or citizenship certificate;
- copies of school reports;
- certificates of achievement, e.g. school based, first aid, life saving and sporting achievements;
- references – school, employment, character;
- awards;
- non school experiences of work, e.g. school, employer and community based certificates of participation or reports; and
- list of achievements.

Completed portfolios can be used to assist you with the selection of units for further study. They can include goal statements, pathway plans and interest inventory results.

## Presentation

Once you have collected material and produced a range of items for your portfolio, you need to design a way to present the information and work out ideas on how and when it can be used.

**The portfolio can be drawn on for different purposes.  
Not all of the material will be used for every situation.**



## Careers portfolio

### Portfolio development



A career portfolio develops as your life changes. Even when you are in a permanent job, remember to keep your portfolio up to date. You need to be able to access this information quickly, so you can take up any opportunities when they come up. Anything you save and organise now will help you prepare for a future job search or career change.

Save copies of things you have written, projects and ideas on which you have worked, and notes on activities and decisions you have made that resulted in positive outcomes. Think about how a document or some notes may help you in a future job search. But if in doubt, keep it.

Remember to check through your portfolio when using it for a particular application to ensure that everything is targeted and beneficial for that specific purpose.

### Electronic Portfolios (e-portfolios)

Electronic portfolios use multimedia (text, graphics, animation, sound and video) to display your information. It may be presented on CD-ROM, floppy disk or online. Having a logical and professionally presented electronic portfolio

- allows you to store and update your material easily; and
- shows you're an information technology savvy job seeker.

An electronic portfolio may use a variety of media and software such as:

- HTML pages, CD-ROM, powerpoint slideshow;
- digital video and images, audio files.

The format of your electronic portfolio may be either:

- **linear** which is commonly recognised as a slideshow (e.g. powerpoint)
- **non-linear** which can be a multimedia type of resource such as web pages.

**Remember, like all portfolios, an electronic portfolio needs to be organised into a logical grouping and/or logical sequence**



## *Careers portfolio peer assessment*



Student name:

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Date presented:

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Portfolio aspect	No	Yes	Excel- lent
1. Presentation is neat and tidy			
2. Cover page			
3. Resume			
4. Photocopy of birth or citizenship certificate			
5. School reports			
6. Samples of school work from all learning areas			
7. Certificates of achievement and other awards			
8. Non school based experiences demonstrated			
9. Work experience reports			
10. References and/or referee list			
11. Correct spelling and grammar			
12. The person 'sells' themselves well			

Comments:

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Signed:

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## What is a resume?

A resume (also known as a curriculum vitae) is a marketing tool to promote yourself as the right person for the job. It is a summary of who you are and what you have achieved and contains the information you need to give potential employers so that they will consider you for a position. You can also use your resume when you are applying for courses, and for networking purposes.

A resume is **not your life story** but a summary of key information about you. It is a dynamic document that should be updated whenever you start or finish a course or job, or whenever you learn a new skill. It should also be tailored to suit each job or course you apply for.

## Two versions of your resume

Everybody, regardless of the stage of their career, needs a current resume, to allow them to quickly respond if an opportunity arises. Your resume is a vital part of your job search toolbox. You don't need to have had work experience to be able to write a resume.

### Master copy

Your master resume (the one you keep) is where you put ALL your information. You use this information to create a targeted resume to suit a particular audience.

### Targeted resume

Your targeted resume is the one you send out with information selected to suit the audience (ie for the job, course etc for which you are applying).

## Resume content

There are many resources to help you in constructing your resume. Have a look through some of them to get ideas.

- The Facts section of the *myfuture* [www.myfuture.edu.au](http://www.myfuture.edu.au)
- The Looking for work – Your resume section of the *Job Guide* <http://www.jobguide.dest.gov.au>
- Applying for jobs – writing resumes section of *Youth Central* website <http://www.youthcentral.vic.gov.au/>

Your resume may be an employer's first contact with you. A resume should answer the employer's question: 'How will I benefit from employing this person?'

Often employers are looking at hundreds of resumes and only briefly review each one to decide whether to look more closely. The appearance is the first thing they notice, that is, is it neat and well set out and does it meet their requirements. There are many styles of resume, which you can find samples of on the websites. As long as it is neat and well set out, use a style that best suits your audience and yourself. Even though the layout can vary, ensure you are consistent with format and style of writing within your resume. Use easy-to-read fonts such as Arial, and have the font size between 10 and 14.



## Writing winning resumes

Below is a list of the key information you should include.



### Personal details

*Name and contact details* – at the top of the first page

*Postal address*

*Telephone contact number* – If you use a home number and live in a shared household, make sure your flatmates know you may be receiving calls from prospective employers.

*Email address* – only if it is private and you can check for incoming messages regularly. If it is a yahoo or hotmail address, ensure the address name is appropriate.

It is no longer usual to include details such as gender, age, marital status, religion, ethnicity or health. 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.

### Education and training

Begin with the highest level of education achieved, where and when you studied. You may wish to include subjects you have studied and their results, or focus on those subjects you have done well in or are particularly relevant to your application. Emphasise your accomplishments.

### Work history

The best resumes are brief and informative, so every word in this section must work hard for you. As a general rule, include the most detail about your current job and list it first. Include job title, employer's name and location, dates of employment, a description of your responsibilities and duties, and a description of your achievements in each position. These achievements should demonstrate how you contributed to your employer's business.

If you have not had much paid employment, include any work experience or volunteer work you have done here.

### Skills

Skills can be included under the following headings. Choose the heading/s which demonstrates your skills best and meets the needs of the employer.

#### Employability skills

When these are included, it is very important to provide evidence of these skills.

#### Other skills

Give details of any other skills that you possess that are relevant to your application, such as speaking another language, typing speed and accuracy, driving and equipment operating licences, or computing and mathematical skills.

#### Activities and interests

Consider what the activities and interests you include say about you and your values. Think about whether these will be important for your potential employer. Include things like community activities, sports you participate in and other relevant hobbies.



## Writing winning resumes



### Career objective

Differences of opinion exist about including a career objective. Some experts dislike them, viewing them as an Americanism, clichéd or adding no value. If you do use one, state it clearly and ensure it will fit with your potential employer. Expect to rewrite it to match each job you apply for.

### Referees

Usually list three referees, who can give details of your experience and comment on your personal qualities. Include their name, title, organisation, work phone number and email address, and briefly explain how they know you. Be sure to **ask their permission** to list them and make sure they are comfortable with recommending you. Give your referees a copy of your resume. The better informed they are, the better prepared they will be when employers call them. Make sure their contact details are kept up to date.

## *Tailoring your resume – dos and don'ts*

Tailor your resume for each application you submit. Every job is unique and requires a different mix of skills and experience.

**Don't** focus your resume on what you want, but consider the needs and problems facing the employer and what they will want out of an employee.

**Do your research** on the organisation to work out what problems and challenges the company faces. If you are responding to an advertised vacancy, read the ad closely to identify what issues or problems the successful candidate needs to solve.

**Do be selective** when looking through your work history, and retrieve the skills and experience most relevant to this employer and position.

**Do summarise** or leave out those parts of your work history which won't help you get the job

### **Don't lie**

**Do select a tone** for your application which suits the audience, e.g. aggressively selling yourself may suit a high-powered sales role, but an artistic job might suit a more creative resume.

**Do proofread** your resume carefully to check and double-check for spelling, grammar and typing errors. Ask someone else to check your résumé as well

**Do access your allies.** Get somebody whom you trust to read your resume. An objective opinion can help improve your resume, but keep in mind that there are many different ideas about the ideal presentation. Weigh advice carefully.



## Scannable resumes

Scannable resumes are being used more often and this is likely to increase. A scannable resume is one that a company assesses by running through a computer program, which checks the resume by looking for key words or phrases.

In the following situations you will need to have an electronic resume or one that can be scanned, for example:

- large companies or employment agencies who have to handle large numbers of resumes;
- resume banks that use electronic resumes to match qualifications with the employer's requirements using keyword searches.

There are issues you need to be aware of when preparing a resume that will be scanner friendly:

- **Don't use** graphics, fancy borders, decorative lines or shading. The text is what is important for scanning.
- **Do use** plain text. Don't use *italics*, **bolding**, or underlining as this can make the letters run together when scanned. This makes your resume difficult to read.
- **Do choose** a popular font, such as Times New Roman, Arial, Tahoma, Helvetica, Century Gothic or Bookman. The font size you use should be no smaller than 10 and no bigger than 14.
- **Do use** job specific key words. Word searches in a database will be looking for industry terms, hard skills and commonly used trade terms. You can also include words relevant to the target job like job titles, key functions, relevant personality traits, computer software, academic degrees, fields of study, and foreign languages spoken.
- **Do use** a high-resolution laser printer to print your resume, and send an original, not a photocopy.

If you already have a resume, you can make it scanner friendly by applying the first three suggestions, then simply adding a keywords section. Separate keywords and phrases with a comma or full stop.

## Comparing resumes



There are three main ways to organise your resume: the chronological, functional or combination/hybrid model. Each format is best suited to different circumstances.

	Reverse chronological	Functional	Combination/Hybrid
<b>Characteristics</b>	Focuses on work history, which is listed with the most recent first. Offers a concise picture of where you've been and what you've done. Lists your most recent jobs first.	Focuses on what you have done, not where and when you did it. Work experience and skills are listed by skill and strength areas important to employers.	Combines the features of both reverse chronological and functional resumes. Focuses on your skills and accomplishments and your work history. Usually begins with a profile or key skills section, followed by work history.
<b>Advantages</b>	Easy to write. Highlights a steady employment history. Employers are accustomed to seeing this format.	Brief and well-structured. Calls attention to accomplishments. Rather than repeat things done in similar jobs, you can group them together. De-emphasises an unstable work history. Can use headings featured in the job description.	Highlights relevant skills which are supported by a strong employment record. Emphasises transferable skills. Calls immediate attention to your accomplishments.
<b>Disadvantages</b>	Emphasises gaps in employment and job hopping. Doesn't effectively reveal skills.	Doesn't provide a context for your skills, as no work history. Can't emphasise loyalty, continuity or recency of experience.	Can be lengthier than the other formats. Work history is usually on 2nd page and some recruiters won't read that far.
<b>Use</b>	When continuing in the same career. To show career progression. When a previous employer's name may be significant.	When entering work for the first time or after a long absence. When work history has been varied or unrelated. When changing fields. To emphasise skills you have, but not drawn on in recent work experience. For older workers as it minimises dates.	When each position you had involved a different job description. When a shorter skills format would lack depth.
<b>Don't use if you ...</b>	Have employment gaps. Have changed jobs a lot. Are entering the job market for the first time or after a long absence. Want to change careers and your work history has no relationship to the job for which you are applying.	Want to highlight career progression. Have recent jobs which had limited responsibilities and functions.	Have limited experience Have large gaps in employment.

From [www.myfuture.edu.au](http://www.myfuture.edu.au)

## *The best resume for the job*



Issue	Best Resume type
The most relevant work experience was not the most recent	<b><i>combination/hybrid</i></b> It orders according to skills and experience but still has the dates.
Changing industries	<b><i>combination/hybrid</i></b> It can highlight the transferable skills that are relevant to the position.
Changing companies within the same industry	<b><i>chronological</i></b> It shows a career path clearly and shows that the person is career minded
Moving into a related industry e.g. photography into multimedia.	<b><i>chronological</i></b> It shows how a career has developed over the years and shows that the career change is a logical step.
Returning to a previous role e.g. a hands on person who entered administration but wants to go back to being hands on	<b><i>combination/hybrid</i></b> It stresses the job the person would prefer to continue rather than the most recent job.
Had several positions in the same organisation and would now like to focus on one area	<b><i>combination/hybrid</i></b> The person can focus on the functional area that was preferred even if it wasn't the most recent.
Re-entering the workforce	<b><i>combination/hybrid</i></b> It draws on and emphasises the skills and experience the person may have picked up while not working or before leaving the workforce.
Been in the same job for years and concerned that this will be viewed as being unambitious or unmotivated	<b><i>combination/hybrid</i></b> It focuses on the skills learnt, rather than the jobs over a time period.
Wants to move around a lot between jobs	<b><i>combination/hybrid</i></b> Will 'package' the transferable skills of this person.
A graduate with little experience	<b><i>combination/hybrid</i></b> Draws on and emphasises the skills and experience the graduate may have picked up while studying, doing internships or part-time jobs. Also emphasises training and education over non-related work experience.



## *Cold canvassing*

There are many people who can help you in your job search. Chances are that there is someone in your social circle (parents, relatives, friends etc) who knows of possible job openings. If you find you have limited industry contacts, you can always create some for yourself.

Cold canvassing is the process of directly approaching employers, by visiting or phone calls, and marketing yourself to them. The best way to do this is to think about the skills that you have and how they are relevant to the companies that you approach.

Job advertisements in newspapers and on the internet sometimes receive hundreds of applications. A cold call or a visit in person at the right time can tap into the hidden job market before a vacancy is advertised.

Cold canvassing can be a good way to find part-time work, particularly in small business, where employers don't have the time to go through the full advertising, interviewing process, but could use some help in their busy times.

### **Personal visits tips**

Visiting employers can be scary, but remember if you are polite, very few people in business will bite your head off for trying. Here's what to do:

- Choose a geographical area in which you would like to work and visit the organisations in that area that have work that will suit you;
- Be polite and don't be too pushy;
- Be well presented, neat and clean;
- Offer to wait or come back later if they are busy;
- Explain as succinctly as possible how you, with your skills, could benefit their organisation;
- Have a fresh, up to date copy of your resume with you to leave with them, which has all your contact details;
- If they invite you back again, make sure you go and are punctual;
- If they don't request another time to see you, call in again just to check if anything has come up (this also reminds them about you).

### **Cold calling tips**

Cold calling is not easy, but can get results. Here's what to do:

- Make a list of the organisations you want to work with and research the kind of work they do;
- Tailor your resume to suit each organisation;
- Write a practice phone script, highlighting your skills and saying why you are the perfect employee for their organisation;
- Be polite;
- Receptionists can provide useful information about the company, before they put you through to someone, ask them for the name of that person;
- If you speak to the recruitment manager, ask for their full name, position title and a time to follow up the call;
- Follow up the call when you said you would.

Cold canvassing is not successful every time, be prepared for knock backs, but don't be disheartened. Being in the right place at the right time may get you that job.



## Covering letters

A cover letter is **not** a job application – it's a short, tailored letter that should accompany any resume you send to a prospective employer.

Whether you are applying for a specific, advertised job or you are marketing yourself (through cold canvassing) for possible future work, your cover letter aims to:

- introduce yourself and highlight your key selling points (skills, experience or achievements);
- encourages the reader to discover more about you through your resume; and
- includes decisive actions i.e. requesting an interview (for a specific job) or meeting (to discuss more general work prospects)

Always try to address your letter to a specific person rather than a 'To whom it may concern' letter. This means more work for you, but also more chance of success. You may need to call an organisation and find out who you need to address your letter to, and you may need to spend some time researching a company (using the internet or other means) so that you can make your letter *relevant* to a specific job or company.

You maximise your chances of getting an interview by writing a solid concise cover letter. Demonstrate you understand the job requirements, you have matching skills and experience and you are genuinely interested and enthusiastic about this specific opportunity.

There's no one formula for writing a great cover letter. It depends on what's expected in your field, the industry and the sector. It also depends on you and the approach you are taking to your job hunt.

### Remember

**The aim with any covering letter is to keep it brief (no more than a page).**

## Applying for specific positions

Employers receive many letters and get very adept at scanning applications for key information. The information that's important to them is whether you meet the criteria for the job through:

- your skills and abilities;
- your background and experience;
- your personal profile; and/or
- your training and academic track record.

There are many ways to highlight that you are the right person for the job. Focus on what the employer is looking for and show them – initially through your covering letter and then in more detail through your resume – that you are the ideal candidate.



## Interview dos and don'ts



### Do

- **Research** the employing company – contact the human resources or personnel section of the firm, and access their website if they have one.
- Think of ways you can **demonstrate your knowledge of the company** and prepare relevant questions to ask about the organisation
- **Read** the advertisement **carefully** (and the position description if available) and make sure you can address all criteria.
- **Take** a copy of the **advertisement** and your **application** with you
- Make sure you know how to get to the interview, and plan to **arrive early**. If you are unavoidably delayed, telephone to explain if possible and apologise. (Have a trial run of getting to the interview venue if possible.)
- **Dress appropriately** for the interview. Even if you know the position might require you to get dirty or untidy, dress conservatively. (If the job is in the clothing industry, dress to suit the style of that company)
- Make sure your **portfolio is up to date** and relevant, with spare copies of your resume, school reports and references in case you are asked to leave copies.
- **Prepare** your questions.
- **Practise** your interview with a friend or your family.
- Make sure your hair, fingernails and shoes are **clean**. Employers and panel members tend to notice these details.
- Be ready to talk about yourself. Do not use 'yes' or 'no' answers, but try to **expand your answers** into relevant statements about your strengths and attributes. Where possible, link your experiences and skills to match the position.

### Other Dos

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### Don't

- Be late
- Be unprepared
- Be sloppy or dirty
- Dress inappropriately
- Use only yes or no answers

### Other Don'ts

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## Interview preparation



### *Interview questions*

Here are some possible questions an interviewer may ask:

- What do you know about the company?
- Why do you want to work for this company?
- What do you know about the work and what do you need to do enter this job?
- Tell me about your work experience up until now.
- What are your favourite subjects at school? Why?
- What did you do in your last job?
- Do you plan on studying in the future?
- What are your hobbies, interests and social activities?
- Tell us about a significant accomplishment in the past and how you achieved it.
- Why do you think you would be good at the position?
- Why did you leave your last position?
- What are your ambitions for the future? or What is your current career goal?
- Where do you see yourself five years from now?
- When can you start work?
- Why should we give you the position?
- Have you ever had part-time work?
- What skills do you have to offer this company?
- How will this company benefit by your participation at this workplace?
- What kind of people do you enjoy working with? How do you manage working with people you find difficult?
- What do you think are your greatest strengths and weaknesses as an employee?
- How would you deal with a difficult customer or client?
- How do you manage if things don't go according to plan?

Other possible interview questions

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It is important for you to prepare some questions to ask the interviewer during the interview (usually at the end). What questions might you ask of the employer?

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## Go for gold – interview practice



# Interview evaluation

Name of applicant \_\_\_\_\_

Job applied for \_\_\_\_\_

### Preparation for interview

Letter of application and resume submitted

yes/no

Resume submitted

yes/no

	Poor	Satisfactory	Good	Excellent
Application letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addressed selection criteria in letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addressed selection criteria in resume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Comments

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Interview	Poor	Satisfactory	Good	Excellent
Personal presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enthusiasm and interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Able to answer questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of the company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identified transferable skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asked appropriate questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Comments

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### Would you employ this person

- Yes – straight away
- Maybe with a little more work
- Not at the moment

### Comments

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