CAREER PERSPECTIVES

January 2017 | telfer.uOttawa.ca/careercentre

IN THIS ISSUE...

This month we have some exciting content to help get you started with the Winter 2017 semester!

Make sure to follow, subscribe and like our social medias to keep up to date on all the different career enhancing opportunities available to you.

#FINDYOURSELF

By: Christopher Flores-Lyons

Need help narrowing down your job search? Want to find out more about your personality? The Telfer Career Centre has access to several self-assessment tools that are helpful with your career development. The “Self-Understanding, Career Testing and Planning” workshop provides you with the opportunity to learn about your interests and personality through accredited assessment tools such as the Myers-Briggs Type Indicator (MBTI) and the Strong Interest Inventory.

The MBTI gives you a 4-letter code that tells you about your personality and preferences that underlie your interests, needs, value and motivations. For example, I was assigned ISTJ which describes me very well! Those who are ISTJ are responsible, sincere, analytical, reserved, realistic and systematic. As well as hardworking and trustworthy with sound judgement.

The Strong Interest Inventory gives you 3 letters that also tell you about your interests and suggests different jobs or career paths that share those interests. The quiz gives you several questions in areas such as occupations, subject areas, activities, leisure activities, people and characteristics. Put together, your answers are ranked and summarized so that you can see how you can develop and improve to reach your full potential.

Of course, these tests are for guidance and should not be taken without a grain of salt. Sometimes your answers may change depending on your mood, stress levels and the time you put into the tests. However, they can be very valuable when deciding on your future.

The Self-Understanding, Career Testing and Planning workshop runs about once a month (next one is January 11, 2017) but you can also schedule a one-on-one consultation at the Career Centre (DMS 1100) or by calling 613-562-5656.

Telfer student, Lara V., meets an employer at the newly re-branded “Telfer Connects” event in October. Stay tuned for “Telfer Networks” this winter!
SUCCESSFUL JOB APPLICATION TIPS

By: Phil Turcotte

Whether you’re in your first year of studies or your fourth, January is a time where we all start thinking about gaining experience through summer internships or full time jobs after we graduate. Although it is always best to start this process at the beginning of the school year to ensure thorough research and preparation is done before application—January still leaves you plenty of time to do so. In this article, I outline the three major elements of the application process and how to ensure each of them is fulfilled to secure the job you want.

Research

Often overlooked, research on the companies and positions themselves is a crucial element of a successful job application. Since the latter two elements depend on your knowledge of the firm/position, having an in-depth understanding of them can make the difference between being turned down or getting the job. Companies appreciate when candidates take the time to get to know them and understand their values and strategy.

Preparation

As I mentioned earlier, job application preparation can’t be done properly without first researching the firm. Once you understand the organizations and roles you hope to apply for, now is the time to prepare your main documents—your resumé and cover letter. Although your resumé can be relatively standardized for most entry-level positions, with a small change here and there, your cover letter can serve as an excellent tool to illustrate your understanding of the company and your fit with the corporate culture. So, put together a document containing relevant information for your top companies and try to reflect on how your personality and experience is well suited for the firm.

Interview

If you’ve made it this far it’s important not to get comfortable. They are interested in your experience and perhaps were intrigued by your cover letter, however now is the time where your knowledge of the position and relevant skills will be put to the test. It is important that you have a strong understanding of the job requirements and reflect on your answer to the generic interview questions that most employers ask interns and entry-level workers.
5 BOOKS TO READ FOR BUSINESS INSPIRATION AND ADVICE

By: Christina Georgiou

1. *Lean In: Women, Work and the Will to Lead* by Sheryl Sandberg

   Lean In is an insightful nonfiction and business book that has been written by one of the most successful women in the world. Ms. Sandberg is the Chief Operating Officer at Facebook, after holding the position of Vice-President of Global Online Sales and Operations at Google. Ms. Sandberg has extensive knowledge about the difficulties women with ambition face in the workplace. Ms. Sandberg shares learned lessons about how to capitalize on your abilities and receive the equality you deserve.

2. *Show Your Work: 10 Ways to Share Your Creativity and Get Discovered* by Austin Kleon

   Austin Kleon’s Show Your Work! is a wonderfully written nonfiction book about getting “findable” – technically in an artistic world, it really is a story of how to build your brand, find the right people and being continuously curious – lessons that apply to any career path.

3. *Furiously Happy: A Funny Book About Horrible Things* by Jenny Lawson

   An autobiography with humor, Lawson’s book delves into her lifelong battle with mental illness through stories of bad decisions and the ups and downs one can experience. This is a memoir that focuses on the belief that positivity and true happiness (even if it is out of frustration and in spite of her depression) can change a person’s life.

4. *Originals: How Non-Conformists Move the World* by Adam Grant

   Grant’s ability to tell stories and recount studies about business, politics, sports, and entertainment gives compelling lessons about how to be a leader in the path that fits you and advice on defying the conventional when you know you have something to say.

5. *Never Split the Difference: Negotiating as If Your Life Depended on It* by Chris Voss and Tahl Raz

   Voss, a retired FBI Hostage Negotiator, knows just how important negotiating is. After spending decades in this career, Voss has seen how important negotiating is in every relationship. In this book, Voss explains a series of unconventional negotiation tactics that he has put to the test many times over.

---

**Word Bank**

<table>
<thead>
<tr>
<th>COMMERCE</th>
<th>WINTER</th>
<th>SNOW</th>
<th>LINKEDIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YEAR</td>
<td>OTTAWA</td>
<td>NEW BEGINNING</td>
<td>RECRUITMENT</td>
</tr>
<tr>
<td>SLEDDING</td>
<td>CAREER SEARCH</td>
<td>NETWORKING</td>
<td>CDP</td>
</tr>
<tr>
<td>CAREER CENTRE</td>
<td>JOB HUNT</td>
<td>SKIING</td>
<td>CAREER CONVENTION</td>
</tr>
<tr>
<td>CPA</td>
<td>INTERVIEW CLINIC</td>
<td>TELFER</td>
<td>TMX</td>
</tr>
</tbody>
</table>
PROFESSIONAL DESIGNATIONS YOU MAY NOT HAVE HEARD ABOUT

By: Josh Wamanga

Professional designations are “stamps of approval” that document your knowledge, and demonstrate to employers and their clients that you have achieved a standard of excellence in your field of work. Depending on your specialization, you can work towards getting your professional designation when you graduate. Designations such as the CHRP, CFA and CPA have been marketed extensively within Telfer, but there are numerous other designations that you can get for marketing and supply chain management, some of which I will be talking about in this article.

Certified Marketing Management Professional Designation (CMMP):

This designation provides you with the expertise to gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. As a certified marketing practitioner with up-to-date industry knowledge and skills, you have a greater prospect of career advancement and an opportunity to contribute to your organizations’ success, given the recognition this designation receives on an international level.

Certified Supply Chain Professional Designation (CSCP):

The CSCP is recognized internationally as the foremost supply chain management educational and certification program. The program not only encompasses the internal operations of an organization, but involves the entirety of the supply chain—the suppliers, the company, and the consumers. If you are interested in increasing your knowledge and expertise in the logistical aspect of business, this designation helps you understand enterprise resource planning and master the necessary tools for effective global supply chain activities.

There are plenty of options available to you out there, so please take the time to explore the options available to you. If the opportunity to better yourself presents itself to you, take it.

How to Keep Your New Year’s Resolutions

By: Kasia Palkowski

1) Choose one or two achievable goals.
2) Make it specific and realistic.
3) Don’t wait until New Year’s Day.
4) Don’t let small setbacks stop you.
5) Ask your friends and family for support.

Good luck keeping your resolutions this winter semester. Remember that the Telfer Career Centre is here to support you in achieving your career goals!

The newly rebranded “Telfer Connects” was a huge success! Thank you to all the students, employers and staff that came out!