



Co-funded by the
Erasmus+ Programme
of the European Union



The ERASMUS+ Programme

„Stop being couch potatoes! Developing social
and entrepreneurial skills for Neets”

Project number 2018-1-SK-01-KA204-046335

Workshop scenario

General information about the workshop

Market yourself to get a job

Name of Social Competence	Development of own values and self - image
Name of the workshop	How to Market Yourself to Get a Job
Learning Objectives	<ul style="list-style-type: none"> ● To get practical tips & tricks for writing CVs, searching for a job, handling job interviews, and using the internet, ● To prepare yourself for a self-presentation in the context of a particular job opportunity, ● To simulate job interview in order to train presenting yourself, your strengths, and work experience, ● To receive feedback on what to improve on marketing yourself to successfully get a job.
Duration	8 h 30 minutes
Didactic materials needed	<ul style="list-style-type: none"> ● emotion cards ● worksheet “How to Find a Job” ● CV templates of various formats and levels ● worksheet “Me and Job Vacancy”
Innovative approach	<p>This is a very practical workshop concentrated on the individual and his/her needs. The individual is a part of real process of job search – preparation of CV, preparation for the job interview, self presentation, knowing his/her strengths, weaknesses in a playful way, not only in a theoretical way what will help him/her in a real life – be prepared.</p>
Learning results/outcomes	<ul style="list-style-type: none"> ● participant is familiar with the CV evaluation criteria both in theory and in practice,



	<ul style="list-style-type: none">• participant can reflect on what he or she likes and dislikes on various structures of a CV and can compare it to other participants' viewpoints,• participant is able to self-evaluate their own CV and find the ways for its improvement• participant is familiar with the regular job interview questions,• participant confirms wording of the key discussion areas (e.g. strengths, work experience, motivation),• participant receives feedback on their performance and tips from the experienced HR specialists
Attachments listed	<p>1_ Example of using the online CV and cover letter creator (available at: https://www.kickresume.com/)</p> <p>2 _ Example of the job search at Profesia.sk (available at: https://www.profesia.sk/)</p>



Agenda of the workshop

1. Get to know each other through the emotion cards
2. Outline of the workshop, Participants' expectations, Setting up group's internal rules
3. Job Searching Strategy
4. "Assess My CV" game
5. Me and job vacancy
6. Simulated job interviews
7. Feedback

Description of the activities

Activity 1	Get to know each other through the emotion cards
Didactic materials needed	<ul style="list-style-type: none"> • emotion cards • name tags
Type of activity	Game

Description

The participants one-by-one choose one of the emotion cards, e.g. the whale card, which represents an emotion or an experience. In the circle, they introduce themselves through the selected image. They may answer the following questions: Who am I? Why am I here? How do I feel? What do I need?

Activity 2	Outline of the workshop Participants' expectations Setting up group's internal rules
Didactic materials needed	<ul style="list-style-type: none"> • flipchart • post-its
Type of activity	Brainstorming

Description

The lecturer introduces the outline of the workshop. Using a brainstorming method, he prompts the participants to express their expectations, write them on the post-its and stick them on the flipchart. The group then sets its internal rules which are to be marked on the flipchart. Outputs of the session are to be placed on the wall.

Activity 3	Job Searching Strategy
Didactic materials needed	<ul style="list-style-type: none"> • worksheet “How to Find a Job” • flipchart • markers
Type of activity	Brainstorming

Description

Through a brainstorming session, the lecturer finds more about the ways of searching for a job the participants might now or might have experience with and analyses their pros and cons. He or she introduces practical tips on what might work for which profession and specifies recruitment agencies, institutions, companies or websites which might serve the participants as a relevant source of information and support. The pros and cons are noted on the flipchart. The participant reflects on his or her own job searching strategy in the context of his or her future career and sets up his or her individual action plan which is to be put down in the “How to Find a Job” worksheet.

Activity 4	“Assess My CV” game
Didactic materials needed	<ul style="list-style-type: none"> • CV templates of various formats and levels (please adhere to the relevant personal data protection regulations) • post-its • flipchart • markers
Type of activity	Group work

Description

1. PREPARATION:

The lecturer informs the participants about the CV evaluation criteria the HR specialists apply in practice. Through the game, the participants will have an opportunity to find out how this or that CV impresses them and how they feel about their overall layout and content (not only keywords).

2. PROCEDURE:

The participants are to be divided into 2 groups. Both groups receive the same information on the job vacancy and job advertisement. Both also receive the extracts of 10 different CVs while within the time limit their task is to split these into the acceptable (to be invited to the interview) and non-acceptable (not to be invited). The groups discuss the strengths and weaknesses of the CVs and

evaluate them based on the criteria set. They note their ideas on post-its and place them on the flipchart. Both groups also nominate 2 applicants to be invited to the interview. Afterwards, both groups present their findings and support their choices by arguments. The lecturer provides extra inspiration on writing a CV. Each participant notes down his or her own challenges to be improved within their CV.

Activity 5	Me and job vacancy
Didactic materials needed	<ul style="list-style-type: none"> • worksheet “Me and Job Vacancy”, • PC, access to internet second thing
Type of activity	Individual work

Description

The participants search for an applicable job vacancy using the website Profesia.sk (available at: <https://www.profesia.sk/>). The participants go through the advertisement – what personality requirements and skills are stated, what are the responsibilities and duties of the potential employee, what does the job description say? The participants enter these in the “Me and Job Vacancy” worksheet. Subsequently, the lecturer presents practical tips on how to market oneself to get a job. The participants are then divided into pairs. They mutually share what their previous experience with the job vacancy is, where have they gained these, what have they learned and what skills have they applied within. All the important information they note in the worksheet while in the “Presenting Myself” part they put down how they would present themselves to the potential employer.

Activity 6	Simulated job interviews
Didactic materials needed	<ul style="list-style-type: none"> • CV
Type of activity	Individual work

Description

1. PREPARATION:

The lecturer together with the other members of the interview committee, informs the participants about the questions to be asked during the interview. Through the role-plays the participants learn how the right and wrong job interviews look like. During the simulated job interviews the participants then gain experience in self-promotion and self-marketing, but also feedback on their verbal and non-verbal communication.



2. PROCEDURE:

The participants are divided into 4 commissions. Each candidate attends 30-minutes-long interview on the pre-selected job position while it is divided into 2 parts:

1. Self-presentation and conducting an interview,
2. Feedback.

Each participant notes his or her personal challenges in terms of self-marketing or answering the interviewer's questions.

Activity 7	Feedback
Didactic materials needed	<ul style="list-style-type: none"> • colourful post-its
Type of activity	Discussion

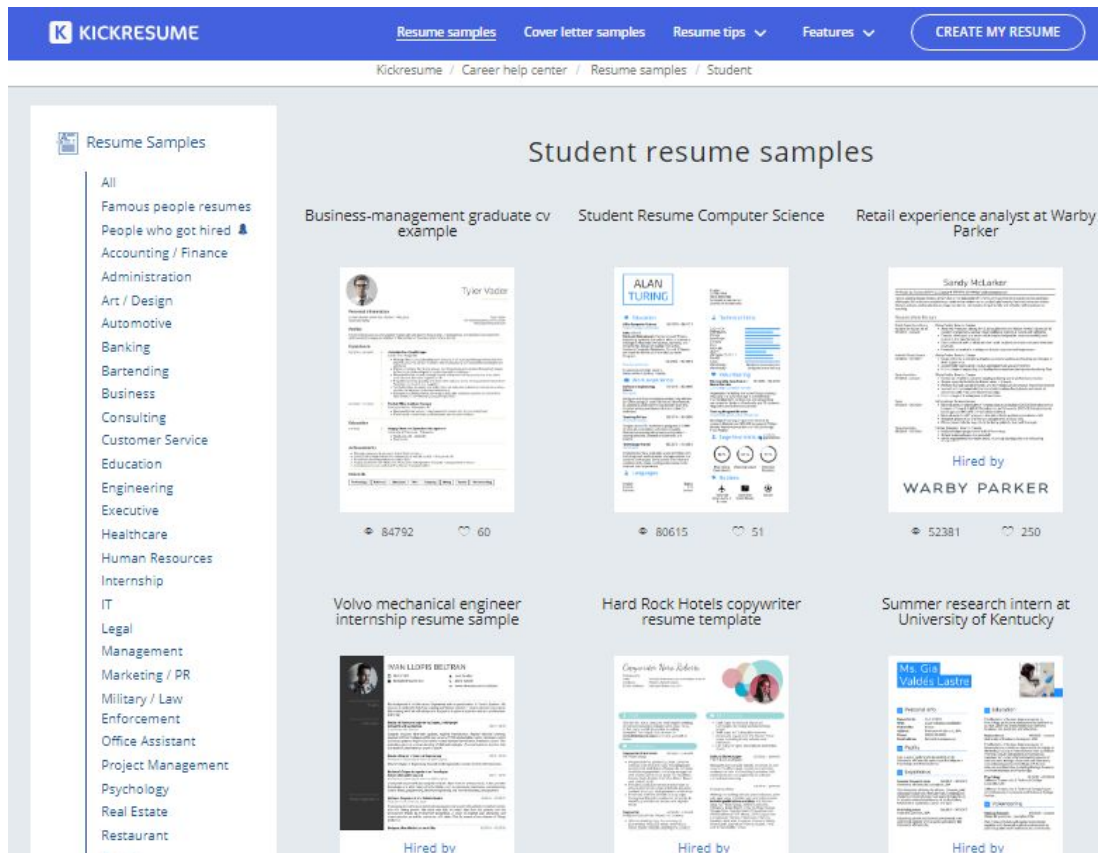
Description

The participants write on colourful post-its what they appreciate in the workshop. Sitting or standing in a circle, they give feedback to the lecturer and stick post-its next to their expectations formulated in the morning. The final discussion includes summarizing individual feedback on the job interview.



Attachments

Example of using the online CV and cover letter creator (available at: <https://www.kickresume.com/>):





Resume Samples

Cover Letter Samples


All

People who got hired ▲

- Accounting / Finance
- Administration
- Art / Design
- Automotive
- Banking
- Bartending
- Business
- Consulting
- Customer Service
- Education
- Engineering
- Executive
- Healthcare
- Human Resources
- Internship
- IT
- Management
- Marketing / PR
- Military / Law
- Enforcement
- Office Assistant
- Project Management
- Sales


Student cover letter samples

Junior financial controller cover letter at Bupa




47165 37

Study team leader cover letter sample




23541 162

Data analyst cover letter example




20499 84


Norwegian cabin crew cover letter sample



IBM junior product manager cover letter sample



Finance intern cover letter example





Example of the job search at Profesia.sk

(available at: <https://www.profesia.sk/>):

The screenshot shows the Profesia.sk website interface. At the top left is the Profesia logo. On the right, there are links for 'Prihlásiť' and 'Vstup pre firmy'. Below the navigation bar, the search criteria are displayed: 'Pozícia, kľúčové slovo alebo firma' with the input 'automechanik' and 'pridať ďalšie...', and 'Obec, okres, kraj alebo krajina' with the input 'Banskobystrický kraj'. A search button 'Hľadať' and a link 'Rozšírené hľadanie' are also visible.

The search results are categorized by 'OKRESNÉ MESTÁ' (Districts) and 'PLAT' (Salary). The 'OKRESNÉ MESTÁ' list includes: Okres Zvolen (6), Okres Banská Bystrica (2), Okres Detva (2), Okres Žiar nad Hronom (2), Okres Banská Štiavnica (1), Okres Brezno (1), Okres Krupina (1), Okres Lučenec (1), Okres Poltár (1), Okres Revúca (1), Okres Rimavská Sobota (1), Okres Veľký Krtíš (1), and Okres Žarnovica (1). The 'PLAT' section shows a 'NOVINKA' (New) tag.

The main content area displays 'PONUKY PRÁCE: BANSKOBYSTRICKÝ KRAJ, AUTOMECHANIK' (1 - 10 z 10). Three job listings are shown:

- Automechanik/klampiar**
Auto Unicom Zvolen, s.r.o.
Zvolen
★ Pridať k vybraným Pridané predvčerom
- Automechanik, Servisný technik**
D.K.C., s.r.o.
Balkán 53, Zvolen-Pod Harajchom
€ 800 - 1 000 EUR
★ Pridať k vybraným Pridané predvčerom
- Automechanik/ mechanik cestných motorových vozidiel**
Portas, s.r.o.
Banská Bystrica
★ Pridať k vybraným Aktualizované predvčerom

At the bottom, a partially visible listing for 'Mechanik motorových kofaiových vozidiel ŽKV' is shown.

On the right side, there are two Google AdSense advertisements with buttons: 'Nezobrazovať túto reklamu' and 'Prečo táto reklama?'. The text above the buttons reads 'Reklamu zavrela spoločnosť Google'.