

Job Application Training



train effect



train effect

About myself

train effect is a coaching and training company that is specialized in soft skill trainings, moderations and coachings

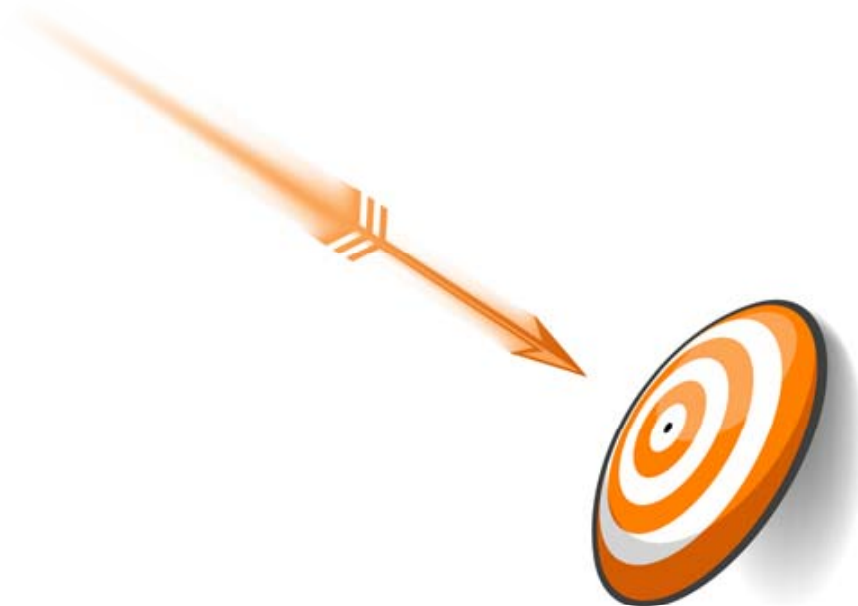
Katrin Seifarth offers you more than 13 years of industry experience. She has personally run more than 150 job interviews in various areas both during her professional career in a multi-national company and during her time as trainer, moderator and coach.



Objective of this training

Get more security for potential upcoming job interviews through professional consultancy and individual coaching in the areas of:

- application documents
- application photo
- styling/outfit
- appearance
- interview



Agenda

September 7:

- General rules on outfit, styling
- General rules on application documents, CV, job interview
- Simulation of a job interview and video analysis

In between:

Rework of application documents and CV

September 9:

- Individual feedback in small groups (3x6-7 people) on the application documents

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Outfit: Basic Rules

Our topic: Your personal appearance and impression

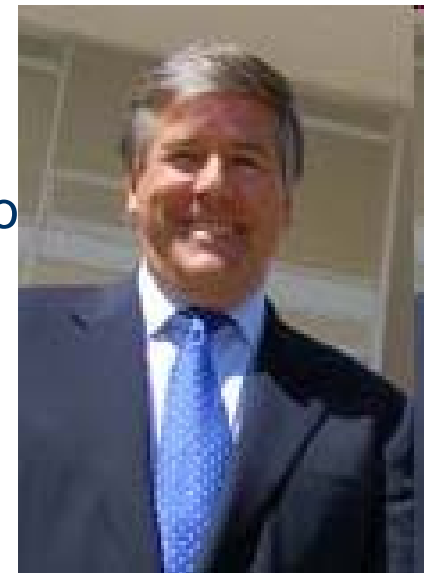
competent - effective - attractive - individual - authentic - convincing



The correct outfit is important both in job interviews and in daily business.

It is not about being dressed according to the latest fashion but about looking neat.

You never get a second chance to make a first impression.



Business outfit for HIM – Basic Rules



“Before you even say a word, your suit already says a lot about you.”

- Make sure your suit has the right fit and choose flowing materials that usually have a better fit
- Wear a tie: the tip ends one finger above your belt
- A long sleeved shirt
- The shirt's collar should be parallel to your jacket's collar
- The trousers should in the front slightly touch the shoe and in the back ends shortly above the heel.
- Knee high socks instead of short socks, avoiding naked legs when sitting
- The shirt's sleeve should be one or two fingers longer than the jacket sleeve

Outfit, Styling: Do's for HIM



- ironed trousers that have been at the dry cleaner
- knit-free suits
- perfect and fresh haircut
- recently washed hair
- freshly shaved
- well cleaned glasses
- well cleaned and polished shoes, use shoetrees
- Color of belt needs to match color of shoes
- Choose tie color and pattern according to your type
- well groomed finger nails



Outfit, Styling: Do's for HIM - classic



Outfit, Styling: Do's for HIM – casual und modern



Outfit, Styling: Dont's for HIM



- Too long or too short trousers
- No tie, or tie too long or too short, tie badly tied, tie with representational pattern
- Bad suit cut, black suit
- Three day beard
- Short sleeve shirts
- Crooked heels, rubber soles
- Coffee before the interview!
- Piercings
- Eye-catching belt buckle
- Too intensive after shave, eau de toilette

Outfit, Styling: Dont's for HIM



Business outfit for HER – Basic rules



- Choose a suit or skirt and dress in a dark blue or other warm color when you want to appear serious
- Prefer a skirt over trousers if your physique allows for it and if you feel comfortable in it
- Light shades make a fresh but less serious appearance
- It is boring but true that darker shades convey confidence
- Leave little color accents with your blouse, a scarf or jewelry
- Choose flowing materials that don't get wrinkles
- The skirt should have knee-length
- The higher the hierarchy the less skin is shown
- A bit of jewelry is essential, but not more than 5 pieces
- Always wear tights
- The classic shoe to go with a suit or a skirt is the pumps.

Outfit, Make-up and Styling: Do's for HER



- Diligent make up
- Cover eye rings
- Use make-up or/and powder
- Rouge and lipstick, but subtle color
- mascara
- Shape and highlight eye brows
- Well cleaned glasses
- Recently washed hair well combed
- Underwear in matching color of trousers and blouse
- Well-groomed finger nails, probably with subtle nail varnish
- Take a spare pair of tights with you



Outfit, Make-up and Styling: Do's for HER self-confident - classic

Yes



Outfit, Make-up and Styling: Do's for HER casual, modern

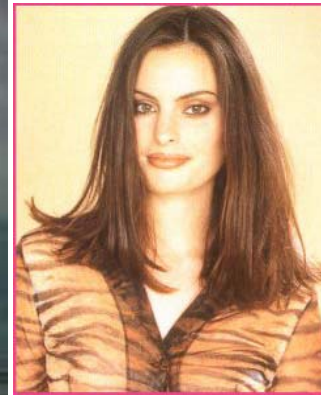


Outfit, Make-up and Styling: Dont's for HER



- Too dark make up with borders
- Glossy eye-shadows
- Dark lip liner (might look cheap)
- Lip gloss (too sexy)
- Painted eyebrow lines
- Long hair, loose
- Too narrow trousers (show every little eating sin)
- Mini skirt
- Revealing décolleté
- Strumming jewelry
- Open shoes
- Too intensive perfume
- String thong sticking out
- Too worthy/boring clothes
- White suit or skirt

Outfit, Make-up and Styling: Dont's for HER



Leave your footprint

Leave a clear footprint, which makes your interview partner remember you. Play your trump card!

e.g.:

- colored tie or scarf
- beautiful hair, loose
- impactful jewelry (e.g. ring or necklace)
- perfect make up that enhances your positive features (e.g. eyes)
- distinctive glasses
- fancy haircut

BUT: moderation. Maximally enhance one thing at a time.

Spot the mistake



Too colorful shirt

Spot the mistake



Length of trousers: The trousers should touch the shoe slightly

Spot the mistake



Cut of the shirt: too wide shirt around the belly

Spot the mistake



Length of socks: naked leg when sitting

Spot the mistake



Tie: too far away from the collar

Spot the mistake



Too intense eye make up and too intense lipstick

Spot the mistake



Naked leg and too short skirt

Spot the mistake



Covered eyes and too strong and glossy lipstick

Spot the mistake



Loose hair in non perfect condition

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Thoughts before applying for a job

- Lead time? Often up to 6 months
- Your profile: what are your strengths, what are your weaknesses, find examples from the past
- What is your USP? Where are you better than / different from your fellow students?
- How do you rate yourself in terms of:
 - Dealing with stress
 - Willingness to assume responsibility, to lead
 - Assertiveness
 - Ability to work in a team
 - Communication capabilities, networking capabilities
 - Dealing with multiple priorities, self-discipline
 - Required specialized knowledge (technical, languages)
 - Creativity
 - Decisiveness

What do I want?

- Internship or fixed employment?
- Trainee or on the job?
- Size of company?
- What did you like in particular about previous assignments?
- Where do you want to be in 5 years from now?
- Salary expectations
- Work-Life-Balance
- Willingness to travel



Choose potential employers

- Which way leads you best towards your goal?
- Look at company rankings in magazines like Manager Magazine or Capital
- Follow the media, which companies/institutes are growing?
- Visit trade fairs or other public events for a first contact in order to get a first impression of the company/university/institute you wish to work for
- Ask for a company brochure or the company website to get an insight into the company culture and philosophy
- Read the job postings that companies publish and have your gut feel react first, then take a closer look:
 - “We are” (does this match your “I want”? Do you want to be part of it?)
 - “We are looking for” (does this match your “what I want”?)
 - “We expect” (“You are”, “you have” are must-haves; “ideally”, “... are of advantage” are can-criteria, check whether you fulfill these criteria)

Apply correctly

- Unsolicited Application
 - Ask which form of application is desired: online, per e-mail, by mail, etc.?
 - Ideally: first contact by telephone to find out the right contact person
 - Ideally refer to already existing contact, e.g. on a trade fair, personal contact
 - What do I offer? „I am“, „I have“, etc.
 - What do I want? „I am looking for“

- Personnel consultant

- Situations wanted, published by the company
 - Who am I? „I offer“
 - What are my capabilities? „I have“, „I can“, etc.
 - What do I want? „I am looking for..“

- When you have the chance for a personal talk (e.g. trade fair):
 - Don't say: “I am a graduate of the university xy. What types of jobs does your company have for me? Do you take graduates from that university at all?”
 - Instead say: „I am a graduate of the university xy and am interested in.....”

Basic rules for the written application



- Individuality is important. You must stand out in the pile of applications.
Leave a clear trace!
- Complete content
 - Cover letter
 - CV
 - Photo (not in the U.S. or U.S. based companies)
 - School and university reports without gaps
 - Internship and Education reports
 - All semester reports
 - If available: work samples, references, particular awards, list of publications, list of presentations

Classic mistakes



- Cover letter is a mass letter without personal address, too general
- Cover letter is too long or too short with low information value, e.g. "Please read my personal data in my CV."
- Mix of typographies, letter sizes or colors
- Cover letter or CV is not signed
- CV with too many attachments (e.g. primary school report, confirmation of participation in congresses or one day seminars)

Do's for a successful cover letter



- Define two or three areas (knowledge, soft skill) that perfectly match the company's request and elaborate on them
- Reference Line with name of job, publication date or place of the job advertisement or one sentence what exactly you apply for
- General structure:
 - I apply for...
 - As you can see in my CV (elaborate on two highlights that are important for the job you apply for)
 - Your company is perfect for me, because...
 - I perfectly match your profile of requirements, because.... (mention examples)
 - signature

Dont's for a successful cover letter



- Typos or grammatical errors, in particular in the address or in the name of your contact person
- Lengthy sentences
- Trivial reasons for your application, e.g. “ I want to broaden my experiences”
- Mass cover letter
- Flatteries, e.g. “ You are so innovative...”
- Exaggerations, e.g. “Only your company is the right one for me....”
- Enumeration of empty phrases, e.g. “flexible, dynamic and holistic”
- Selling yourself without referring to the company's demands
- Novels, brevity is the soul of wit

The CV



Many personnel managers read the CV before they read the cover letter. Therefore the CV need the same attention as the cover letter.

- Have one CV, but adopt it to the respective job/company in terms of focus areas

- Table form
 - Personal Data: name, first name, address, telephone, mobile phone, email, (date and place of birth, nationality, marital status, if important religion)
 - Professional experience: internships, education, grades, describe work areas
 - Studies: grade, main subjects, topic of thesis or research projects
 - School: type of school, degrees, starting with A-level exams
 - Relevant further education
 - Other knowledge: languages, EDP, etc.
 - (Hobbies: that fit your personality and the job)
 - Place, date, signature by hand

- Reverse chronological order (the latest information comes first)

- Same structure in every sentence

Do's for a successful CV



- Focus on the most relevant for each station of your life and thus create a conclusive story
- Clear structure of the different “blocks” also optically
- Mention results and successes both with your professional career and your hobbies
- A cover sheet with personal data and a photo looks nice (watch-out: American companies)
- Check chronology for correctness of dates and ensure there is no gaps

Dont's for a successful CV



- Old date
- Missing signature
- Unprofessional photo or leisure time photo
- For males: missing information on military service (depending on country)
- Mistakes in your personal data
- Funny e-mail address
- Scanned photo of bad quality
- Too much information (vendor's tray)
- Unexplained gaps

General rules for the entire application



- Proof all stages in your CV with reports
- Put reports in the same order as mentioned in the CV
- No loose papers, ideally clip folder
- Neutral color of the folder, e.g. blue or black
- Put the cover letter on top of the folder not inside
- Make sure your documentation is complete
- Add work examples if you have them (e.g. publications, press releases about you, etc.)
- Same rules apply for the online application

Do's for the paperwork in general



- Make sure that you receive meaningful reports on your previous assignments that clearly outline the tasks you completed, your personal success and your qualifications
- Up to date photo in suitable outfit
- Documents need to be easy to handle
- Add references, make sure your reference giver knows

- Specialty online application
 - Fill in subject line
 - Send attachments in a separate pdf

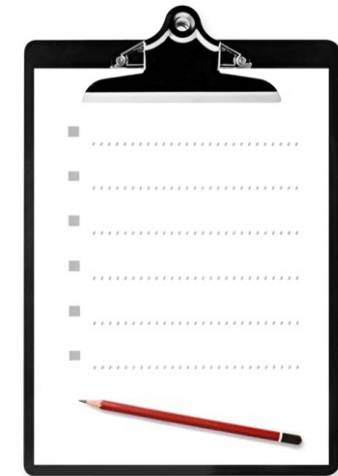
Dont's for the paperwork in general



- Price label on the folder
- The wrong application in the correct envelope
- Reports manipulated manually
- Standard application folders
- Dog-ears or bad copies
- Individually sleeved papers in cellophane (environment)
- For online applications: funny e-mail address

Preparation for the job interview

- Think about potential questions you might be asked
- Think about questions you want to ask
- Clearly imagine the company's expectations before you head for the interview
- Make sure you can explain gaps or fractures in your CV
- Plan sufficient time for your journey (don't be late)
- Look for latest press releases of the company
- Read the company's annual report or other publications
- Think about the salary you expect
- Think about examples from your life on the biggest competence areas:
 - Capability to work in a team, collaboration with others
 - Leadership
 - Communication capabilities
 - Capability of analytical thinking
 - Creativity and Innovation capabilities
 - Taking the initiative and bringing things to an end
 - Set priorities and handle multiple priorities
 - "Technical" capabilities required for the job



Basic rules for the job interview



- Smile when entering the room
- Present yourself
- Firm handshake with eye contact
- Keep a “security distance” (approx. 50 cm)
- Only sit down when you are asked to or after your partner has taken a seat
- Only take beverages when they are offered to you (or ask politely)
- Open posture and body language
- Follow the common rules of politeness (interrupting, etc.)
- Take notes, in particular for the questions that come up in the interview
- Think about minimum 3-4- questions, also build on previous ones
- In panels: eye contact with all interviewers

Dont's job interview



- When asked “Where do you want to be in 5 years from now?” or when asked similar questions concerning the future don't say “I hope....” but say “I imagine to be there and do....”
- Answer: „I don't know....”, preferably say “I have not dealt with this topic yet, but I could imagine it to work like this:..”
- Actively mention your own weaknesses
- Talk badly about previous employers
- Ringing mobile phone

Special forms of job interviews and techniques

The same rules apply, some particularities:

- Assessment Center: in group exercises, make sure you solve conflicts constructively and not on the costs of others
- In-tray-exercise: exclude misrouted mail, organize chronologically, delegate
- Creativity tests, e.g. what can I do with a pencil? Important: think „out of the box“, e.g. don't stay only in the surroundings of the desk
- Performance tests, e.g. analytical tests: move on to next task when stuck and return to the tricky ones at the end, stick to timings given per task
- Dinner interview: don't smoke, don't drink

Body language, mimics, gestures

- Open body language showing interest
- No easy postures, trying to appear cool, even if your interview partner shows such postures
- A smile from time to time can be very refreshing
- Use gestures moderately to emphasize, don't gesticulate all the time
- Nervous fingers: not in your face, hair or on your pen
- Hands slightly open ON the table
- When you get the job, feel free to show your positive emotions about it, but don't exaggerate

Body language, mimics, gestures



Body language, mimics, gestures



Open questions?

