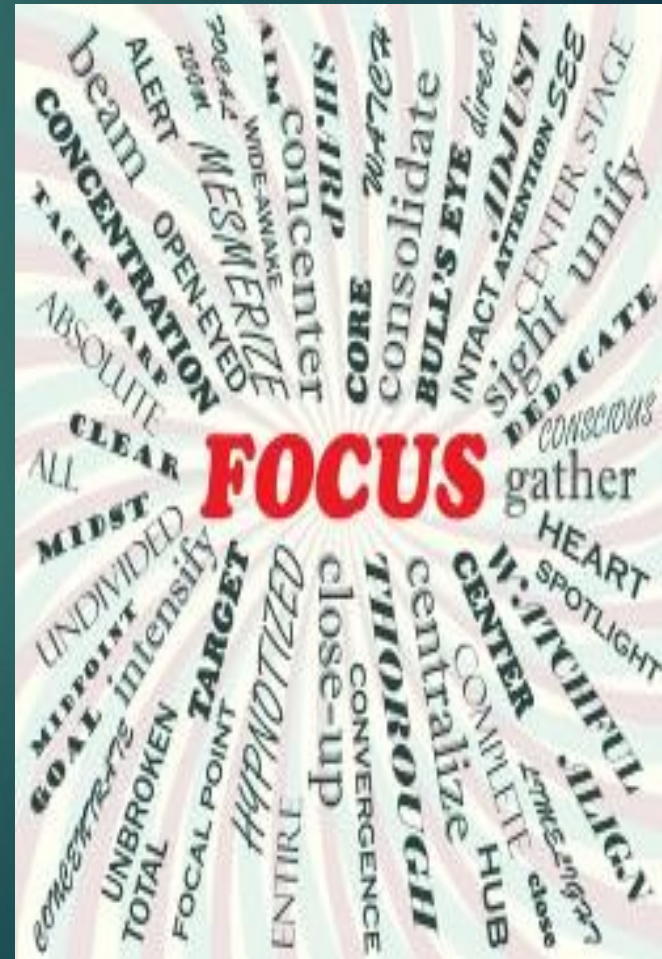


THE POWER OF FOCUS

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What is Focus?



Focus can be defined as center of interest or state of having clear visual definition.

To have a center of interest in career, here are few great questions to ask as you decide

1. What are you good at, and what do you love? While some people have a clear passion, many of us find ourselves lost, paralyzed with fear that we're not doing it right if we don't have one burning career goal to pursue obsessively. And even if you do have a passion, chances are high it's something vague and out of reach.

The problem isn't the idea of pursuing things you're good at and that you love; it's that your aspirations are too broad and difficult to act on. Think of your passions as a starting point.

How about really digging into a subject, synthesizing a ton of research and guiding editorial direction? Then becoming a tech writer or editor might be a better fit.

2. Are you promotion- or prevention-focused? –

Promotion-focused professionals are classic creatives and entrepreneurs. They work quickly, seize new opportunities and think abstractly. The downside is that they can be impulsive, overly optimistic and are likely to make bigger mistakes.

Prevention-focused professionals are just the opposite, focused on maintaining the status quo and protecting all they've worked on. These professionals prefer planning, reliability, thoroughness and analytical thinking.

While we all need a little bit of promotion- and prevention-oriented thinking, it's important to determine which way you lean before diving down a career path. A prevention-focused person, for example, would do far better as a developer in a major corporation than launching her own startup. A promotion-oriented person will likely feel suffocated in a traditional 9-to-5, thriving instead in a more creative environment with bigger risks and bigger rewards.



3. What is the best environment for your personality type?

What you need in your work environment to thrive has to be put into consideration.

Particularly important is determining whether you're more of an introvert or an extrovert, as the two personality types differ widely in their needs.

An introvert, for example, may be more attracted to a quieter research role, while an extrovert will thrive in a busy, loud sales office.

Public speaking, amount of teamwork required and frequent contact with clients are also factors to consider.



Choose Career Options That Match Your Values

- Knowing what you value most will help you refine your career search and choice:
 - ✓ Helping others
 - ✓ Prestige
 - ✓ High income
 - ✓ Flexible work hours
- Establish and align values, career choice, and career goals for motivation.



There is no substitute for knowing yourself

Surviving In A Fast Economy

- You must accept risk and plan for the future to advance your career
- A college degree does not guarantee employment
- A commitment to lifelong learning will help keep you employable

The More you know the greater your Marketability

Factors to Consider on choosing a career



Do:

- Explore a number of careers and majors
- Get involved
- Get advice from people in your target occupation
- Follow your passion
- Dare to try something new

Don't:

- Focus on a major just to get a career out of it
- Select a major just because it is “cool” or seems to promise prestige
- Let someone else push you into a job
- Assume that you have it all figured out

Factors Affecting Career Choices

- Interests
- Skills
- Aptitudes
- People skills
- Experience
- Family traditions
- Personality
- Life goals and work values



Where to Go for Help

- Career center
- Faculty
- Upper-class students
- Student organizations
- Placement services



**Ask someone in your chosen field:
How did you find your job?**

What to Look for in a Career



- Major career field target
- Preferred type of work
- Income requirements
- Geographical requirements
- Special needs
- Industry preferences
- Stress level
- Level of interaction with other people
- Indoor vs. outdoor
- Amount of independence
- Balance between creative and conventional tasks
- The type of people you would interact with
- Physical requirements
- Local/national/international organization
- Benefits and perks
- Advancement opportunities
- A good boss
- Training
- Industry outlook
- Reputation of the firm in the industry

Assess Your Skills

Academic Strengths

- Reading, Writing, Speaking, and Listening
- Math
- Creative Thinking
- Problem Solving and Decision Making

Personal Qualities

- Self-Esteem, Self-Management, Responsibility

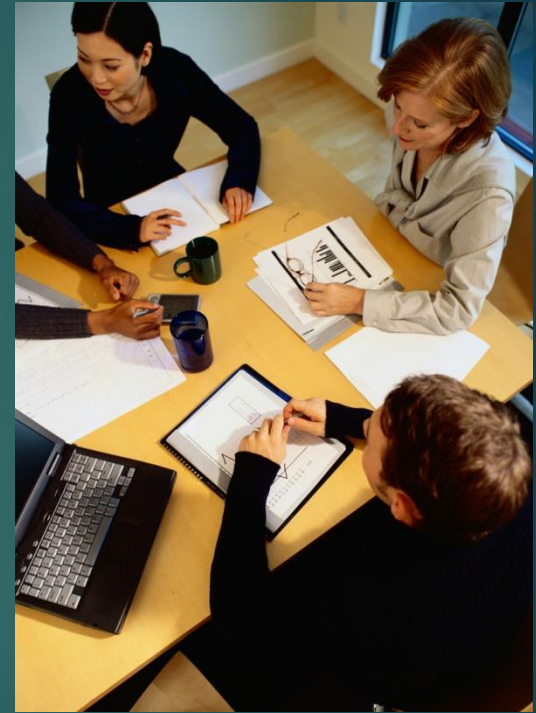
People Skills

- Social, Negotiation, Leadership, Teamwork



Getting Experience

- Volunteer or service learning
- Study abroad
- Internships/co-ops
- On-campus employment
- Student projects/competitions
- Research
- On-the-job training
- Apprenticeships



Nothing teaches like experience.

10 Tips for Winning Cover Letter

1. Don't repeat your resume / CV.
2. Tailor to advertising organization.
3. Use spell – checker
4. Use cool fonts
5. Cut the formality
6. Be detailed
7. Tell a convincing story
8. Use outstanding examples
9. Use keywords

Writing an effective Resume

Overall presentation

Presentation	<ul style="list-style-type: none"><input type="checkbox"/> Leave an overall positive impression, delete negative words or phrases<input type="checkbox"/> Use 10–12 size font<input type="checkbox"/> Make the headings stand out (eg two sizes larger than normal text and bold)<input type="checkbox"/> Use more white space between sections of information to improve navigation<input type="checkbox"/> Allow for an adequate left-hand margin (eg 3 cm)<input type="checkbox"/> Paginate the document so that sections of information are not split across two pages<input type="checkbox"/> Consider customising your resume; don't rely on templates
Format	<ul style="list-style-type: none"><input type="checkbox"/> Don't use gimmicks (eg coloured paper, fancy borders)<input type="checkbox"/> Use consistent formatting throughout – font, size, justification, heading position<input type="checkbox"/> Use sub-headings effectively and make relevant points easy to find<input type="checkbox"/> Limit use of highlighting techniques – avoid uppercase, underlining and multiple fonts<input type="checkbox"/> Use tables to categorise and list technical or IT experience<input type="checkbox"/> Include page numbers in the footer (eg page 1 of 3)
Sequence	<ul style="list-style-type: none"><input type="checkbox"/> Enter most recent information first, then work backwards chronologically<input type="checkbox"/> Order the headings and lists so the most important information comes first<input type="checkbox"/> Address the position requirements closely – use evidence and examples<input type="checkbox"/> Ensure all dates are correct (use months and years only) and explain any gaps
Length	<ul style="list-style-type: none"><input type="checkbox"/> Ideal length for graduate resumes is 2–3 pages<input type="checkbox"/> Ideal length for professional resumes is 3–4 pages
Language	<ul style="list-style-type: none"><input type="checkbox"/> Use a combination of brief text and bullet points – no wordy paragraphs<input type="checkbox"/> Use formal business language – should be clear, concise and relevant<input type="checkbox"/> Ensure correct grammar and punctuation<input type="checkbox"/> Ensure correct spelling – English (Australian not US)<input type="checkbox"/> Avoid jargon and unexplained abbreviations<input type="checkbox"/> Delete unnecessary words or punctuation<input type="checkbox"/> Begin bullet points with active verbs (eg manage, report, develop, coordinate)<input type="checkbox"/> Use consistent tense throughout (current tense for current job, past tense for previous jobs)<input type="checkbox"/> Avoid repetition of information – draw on broader range of examples
Individualised	<ul style="list-style-type: none"><input type="checkbox"/> Aim to stand out favourably from the crowd by providing relevant, factual and current information about your education, skills and experience<input type="checkbox"/> Use relevant keywords that will appropriately keyword-sort your resume
Detail	<ul style="list-style-type: none"><input type="checkbox"/> Include detail and information to support your claim to the position<input type="checkbox"/> Ensure your meaning is clear, don't expect the reader to interpret<input type="checkbox"/> Explain gaps in dates

Writing an effective Resume contd.

Specific Content

Name and Contact Details	<ul style="list-style-type: none"> <input type="checkbox"/> Your name should be the heading of the document (large, centred, bold) <input type="checkbox"/> Don't write Resume of or 'Curriculum Vitae of' or include a cover page <input type="checkbox"/> Avoid sub-headings such as Name, Address, Telephone – these are self-evident <input type="checkbox"/> Use a professional email address (no more 'hotchickybabe@wotsnew.com') <input type="checkbox"/> There is no need to list your date of birth, age, health, religion or marital status <input type="checkbox"/> If appropriate, state your Citizenship/Visa status toward the end of the resume
Career Objective	<ul style="list-style-type: none"> <input type="checkbox"/> Stating your career objective is optional, but very effective if clear and concise. It should consist of brief, factual sentences using a maximum of 3–4 lines <input type="checkbox"/> Start by giving the potential employer an idea of your aspirations and preferred work environment; motivate them to read the rest of your resume <input type="checkbox"/> Indicate short and long term career goals, if appropriate <input type="checkbox"/> Highlight one or two relevant competencies that you can bring to the position/organisation <input type="checkbox"/> Tailor the statement to each position you are applying for – refer to the job advertisement for clues of what skills or qualities are valued in the organisation <input type="checkbox"/> Change this heading to 'Career Summary' or 'Career Highlights' if you have significant professional experience <input type="checkbox"/> State your availability, if appropriate
Education	<ul style="list-style-type: none"> <input type="checkbox"/> Degree (full title, include Majors) on first line (bold) and University (full title) on second line <input type="checkbox"/> List the year you graduated or your expected year of completion <input type="checkbox"/> Indicate your overall academic results (eg distinction average, credit average etc) <input type="checkbox"/> List the key subjects and major projects or academic research relevant to the position; this information helps you to stand out from the crowd <input type="checkbox"/> Attach a copy of your Academic Transcript – don't list all subjects and results here <input type="checkbox"/> List other educational achievements (eg previous degrees, diplomas) after your most recent education <input type="checkbox"/> Change this heading to 'Qualifications' as soon as you complete your last exam
Skills Summary	<ul style="list-style-type: none"> <input type="checkbox"/> Identify a minimum of your key 4–6 skills and list in priority order <input type="checkbox"/> Include context and outcomes for skills used – achievements, capabilities and application <input type="checkbox"/> Concentrate on professional skills to match the position or organisation <input type="checkbox"/> List generic skills and provide examples to add credibility to your claims <input type="checkbox"/> List relevant IT skills <input type="checkbox"/> Skills Summary on first page or take up all of second page if extensive
Employment	<ul style="list-style-type: none"> <input type="checkbox"/> Split this section into 'Relevant Experience' and 'Other Experience' <input type="checkbox"/> Position (full title) on first line (in bold) and Organisation name on second line <input type="checkbox"/> Give a brief description of the organisation (location, type of business) <input type="checkbox"/> Indicate on what basis you were employed (e.g. FT, PT, casual, voluntary, placement) <input type="checkbox"/> Provide the dates you worked for the organisation (Month Year – Month Year) <input type="checkbox"/> List your key specific responsibilities, starting each with an active verb (eg manage, produce, develop, test, provide, present) <input type="checkbox"/> Avoid copying the Duty Statement in full – it is too general and does not clarify your individual responsibilities <input type="checkbox"/> Tailor each resume so your relevant experience is given suitable emphasis according to the position or organisation <input type="checkbox"/> List your achievements – outline your contributions to the organisation (eg what you improved, the outcomes, skills you developed, positive feedback or awards received) <input type="checkbox"/> Include in this section any placements, voluntary or community work or leadership positions held
Professional Development	<ul style="list-style-type: none"> <input type="checkbox"/> List any relevant short courses or conferences you have attended <input type="checkbox"/> Provide the date (the year is usually sufficient), the institution and the location
Professional Membership/s	<ul style="list-style-type: none"> <input type="checkbox"/> List any relevant Professional Association/s and your membership status (student, associate, full member)
Interests	<ul style="list-style-type: none"> <input type="checkbox"/> List 2–3 interests or social activities that demonstrate a balanced and active life
Referees	<ul style="list-style-type: none"> <input type="checkbox"/> Follow advertised application requirements (usually two referees) <input type="checkbox"/> Referees should be current and able to comment on your workplace or uni performance <input type="checkbox"/> Ensure the referee contact details and relationship to you is made clear in the resume



Thank You...