

# MAKE YOURSELF EMPLOYABLE

## Rationale

Academic qualifications and disciplinary knowledge no longer guarantee that graduates will secure their dream jobs. Research reveals that it was often a graduate's personal attributes and capabilities that had a greater influence on success in the workplace than academic qualifications. Employers are currently looking for certain generic skills and personal attributes besides academic qualifications and relevant experience. To land your dream job, you need to develop high self-esteem, write powerful résumés and cover letters, develop strong interviewing skills, and make a positive first impression (besides having a high GPA). People will form an impression of you based on the way you dress, speak and interact with them in the crucial first four minutes. You never get a second chance to create a positive first impression.

## Objectives

- At the end of the workshop, participants should be able to:
1. State at least ten guidelines for enhancing self-esteem.
  2. Identify their strengths and weaknesses.
  3. Explain at least seven guidelines on making effective oral presentations.
  4. List at least ten characteristics of effective speakers.
  5. Describe the nature and importance of non-verbal communication at work.
  6. State at least ten guidelines for writing a 'knock-out' résumé.
  7. State at least ten guidelines for writing an impressive cover letter.
  8. State at least ten guidelines for preparing and 'nailing' job interviews.
  9. Handle tough interview questions.
  10. State at least ten tips for making a positive first impression.

## Content

1. Enhancing self-esteem
2. Knowing the Real You
3. Making effective oral presentations/speeches
4. Body language
5. Writing impressive résumés and cover letters
6. 'Nailing' your job interviews
7. Creating a positive first impression

## Methodology

Interactive lectures, exercises, group discussions, movie-clips, video-taped mock interviews, role plays and demonstrations

## Duration

3 days

## Target Group

Undergraduates/unemployed graduates

## Facilitator

Dr. Ranjit Singh Malhi