

LESSON 14

PERSONAL MARKETING

● KEY POINT KNOW YOUR IMPACT

Do you check your reputation on the net occasionally?
Do you Google other people on line?
What is the impact of a reputation on the net?
How can it affect a job interview?

Read the following articles are on how personal marketing is multidimensional. It doesn't matter what we think, but we are always selling ourselves in professional circumstances. Consider the following situations.



Objectives Personal Marketing.

Time 60 Minutes

Vocabulary Team building and management.

Key Points Know your impact.

Grammar Using as, for, because, seeing that, seeing as, due to
Review Previous Chapter

● VOCABULARY AND EXPRESSION BUILDERS

Vocabulary

Farfetched Exaggerated

The situation was quite farfetched. We knew we would not get the contract.

Anecdotes Stories

He always has many anecdotes. He is a great story teller.

Alumni Associates from your school (Alumni association)

I have an alumni meeting next month.

Years gone by A long time ago

In years gone by we use to meet at the pub after work.

Contentious Difficult

It is a very contentious situation. I do not know what to do exactly.

Rectified Fixed

He has to rectify the situation. If not there will be problems.

Spin To tell a story (spin spun spun)

At the meeting, he spun a story. It was great.

Labelled Identified as

The company has been labelled as not too good. I am not sure why.

Moonlighting Extra work

He moonlights as an accountant.

Namely More precisely.

Iwork in IT. Namely server maintenance.



VOCABULARY AND EXPRESSION BUILDERS

For once and for all Finally

For once and for all I want to fix the problem.

Multidimensional Many ways

They have a multidimensional perspective on the project.

To ace To do very well

Can you give me a hint?

At the alumni association, the stories being spun seemed a little farfetched.

She was moonlighting as a consultant.

Needless to say, how well you are clad will reflect on your personality.

Being suitably presented, namely a business suit, will help you ace the interview.

I was labelled a good sales person after I resolved a contentious situation.

COMPREHENSION BUILDERS

Selling yourself

Read Danny Warton's article from the Globe and Mail (Toronto, Canada) "Selling yourself" Protect your on line reputation.

The internet and your job.

More and more job seekers are consulting the internet to verify their reputations on line. It is not too farfetched that suddenly you realize that there are things on the net that surprise you. When was the last time you googled yourself or anyone else for that matter? Do mysterious evaluations or anecdotes appear on your alumni page revealing a crazy incident from years gone by?

Does that political association you belonged to years ago still have you listed as active? Once the data is on line, it will most probably stay. Consider the following:

Communicating through the net by Elliot Howard

Information about you on the net.

This public data is not at all within your control. Companies are under no obligation to sensor information. Some social networking sites can't get it off.

Once search engines have labeled you, it can be years before a contentious situation is rectified. In a job interview it would be better to spin the stories that are most likely being revealed by the interviewer.

An anecdote

Andrew Park is a typical unemployed person. He has a day job. He also has a part-time activity where he is moonlighting selling things on the net.

COMPREHENSION BUILDERS

Inadvertently, he made the mistake of putting his name on line associating him with his after-hours activities, namely another job.

Since then, after several failed attempts at interviews, he has fixed his problem by contacting technicians to have the situation rectified for once and for all.

Cultivating a reputation on line

It is actually possible to have some control over your on-line persona. Of course, this is limited. Preparation! Consider the future. Use pseudonyms. This is obvious. Create an on-line character that you can use many times over. This way you can develop consistency.

Exploiting the net

For all it is worth, the net can work in your favor. Use it! If you have been at important conference that can help your career, try to get your name on the list that will be published on the internet site. Also you can contribute to the conference blog.

You can also use social networking sites like Facebook, to promote yourself. Just remember that once you are on line it is hard to remove the information.

QUESTIONS

1. It is important to check the net for your reputation _____.
a) because you can lose your position easily b) because you might be surprised with what you find c) because it can influence your friend's opinion of you
2. Web sites _____.
a) have to remove data about you b) want to help you with your reputation c) are not obliged to sensor data about you
3. Cultivating a reputation on line means _____.
a) developing a good status b) connecting well with colleagues c) checking for bad information
4. If you control the net to your advantage you are _____.
a) cultivating it b) misusing it c) exploiting it

PART TWO

Job Interviews: How to ace them

Read Danny Warton's article from the Toronto Globe and Mail "boosting your job possibilities" A "how to get that job" guide

How to ace an interview

Interviews are really a presentation for a person who is interested in hiring you. Perhaps one of the best things to consider is the relative situation of the interviewer who is doing the interrogation. It is vital to consider the position of the person who is doing the interview. What about your attire? What is their mode of communication? What is the position being applied for? Remember that in a job interview whether it be in Asia Europe or in America the situation will be the same. It is a given that you should know the company and the sector. It is also obvious that you should be able to present yourself in a way that is consistent with your CV. Reflect on the following points.

Your attire

There is a simple approach to dressing. Play the part. This is not as simple as it might seem. Every sector is different. Every company has a style. A software company in Germany is different from one in California. In Asia the style is much more formal. There is the story of the software engineer from the US that was looking for a position in Paris.

The style of business dress in France is suit and tie. Having come from Texas, he presented himself casually in the interview. It is needless to say that he was not considered suitable for the post. The objective is to find out how people in similar positions dress in the company. Don't come to work clad in a shirt and tie for a position in the factory unless that is the style.

Consistency with your CV

Make sure you present yourself consistently with your CV. Without a doubt, the interviewee will have an idea of your history. Practice the presentation. There are fewer variables and it is an opportunity to have a smooth appearance. This is an opportunity to watch for and listen to hints of needs on behalf of the organization. The better you do this, the better your chances.

Check the internet

Have you been blogging or are there other indications of you on the net? Rest assured that they will do the same. A hint for all net users, watch out for your net presence. Be prepared to defend any listings which the HR manager can find on you. They will check whether this is ethical or not.

Company style

Consider the style of the company. They will want someone who will fit in. Do you know anyone who is already there? Talk to them. Perhaps you could visit the location discreetly before. Think of some questions about the style.

The position

What kind of a post are you interviewing for? This will affect the way you present yourself. Talk the talk. If it is an administrative job, show you know the software they work with. Do you know the competition? Show you know the industry. Have there been any conferences lately?

The objective of an interview is to give the best presentation that responds to the needs of the company. The better you do this, the more likely you will come out ahead.

PART TWO

- Interviews are _____.
a) a presentation for an interview b) a way to way to impress someone c) intimidating
- Danny Warton refers to a uniform. What does he mean?
a) People all have the exact same styles in a company. b) You should be ready to dress in a multi-cultural way. c) We should dress according to the corporate culture.
- It is important to be _____ with your CV.
a) consistent b) persistent c) strategic
- Talk the talk means _____.
a) you speak many different languages b) you are smart c) you can talk in the style of the company

GRAMMAR

Connecting sentences

Explanation

Type of connection

When comparing contrasting and for unexpected situations
alternatively, by contrast, and whereas.

Reason and result

consequently, therefore, hence, thus, in so far as.

Adding information

furthermore, what's more

Time

whenever, meanwhile, subsequently

Examples

Working in these difficult conditions can be exhausting whereas it could be worse.

The team was productive hence the bonus.

Alternatively another solution could be offered.

Questions

- The old boss was inexperienced. _____ the new boss is much more experienced than the last one was. c
a) Meanwhile b) Furthermore c) By contrast
- To ace a project is to please the client and _____ to blow it is to have the client upset. C
a) furthermore b) what's more c) by contrast
- I think we need a real solution and _____ if we don't find one, we are in trouble. a
a) what's more b) hence c) thus
- He was labeled a star when he bagged the big contract _____ he got a big raise. c
a) alternatively b) by contrast c) furthermore
- He is namely an entrepreneur _____ he is good at business. a
a) in so far as b) by contrast c) whereas
- I wanted to rectify the situation and _____ we had a conflict. b
a) whenever b) subsequently c) hence
- The project was quite contentious but _____ it could have been simple. a
a) alternatively b) in so far as c) hence

GRAMMAR

8. We had not seen each other for a while but _____ in years gone by he had changed. a) meanwhile b) alternatively c) thus
9. The anecdotes were pertinent to the subject and _____ they were well presented. b) hence c) furthermore d) in so far
10. The client's ideas were farfetched and unrealistic and _____ they seemed a little naïve. b) what's more c) in so far