



*crafting*  
**YOUR SUCCESS**

By Ruth Mthembu

# introducing **RUTH MTHEMBU**

I am a Communication Specialist, and a few fries short of a Happy Meal. I currently work for Mr Price Group as an Internal Communications Specialist, responsible for keeping over 30 000 employees updated about the latest happenings in the business - from leadership changes, financial performance to milestones among the 9 divisions, acquisitions and responses to crises in and outside the business.

I love Jesus, the ocean, and have a deep passion for seeing young professionals navigate their way effectively in the workplace. My website [tact-fully.co](https://tact-fully.co) aims to do exactly that - helping young professionals master the art of communicating tactfully.



# THE PURPOSE OF A JOB INTERVIEW

...is to seek out a suitable candidate for the role.

However, for the applicant, besides securing the job, the purpose is to secure a second conversation.

The purpose is not to talk about your life story or to make them fall in love with you. Before you look at the job interview as a mammoth task, remember that the simple purpose is for you to secure a second conversation.



*"...secure a second conversation"*

# PREPARING FOR A JOB INTERVIEW

## Have mock interviews

Ada Nduka Oyom (Founder of She Code Africa) says, “practise for your interviews like you would for exams”.

Search for mock interview questions relevant to your field online. Click [here](#) for some sample interview questions and answers.



*“...secure a second conversation”*

# PREPARING FOR A JOB INTERVIEW

## Do research on the company/organisation

To see if the company's values and purpose align with yours, research it. The company's website should contain that information.

You will be asked some company-related questions in the interview, so research the following: when the company was formed; its purpose and mission; its notable achievements etc.



*"...secure a second conversation"*

# WHAT TO REMEMBER IN A JOB INTERVIEW



## The B-STAR Method

Construct your answers smoothly:

**B - Belief.** If asked about specific work experience you have had, talk about your feelings and thoughts towards that experience, as well as your wider belief when it comes to your commitment to a purpose that goes beyond a work day. What fulfils you? What drives you? How does that fuel you even more to drive impact in your job?

**S - Situation.** Talk about a specific project you worked on in your past roles, and your experience of it.

**T - Task.** Talk about the role you played in that specific project. Don't understate your role, unpack your involvement (project assistant, researcher, etc)

**A - Action.** Talk through the detail of your role, steps taken, methods used, implementation, failures and successes experienced along the way.

**R - Result.** Talk through the outcome of your project/research you were involved in. What did it lead to? This is a great opportunity to quantify your work.

# WHAT TO REMEMBER IN A JOB INTERVIEW



## **Use different adjectives to describe you and your work**

Do not use “hardworking” - everyone is. You did not get to where you are by luck, and your interviewer knows that.

The other 300 applicants have also used “hardworking”, you are so much more than that.

try: **emotionally intelligent, resourceful, collaborative, meticulous, assiduous (showing great attention and effort).** Whatever adjectives you use, **don't lie!**

## **When asked “tell us about yourself”...**

Do not talk about your life story, your first love and how you survived a car accident in grade 2. Make it relevant, leave your interviewer inspired - remember YOUR purpose for an interview is to secure a second conversation. Is what you are saying intriguing the interviewer to have a second conversation with you?

Talk about yourself in relation to notable achievements in your life that link to the role you're applying for, and the skills required (educational background etc).

# WHAT TO REMEMBER IN A JOB INTERVIEW



## Humour is encouraged

Be careful with this one, as it could borderline “cringe” or irrelevant, so unless you’re sure it will land, rather steer clear from humour.

e.g. don’t make jokes about corruption if you are applying for a government role 😊. Don’t be distasteful in your humour.

## Ask the interviewer questions

- How long has this role been vacant for and why?
- Is this a new role in the company?
- What are the opportunities for growth in this role?
- What growth and personal development opportunities are offered in this role?
- How transformed is your board and executive leadership?

These questions will show the interviewer that you are very interested in the company - it may also mean you are exposing things they may have not thought of, and its an opportunity for them to market their company.

It will also help you decide whether it is a company you will be content to work for.



# make your CV **STAND OUT**

Applying for a job is easy, making your application stand out is difficult.



## **01** Examples

Have a look at examples of CVs and cover letters

## **02** Bio/Cover Letter

What a bio/cover letter is to include

## **03** Extra Resources

“GRWM Work Edition”

# make your CV **STAND OUT**

Applying for a job is easy, making your application stand out is difficult.



## Examples & key things to remember

- Have an **editable version** of your CV & cover letter so you can easily make changes that are suitable for the role you are applying for
- Show the **impact** of your work in your CV - how many people were reached with your campaign/project? How many people benefitted? What was the outcome?
- **Do not include your ID number and health status** in your CV (remove unnecessary info that will take up space)
- Your CV should be **no more than 3 pages** (inclusive of your cover letter)
- If you have a cover letter, there is no need for an intro/bio paragraph on your CV page, unless specifically requested
- “Understand that your chances of rejection are higher, so apply for as many opportunities as you can to give yourself a better chance” - Ada Oyom

# make your CV **STAND OUT**

Applying for a job is easy, making your application stand out is difficult.



## **Difference between BIO & COVER LETTER**

### **A cover letter:**

- is a letter of intent for a job opportunity you are interested in
- is a one-page, formal first-person account
- covers the story of your current and past job roles, and the skills relevant to the role you are applying for
- is used for job applications, board and committee roles, internal roles and promotions within the company you are currently working for, and public speaking events

### **A bio:**

- is a short and specific summary of your career up to this very point, including your beliefs, goals, notable achievements
- can be written in the first or third person
- focuses on your storytelling and character in an informal manner
- is enthusiastic and optimistic
- is usually used for media related reasons; when introducing you to a new company as you start your new role, or adding it to a website or social platform

# make your CV **STAND OUT**

Applying for a job is easy, making your application stand out is difficult.



## **Bio/Cover Letter**

- Why you are the suitable candidate
- Why you are passionate about working in that company/field
- Highlight an accomplishment(s)
- Mention something newsworthy
- Give examples from your experience that highlights your skills related to that role.
- One page in length (or less, if specified)
- If your name is in the heading, no need to rewrite it in the paragraph
- Do not write out your entire educational experience in cover letter, as that is already outlined in your CV

123 W. Walnut St  
Fort Collins, CO. 80521  
November 12, 2012

Dr. Peter Smith, Wildlife Biologist  
Colorado Parks and Wildlife  
317 W. Prospect St.  
Fort Collins, CO 80526

Dear Dr. Smith:

I am writing to apply for the Seasonal Research Assistant position listed on the Colorado Parks and Wildlife Division (CPW). Through volunteering with CPW, I saw the impact the division has on land stewardship and fish and wildlife protection. I am excited to apply for this research assistant position and feel my education background and work experience would allow me to make an immediate contribution to your research project.

My education in Wildlife Biology at Colorado State University along with my practical job experiences have provided me with a solid scientific background and the ability to think analytically, problem solve, and relay scientific information and wildlife management programs to the public. For example, in my position as a Wildlife Technician with the Idaho Department of Fish and Game, I performed invasive plant control, fence repair, and minor irrigation repairs. I conducted surveys for Columbian Sharp-Tailed Grouse, a species of concern in Idaho, and wrote a technical report summarizing my findings. My experience in the field also included assisting a wildlife biologist in tracking mule deer with radio telemetry to conduct fawn rearing habitat studies and a fisheries biologist with the spawning of Chinook salmon.

My position with the City of Fort Collins Natural Areas Program allowed me to utilize the public relations tools and skills that were emphasized heavily in my course work at Colorado State. I acted as a spokesperson for the City of Fort Collins Natural Areas programs and interacted with the public on a near-daily basis. I educated individuals and groups about the goals and practices of the Natural Areas Programs and advised the public about how to restore, maintain and protect native plants and the wildlife on their own properties. I feel it is important to effectively relay scientific information to the public, particularly as those are the people I am serving.

In addition to my education and work experience, I am self motivated, willing to work hard to get the job done well and correctly. I am always interested to learn some thing new about work, science, people, and new places.

I have included my resume and list of references for your review and would appreciate an opportunity to speak with you further regarding your needs for this position. At your request, I would be happy to provide you with any additional materials. If you have any questions, please don't hesitate to contact me at (970) 444-1234 or paul.smith@colostate.edu. Thank you for your time and consideration.

Sincerely,

Paul Smith

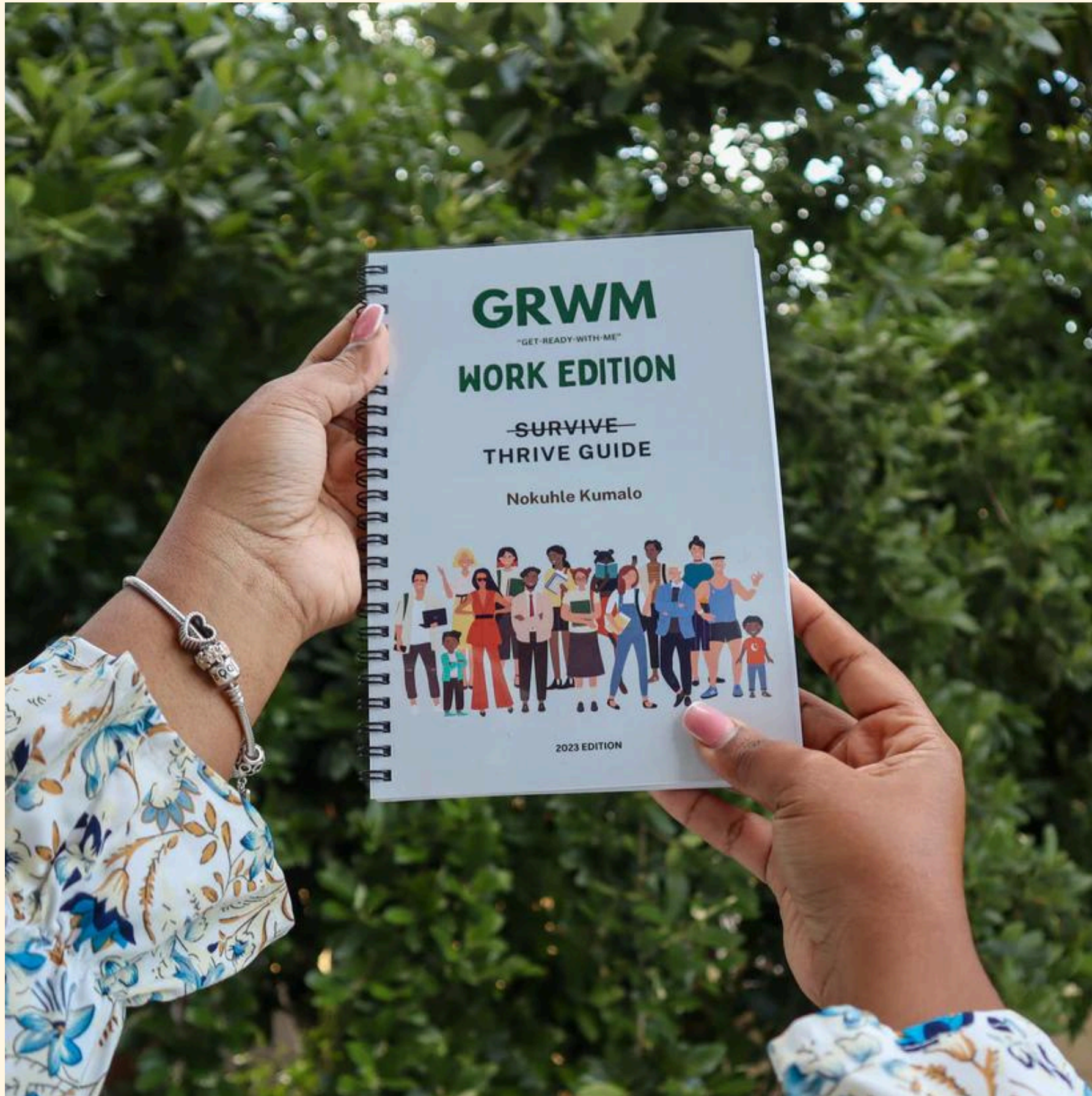
zooming in on experience as well as some notable career highlights

skills listed and briefly described

name and intention to apply for specified role

skills listed and briefly described

usage of skills in certain projects, outlined



## Resources

### GRWM - Work Edition by Nokuhle Kumalo

Welcome to the ultimate guide for soon-to-be graduates and young professionals entering the workforce! This interactive book is your go-to companion, packed with invaluable tips and advice to ease your transition from student life to adulting, ensuring you make savvy decisions on your big purchases. Explore crucial topics such as:

- Banking
- Apartment hunting (complete with checklists!)
- Savvy vehicle financing tips, including insurance considerations
- Job DOs and DON'Ts
- Interview hacks
- Wardrobe essentials
- Effective goal-setting (with customizable templates)
- Practical budgeting tools

Please note, this book is not financial advice; think of it as a friendly conversation packed with insights to empower your journey into the real world! To get more information or to purchase the book, click [here](#).

If this has helped you, please reach out to me with some feedback. I love hearing from you!

If you work in a company or run a company that is in need of my communication services, drop me an email.

I offer workshops, webinars, and one-to-one sessions. Grow your tactful communication skills and master the art of communicating professionally.

Yours in tact,  
Ruth Mthembu

[www.tact-fully.co](http://www.tact-fully.co)

[ruthmthembu18@gmail.com](mailto:ruthmthembu18@gmail.com)