

CPRS TORONTO'S VIRTUAL

CAREER DEVELOPMENT EVENT



Hosted By
MICHELLE DIAS
VICE-
PRESIDENT
CPRS TORONTO



Speaker
NINA KALOS
EVP, GENERAL
MANAGER VERITAS
COMMUNICATIONS



Speaker
ROXANNE CRAMER
RECRUITER +
CAREER COACH

WELCOME

AGENDA



• 5 mins - Michelle welcome and introduction



• 10-15 mins – Nina Kalos, employer’s perspective



• 30 mins - Roxanne Cramer, best practices, tips, examples.

• 5-10 mins - Q&A, Michelle to moderate.



Who am I?

What is CPRS Toronto? How can you join?

Participate in the conversation via chat function or Twitter @CPRSToronto

TELL US ABOUT YOU!



Please mute your line.

Speakers

Nina Kalos EVP, General Manager Veritas Communications

Nina is an experienced and highly motivated practitioner in public relations and social engagement. In her role as EVP, General Manager, Nina uses her wealth of experience to deliver impeccable client service, building strong relationships with key stakeholders and clients. She truly believes that we are in the people business and everyone is an influencer. Whether she is searching for ways to achieve better results for her clients or driving the team forward in executing national campaigns, she is always eager to take on new challenges. Some of Nina's experience includes clients like Kimberly Clark, Bayer, Church and Dwight, Revlon and Labatt Breweries of Canada.





HELLO
great meeting you



how to wow in an interview

All Videos Images News Shopping More Settings Tools

About 165,000,000 results (0.53 seconds)

Contents hide

1. Be authentic.
2. Dress the part.
3. Use first names.
4. Bring a copy of your resume.
5. Allow the pause.
6. Show interest in the company.
7. Talk about what you can do for them.
8. Be fully prepared to answer any **interview** question that comes your way.



[More items...](#) • Jan 3, 2020

transparency.kununu.com › how-to-impress-in-a-job-in... ▾

[How to impress in a job interview: 12 crucial things to do ...](#)

About Featured Snippets Feedback

EVERYONE SEEMS TO HAVE AN OPINION

S000...

OPINION ASIDE WHAT I FEEL MATTERS

Feeling confident in knowing YOUR story and doing the work now to craft it

Taking time to connect the dots -your experience to the job

Applying for jobs you are interested in

Staying authentic to who you are

FACT

We all love stories and tend to relate to people similar to us.

WHAT THIS MEANS IN AN INTERVIEW



Taking time to listen to the questions you are being asked versus listening to answer



Doing your research on who you are meeting



Storytelling- about you. Work on that elevator and long form speech



Staying authentic and true to you

SUGGESTIONS FOR AFTER



Send a thank
you



Connect online



Follow-up



Question: Have you thought about personal branding?



“It’s not a job skill we normally look for, but it could help us cut our corporate travel budget!”



Speakers



Roxanne Cramer, Career Management

Roxanne Cramer saw a need in 2012 to create and build CCC Academy with tailored co-active coaching courses for outplacement (nuboss™), Job Search (Ignite™) and career management (Momentum™) which have been a success. Her passion is assisting people to manage their career path, advancement their role and be available when things don't go right. She has specialized exclusively in the communications, public affairs, marketing, investor relations, social media/digital fields.

Before becoming a coach and a recruiter, she ran her own Marketing and Communication agency, which provide creative integrated marketing strategies as well as developed and designed all related marketing/public relations material. Roxanne also held posts with a million dollar manufacturing industry in the role of product manager and marketing/communication managers.



Ignite YOUR JOB SEARCH

ROXANNE CRAMER

Over 25+ years experience

Career Coaching & Recruiting



GOALS & TIMELINES

Discover & Expand Your Brand – Career Vision & Mission Statement

Audit & Review Your Last 5yrs. Of Your Career

Define Career Goals Targets – Get clear on what you want

Timelines vs. Age vs. Life

MOMENTUM

Tracking & Journaling

References & Compensation. Thank you emails. Email Follow-up.

Tests & Assessment, Assignment & Presentations

BUILD YOUR BRAND TOOLKIT

Resume & Guidance on Enhancement

Bio & LinkedIn

Proof Portfolio

Social Media

IDENTIFY YOUR STRENGTHS (& One Weakness) with Proof

ACTION

Networking & Campaigning Your Brand

Dissection of Job Descriptions

Applications: Covering Letters & Tailored Resume

PERFORMANCE

Interviewing - Presentation Techniques & Answers

Tell Me About Yourself, Responsibilities, Strengths, Accomplishments

Proof & Results



The Rules

- 1st Tap into your passion. SMILE
- 2nd Set your Goals with Timelines
- 3rd Momentum - Track
- 4th On-camera Ready
- 5th Respond 3-6hr. max
- 6th References – confirmed and email ready
- 7th Compensation – (Salary + Package)
- 8th Thank You Emails



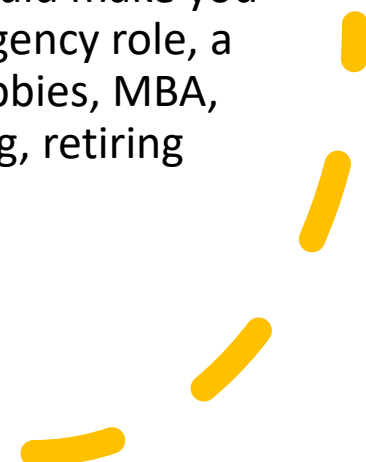
Your GOALS & Your TIMELINE





Your Brand

Career Vision & Mission Statement

- Creating a personal brand begins much the same way as creating a corporate vision and mission statement. Only you can determine how you want your brand to unfold.
 - You can't control every aspect of your life, but you can create a short-term and long-term vision and develop steps to achieve.
 - How you see yourself in 3, 5, 10 and even 20 years. Consider the elements in life that would make you happy—a challenging corporate or agency role, a family, a cottage, house addition, hobbies, MBA, writing a book, volunteering, teaching, retiring early.....?
- 

5

Key Questions To Get You Start

- Q1 What do you want to do with your time on this planet?
- Q2 What would make you feel the greatest sense of fulfilment?
- Q3 What is your Life Purpose?
- Q4 What would you do if you could do anything?
- Q5 What will be your legacy and contribution?

PASSIONS

Personal & Professional

Your passions are the things that you like doing with your time.

Identify which activities give you the most reward in life.

A key to creating a successful career brand is knowing what makes you happy and drive harder.

LIKES & DISLIKES of past roles

What did you like or dislike about current & past roles:

- Identify the things that make you happy and that give you passion in your past roles. Use those memories to find the aspects of your past jobs that have been rewarding.
- Create a list of these aspects. Don't limit the list. This is like a brainstorming exercise. List out all the things in work that have positive and negative effects on your career success.

COMPUTER SKILLS

Write every computer software & hardware, social platforms, CRM programs, etc. that you have worked with in the last two years.

HARDWARE

SOFTWARE

CRM

DESIGN

PRESENTATIONS

SOCIAL MEDIA

ANALYICS/RESULTS

RESEARCH & SURVEY

Which of the above software products have you completed an on-line course to improve your knowledge and skill?



Yearly

Write Your Vision
&
Mission
Statement



Career Audit & Your Goals with a Timeline

- Before starting to set your goals, spend some time to review your work history. Go back only 5 years.
- Creating a chart will assist you to identify which components are important for the next steps in your career.
- Setting goals with a timeline is very important. We recommend 3 years segments.





Audit

Review
the last 5 years
of your career



Items to Include

Title

Leadership

Team Management

Budget

Core Accountability

Main projects

Education

Professional Development

Computer Skills

Association Memberships

Volunteer

Awards

Evaluation

Compensation

Bonuses



Goals

+

Timeline

Goals Chart

Built with a timeline across the top

Career Title: Leadership

Education

Professional Development

Association Memberships

Volunteer

Recognition

Dreams

Family/Health/Faith/\$\$



MOMENTUM

Set a time daily to review job postings and apply

Set-up weekly networking online coffees

Be camera ready with notes

Tracking & Journaling

References & Compensation

Tests & Assessment

Assignment & Presentations



Your BRAND Toolkit

Resume, LinkedIn, Bio,
Proof Portfolio, &
Social Media



Resume

Resume

- Top – Name, Cellular, Email & LinkedIn (Hyperlinked)
- Develop an effective PROFILE tailored for the role
- For each company/position start with big picture responsibilities and then move into tactics
- List of Clients if agency
- List of awards
- Each role should have accomplishments
- Volunteer Experience
- Computer Skills
- Education & Additional Leadership or Courses
- Review your resume to ensure it meets current job search needs
- Address job description requirements
- Have someone read for spelling and grammar



Your Brand:

Style,
Typeface
&
Colour

Resume

Portfolio

Cover & Back Cover (Name & Contact Info)
Build a solid portfolio of work
Objective, Strategy, Tactics & Results

Bio

Used for Networking

LinkedIn

Short and Clear

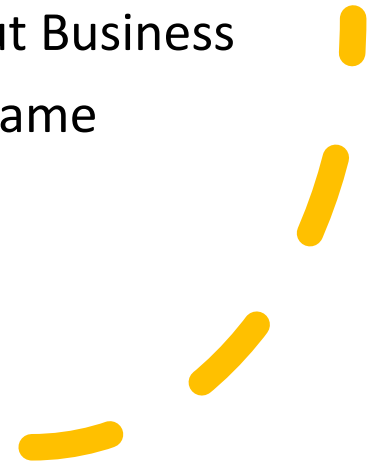
Current contact info



Your Brand in Social Media

Be Proactive & Leverage Technology

LinkedIn	Current professional picture
Facebook	Keep it professional
Twitter	Always Current
Blog	Check Spelling and Grammar
Website	Career & About Business
Skype/email	Professional Name





STRENGTHS



Strengths with Results

Importance of workplace strengths?

- It is critically important for you to know your workplace strengths with results to demonstrate how they fit with the role's responsibilities.
- Strengths go hand-in-hand with your drive and your accomplishments. When you are talking about your strengths it will illustrate your passion, interest and what fulfills you.
- Strengths help to focus on what you are good at and ultimately advance your career path as a result of them.
- By knowing your strengths, you know your value to the company.

A Weakness with A Solution

DREADED QUESTION:

“What is your Weaknesses?”

Everyone has weaknesses, but who wants to admit to them, especially in an interview?

So, you only mention one to satisfy the question.

Some examples of weaknesses you might mention include:

- Being too critical of yourself
- Attempting to please everyone
- Being unfamiliar with the latest software
- The best way to handle this question is to minimize the trait and emphasize the positive.
- Select a trait and come up with a solution to overcome your weakness. Stay away from personal qualities and concentrate more on professional traits.



5
Strengths

1
Weakness

5

Strengths:

Name the Strength
Date & Company
Project or Situation Description
Result

1

Weakness:

Name only One
How have you improved on this weakness?



ACTION

Networking & Campaigning Your Brand

Searching Job Postings

Dissection of Job Descriptions

Tailored Applications






YOUR PERFORMANCE



TOP 10 Virtual Interview Questions

- Tell me about your career?
 - What do you know about the company and why do you want to work for us?
 - What is your greatest accomplishment at your current role?
 - What are your top 3 strengths and give me an workplace example? What are your weaknesses?
 - Tell me about a time you needed to shift priorities.
 - How are you dealing with remote working and your team?
 - Have you worked for a difficult person/difficult client and how you managed that relationship.
 - In your role, how did you champion and facilitate a Diversity and Inclusion mindset or project?
 - What is your Salary expectation? (Compensation)
 - Where do you see yourself in 3 to 5 years?
- 

You Are
On!

An interview is a Performance *rehearse rehearse rehearse*

Elevator Pitch

Tell me about your career in 1.5 minutes max

ROI Examples

Objective, Strategy, Tactics & Results

Conflict/Behavioral

Situation/Action/Result

Problem Solver

Situation/Action/Result

Pivot/Change

Agile Project /Management/Time/Budget/Results

Diversity and inclusion

Creating values and respect communication Project/Tactics/Results

Interview Checklist

Interviewing on-line is tough ... shake, rattle and roll

Check out the best location in your home for your on-line interview

Dress for the interview

A couple of days before adjust your camera and sound for an online interview. Proper camera angle is very important and earphones

Sit comfortably with both feet on the floor

Don't play with your hair, paper or your pen

Maintain eye contact with the interview

Actively listen

Try to be natural, breath and smile

Just be you!





I Dare You To Own Your Career

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THANK
YOU



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Question & Answer