Starting a Successful Career

Notebook for your personal career development
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How to use this booklet?

This booklet has been developed for you to get a job.
It contains a wide range of exercises and challenges, all aiming at developing your consciousness about yourself and about the signals that you send to others. The exercises are anchored in psychology, and are for you to use. Some learnings may be tough for you to accept, they may hurt you ego a bit, but rest assured that the intentions are to improve your job seeking competences.

If you dive into the tools, the challenges and the concepts, with heart and courage, you will become the best version of yourself - attractive for the ever changing job market, as close to your desired job as you can come.

Good luck!
1. Starting a Successful Career
At CBS we aim for your success, not only during the studies, but also in your career. In order for you to have a great career start, we want you to understand yourself, understand others and show adaptable behaviour. It may sound easy, but mastering yourself is a life long mission. Fortunately, a very interesting mission. This workshop provides you with solid psychological tools on your journey.

1. Your professional journey begins with you understanding yourself and others in four colours. Your goal here is that you master your dominant colour.

2. Then you are invited to understand the eight types. Your goal is here that you master your weakest colour.

3. Furthermore, you experience yourself as one of 72 positions on the Insights wheel. Your goal is here that you respect diversity.

4. Your Insights Profile is unique. No one has a similar one. Your goal is here to adapt to others in successful ways.
Please understand the four colours as a starting point

With the Insights colours you get a shortcut to your career start. We invite you to truly understand yourself and others, truly work on your persona and convictions, thereby being motivated and interpersonally competent in the career building process. Your career start begins with you understanding that people are different, they have different behavioural styles. This plays a role in your cover letter, CV, at the job interview and at the career fair.

Cool Blue - Introverted Thinking
Thinking and reflection
People with very Cool Blue energy are introverted and want to know and understand the world around them. They prefer to think before they act, and will look for an impartial, objective standpoint. They value independence and intellect. In the job seeking process, they will probably aim for perfect CVs and cover letters, supported by a great plan for sending out applications. However, they risk failing on sending out enough applications and participating in network events, activities which do not match their preferences.

Earth Green - Introverted Feeling
Good relations and providing support
People with a high Earth Green energy have an introverted focus on values and depth in their relationships. Their desire is that others trust them. They will defend their values with quiet determination and perseverance. They prefer democracy, fairness and justice for everyone involved, putting weight on the harmonious personal relationships. In the job seeking process, they will be keen to help others succeed (people they like), but they risk failing on accomplishing their own goals - they have to put focus on being more “egoistic” and action-oriented.

Sunshine Yellow - Extroverted Feeling
Inspiration and articulated visions
People with a bright Sunshine Yellow energy have charisma. They are extroverts and friendly. Normally, they are positive, curious and have a good relationship with others. They like to collaborate with others and are convinced that life should be fun and enjoyable. In the job seeking process, they will be motivated by creating networks and will find it easy to establish job interviews. However, they risk failing in the preparation and in the research, wrongly relying on their “ability” to deliver charming improvisations at job interviews, and at the career fair.

Fiery Red - Extroverted Thinking
Drive and determination
People with very Fiery Red color energy are outgoing and very energetic. They are action-oriented and always have a specific goal in mind. They believe in themselves and want things to happen - right now. They desire to realise results and objectives. In the job seeking process they will be very proactive and fired up at job interviews. However, they risk failure if they don’t pay attention to listening to others, downplaying their ego a bit and make others feel comfortable in their presence.
The more you give on a personal level, the more you receive. This exercise is based on the psychological principle of reciprocity: people want to pay back in kind the gifts they are offered. What you choose to share in this exercise helps building relationships. Remember this during the whole course, and remember this in your applications and at job interview: what do I offer?

If you put emphasis on what your contribution to a company is, the recruiter will immediately conclude, that here is a person that looks beyond own needs, someone who is willing to stretch towards the goals of the company.

Many applicants make the mistake of putting their own ego first: “I would like a job where I can develop myself.” Just this one sentence signals three times that you are the center of the universe. Instead you have to emphasise what you can offer the organisation, something of particular value.

With your willingness to contribute, you create positive relationships and opportunities for yourself. Your intentions are shining through.
Fired up about starting your professional career?

We all have a choice to make. Are you a person who gives other people energy, or are you someone who takes their energy? Common to all people is that they get energy, when their ego is met with understanding and respect. This exercise is therefore as much about being able to authentically recognise the other participant’s motivational reasons for beginning a professional career, as it is about getting your own message across.

What excites you about getting your first full time job?

What are the positive consequences of you being able to fully recognise the deep motivations of the other participants?

You are most cool, when you show others, that you can embrace and include them. Maybe it hurts that you are not the center of attention - but maybe it’s OK?

In this programme, you being able to share your positive energy, you being able to motivate others, and you being able to help your colleagues is key. Not only to your own success, but also to the success of your colleagues.
In 1953 the graduating students from Yale were asked: „How many of you have clear and written goals for your future?“ 13% had goals, but they were not written, 84% did not have any goals.

In 1973, the 3% that had clear and written goals were worth more than the remaining 97% combined.

Goals matter!
What is the title of the position you want?

Having a goal makes everything fall into perspective. You will start to look at reality in a new way. You will see new opportunities that were once hidden, you will prioritise your time and energy differently - your subconscious will begin to move you in the desired direction. Being goal oriented will make you willing to accept momentary defeat (rejections), because you are following the right path.

You need one or more goals regarding your professional career.

Please write the title of your most desired first full time job.
(Stay realistic)
I would like to be...

Why?:

Please write the title of another desired first full time job.
(Stay realistic)
I would like to be...

Why?:

Some people spend a lifetime reflecting upon what to become. They usually miss the here and now. The two frames above are difficult to fill out, if you do it right. Why? Because they are probably life-defining, they have consequences, they sum up all your possibilities into one title, and they are directly linked to purposeful action: job searching. Know this, you having two goals does NOT restrict you from defining other goals later on, but they do - right here and right now - act as a compass for your current actions.

Having goals matter.

All of a sudden, you are not „one without a job”. Now your are someone who is in the proactive and goal-oriented process of getting a job.
Your personal goals during this programme

Let us integrate the power of goal-setting in this programme.

What are your personal goals within this programme?

The others have goals too. What goals inspire you and how can you use that to qualify your own goals?

How can you help the others achieve their goals?
Why?:

Sometimes it is difficult to get started working on your own goals. If it is easier to begin with one of the other persons’ goals, then that is also within the overall goal of this programme: one for all, all for one.
Define your goal:

My no. 1 goal is: _____________________________________________________________

1. Why?

2. What important actions will you take?

How do you visualise the process towards the goal and you reaching it?

Who will support you during the process?

My first steps are the following:
Define your goal:

My no. 2 goal is:___________________________________________________________

1. Why?

2. What important actions will you take?

3. How do you visualise the process towards the goal and you reaching it?

4. Who will support you during the process?

5. My first steps are the following:
Good intentions for helping one self and others are an excellent starting point for success. However, if we really want to make a positive difference for one another during this programme, a psychological contract has to be made. This contract contains behavioural promises, mutual expectations and declarations of intentions regarding how we collaborate. In short, the psychological contract is what we all commit to do during this programme.

Our Psychological Contract

After good and fruitful discussions, where everyone has had the possibility to speak their mind, we have agreed on the following behavioural and attitudinal actions for all of us to display during the programme:

We commit to:

We commit to:

We commit to:

We commit to:

We commit to:

Signatures:
Two things to remember: act & adapt

Just as you do not become a good person only by thinking about it, you do not become successful in the professional life without action. Your career will take off positively if you take the right actions with drive and persistence. On the other hand, your career will be on hold, as long as you do nothing.

Success is residing in all of us, but on the outside, it can take many forms, shapes and sizes. You may well be in situations where you think you are pretty cool, but where others may judge you ... a little lower on the scale of awesomeness. Conversely, you may have days where you are not happy with yourself and your efforts, but others in return find you really good and accommodating. A foundational question for you to pose is always: “How much do I stretch towards others, how much do I let them be in the center of my world?” Everyone likes that you adapt to their needs. Everyone.

Putting two and two together: If you want a great start to your career, you have to adapt and connect with others, appreciate them, motivate them, respect them and interact with them on their terms, and you have to throw yourself out there, head first, proactively. Throughout this process however, you win yourself in every single action that is anchored in positive intentions. You get wiser, you fall, you get disappointed, you rise up, you get wiser - eventually you get success.

What will your success attitudes / mindset be in this programme? (Mention three attitudes that will bring you success.)

Your road to success

1. Understand Yourself
2. Understand Others
3. Adapt and Connect
The message from the Insights Card Game

Create an overview of the cards that you have retained or received from the exercise with the Insights Card Game. These cards are more important than you think. They contain both a story and a message regarding your overall understanding of yourself. Let’s first create an overview.

Write down the text from the cards in the boxes below. Add their colour as well.

What is the overall message for you hidden in the cards?

Say „Thank you“ for the appreciative feedback you have received, and let others know that their opinions matter.
The Insights Card Game serves many purposes, among other things, that you give and receive feedback, to and from others on the programme.

This competence: “telling others what they mean to you, and what you expect of them” goes far beyond this programme. It will serve you favourably in multiple contexts, if you master the competence.

Take initiative during this programme to complete the following exercises.

Everyone takes 8 cards. Hand out the cards based on the following sentence: “I give you this card because I think doing less of this will help you in your career success.”

What are the messages in your cards?

Everyone takes 8 cards. Hand out the cards based on the following sentence: “I give you this card because I think doing more of this will help you in your career success.”

What are the messages in your cards?

People follow those they like. But what makes you worth following? Maybe that you are generous with authentic compliments?
The effects of informal feedback

If you contribute to the integration of informal and appreciative feedback in this programme, you create not only a common experience of competence and cohesion, but also greater individual motivation. It can be difficult to praise others, because what about yourself? Our own egos can feel neglected if we don’t get anything in return, and it hurts. But know this: authentic appraisal is the leap of faith of a successful person, where you grow significantly in the eyes of others. Be big enough to be small. Be cool enough to be humble. Be the best version of YOU.

Conclusions: When you give informal feedback, remember these facts:
1) Make sure your facts are straight, and have a fair interpretation of them.
2) Put yourself in the shoes of the recipient, and find out what really was delivered.
3) Provide useful and constructive feedback.
4) Emphasise the personal strengths of the recipient.
5) Expect that developmental feedback produces negative motivational effects.

“It is clear that at some point, after repeated or extreme negative feedback, most individuals give up, or substantially lower their aspirations.”

Goal Regulation Across Time: The Effects of Feedback and Affect, p. 464.
One of the learnings from this programme is to give acknowledging feedback. As a follow-up on the workshop, we will ask you to give acknowledging feedback to at least three people, when the opportunity presents itself.

Below we ask you to track what your personal learning is from these feedbacks you give. To do this, take notes 1) Date, Person and Situation. 2) Next, please record your own feelings and thoughts about giving feedback. 3) Finally, please write down what you learn in general from giving acknowledging feedback to others.

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Challenge!
The importance of understanding perception

Your brain plays tricks on you all the time. Yes, right now. You are just not aware of it. Processes in the brain’s nerve system causes you to experience the world as stable, even though you are far from having all the necessary inputs. The essential part of perception is that the signals that are presented in your consciousness are not pure and objective signals, but actually signals that have been shaped by your learning, memories, expectations, experience, attention and especially your preferences and beliefs. You see the world subjectively.

When discussing your CV, your applications and job searching style, it is helpful to have in mind that you constantly discuss your own respective interpretations of your sensory impressions. If both parties are aware of this, then you dramatically increase your learning.

What is the effect when you try to convince others that your interpretation is the correct one? And what can you learn from this?

Describe an example where a person and you had different views, and how you resolved the situation. E.g. a situation from your work, job search, study.

If you disagree on something, a good solution is always to find out what you disagree on.

1) Show respect for the other party.
2) Find out where your interpretations are similar and dissimilar.
Work on creating a good day behaviour

There are no good or bad days in the real world - there is cause and effect. The good days only occur when you or others judge them good. Once again “perception” plays a role. The good day is about appropriate and purposeful behaviour.

The central message regarding good and bad behaviour is that you and your colleagues are best served with as many good days as possible. If you display good day behaviour, others will try to do the same. But don’t forget, your bad day behaviour is also contagious. This is why both you and your fellow students and colleagues share responsibility. A good day is something you create in common.

As you can see on the poster, our good days look different from each other. Some perceive an introvert approach as a good day behaviour, while others perceive one extrovert approach as a good day behaviour. We are all different. YES!

What characterises you on a good day as a job seacher and job creator? (What behaviour do you display?)

Please describe the best day you have had so far as a job searcher and job creator. What made it special?
Causes and consequenses
- my good day behaviour

You usually express good day behaviour because something happened, somebody did something, or because you succeeded in your endeavour. If you can identify the causes of your good day behaviour, you will be attractive on the job market.

What are the causes of your good day behaviour?

Your good days affect the people around you. No doubt about that. Being positive creates circles of positivity - it is that easy.

What are the consequenses of you showing good day behaviour? Just ask people around you - how are they affected?
We create our good days ourselves

Success in this programme depends on everyone helping each other getting as many good days as possible. You pay attention to each other, you listen authentically between the lines, and you walk your talk. You having good intentions for others, you wishing them success - that will create a goal-oriented environment.

What do you DO that makes others have good days?

Think creatively! What small things will you do for the others in this programme?

It is your choice.
Do you want an epic time creating your career?
If yes, take initiative, take a positive first step, others will follow.

Be a super hero!
Positive behaviour in the eyes of a recruiter

As human beings we all have a lot of beliefs about how the world is. But sometimes the picture is not quite in line with reality. In this exercise, please put yourself in the place of a recruiter, and test the accuracy of your beliefs. What do you think a recruiter will say positively about you?

A recruiter will probably find it positive, that I...?

We have a challenge for you. Please ask four people about what they think characterises you, when you display good day behavior. You can choose exactly who you want.

Name

Name

Name

Name

Make it a habit to verify your beliefs with others. Not because you are afraid of being the odd one out, but because you want to develop yourself as a person, connecting with others.

This means “Thanks” in Danish. It works wonders.
Understand and change your bad days

We all have bad days from time to time. Those who claim otherwise are lying. Simply because it is not a judgment, you can make on your own. But there is much you can do, in order to avoid too many bad days - don’t worry.

Your bad day behaviour occurs when your ego is out of control AND when others are in harms way. That is, when others have a feeling that you do not manage to stretch yourself towards them in your behaviour.

One of your potentially bad days are hidden in your dominant colour. When this colour becomes too intense, there is a risk that others think you are “too much”, “selfish”, “unrespectful”. What they are really saying is that they think, that you are unable to accommodate to their own egos. Remember, everyone wants to be seen, heard and understood.

What characterises you on a bad day (job, study, job search)? (What bad behaviour do you have a tendancy to express?)

Try to describe a specific situation (job, study, job search) where you felt caught in bad day behaviour energy.

The best weapon against bad day behaviour is awareness of it. If others are convinced that you are aware of your own „lack of cool“ then forgiveness follows much easier, and cooperation can continue.

Can you say „Sorry“? Not because you lack self-esteem, but because you are mature enough to do so?
Causes and consequenses
- my bad day behaviour

Bad day behaviour is typically not something that just occurs. Maybe you’ve been too busy, maybe you’re tired, maybe someone said something, maybe someone does not contribute to a task, maybe your application was rejected, etc. If you know the causes of your bad behaviour, then you are on the right track towards career success.

What are the causes of your bad day behaviour?

Your bad day behaviour pulls others down. Consequently they start doubting whether you are worth spending time on or hire. Manage your bad days, for everyone’s sake, not least your own.

What are the consequenses of you showing bad day behaviour in this programme?

What are the consequenses of you showing bad day behaviour in your first full time job?

You do not look particularly cool when reacting with bad day behaviour.

Your brain is telling you that you are cool though, but try taking it to a vote...

Fix your bad days
- ASAP
Bad day behaviour and the “complete” individual

Another bad day trap for us is when we fail to bring our weakest colour into play. Working with and taking charge of your weakest preferences is goldmine for self development, dealing with the integration of your unlived life, your potentials.

If the people you are around allways experience you using just one colour, then they probably see you as somewhat one-dimensional, insisting on your own ways of doing things, and immature in your behaviour. The more you are full of yourself, the less room there is for others in your consciousness. Remember, people want to be respected and accepted - all as one... also recruiters.

If you want others to like you, or hire you, you accommodate others. Remember, the signal you sent, when you do not stretch your weakest colour, is that you fail to show respect. Your weakest colour represents a side of yourself that hasn’t really been socialised, but people want you to 1) work on it 2) show it 3) manage it.

What is your weakest colour, and in what situations does it work less well for you in the job search and job creation process?

What is the best advice from others regarding your weakest colour energy regarding the job search and job creation process?
Yes, ask someone, several!

If you are aware of the situations in which you should integrate more of your weakest colour energy, then you have the key to create successful relationships with other people.
The hard part is to display your weakest colour in a cool way, but try anyway. Others will love you for it.

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When do others believe that you have bad days?

The successful job searcher and job creator puts focus on navigating in reality. In order to become more aware of reality, feedback is the way forward. On this programme you will receive feedback that serve a lifelessons. Maybe not the feedback your want to hear, but feedback that serves you well, if you dare listen.

The participants on this programme would probably say that I have a bad day, when I...

We have a challenge for you. Please agree with two persons that you give each other feedback on your bad day behaviour. The exercise requires trust and must be mutual.

You are really cool, if you dare to perform this challenge. And you’re even tougher if you integrate it in your career after your studies.

Show others that you want to develop yourself, that you are eager to improve, and ready for change.
Colourful communication

On this programme, we kindly ask you to stretch towards the preferences of the other participants while communicating. Do not change your personality or be unrecognisable in your style, but show respect by letting others know that you see and understand them.

What can you learn from the communication exercise where you had to talk to and convince certain colours?

Communicating with colours different from your own: not easy!

What colour do you find most difficult to respect?
And why?

If you want to create good chemistry with people, the solution is right in front of you.

You need to step out of your own comfort zone and treat people like THEY would like to be treated.
Let us take a look at your Insights Discovery® Profile
Your Insights Discovery Profile is worth nothing, if you do not deal with the messages it contains. You have completed the evaluator, and the profile describes you in your uniqueness. To get maximum effect from the profile, please read it a few times, and especially, pay attention to the messages within.

What three positive personal messages do you harvest from the approximately 2 pages of Overview?

The Insights Discovery Profile includes a learning content relevant for you to relate to in the many years to come. Read the profile multiple times.

What skills from the Overview section in your Insights Profile would you like to practice in to competences?

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Tough learnings from my Insights Discovery® Profile

After the first reading of the profile, some people think that everything in the profile is positive, others think that it is all negative. Again, we interpret the world from our own standpoint. The text contains a number of descriptions, all of which focus on increasing your self-awareness. Some statements are harder to accept than others, but it does not make them less relevant. Connect with you Shadow sides...

What are the two most important things for you to learn, according to the Overview?

What will you do in order to convert the two learnings into competences?

Nobody is perfect. The only question is whether you choose to work on the knowledge you gain about yourself... Do you dare confront your own less positive sides?
The graphs in your Insights Discovery® Profile

Your Insights Discovery® Profile includes different colourful graphs. The graphs tell you and others about how you prefer to be and behave while working - the profile is about your personal preferences.

The Conscious Persona Graph:
- Who you are
- Who you want to be
- Who you believe you are expected to be

The colour graph of the Conscious Persona represents your preferences. The preferences you have above the midline are the ones you prefer to use. You look natural, when you follow them. The preferences you have below the midline, represent behaviours you do not prefer to use. You cannot decide what others see in you. Maybe they see the presence of your strong colours, maybe the absence of your weaker colours. The key is this: adapt to the situation by stretching your behavioural preferences, your colours.

The Less Conscious Persona Graph:
- Your preferences when you are under pressure
- Your more instinctive “you”.

The colours are above the midline of the Less Conscious Persona, are the ones you prefer to bring into play when you react under pressure. If you are not particularly stressed, then these colours have a good day character. But if the pressure becomes so big that you lose your coolness, others will typically find that the colours you have above the midline, has a touch of bad day behaviour. If you let a huge amount of stress get to you, the colours below the midline display themselves as shadow energies - you will be foreign to yourself and others, unable to shake your bad day behaviour. Your task is to be aware of when your more instinctive Self tries to take control, and to let others know that you are still in control. If you can do this, you send the signal that you can embrace more than just yourself.

The Preference Flow:
- The stretch you display, in order to carry out your job function in a good way.
- The energy you spent in order to adapt and connect.

The Preference Flow fluctuates between -67% and +67%. The graph shows how you stretch, but not if the stretch is a motivated and desired stretch (I develop myself = I want to) or whether it is a stretch that is primarily created by a demand from the outside (I’ll have to show more = I must). The Preference Flow contains hypotheses. If you have a very high preference flow (> 50%), then you are probably highly motivated. If, in contrast, it is very low (<-25%), you probably need motivation in your current role as a student.
In what situations is my dominant colour working?

You are uniquely you. But for others to really have a positive experience of you, the key is that you master your dominant energy. When you use it full throttle, you probably think that you are as cool as you can be. That is the case, if and only if, you have the scene to do it. The main question is: “Is my dominant colour also working for my audience?” Keep this question in mind throughout your life.

In what specific situations is my dominant colour working for myself AND for others?

In what situations should I be mindful of stretching, even though it is not my preference?

When you stretch your dominant colour purposefully to the situation, people immediately sense that you are capable of recognising them. This is the way to success for your unique persona.
Your colourful Insights graphs do not only show your preferences. The graphs are also signals you send to others. If you have a clear idea of how others perceive you, it is easier for you to be successful in study groups and in teams.

The dominant colour is the one you prefer to use. At the same time, you expect others to like this preference, simply because you are used to using it. However, just because you prefer to use it, doesn’t mean that others are convinced you use it well. Preferences and competences are not the same.

What is your dominant colour energy?

How do you think a recruiter may see you?

Your weakest colour energy in the Conscious Persona represents the preference you have the least desire to follow. It is your least preferred behaviour. But sometimes we are invited to exhibit this behaviour.

What is your weakest colour energy in your Conscious Persona?

How is your weakest colour energy experienced by others?

How do you see yourself when you display this behaviour?

If you realise that the way you want to act and behave, is not always the socially most appropriate way, you have come far.
Write the names of several of your fellow programme participants in the wheel above. Get the information from them by asking them.

You asking someone is a huge step towards creating a positive relation with that person.
Notes and reflections from this workshop

Three important take aways from this workshop:
2. Understanding the Application Process + Communication Style

The key to career success
If you want a job
- it is quite simple

1. Make a list of companies that you would like to work for. Find out who to contact for an opening: name, mail, phone number. Go visit them to get this info (this is the game changer). Fast track: Offer your skills in a 4-week company practic to get your foot in the door.

Have I made a list of companies and positions to apply for?

2. Target your approved CV to the companies, by changing the “profile” in your CV.

Have I got an approved CV?

3. Target your approved cover letter to the companies, by making a bridge between their tasks that need to be solved and your motivation, experience and competences.

Have I got an approved cover letter?

4. If you are applying for a non-listed job, push kindly for a jobinterview. Prepare to perform at the jobinterview by knowing about the company, being curious, attractive and engaged.

Do I master the job interview?

5. You will optimise your chances for landing the job, if you master the four above mentioned stages.
First list of interesting companies and organisations

Make your list of companies and organisations that you would like to work for. Choose companies that you have a specific access to and that motivate you. Choose growing companies that “No one would ever think about”. Choose companies that have current job positions, but also a few without.

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2nd list of interesting companies and organisations

Make your list of companies and organisations that you would like to work for. Choose companies that you have a specific access to and that motivate you. Choose growing companies that “No one would ever think about”. Choose companies that have current job positions, but also a few without.

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Creating an awesome relationship with Cool Blue

**Cool Blue**
Cool Blue is calm and formal. The style is typically questioning with a focus on understanding details and facts.

Cool Blue evaluates other people on the basis of whether they too are able to integrate depth in their reflections and whether there is coherence in what they’re saying. Make sure your communication is logical and factual.

**How do you best relate to Cool Blue?**

- Take into consideration that they do not like big, social arrangements, loud people or that people step over their personal boundaries.
- Be careful of not being too intimate and overwhelming – that will make them doubt your seriousness and make them question your intentions.
- Integrity means a lot to them, and they will do what they think is right, without letting themselves be influenced by other people.
- If you want to get close to Cool Blue, you have to take the first step(s). They rarely take the initiative.
- During communication they are fact checking your statements - stay on the path of truth.

Quick wins for an awesome relationship with a dominant Cool Blue energy:
(Yes, ask them personally).
Creating an awesome relationship with Earth Green

Earth Green
Earth Green is polite and considerate. The style is typically associated with loyalty to a small group, provided that the group gives security and respects the Earth Greens’ personal values.

Earth Green evaluates others by their kindness and ability to communicate respectfully. They take things personal while communicating.

How do you best relate to Earth Green?
• Allow them to finish talking, even if you do not think that what they say makes sense.
• Do not take advantage of their benevolence.
• Give them a friendly push from time to time, but never pressure them.
• Show them that you like what they say or do.
• Respect that they are quiet, calm and welcoming, but perhaps also shy.
• Make it easy for them to ask for help. It is much easier for them to help others, than it is for them to ask for help themselves.
• Be cautious with your criticism, because they can take things personally.
• Show that you are helpful to others.
• When communicating be aware of how much they can consume, because they are always looking for the why behind your talk.

Quick wins for an awesome relationship with a dominant Earth Green energy:
(Yes, ask them personally).
Creating an awesome relationship with Sunshine Yellow

Sunshine Yellow
Sunshine Yellow is curious on others, contact-seeking and cocky in a good way. The style is unconditional, unformal and immediate, and with a sincere desire to know the persons around them.

Sunshine Yellow evaluates others based on their social skills and ability to share personal experiences. When communicating Sunshine Yellow will try to sugarcoat reality, or maybe be to emotionally involved.

How do you best relate to Sunshine Yellow?
- Appreciate their wild fantasies and listen to their anecdotes.
- Do not try to change them. Accept them as they are.
- Entertain them with stimulating conversation and laughter.
- Offer them friendship and freedom, and let them do as they please.
- Acknowledge them with flattering words or actions of recognition.
- Accept that they get a lot of good ideas, but help them keeping their promises as well.
- Judge them not only on the surface, maybe there is substance in what they say.
- Respect that they talk with everyone, and can get a tremendous energy from a positive group.
- Radiate energy and enthusiasm - you can be serious and fun at the same time.
- During feedback remember to let them know that the feedback is serious and well-intended.

Quick wins for an awesome relationship with persons with a dominant Sunshine Yellow energy (Yes, ask them personally):
Creating an awesome relationship with Fiery Red

Fiery Red
Fiery Red is direct, targeted and talks with great confidence. The style is often “here I go”, a style that can be challenging in a good way.

Fiery Red evaluates others based on their ability to get things done and how much time it takes them to do it. When communicating Fiery Red cuts to the chase, and may be too direct, forgetting the motivational part in the Earth Green and Sunshine Yellow area.

How do you best relate to Fiery Red?
- Do not believe that their self-confident attitude is a personal attack.
- Do not gossip about them or abuse their trust.
- Defend your position. Be self-confident, strong and straightforward.
- Just say things directly to their face, but expect that they will defend their views.
- Do not forget that they also have a vulnerable side, but they rarely show it.
- Recognize the results they have created.
- Let them take control if they are ready for it - they know that they want to be in charge.
- When communicating Fiery Red will look impatiently for you to conclude, finish or otherwise seal the deal - taking action and not wasting time is all that counts.

Quick wins for an awesome relationship with persons with a dominant Fiery Red energy (Yes, ask them personally):

• Do not believe that their self-confident attitude is a personal attack.
• Do not gossip about them or abuse their trust.
• Defend your position. Be self-confident, strong and straightforward.
• Just say things directly to their face, but expect that they will defend their views.
• Do not forget that they also have a vulnerable side, but they rarely show it.
• Recognize the results they have created.
• Let them take control if they are ready for it - they know that they want to be in charge.
• When communicating Fiery Red will look impatiently for you to conclude, finish or otherwise seal the deal - taking action and not wasting time is all that counts.
In your Insights Discovery Profile, one of the chapters is called “Effective communication”. The 10 sentences deals with strategies that others should follow in order to communicate the best way possible with you.

Please read the 10 sentences, and connect them into one personal message that speaks volumes about how others ideally should communicate with you.

When you communicate with me...

It is a lot easier to accommodate your communicational needs, if we know the WHY behind your communicational needs. Share this in groups of 3 persons.

Why do you want others communicate in the ways you have written above?

In reality, you will experience that people seldomly communicate the way you want to. By opening up, you give them the key to a good relation with you.
In your Insights Discovery Profile, one following page is called “Barriers to Effective Communication”. You can read these sentences in different ways, and with different focus.

First, please find the three sentences that represent a behaviour from others that you really dislike in communication.

What are the three types of behaviour/communication style that you dislike the most? (Please write the sentences here/or invent your own).

The three types of communication trigger a reaction in you.

What reactions do you experience, when people communicate with you in the wrong way?

Your behaviour and reactions are fastly decoded by others.

If you can control your reactive behaviour, you have a great chance of sending positive signals.
Feedback on my communication style

Please gather feedback from various people in this programme about how you can communicate better. The feedback gives you direction, insight and concrete advice for action.
Pose the following questions:

What do you think I should do less of when communicating?

What do you think I should do more of when communicating?
Notes and reflections from the workshop

Can it really be true that...

Three important take aways from this workshop
3. Your Professional CV

Presenting your skills, competences and experience
If your work experience comprises 4 pages, and it is all relevant, then it is OK, that your CV is 4 pages. You have to make the structure logical though.

A long CV signals self insight, consciousness about your competences and about what you have achieved, but maybe also self adoration, lack of focus, and immature intellectualism.

A short CV signals focus on what is essential, that you are not stuck in the past, and that your are uncomplicated as a person, but maybe also lack of seriousness, lack of work experience, lack of ability to reflect about your contributions to the companies/organisations.

What are your own thoughts about the length of your CV?

What comments do others have about the length of your CV?

What do you have to do, in order to have the optimal length of your CV?

How far in the process am I, regarding the length of my CV?

Myself:

Feedback:
An employer is rarely impressed by your having worked a certain place. What interests him is partly HOW you have worked: your attitude, your behaviour and your collaboration skills.

**Description, just focusing on facts:** Trainee at a ½ year internship in Jyske Bank A/S.

**Description, facts and attitude combined:** Trainee at a ½ year internship in Jyske Bank A/S. In my trainee function, I worked with a high performing team of competent advisors and investors, that contributed to the growth of the company. The tasks were challenging, inspiring and the working hours long, but through high spirit and hard work my team of 6 persons made 12 million within a 6 month period.

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If you can target your CV to the hiring company, then they will most likely put you in the candidate pile.

How far in the process am I, regarding the description of my work attitude?

**Myself:**

**Feedback:**
CV advice no. 3

logical & structured

Your latest work experience should be placed as early as possible in your CV. Why? This information is your best argument in getting into a new company.

Make it easy for the company to navigate in your CV. Make sure to put headers bold and maybe also underlined. Use bullet points, indents and margins in a professional way. Use the structure to attract attention to the most important arguments and points.

Relevant work experience

2015-2016 Trainee in Jyske Bank A/S
(Contact CFO: Anders Andersen, 12345678)

With an important account responsibility, I contributed to both...

What are your own thoughts about the logic and the structure of your CV?

What comments do others have about the logic and the structure of your CV?

What do you have to do, in order to have a logical and structured CV?

How far in the process am I, regarding the logic and the structure of my CV?

Myself Feedback:

If your CV signals professionalism, then people are likely to deduct, that you are also professional as a ressource.

Check?

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Copyright © Insights Danmark. All rights reserved.
You want an employer to invest in you. You will be assessed on the energy, spirit, and accountability that you bring forward. Are you alive and kicking, or...

The world changes and develops with exponential speed:

- The 10 most wanted jobs in 2011, did not exist in 2004.
- We prepare the students for jobs that do not exist yet, educate them to solve problems that no one are aware of exist.
- At the age of 38 it is normal to have had 10-14 different jobs.

2015-2016: Trainee at Jyske Bank A/S
2014-2015: Shop Manager at 7-eleven...

Is your CV in reversed chronological order? If not, why?

What comments do others have about the chronological order in your CV?

What do you have to do, in order to have a reversed chronological order in your CV?

How far in the process am I, regarding the logic and the structure of my CV?

Myself

Feedback:
If you write an targeted profile right below your personal data and photo, you will make sure, that your CV will be remembered. The message should contain the essence of YOU, but in a way that appeals to the employer. Make the bridge from you to them.

Use a few bulletpoints at the end of the profile, nailing what you should be their preferred choice. With a few changes in this profile, your CV becomes a designed and professional knock on the door.

Danske Bank can read the following in the CV:
Both that I through my internship at Jyske Bank and my study in Cand. Ling. Merc. from CBS, am ready to contribute to creating revenue from the get go. You will get a motivated employee, with good self awareness and commitment that:
- has thrived in a high performance team with a 50 hour work week.
- has delivered more that 12 millions in results in a small team.
- has had account responsibility, handled with success.

What are you aiming for in your CV profile?

What do others think about your CV profile?
(Make sure to register their comments, even though you don’t agree.)

How far in the process am I, regarding having an appealing CV profile?

Myself
Feedback:
CV advice no. 6
sharp looking photo

In the top right corner of your CV, place a photo of you looking sharp. A photo of an engaged, smiling and positive YOU, is always smart. If you look like someone who is worth your salary, then you are a good investment. It is that simple.

A photo says more than 1000 words. The photo is a lot easier to remember for an employer than anything else. If you are in competition with other candidates, your photo opens up the interest of reading your CV again. Invest some money in a great photo of yourself.

- Print your CV, so the colours of the picture are clear (even better - use black/white photo.
- Ask others for help to get the picture digitalised, if you can’t your self.

Remember that you want to send signals, that are professional, appealing and self-aware. Too much and too little are pitfalls, the golden middle is the way forward.

What are your own suggestions for optimising your photo?

What do others think that your photo signals?

New year photos, nudity and “I am high on myself”- signals should not be in your CV.

How far in the process am I of having the right photo in my CV?

Myself

Feedback:
Stating the achievements that you have accomplished is a balancing act between egocentricity and humility. The fact is that achievements can be the lever that opens the door to the job.

Mention your achievements as bulletpoints under the header of each job, after the short attitude-oriented text. Achievements can be both growth, satisfaction scores, developed products, revenue, budgetframes, feedback etc.

“Trainee at Danske Bank A/S
As a trainee I contributed to high earnings in the team, and to a growing customer portfolio. I took it upon myself as a responsibility:
- that the earnings of the team were growing through the whole period.
- that we received excellent customer reviews as a team on a continual basis.
The customers were particularly content with my personal attitude and service.”

What specific achievements have you accomplished in your previous job positions?

What do others think about the way you describe your achievements?

By mentioning the achievements, you signal that you are used to go from theory to praxis - that you are worth the investment.

How far in the process am I of describing the achievements purposefully in your CV?

Myself
Feedback:
CV advice no. 7a
calculate your results

If you have been a shop employee in a clothes store, this is what you can do:

**Hennes & Mauritz (part time):**
Yearly workdays: 200 days
You have sold clothes for: 10.000dkr/day
3.000dkr x 225 days = 2.000.000dkr/year

In stead of writing "Experience in sales and customer service, you can now write:

"I created a personal sale of 2.000.000dkr/year. Every customer is unique. I understood their requirements, and matched my preferences to gain buy-in from the customer, and to motivate to upselling."

Come up with your own calculation examples from your own experience:

What do others think about the way you describe your results in calculated numbers?

How far in the process am I of integrating calculations in your CV?

Myself
Feedback:

Doing calculations and knowing the results and achievements will contribute enourmously to your sharpness in the job interview.

Check?
CV advice no. 7b
mindmap your results

In the center, write your most recent job title. In the outer circles, write the results/achievements that you have made, contributed to or participated in. Preferably with numbers.

What suggestions do others have for you to improve your description of results and achievements?

How far in the process am I of knowing my results/achievements in my most important job position?

Myself
Feedback:

Check?
CV advice no. 7c

YOU - a great investment

Your CV should be full of words that make you an attractive investment.

Words that make you attractive on the jobmarket:

I/we started...
I/we doubled...
I/we finished...
I/we created...
I took it upon me...
I/we strengthened.
I/we completed...
I/we grew...
I/we produced...

I/we initiated...
I/we developed...
I guaranteed the succes
I/we changed...
I/we speeded up...
I/we optimized...
I/we founded...
I/we integrated...
I/we excelled...

Check your CV for your own proactivity and stretch. Do you talk in „WE“ or in „I“ terms?

What do others think about the way you use verbs in your CV?

How far in the process am I of using the best verbs possible to describe yourself?

Myself
Feedback:

Check?
CV advice no. 8
stand out!

Make your CV stand out - create your personal fingerprint.
If you hand in a CV, that looks as every one else's, then you have not placed yourself at the top of the pile. Create attention in a professional and tasteful way.

- Make sure to spell correctly. Have someone read through your CV.
- Print the CV on pieces of paper of high quality.
- If you are competent in working with photoshop, you may want to create some headers that are particularly nice.

In this position, that not only required 10 hours of focused work each day, but also good competences within customer service, teamwork and logistics, I made it my responsibility to...

What parts of your CV do you think are particularly nice?

What do others notice in your CV, when asked: „What stands out in a positive way?“

It does not have to be handrolled paper, but buy some high quality paper. You making an effort will be noticed.

How far in the process am I of making my CV stand out?
Myself
Feedback:
CV advice no. 9
relevant interests

Mention your personal interests – if they are relevant and not offensive.

You do not want to leave the company with reasons not to hire you. Play down or leave out elements that can potentially be offensive.

An employer looks for chemistry and competences in you. They look for someone who will be there for a long time, without creating too much noise or problems, but in stead solving problems and contributing to growth.

If your are active in your spare time, then you are likely to be active at work as well. Your political convictions are dangerous to mention in the CV. The chances of a provocation are higher than the chances of striking a positive chord in the employer.

What can you do to optimise the way you describe your interests?

What do others notice about the way you describe your interests?

How far in the process am I of having a purposeful description of your interests?

Myself
Feedback:

A great way to create chemistry is to adopt the dominant colour energy of the company/employer - show respect for their preferences by being selective when describing your interests.
CV advice no. 10

a mature colour energy

Be aware of who is hiring you for the job. Your interest is to connect with this person, as well as the colour energies of the culture in the company.

One trap you do not want to fall into, is being one-dimensional. Throughout your profile try to attach a colour energy to the way you describe yourself. Make sure, that you don’t just describe yourself in one colour energy.

Cool Blue is inclined to describe themselves in a serious and objective way. This may appeal to persons and companies with a Cool Blue energy.

Earth Green is inclined to describe themselves in a modest and indirect way. This may appeal to persons and companies with a Earth Green energy.

Sunshine Yellow is inclined to describe themselves in an exaggerated and very positive way. This may appeal to persons with a Sunshine Yellow energy.

Fiery Red is inclined to describe themselves in an egoistic and powerful way.

What colour energy do you notice yourself in your CV?
Is it too much?

What colours do others say, that are very obvious in your CV?
Are these colours too one-dimensional?

How far in the process am I of having a mature colour energy in my CV?

Myself
Feedback:
Can it really be true that...

Three important take aways from this workshop:
4.
Your Targeted Cover Letter

10 REASONS YOU SHOULD HIRE ME

1. I am awesome // 2. I have 140,000 fans on my facebook page // 3. I am multitasking: I can check Facebook, Twitter, Tumblr, Flickr and the emails while I am working // 4. I can say hello in 10 languages: hello, hallo, salut, ciao, hola, xin chào, sawa deekap, ahn nyeong ha se yo, konnichi wa, nihao // 5. Have I told you that I’m awesome yet? // 6. I don’t 10 reasons to tell you why you should hire me.
Challenge!
make a cover letter

Find a real job position, that you want to apply for.

You have 15 minutes to find it.

Make a one page cover letter for the job.
Cover letter advice no. 1
make a “master” structure

Getting a job depends on multiple factors regarding your cover letter:
Are you actually sending out cover letters? (Not just one)
Does the recruiter find interest in you, when reading your cover letter?
Do you make it an easy decision for the recruiter to choose you?
Are your cover letters build on a solid structure?

If you want a good start in your career, make sure that writing cover letters is easy to do, and does not cost too much time or energy. Many competent applicants get overwhelmed about writing cover letters, because they approach it as they would do with a 20-page written exam: way too thorough!

You need a “master” structure for your cover letters. The “master” includes:

- Contact information
- Regarding what position
- A catchy headline
- Motivation (5-7 lines)
- Presentation of your professional qualifications + contribution + examples
- Presentation of your personality
- A closing section (3-4 lines)

Surely you are academically able of writing more than one page. But the reality you are entering in one that values practicality, core messages and to-the-point communication. It is important that you understand this.
Danske Bank
Holmens Kanal 2-12
1092 København K
Att.: Peter W.

Summer intern for Business Risk & Analysis at Danske Bank

When I was introduced to Danske Bank via my friend George Stevens, I was immediately impressed with your working style and footprint in the financial industry. I am currently enrolled in the MSc. in Finance & Strategic Management at Copenhagen Business School, and I have a distinct desire to work within banking. I wish to build on my strong analytical and communicative skills through direct exposure to all aspects of the business. I see myself in a fast-paced, dynamic and highly competitive environment and I believe the summer intern position in Business Risk & Analysis fits my ambitions perfectly.

Throughout my studies and my experience in sales at Nykredit and in business development at LEO Pharma, I have steadily developed a fascination for finance. My employment at LEO Pharma especially triggered my interest for quantitative analysis, and I quickly took on tasks involving modelling in Excel and construction of presentations. One of the latest projects I have been working on with my team was an analysis of the patterns of complaints and of early expiry of goods sold. The outcome was an extensive Excel-model that provided a detailed overview of the resulting risk for occurring losses and was used by management as a basis for strategic decisions on cost reduction. I’m enjoy qualitative analysis and want to improve my skills further and I’m convinced that a summer intern position at Danske Bank would help me in achieving just that.

I have a keen desire to learn so alongside my regular masters in finance, I am also taking a CEMS Master in International Management. This additional programme has given me the possibility to study one term at University of St. Gallen, where I have increased my knowledge within financial risk management and corporate finance through specialised courses and seminars. I’m also an active member of FinanceLab where I use my fascination for the financial industry to organise events, thereby helping students connect with financial employers in Denmark and abroad.

Given my well-rounded profile, my teamwork skills, and my continuous strive to achieve, I am sure that I am a particularly good fit for the internship position at Danske Bank. I am looking forward to hearing from you.

Kind regards

Applicants name
Read through the example on the previous page.

What works really well, when you analyse the previous page?

What specific sentences inspires you when working with your own cover letter?

How will you write your own sentences? Make examples.

Your aim is to create some appealing sentences in each section of your cover letter.

Sentences that speak volumes of you, your engagement and positive contribution.
Cover letter advice no. 2b
the shoulders of others

Once again, please analyse the cover letter example.

What do you notice in the cover letter that you can improve?
(What does not work well?)

How will you specifically integrate the improvements of the example cover letter into your own cover letter?

What suggestions/critique from the other participants do you find useful?
Be as specific as possible, when writing your application.

Each time you write a text, be sure that the receiver understands what you are writing. You do not want the employer to lose time on interpreting the meaning behind your words. It should be pretty straightforward.

Give examples of previous workplaces.
Give examples of previous tasks, responsibilities and achievements/results.
Give examples of previous job titles.

**Here are 5 examples of abstraction. No. 5 is best.**

No. 1: “I am flexible.”

No. 2: “I am flexible when collaborating with others.”

No. 3: “My flexibility in the collaboration with peers are rooted in valuable experiences from previous jobs I had.”

No. 4: “Having extensive experience with sales and customer service from x-company, I know the value of flexibility in a team.”

No. 5: “Having extensive experience with direct sales and excellent customer service from x-company for two years, I know the value of flexibility and focus in a team, core competences that I will readily practice at “target company”.

---

Look through your own application, and pay attention to the sentences that are too general. The one sentence I will change is:
Cover letter advice no. 3

the character of the text

The character of the text
in my cover letter:

- Obscure
- Illogical
- Complicated
- Wavering
- Insecure
- Negative
- Inflexible
- Ego centered
- What can I get?
- Inflexible
- Abstract
- Messy
- Vague messages
- Cold
- Passive
- Difficult to read
- Deflating
- Bland
- Dreaming
- Transparent
- Logical
- Simple
- To the point
- Confident
- Positive
- Flexible
- Proudly humble
- What can I give?
- Flexible
- Specific
- Structured
- Clear messages
- Warm
- Proactive
- Easy to read
- Energizing
- Assertive
- Action-oriented

How can you improve your own cover letter?

How far in the process am I of having an appealing text in my cover letter?

Myself: [scale]
Feedback: [scale]
Imagine you are a guy - (maybe you are for real). A girl comes up to you and says: “I like guys, you are a guy - therefore I like you.” Do you feel singled out? Special? Do you feel like returning the approach positively? Most likely not.

Companies and people want to feel special, unique. They want to feel admired, seen, heard and understood, based on their own selfunderstanding.

All the (real life) sentences below do not take this into account:
“I would like to work for you, because I am looking for a job.”
“I can’t pay my bills, so I need to find a place, that will give me money.”
“I am just wondering if you are still offering this position?”
“I am sick of writing these pedestrian cover letters; you’re sick of reading them.”
“I guess the only reason I am applying is that I studied Cand. Ling. Merc.”
“I don’t have any experience related to the job, but I am a fast learner.”
“I am 24 years old, which is why I think this position is a good fit for me.”
“I have recently been putting time into cover letters, that do not get acknowledged.”
“To whom it may concern...”
“As I searched online, I stumbled upon your company and thought I would write.”
“I am seeking a new position, as I have recently been laid.” (?!)
“Give me a project, and I don’t stop until it is finished, or I am told to.”
“As I was sacked from my previous job, for not agreeing with the boss...”

What do others say about a cover letter that you are about to send to a company, regarding the targeted approach?

How far in the process am I regarding targeting my cover letters?
Myself:
Feedback:
In the motivational part, put focus on why you apply for the job.
(The employer wants to know why they are special, why you want the job and if you are engaged.)
Me: 

Put focus on your potential contribution to the organisation.
(The employer wants to recruit a safe bet - It costs money to hire and fire.)
Me: 

Only mention the past if it is connected to your future in the new company.
(You have the CV to describe your past.) Use specific examples to underline your statements.
Me: 

Explain how your experience will benefit the new company.
(Are you high on yourself, or high on the company?)
Me: 

Mention in the beginning that you thank them for a pleasant phone dialogue.
(Only 20% of applicants call prior to sending an application - show interest.)
Me: 

Put focus on the tasks you are going to solve - imagine the workday.
(If the employer feels you are spot on with the tasks, you are a safe bet.)
Me: 

Let it shine through, that you have done your research on the position.
(If you stretch, and hold your hand out, the employer wants to grab it.)
Me: 

You have 10 seconds to catch the interest of the employer in the cover letter.
(Make sure that the employer catches the most important things right away.)
Me: 

Check?
Three important take aways from this workshop:
What can you do to be more authentic?

Ask your surroundings.

5. The Successful Job Interview

Being the best version of YOU
In your Insights Discovery Profile, you will find a chapter called “Blind Spots”. Please mark the two most important sentences for you to be aware of when being at a job interview.

Now, since the chapter is called Blind Spots, you may not be conscious about these particular forms of behaviour.

What are the two sentences that could effect a job interview in a negative way, if you are not aware of them?

Now, since the chapter is called Blind Spots, you may not be conscious about these particular forms of behaviour. In groups of three, be constructive about understanding the sentences (why, what, when, how) and give each other sound advice.

What is your learning based on the two sentences?

Knowing yourself and your Shadows will make you more mature, and will bring quality to your responses during a job interview.
Maturity, self-awareness and a great deal of reflection power are safe bets when you enter the job interview. You are not only judged on the things you say, but also on the way you say them: your intentions, your true self, your whole being is what the recruiter is trying to get an impression of.

Please turn to the page in your Insights Discovery Profile that is called “Suggestions for Development” and read the 10 sentences.

Which two sentences are most important for you, when being in a job interview?

How can you turn these sentences into strong and powerful statements, that you can use in a job interview? (What will you say exactly?)
Preparation for the elevator pitch: focus

No mastery without a lot of practice. It is therefore essential that you train your elevator pitch, so you portray yourself as mature, cool and well reflected during a job interview.

First, you should pinpoint 8 areas that you would like any recruiter to be aware of. Do this by using the mindmap. In the center you write your name. In the circles, you write the 8 most important things that you contribute with. This could be specific competences, learnings, attitudes, results, job positions, skills, projects, grades etc.
Now you have to create sound proof stories behind each of the eight key areas of your elevator pitch. Stories that are anchored in reality, but also stories that represent learning, advantages and promises of effectiveness.

Key 1

Key 2

Key 3

Key 4

Key 5

Key 6

Key 7

Key 8
Preparation for the elevator pitch: the WHY

Here you have some examples of what a key area could be, and how you make it relevant for the hiring company.

Key 1: „I have an average above 10 from my studies“. I am very decidated to creating good results, and will also find it natural to stretch my efforts to create team success in this position. In my most recent project...

Key 2: „I master two languages fluently.“ Having spent a year in Germany during my studies, I know how to communicate in a relationship building way. I am convinced this will create more business and lasting positive customers.” I specificly remember a testimonial from...

Key 3: „I perform under pressure“. With the constant results I have delivered during my more than 30 exams, I am quite used to concentrate and be highly efficient in stressful situations. Count on me, if you have som tough deadlines. The last time under...

Key 3: „I come up with great solutions“ I find it quite exiting to solve specific challenges together with others. I don’t know the actual culture of the team, I could be joining, but I will both bring in ideas and listen to others. Recently, we had the challenge of...

The structure in all the above mentioned examples is:

1) Present your oneliner, that message that the listener should not miss.
2) Support the oneliner with achievements, key skills, competences, and attitudes displayed.
3) Mention a specific situation, where you have shown this attitude.
My elevator pitch

Please write your own elevator pitch. Be sure to connect all your strengths, gifts, skills, competences, results and experiences to the benefit and advantage for the new company.
You should practice your speech so many times, that it becomes natural, and so you can improvise. The key to a great elevator pitch is, that the listener does not know it is your elevator pitch. This takes practice!

What are your own comments on your delivery of your elevator pitch?

How can you connect better with the listener?

How can you become even more attractive as a candidate?

How can you handle your ego-signals in a even more positive way?

How can you seem committed and engaged?

How can you become even more trustworthy?

How can you signal value for money, even more?

What comments do others have on your elevator pitch?

How well does my elevator pitch work?

Myself:

Feedback:
Practice a specific job interview with a friend (1)

Find a buddy on the programme who also has a specific job interview in mind. Take turns to act as employer and job candidate.

The employer plays the role by asking challenging questions in relation to the specific job that is being targeted. Using your imagination is a requirement.

The job candidate tries to perform as good as possible, pitching for the job.

Ask the employer how the job interview went. What specific things went well?

What could you improve even more?

My personal reflections:

How well do I perform doing a job interview?

Myself: 

Feedback: 

Check?
Find a buddy on the programme who also has a specific job interview in mind. Take turns to act as employer and job candidate.

The employer plays the role by asking challenging questions in relation to the specific job that is being targeted. Using your imagination is a requirement.

The job candidate tries to perform as good as possible, pitching for the job.

Ask the employer how the job interview went. What specific things went well?

What could you improve even more?

My personal reflections:

How well do I perform doing a job interview?

Myself: 
Feedback: 

Check?
At the job interview you can't remember all the advice you have been given on this programme. What are the three most important things for you to remember, when you are right outside the door to the job interview? Write it down:

<table>
<thead>
<tr>
<th>What should you remember regarding your dominant colour energy right before entering the job interview?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What should you remember as well?</td>
</tr>
<tr>
<td>Why?</td>
</tr>
<tr>
<td>I should also remember...</td>
</tr>
<tr>
<td>Why?</td>
</tr>
</tbody>
</table>
Notes and reflections from the workshop

Three important take aways from this workshop:
What can you do to be more authentic?

6. Effective Networking and LinkedIn

Relations management and new opportunities
In Denmark, people often get a job by knowing people within the same field of work.

40% get a job through a personal or professional network

DR, 2015

55% of people looking for a job, lands the job through their personal network.

Ofir, 2016
“33% of 555,000 persons starting a new job within the latest year, has found their new job through networking.” (Børsen, 2012).

“It is estimated that approximately 60%-80% of all job changes are based on networks.” (FAOD, 2010)

Different surveys definitely indicate, that networking matters. Go deep and broad. 1st, 2nd, 3rd level of contacts within work, family, sports. Brainstorm below.

<table>
<thead>
<tr>
<th>Which networks that can lead you towards a job, are you part of?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Prioritise these networks, lining up the three networks you would use when looking for a job.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
</tr>
</tbody>
</table>

Inspiration from others:
Make a list of persons in your personal network

Make three different categorised lists of persons that you have in your personal network. Common for all these persons is, that you dare to ask them information, leads, possibilities or meetings at their workplace. It makes no sense to list people, that you do not dare to contact.

<table>
<thead>
<tr>
<th>Category</th>
<th>Data on most important contact:</th>
<th>Also important:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family and their connections:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends of friends:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Copyright © Insights Danmark. All rights reserved.
Make three different categorised lists of persons that you have in your professional network. Common for all these person is, that you dare to ask them information, leads, possibilities or meetings at their workplace. Find contact data on the persons that you need to get in contact with.

<table>
<thead>
<tr>
<th>Previous colleagues / colleagues / clients:</th>
<th>Data on most important contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LinkedIn and related online applications:</th>
<th>Data on most important contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Out of the box persons:</th>
<th>Data on most important contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What can you give to others?

Being part of a network requires energy from your side, positive and proactive energy. Favours from your part leads to a positive reaction from the recipient - what can I give back to you? If you want something from others (a job opportunity, an internship, a job interview, a lead, a meeting with a decision maker...), what can you offer them first? Getting an opening should not be understood as a direct exchange of valuables, but societies has for centuries been build on the principle of reciprocal favors.

What will you do for others on this programme?

In the networks that you are part of, what can you give to others? (And thereby become a person, that others would like to help...)
Your behaviour when networking

Your behaviour and intentions have an effect on others, whether you like it or not. If people like the signals that you are sending, they will be interested in getting to know you. This leaves the obvious questions:

What positive signals are you sending out that others pick up on?
(According to yourself and others)

What not necessarily negative signals are you sending out that others pick up on?
(According to yourself and others)
In networking it really is about being able to master the following competences:

- Give positive feedback regularly.
- Express positive energy.
- Be proactive and curious regarding others.
- Show an authentic interest in getting to know others.
- Share personal viewpoints and challenges.
- Ask questions and listen empathically for the answers.
- See opportunities for others by connecting and bridging interests.
- Make others feel like heroes, when they have been around you.

According to yourself, what strengths do you have in networking?

According to yourself, what weaknesses do you have in networking?

What strengths do others see in you, being a networker?
What is your network strategy? (1)

I will use this network strategically for my job search: ________________

What is the first step I will take?

What persons in the network will I ask directly?

What will I ask them?
(Don’t ask directly for a job, but for opportunities, information, new contacts...)

What can I offer others in this network, to get closer to a job?

What habits is it important that I adapt in this networking process?

How far in the process am I of acing this network strategy?
Myself: ____________________________
Feedback: __________________________

You will find a lot of answers by really understanding your dominant colour energy.
What is your network strategy? (2)

I will use this network strategically for my job search: _______________

What is the first step I will take?

What persons in the network will I ask directly?

What will I ask them?

(Do not ask directly for a job, but for opportunities, information, new contacts...)

What can I offer others in this network to get closer to a job?

What habits is it important that I adapt in this networking process?

How far in the process am I of acing this network strategy?

Myself: _______________________________

Feedback: _______________________________

You will find a lot of answers by really understanding your dominant colour energy.
What is your network strategy? (3)

I will use this network strategically for my job search: ________________

What is the first step, I will take?

What persons in the network, will I ask directly?

What will I ask them?
(Don’t ask directly for a job, but for opportunities, information, new contacts...)

What can I offer others in this network, to get closer to a job?

What habits is it important that I adapt in this networking process?

How far in the process am I of acing this network strategy?

Myself: ________________
Feedback: ________________

You will find a lot of answers by really understanding your dominant colour energy.
Network inspiration from others

Try to listen to others on how they network. Surely, you will be able to find a lot of inspiration. What networks are they part of? How have they been successful in getting a job, an interview, an internship...?

What network approaches should I consider taking?

What specific network successes has happened on and during this very programme?
Three important take aways from this workshop:
7. Success at Fairs and Company Events

Putting all your skills to the test...
This is what you need, if you want to bring your A-game at the Career Fair:

Print out targeted CVs for the companies you are interested, just varying the CV profile.
(The representatives will have something to remember you by.)
Me: 

Research the represented companies, so you can initiate a dialogue.
(This is where you get positively separated from the herd.)
Me: 

For all the companies you want to talk to, prepare an unsolicited cover letter.
(Having a great structure and work process will make this easy - pitch for a meeting/internship)
Me: 

Be sure to get the emails of the persons you talk to. Write them back quickly.
(The representatives are a forgetful bunch, be in their mindset.)
Me: 

Ask them for what you should do - who to contact - to get in to the company.
(Surprisingly many applicants forget to do this...) 
Me: 

Dress nicely, look professional and prepared.
(I you have made an effort, so will the company likely do as well.)
Me: 

Act in accordance with the feedback that you have received.
(Make sure that you know what your specific charming feature is.)
Me: 

Try to make a connection, by engaging in positive and equal dialogue.
(Sprincle some Sunshine Yellow energy on your ego... but be yourself.)
Me: 

Check?

Check?

Check?

Check?

Check?

Check?

Check?
Researching a company before the fair/event (1)

If you fail to prepare, you prepare to fail. This page helps you create a purposeful dialogue with the company, you want to get in to.

Company:

Facts about the company (and you):
- Location:
- Core business:
- Recent positive media presence:
- Relation working there already:
- Department you would like to work in:
- What your contribution could be:

Sharp questions you can pose, based on the fact finding above:
If you fail to prepare, you prepare to fail. This page helps you create a purposeful dialogue with the company, you want to get in to.

Company:

Facts about the company (and you):
Location:
Core business:
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If you fail to prepare, you prepare to fail. This page helps you create a purposeful dialogue with the company, you want to get in to.

**Company:**

**Facts about the company (and you):**
Location:
Core business:
Recent positive media presence:
Relation working there already:
Department you would like to work in:
What your contribution could be:

**Sharp questions you can pose, based on the fact finding above:**
Half of the class acts as representatives of the CBS Career Fair companies. The other half as themselves. In groups of two persons, you act through the approach, and try out some of the questions that you have prepared.

Company your buddy should represent in the role play:

Specific considerations you should take in your approach:
Behaviour:
Colourful insights: Put emphasis on this colour:
Colourful insights: Be careful with this colour:

Questions:

What is the feedback after the roleplay:

What have you learned?
Practicing for the company fair/event (2)

Half of the class acts as representatives of the CBS Career Fair companies. The other half as themselves. In groups of two persons, you act through the approach, and try out some of the questions that you have prepared.

Company your buddy should represent in the role play:

Specific considerations you should take in your approach:

Behaviour:

Colourful insights: Put emphasis on this colour:

Colourful insights: Be careful with this colour:

Questions:

What is the feedback after the roleplay:

What have you learned?
Three important take aways from this workshop:
Remember the direct way to a job

1. Make a list of companies, that you would like to work for. Find out who to contact for an opening: name, mail, phonenumber. Do go visit them to get this info (this is the game changer). Fast track: Offer your skills in a 4-week company practic to get your foot in the door.

   Have I made a list of companies and positions to apply for?

2. Target your approved CV to the companies, by changing the “profile” in your CV.

   Have I got an approved CV

3. Target your approved cover letter to the companies, by making a bridge between their tasks that need to be solved and your motivation, experience and competence.

   Have I got an approved cover letter?

4. If you are applying for a non-listed job, push kindly for a jobinterview. Prepare to perform at the jobinterview by knowing about the company, being curious, attractive and engaged.

   Do I master the job interview?

   We wish you all the best in your future career!
Insights designs and delivers workshops on a global level in collaboration with clients. The workshops are interactive, motivating and anchored in psychology.

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