

CV, INTERVIEWS, IMPACT

WHAT

WORK

JELENA RADONJIC
CAREER FULFILMENT COACH

WHY ME?

- 25 years in international recruitment and education management
- Browsed through 10,000s of CVs, applications, statements and cover letters
- Selected top MBA and Masters candidates for Business Schools worldwide
- CTI qualified coach, courses in transformational coaching, personal development, spiritual work
- Four years as a Career Coach helped hundreds achieve career fulfillment
- Forbes Coaches Council member and published author



Deloitte.



**Imperial College
London**



CV DOs AND DON'Ts

- Do not list all your duties and make a catalogue of everything you have ever done
- Instead: focus on important achievements, highlight successes, show tangible results
- Sell – don't tell!
- Show your unique value add
- Consistency!
- LESS IS MORE!

CV TIPS

10 SECONDS TO GRAB THEIR ATTENTION, SO MAKE IT:

- visually compelling
- easy to read, succinct
- use bullet points
- well-organised
- well-formatted
- white space



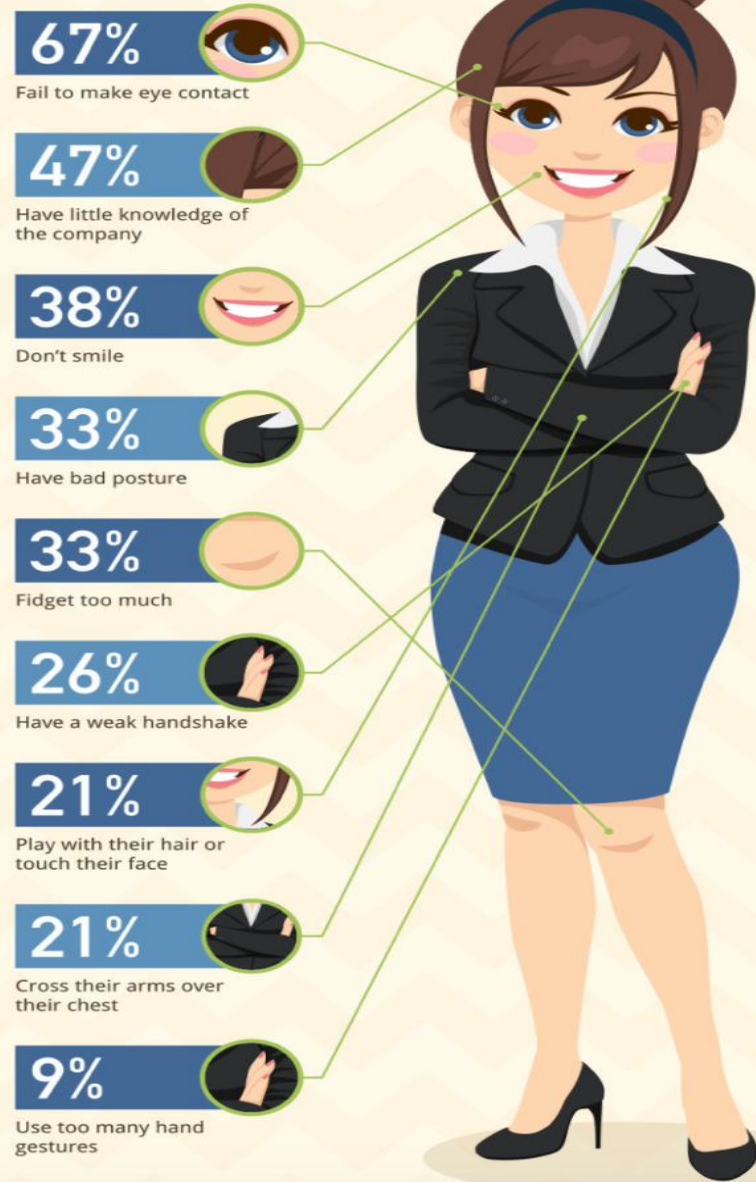
Your Resume — Between the Lines



WHAT TO DO IN INTERVIEWS

- Be real, use simple language – it's a two-way conversation, not an interrogation!
- Use your emotional intelligence, tell stories
- Relax, use humour
- Body language: eye contact, smile, posture
- Ask them relevant questions
- Follow-up!

COMMON NONVERBAL MISTAKES MADE DURING JOB INTERVIEWS



In a survey of more than 2,000 hiring managers, 33% claimed to know whether or not they would hire someone within 90 seconds.

STATISTICS SHOW THAT FIRST IMPRESSIONS ARE DETERMINED BY:

- 55% The way you dress, act, and walk through the door
- 38% The quality of your voice, grammar, and confidence
- 7% The words you choose to say

THINGS THAT HAVE AN IMPACT ON FIRST IMPRESSIONS

- 70% of employers claim they don't want applicants to be **overly fashionable** or **trendy**
- 65% of hiring managers say clothes can be the **deciding factor** between two similar candidates

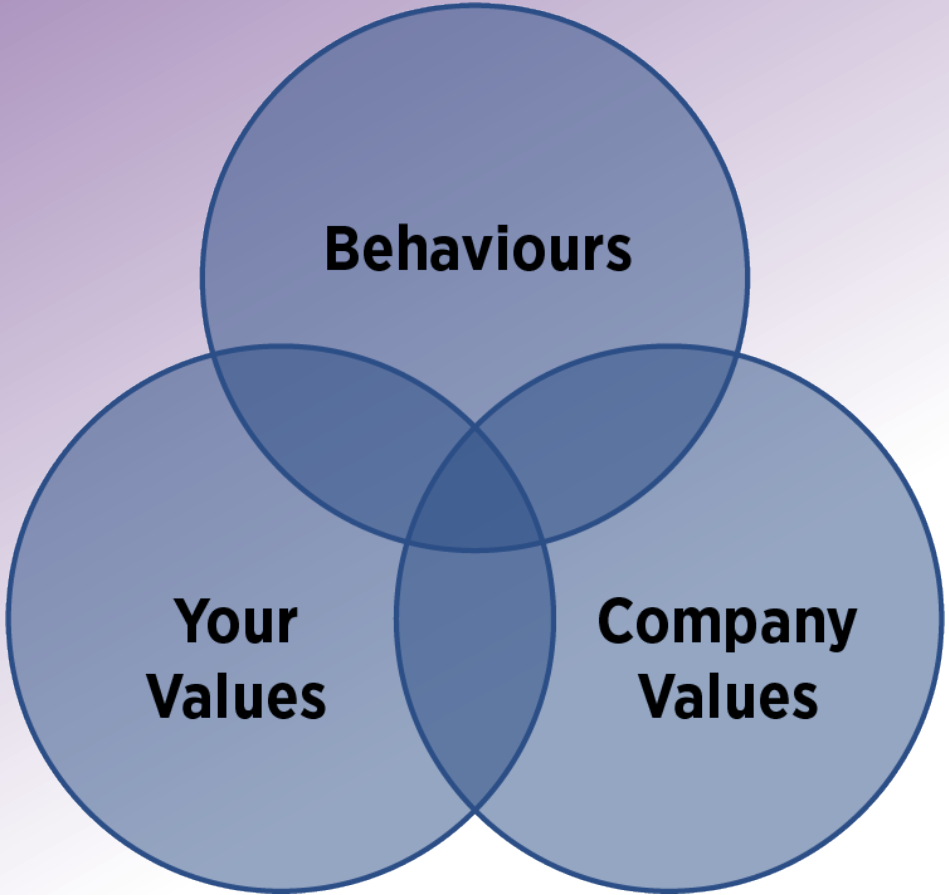
BRIGHTLY-COLORED CLOTHING IS BAD





WHAT CAN GO WRONG?

MOTIVATIONAL MATCHING



TYPES OF INTERVIEW QUESTIONS

- General
- Competency
- Motivational
- Behavioural/strength-based
- Commercial awareness – industry knowledge
- Technical
- Curveball

HOW CAN YOU STAND OUT?

- Research! What?
- Yourself: values, strengths, competencies and hard skills, interests and passions, weaknesses +areas for development
- Industry, Company, Role
- Practice, practice, practice!

IMPACT

- What can separate you from other candidates?
- Where did you get your information from (nothing beats direct personal connection!) and what did you do with that information?
- Enthusiasm and passion can make a crucial difference!
- Follow-up, the gold is in the follow up!

BUT...HOW DO YOU CREATE IMPACT??

SPECIAL OFFER!!



PERSONAL BRANDING MASTERCLASS



NETWORKING MASTERCLASS



INTERVIEW SUCCESS MASTERCLASS



PERSONAL BRANDING MASTERCLASS

CONTENT

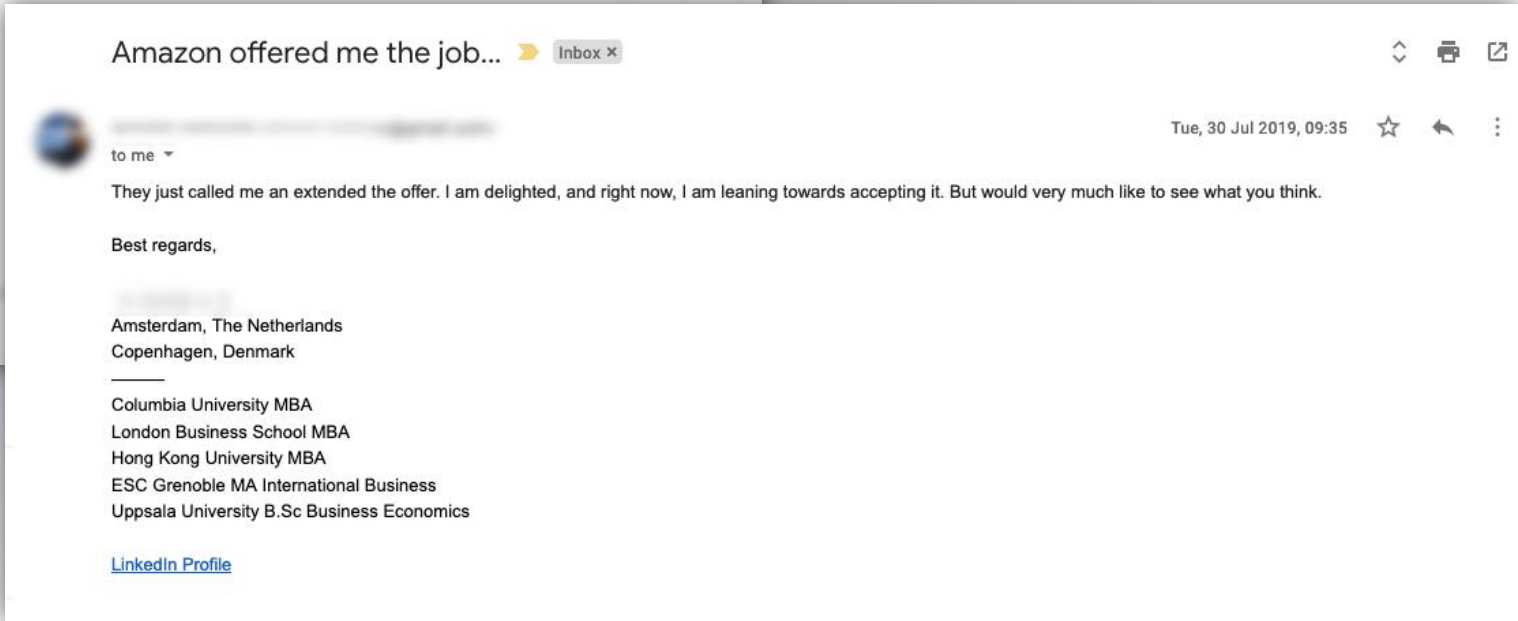
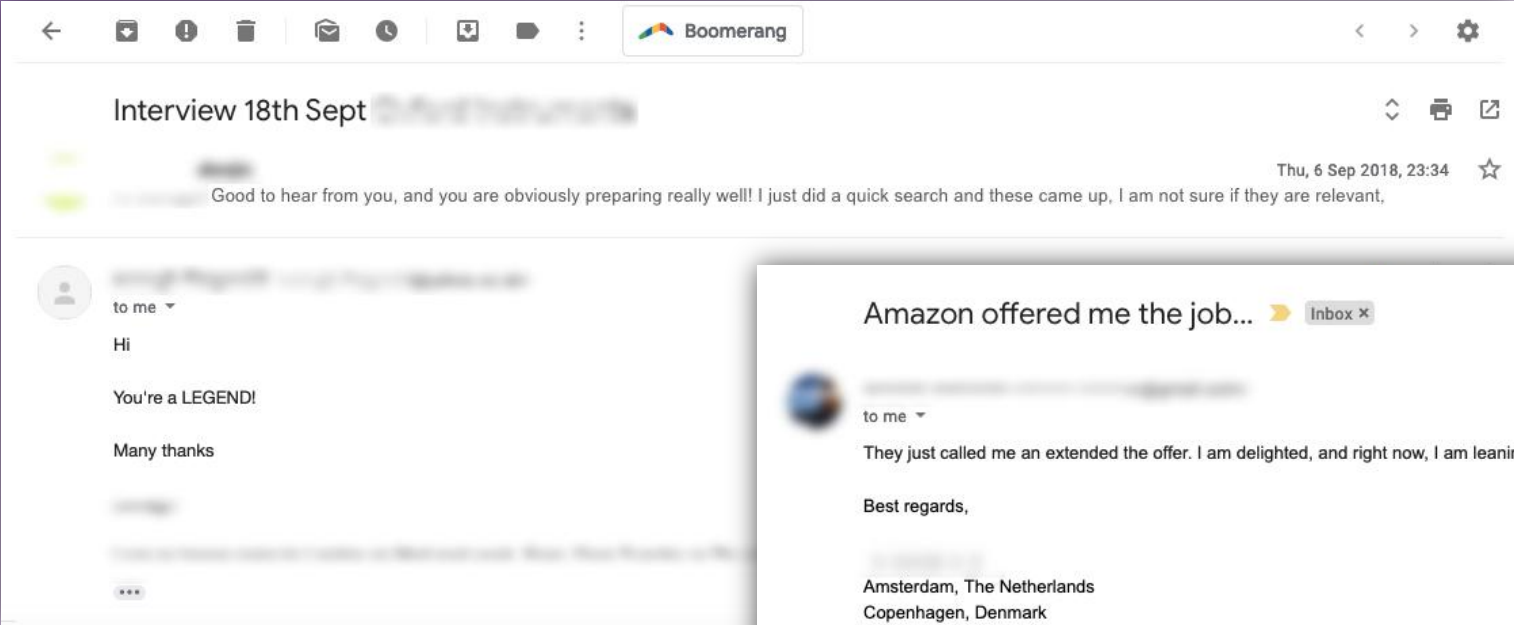
- What is Personal Branding
- Static and Dynamic personal branding
- How to create and use an Elevator Pitch
- Why is personal branding much more than 'neat packaging'
- Reputation and Visibility

PERSONAL BRANDING MASTERCLASS

WHAT YOU WILL GET AND WALK AWAY WITH

- Clear understanding of personal branding
- Clear and effective Elevator Pitch
- Understanding of values, integrity and alignment
- Tools to audit your personal brand now!
- How to embody your personal brand
- Masterclass recording + PPT slides + What Work curated resources on Personal Branding

CASE STUDY



NETWORKING MASTERCLASS

CONTENT

- What is networking
- Networking mindset
- Introvert-Extrovert myth busting
- Applicable tips on how to network effortlessly
- Structuring a networking meeting
- Networking in the time of self-isolation

NETWORKING MASTERCLASS

WHAT YOU WILL GET AND WALK AWAY WITH

- Understanding and demystification of networking
- Developing the right mindset
- Confidence and ease around networking
- Next steps – break out of your shell
- Where and how to network
- Masterclass recording + PPT slides + What Work curated resources+ templates

CASE STUDY

during the session, she has a wealth of links and recommendations at her fingertips, and she has a deep understanding of how to generate a new level of self-awareness that is critical for forward progress in determining career and professional options. I was questioning the future direction of my own 20yr career in group accounting work, and with Jelena's help I have discovered that the best way forward for me is to pursue a part time FD role that allows me to spend time on setting up my own business in an entirely new industry. It is such a relief to know the way forward, and exciting to have the confidence to pursue a path which feels right. Jelena has been instrumental in guiding me towards this clarity, and I can't recommend her highly enough.



Finance Director
April 03, 2019

DEC 10, 2019



Hi Jelena

After a long period of thinking, I finally approached an incubator with my university alumni, where many people work in finance:) I have now started to work at a startup on Cryptocurrencies.... a new area in finance... super interesting, and there I feel I speak the same language (finance:) and I have a lot to learn
Thanks for supporting me



Jelena Radonjic · 1:26 PM

Oh so happy for you!!!

Well done!!!

Write a message...

INTERVIEW SUCCESS MASTERCLASS

CONTENT

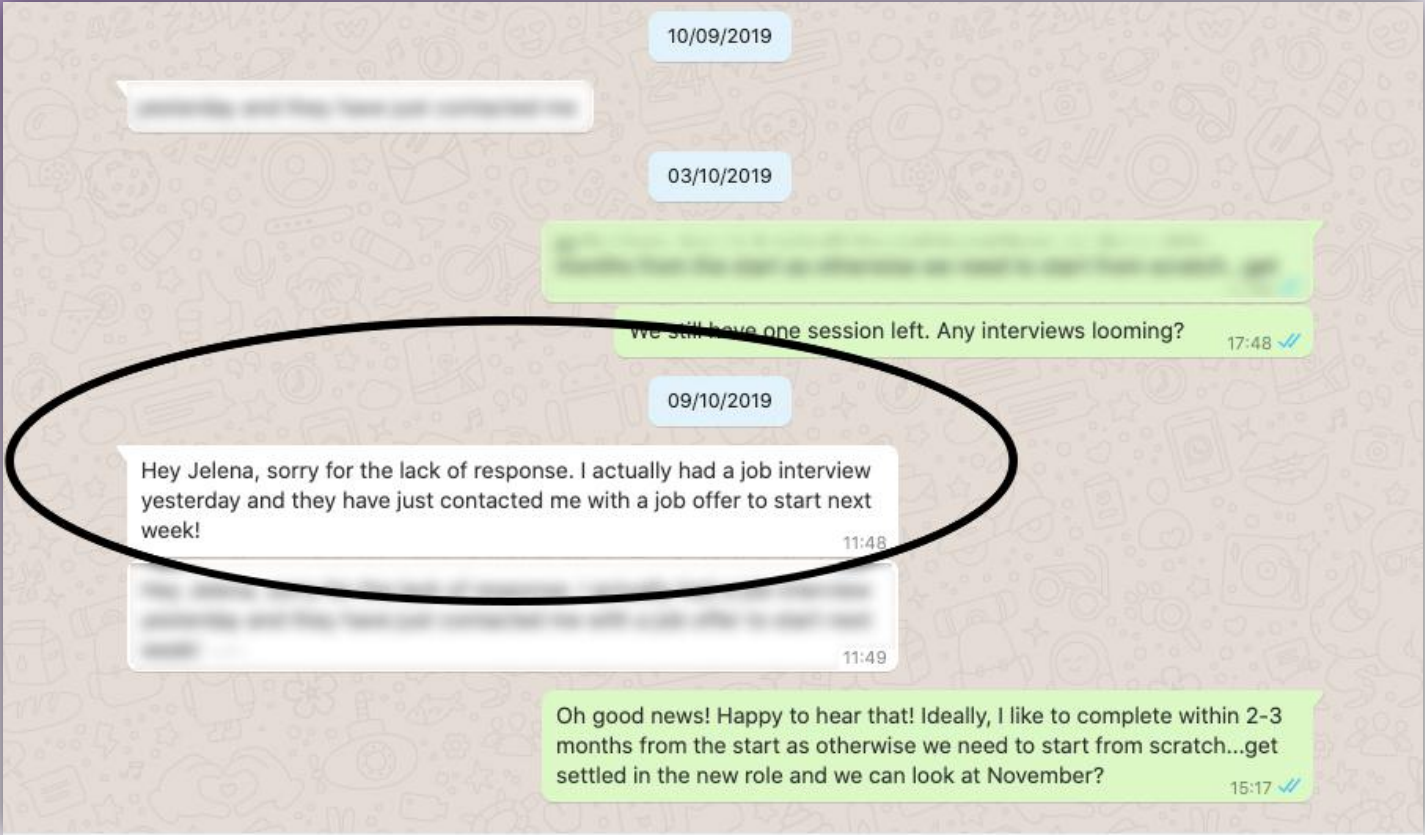
- Interview mindset
- What to research and how
- How to stand out
- Interview types based on questions
- Interview types based on the medium/method
- VIDEO interviews – how to nail them!

INTERVIEW SUCCESS MASTERCLASS

WHAT YOU WILL GET AND WALK AWAY WITH

- Knowing how to prepare and what's important (often it's not what you think!)
- Increased confidence and right mindset
- Resilience
- Tips on practice, performance and close
- How to follow up
- Masterclass recording + PPT slides + Curated, most comprehensive list of Interview Qs

CASE STUDY



SPECIAL OFFER!

- PERSONAL BRANDING MASTERCLASS £99
- NETWORKING MASTERCLASS £99
- INTERVIEW SUCCESS MASTERCLASS £99

ONLY FOR THE 24 HOURS YOU GET THEM FOR...

- PERSONAL BRANDING MASTERCLASS ~~VALUED AT £99~~ **£59**
- NETWORKING MASTERCLASS ~~VALUED AT £99~~ **£59**
- INTERVIEW SUCCESS MASTERCLASS ~~VALUED AT £99~~ **£59**
- **ALL THREE MASTERCLASSES FOR INCREDIBLE £159**

Jelena Radonjic Career Fulfilment Coach, WhatWork

Get the masterclasses now at
special offer £159!

Or: If you need more clarity and guidance

Book a **free** 40min consultation now...
jelena@whatwork.co.uk

**WHAT
WORK**

