

Professional and successful application for academics

Applying for a job is usually a rather formal, but may also be a very personal process. The presentation of one's expertise in relation to a job requires a high degree of self-reflection and awareness of personal and professional values.

With this measure, we offer participants comprehensive preparation for the application process. In addition to advice on how to prepare professional application documents, this also includes topics such as potential analysis, career goals and active preparation for interactive application situations such as telephone calls, online or on-site interviews.

The target group for this measure is primarily highly qualified German and international university graduates and academics in STEM subjects. They have dedicated most of their professional lives to university research at home and abroad.

It is our concern to support these experienced talents in the challenge of successfully making the transition into practice, to concretise their own expertise and to present it as a success factor for companies.

The participants are supported and accompanied in this process by a team of highly qualified, committed coaches. It is important to us that they are able to meet our main target group on an equal footing in terms of subject matter, culture or language and that they qualify themselves through regular further training. All our coaches have an academic degree.

DURATION AND MODULES

The duration of this measure is a maximum of **45 teaching units** of 45 minutes each. The individual needs in terms of content and time will be assessed in an initial meeting and agreed with the Federal Employment Agency, the Job Center and the participant.

It makes sense to divide the measure into individual appointments with a **maximum** duration of 2 - 6 teaching units (i.e. 1.5 - 4.5 hours). As a rule, the participant uses the time between the appointments to revise application documents or to work on and prepare content. In order to give the process of self-reflection and research sufficient time, 2-3 appointments **per week** are optimal.

1.

Modul: Actual state analysis

- Diagnosis of the initial situation
- Determining the focus and, if necessary, the methods
- Coordination of the time schedule (deadlines, sequence, homework)
- Preparation of contracts
- Review of the documents
- Checking for completeness

(2 Units)

2.

Modul: Individualised potential assessment

- Creation of a meaningful, differentiated applicant profile
- Professional biography
- Creation of a personality profile (e.g. DISG)
- Strengths/weaknesses analysis
- Identifying potential
- Create a competence profile

(2-16 Units)

3.

Module: Professional application documents

- Create appealing, job-specific and individual application documents
- Preparation and research on the company
- Cover letter
- Basic and specific, setting the right tone
- Curriculum vitae
- Your applicant profile in brief
- Copies of certificates, activity and qualification documents (topicality and completeness)

(2-24 Units)

4.

Module: Preparing for interviews

- Presence-telephone-online interviews
- Preparing and planning an interview
- Distraction-free environment, the invisible employer
- Prerequisites for an optimal result
- Basics of communication, argumentation and body language
- Procedure, structure and types of job interviews
- Answering key and stressful questions confidently
- Dealing with pauses in the conversation
- Special features of a follow-up or second interview
- Possibilities and expectations for following up with employers
- Learning from rejections & motivation after rejections

(2-16Units)

5.

Module: Professional job search

- Online job exchanges
- Social networks
- Company portals
- Head hunters
- Recruitment agencies
- Job, career and bonding fairs
- Initiative application
- Job exchange of the Federal Employment Agency
- Keyword search - correct and effective

(2-16 Units)

6.

Module: Networking

- Networking: The 70-20-10 rule (Helping others -Self-presentation -ask for help)
- Learning to network: Tips for proper networking
- Personal contacts: Important for success?
- Conversation: How to become more interesting
- Networking for the shy
- Vitamin B: How important is it in the job?
- Business contacts: Making and maintaining them
- Digital networking: Xing and LinkedIn

(2-16 Units)

7.

Module: Opening (new) perspectives

- Shape your career (start)
- What to do when the plan doesn't work out?
- Find your priorities
- Shape your profile
- Develop yourself further

(2-16 Units)

8.

Module: Self-marketing

- Developing a positive self-image
- Self-promotion: How to get yourself noticed
- Self-promotion on the Internet: Self-staging
- Setting the scene without being pushy
- Self-marketing: Tips for self-promotion
- Storytelling: Telling stories
- Your Elevator Pitch: 60 seconds about you
- References from your free time: Tips for the passive

(2-16 Units)

9.

Module: Assessment Center

- What is an assessment center?
- Typical phases and procedure in the AC
- Practical exercises: Explanations, solutions, tips
- Avoiding mistakes

(2-16 Units)

Contact

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