

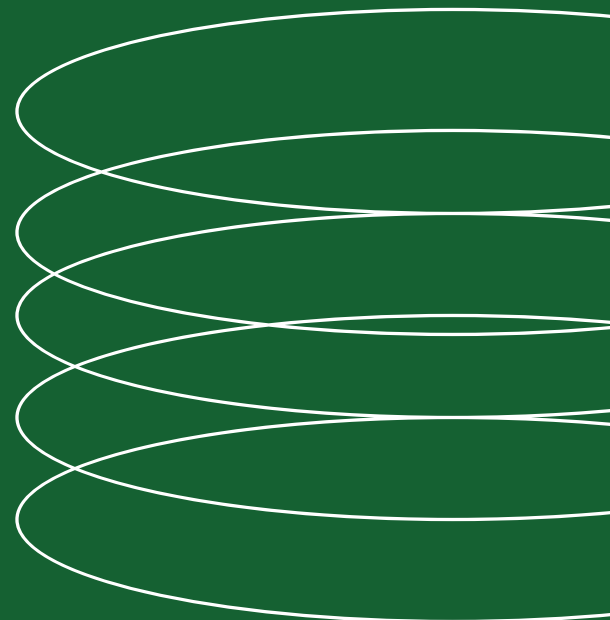


Professional Development Guide



A STEP-BY-STEP GUIDE

Are you interested in learning effective skills
to help you in your professional career?





Introduction

Welcome to ResSoc's 2022-2023 Professional Development Passive!

This is an information package on a variety of core elements in professional development, including the following:

1. How to write a resume and cover letter
2. How to absolutely kill it at interviews
3. How to use LinkedIn
4. How to network and communicate professionally

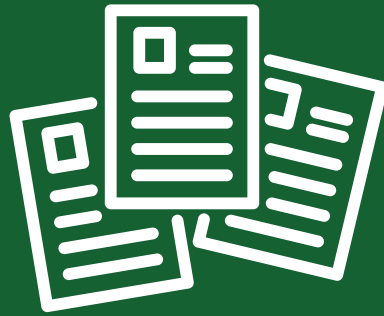
Professional development is an experience/skill that everyone needs to develop and utilize. Most, if not all of you will be working some sort of job at some point in your life if you haven't already.

This guide is tailored specifically towards students, so we'll be referring to extracurriculars, teaching/research assistant positions, GPAs, and course-work, very often. Of course, this might not be applicable later on in your professional careers, but it should set a solid foundation. We recognize that everyone in ResSoc is at a different stage of professional development – some of you may have had multiple work experiences already, while some of you are just starting out. Either way, this guide will try to add value to your journey – there's always room for improvement! Please feel free to adapt these to fit your progress accordingly.

Another note: professional development is an art, not a science. There's no formula for success in this area. You could have an incredible resume and cover letter, in addition to networking and researching everything you were supposed to, and still fail to get the job you want. Part of the process does involve "luck" or some uncontrollable factors. As much as we wish we could teach you how to channel "good karma", we can only give you the next best thing: training on professional development.

Sincerely, the ResSoc 2022-2023 Team





TOPIC #1

How to build an effective resume



1. Purpose
2. Format
3. Content
4. Professional/Extracurricular Experiences
5. General Tips

How to create an exceptional resume

1. PURPOSE OF A RESUME

The resume is often one of the first impressions you leave on an employer. Its primary objective is to advertise your past and current (and in some cases, future) experiences. For students, these experiences are often split into three different sections: Education, Professional Experiences, and Extracurricular Experiences. Optional sections include Awards and Distinctions, Projects, Publications, and/or Additional Information. These optional sections may be useful if you would like to highlight specific and relevant achievements or work in these areas—otherwise, it is best to include that information in your main sections.

2. FORMAT

1. The resume should have a header with your name, email, phone number, and possibly your LinkedIn URL.
2. Your experiences should be ordered chronologically, starting with your most recent experiences on top. You should indicate the year(s) you held a position aligned to the right-hand side of the page.
3. Each heading for your experience should follow this format or something similar:
4. Position, Company, Town, Region, Country (if outside of Canada)
5. Example: Residence Facilitator, The Residence Society, Kingston, ON
6. There should be 2-3 bullet points for each experience (usually no more than four).
7. Make sure your margins are aligned, fonts are consistent, and no errors.

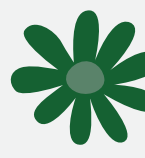



3. CONTENT

Under education, you would put a heading like the ones below:

Program, [Faculty], Queen's University, Kingston, ON

High School Diploma, High School Name, City/Town, Province or Region

Your university section would include academic accomplishments/awards, such as Dean's List, Entrance Scholarship, GPA (if it adds value), etc. It could also include your area of specialization or highlight courses, if it's relevant. Other things you can add



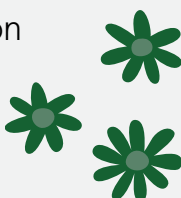
include any certificates, designations, exchange programs, etc. Your high school section would also include academic accomplishments and awards (e.g. Academic Honour Roll) but not really sports or other extracurriculars, unless it's a big part of your narrative or if you had certain distinctions (e.g. varsity sports, winner at case competitions). Later on in your career as you've gained more experience, you can remove your graduation date.

4. PROFESSIONAL/EXTRACURRICULAR EXPERIENCES

Under professional or extracurricular experiences, the bullet points should either describe your job function (only if you had a unique job that needs explaining) or highlight your key accomplishments on the job. The structure of each bullet points should contain the “CAR” elements – context, action, results. Be sure to highlight either your performance or potential. Examples include times when your work was recognized, evidence of career progression, exceeding expectations, trying something out of your comfort zone, learning new skills, etc. It is suggested that you start each bullet point with an action word .

5. GENERAL TIPS

1. **Do your research** – make sure to research the roles, companies, and industries you are interested in. This could include looking at websites, coffee chatting people from the company you want to work at, attending information sessions, etc.
2. **Tailor your resume** – the general consensus is that you should tailor your resume for each job application, but this doesn't necessarily mean a complete overhaul of your resume. It could be as simple as targeting key words from the job posting.
3. **Know the difference between a resume and a curriculum vitae** – a CV is a detailed record of your academic life and is typically used for applying to graduate or professional school. It's usually longer than your resume and more comprehensive, while resumes tend to focus on select experiences.
4. **Be specific and relevant** – make sure you are using details to support your experiences and that it applies to the job or the company in question. For example, if the job involves leadership, instead of writing “Led a team and planned a conference”, a better statement would be “Managed a team of 15 students to plan and execute a conference for X, growing delegate registration by 50% from the previous year”, which highlights both your skills and results.





TOPIC #2

Crafting a persuasive cover letter



1. Purpose
2. Format
3. Content

Cover letters, where to start?

1. PURPOSE OF A COVER LETTER

Along with the resume, the cover letter is another chance to introduce yourself to the employer. It has two primary objectives: to demonstrate your interest and to advocate for your skills and experiences that align with the job.

2. FORMAT

The cover letter should have the same header as your resume. It should then have about 2-3 paragraphs (although it's usually okay to be flexible with this). The first paragraph is your "opener" – a strong statement of who you are and/or a unique story. The goal is to make a strong first impression and attract the reader's attention. Often, people will also discuss their interest in this paragraph, including why they're interested in the field, the job, the company etc. You could mention employees of the company you have spoken with, attendance at an info session, etc. You can also show evidence of research and insight into the company – their culture, their business goals, their recent successes etc.

The next paragraph discusses what you offer with evidence to support it. Use the job description to inform the choice of skills that you will highlight. You could write this as a bulleted list or a paragraph, depending on the conventions required in your industry – either way, this section should provide specific examples of how you have demonstrated certain skills or why certain experiences are relevant to the job you're applying for. Whenever possible, make it quantifiable and/or evidence based.

The last section is a short paragraph with a call to action, thanking the employer for their consideration, emphasizing your interest in speaking to them, and suggesting possibilities for follow-up.

3. CONTENT

The cover letter is a great opportunity to explain the intersection between your personal brand, your related skills and experiences, and the job and company requirements. The

content should incorporate the 4Cs: Carrot, Connection, Corroboration and Close .

The carrot is the opening paragraph (or just a few lines) that grabs the reader's attention and is often paired with the connection to the company or the job you're applying for. You could consider the following points:

- Is there a connection between the company's values and yours? Is there a connection between what matters to them and what matters to you?
- Do you have a passion for the industry or business?
- Do you have a personal interest that closely connects to the company's business focus and mandate?
- Have you worked on problems that are similar to the ones this company is trying to solve or challenges similar to what they face?
- Do you feel a connection to the company based on what you learned from employees you have interacted with?

The corroboration section should include the same elements as the resume bullet points – context, action, and results. The close, as mentioned, is where you reiterate your interest in the position and thank the employer. Overall, the message you should be sending with your cover letter is “I will use my unique skills and experience of A, B, C to help you achieve X”.





TOPIC #3

Everything you need to know about interviews

- 1. Purpose
- 2. Pre-Interview
- 3. Types of Interviews
- 4. Typical Interview Structure
- 5. Types of Interview Questions
- 6. "Tell me about yourself"
- 7. Behavioural Questions: IMPACT Model
- 8. Behavioural Questions: CARE Model
- 9. Common Behaviourial Questions
- 10. Post Interview Ettiquete
- 11. Common Questions for Interviewers
- 12. General Tips





How to ace an interview

1. PURPOSE OF AN INTERVIEW

Interviews are a way for you to learn more about the role, the company, and the people you will be working with. It's your opportunity to assess your match for the role, team, and company. It is also your time to demonstrate your personality, likability, potential, skills, attributes and experiences beyond your resume and cover letter. Make sure to be on-time, prepared, great first impression, engaging, interested/curious, focused, genuine, and confident.

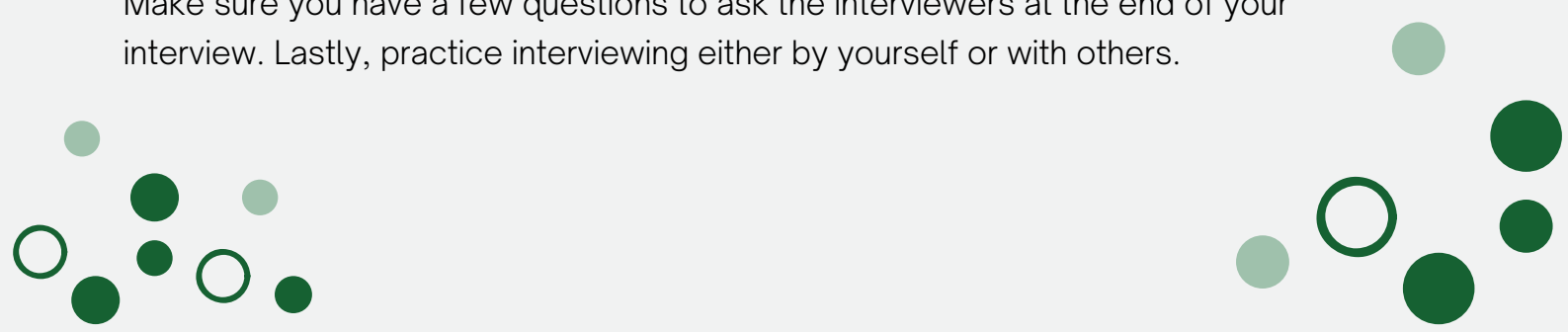
2. PRE-INTERVIEW

Before you even go to the interview there's a lot to prepare. To start, review the job posting and your application materials – anything you submitted to them is fair game for them to ask about! You should research the industry, company, role – or, if you've already done good research during the application stage, you can just refresh your memory.

When the employer calls or emails you to notify you of an interview, usually they'll provide some general information about the interview process, such as how long the interview is, how many interviewers you'll have, sometimes the types of questions, and even the names of your interviewers. If they don't provide this information, you can always ask in the call or email them back – the worst they can say is no!

If you know who your interviewers are, you should research their background, their current work, and find relevant things to discuss with them during the interview or to ask them after the interview. Don't confuse your interviewers with the other people you communicate with throughout the interview process, which is usually HR. Your interviewers are usually people who work in the same department as your job and are often a bit higher in seniority (very likely to be your direct supervisor). If you know the type of interview you have (e.g. technical, behavioural, situational, etc), be sure to tailor your prep work to that type.

Make sure you have a few questions to ask the interviewers at the end of your interview. Lastly, practice interviewing either by yourself or with others.





3. TYPES OF INTERVIEWS

Initial Applicant Screening Process: some, but not all, employers will ask for a telephone interview, often used as a screening method, conducted by HR. This could be from 15 to 30 mins long.

Virtual or Video Interviews: these interviews may be one-way (questions you need to record and submit) or 2-way – a live interview. With one-way virtual interviews, you are given a series of questions to answer, usually within a defined time period. In a virtual setting, you may have one or two interviewers, or a panel (three or more interviewers). The environment of these interviews are obviously different from in-person interviews, so you may need to prepare differently.

In-Person Interviews: like virtual interviews, you may have one or two interviewers or a panel. In-person interviews tend to happen at the company's office, but they could also happen on campus, depending on industry practices.


Group Interviews: these are less common, you might be interviewing with a group of other candidates. Always treat the other candidates with respect – don't treat it like a competition, not matter how much it might feel like one. Don't dominate the discussion and give others a chance to speak. The purpose of a group interview is to determine how you interact/work with others.

4. TYPICAL INTERVIEW STRUCTURE

Usually, interviews will start with some small talk. Whether you enjoy that or not, building rapport is an important skill to have. Remember that the interviewers are people too and they might be tired after a long day of interviewing other candidates. The energy that you bring can make or break the interview!

Sometimes, the interviewers will ask if you have any questions before the interview starts. Usually, this is just a good chance to clarify things about the interview process. For example, if you're doing a case interview, you can ask them if you'll be provided with pen and paper. It's also a good chance to ask for water, if they'd like a copy of your resume, etc. If you don't have any questions at this point, that's fine too.

Then, you'll be asked the core set of interview questions. Feel free to ask them to repeat the question and take your time in responding. At the end of the interview, there will usually be a chance to ask the interviewers some questions – *always* take this opportunity. It's a way to demonstrate your interest in the company, interviewers, and show that you've done your research. Afterwards, be sure to thank your interviewers for their time and consideration.



5. TYPES OF INTERVIEW QUESTIONS

Behavioural: based on competencies and attributes, and the premise that past behavior predicts future behavior. You provide an example of a particular situation from your experiences (e.g. “tell me about a time you...”).

Situational: these are hypothetical questions based on competencies and attributes. You will describe how you would approach a hypothetical situation.

Common/Interest: questions used to build rapport, determine your match for the role and company, and explore your experience and motivations.

Technical: role-specific and could be market- or skill-related, or questions to determine your opinion on the company, industry, trends, etc.

Case: to determine your problem-solving and critical thinking abilities including your approach to a situation. These are less common.

6. "TELL ME ABOUT YOURSELF."

Many interviews will start with “Tell me about yourself”. This is a question that most people tend to waste. As the first question, it’s also your chance to make an impression on the interviewers. If you seem bored, nervous, or closed-off, it could set the mood for the rest of the interview. The best candidates will not only be engaging and enthusiastic, but they will also use the question as a chance to connect with the interviewer, the company, and/or the position they are applying for. You could highlight relevant accomplishments – work, extracurricular and volunteer – and skills, education, etc.

Another common way people answer this question is to develop a “personal brand” – a theme or a few main ideas you want the interviewers to take away. For example, you could pick “client-service”, “project management”, and “strong communicator” as your themes and all your answers would incorporate some element of the themes. Even if you don’t plan to discuss your personal brand in this answer, it’s encouraged to have some themes in mind, as these anchor your interview – if you ever panic and don’t know what to say, you can always fall back on something related to one of these key attributes you want to emphasize.

One thing to note for students specifically is that it’s easy to default to the basic information about your academics, but it’s generally unnecessary unless you’re emphasizing something notable about your education, school, etc.

See next page for examples:

Poor answers:

“Hi, I’m John Smith and I go to Queen’s.”

“I have five pet turtles.”

“I’m John and I’d like this job.”

Better answers:

“Hi, I’m John Smith, and I’m in Commerce at Queen’s, with a specialization in finance and accounting. I’m hoping to move into capital markets after graduation and would love to gain hands-on experience at your company.”

“I’m John and I a competitive cyclist. I’ve been cycling for five years and recently won second place in the X race. As a person, I’m hardworking, ambitious, and dedicated. I’m looking forward to this opportunity to bring my strong ethic to your team.”

7. BEHAVIOURAL QUESTIONS: IMPACT MODEL

Individual Contribution: a time when you took initiative, exceeded expectations, etc. You should have a starring role in your answer – separate yourself from the team.

Manage or Lead: a time when you led a team and your management led to strong performance or you had to deal with “people tension”.

Persuasion: a time when you influenced others using data, emotion, or logic.

Analysis: a time when you analyzed situation, developed some insight, then took action to improve things.

Challenge or Failure: a time when you faced a challenge or failed at something and took steps to grow.

Team: a time when you were a positive contributor, showed support, and made the people around you better. While you don’t necessarily have to be the star of the show here, you should emphasize your impact on others.

8. BEHAVIOURAL QUESTIONS: CARE MODEL

C: Context/Challenge – what’s the background story? Was there a challenge that you faced?

A: Action – what steps did you take to address the problem? Highlight the skills and attributes you used or your thought process.

- **R: Result** – what was the outcome/payoff? It's great if this can be quantified, but if not, at least there should be some concrete result.

E: Evaluation (optional based on your story) – what did you learn? What do you do differently now?

9. COMMON BEHAVIOURAL QUESTIONS

1. Tell me about yourself.
2. Walk me through your resume.
3. Why are you the best candidate for this position?
4. Why are you interested in this position/industry/company?
5. How would you describe your leadership style?
6. What are your three greatest strengths/weaknesses?
7. How do you manage time when dealing with multiple priorities?
8. Where do you see yourself in five years?
9. Tell me/us about: (following are all possible endings)
 - time where you managed a conflict.
 - a challenge you faced.
 - a time where you stood up for yourself for something you believed in/advocated for someone.
 - a time when you had to overcome an intellectual challenge.
 - a time you failed and couldn't recover.
 - a situation where you had to use your leadership skills.
 - a time that you had to separate yourself from a team to make an impact.
 - a situation where you were in a team and had to pull more than your weight.
 - a time that you had to juggle multiple things at a time.
 - the experience you're proudest of.
 - a time you could have done something better.
 - a time you failed.
 - a challenge working in a team.
 - an experience you had that helped prepare you for a career in law.
 - a time you received constructive feedback.
 - an example of a leadership style that you did not work well with.
 - a time you were involved in team/group decision making

10. POST-INTERVIEW

At the end of the interview, you should ask the interviewer questions too. These could be process/practical questions regarding the role, start date, location of the job, interview process, etc. For example, you could ask "When can I expect

to hear from you?”. You should also ask a few thoughtful, curiosity-based questions that further show you’ve done your homework on the company.

After the interview, it’s recommended that you send personalized thank you messages to all interviewers (within 24 hours), referencing something that you discussed in the interview. Thank the interviewers for their time and reiterate your interest in the position and the company. You can also offer to provide additional information if required.

11. COMMON QUESTIONS FOR INTERVIEWERS

- What are the most important work priorities you have for the person entering this role?
- What challenge(s) do you think a person might encounter in the first few months in the job?
- What characteristics do you look for in successful employees? / What is a quality that appears across the board in your students that seems to help them be successful here?
- What is your favorite part of working at this company?
- What is the process for providing feedback to interns?
- What can I do as a student to be a successful intern before summer arrives?
- How does your company promote and maintain an inclusive and diverse working environment?

12. GENERAL TIPS

- Arrive early (at least 10-15 minutes prior to the interview time).
- Approach everyone you meet with professionalism, regardless of their title or level in the company.
- Be mindful of your non-verbal communication:
 - Give a firm handshake (although, after COVID, it’s usually better to follow cues from the interviewers);
 - Show confidence;
 - Maintain good eye contact;
 - Respect personal space;
 - Dress professionally and appropriately for your career field.



TOPIC #4

Learning how to network effectively



- 1. Purpose
- 2. Foundations of Networking
- 3. Building your Network
- 4. Cold Communication
- 5. Formatting your Cold Call
- 6. Formatting your Cold Email
- 7. Asking for a Coffee Chat
- 8. Coffee Chats: Dos and Don'ts
- 9. Following up after a Coffee Chat
- 10. Keeping in touch with your Network





The art of networking



1. PURPOSE OF NETWORKING

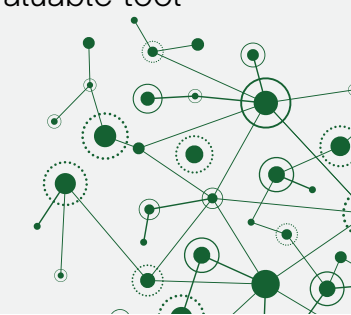

Networking is an essential aspect of professional growth and success. Building a network of professional contacts can provide valuable opportunities for internships, job offers, and business partnerships. Through networking, individuals can gain access to industry knowledge, mentorship, and career development opportunities. Moreover, networking can help individuals establish their personal brand and enhance their reputation in their field. It allows professionals to stay up-to-date on industry trends and expand their skill set. Networking can also provide emotional support and motivation, as individuals can connect with like-minded professionals who share their interests and goals. Therefore, investing time and effort in networking can significantly impact one's future career growth and success.



2. FOUNDATIONS OF NETWORKING

The foundations of networking are rooted in the principles of building relationships and creating connections with people who share similar interests or professional goals. Networking can occur both online and offline and involves actively seeking out and engaging with individuals who can provide insight, advice, and potential opportunities. To build a strong network, it's essential to cultivate relationships based on mutual respect and trust. This can be achieved by being genuine, honest, and reliable in all interactions. Networking requires active listening, effective communication skills, and the ability to understand and respond to the needs of others. Additionally, it's important to maintain and nurture relationships by staying in touch, showing interest in others' careers, and offering value through knowledge sharing or other means. The foundations of networking rely on establishing authentic connections with others and building a network that can support and benefit each other over time.

3. BUILDING YOUR NETWORK

Building your network is a crucial step towards professional development and career advancement. One way to do this is by reaching out to professors and classmates from your school or university. You can join alumni associations or attend networking events hosted by your school to connect with individuals who share similar interests and career aspirations. Additionally, creating a LinkedIn profile can be a valuable tool for expanding your network. It allows you to search for and connect with





professionals in your industry and join groups related to your field. It's important to actively engage with your connections by sharing articles, commenting on posts, and messaging them to start a conversation. Remember, building a strong network takes time and effort, so be patient and persistent in your efforts.

4. COLD COMMUNICATING

Cold communications refer to the act of reaching out to someone without any prior relationship or connection. Two common forms of cold communications are cold calling and cold emailing.

Cold calling involves reaching out to a person by phone without any prior relationship or introduction. The goal is to introduce yourself, your company, and your product or service in the hopes of generating interest and potentially making a sale. However, cold calling can be challenging, as many people may view it as an interruption or may not be interested in what you are offering.

Cold emailing involves sending an email to a person without any prior relationship or connection. Similar to cold calling, the goal is to introduce yourself, your company, and your product or service. Cold emailing can be more effective than cold calling because it allows the recipient to read the message at their own convenience and respond when they are ready. However, it can still be challenging to get a response, as many people receive a high volume of emails and may not be interested in what you are offering.

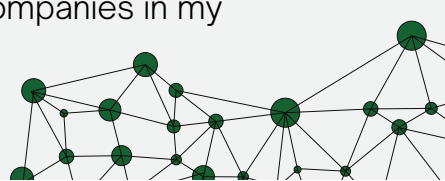

In both cases, it's important to be clear, concise, and respectful in your communication. Personalization and research can also increase the chances of success. For example, researching the recipient's interests or previous work can help you tailor your message to their specific needs and interests. Ultimately, successful cold communications require patience, persistence, and a willingness to learn and adapt.


5. FORMATTING YOUR COLD CALL

Networking cold calls can be an effective way to expand your professional network and learn about job opportunities or internships. Here's an example script for a networking cold call:

Introduction: "Hello, my name is X and I am a current student/recent graduate of [insert university] with a degree in [insert field]. I am reaching out to you because I am very interested in learning more about your work and your company."

Reason for calling: "I came across your name while researching companies in my





field of interest, and I was impressed by the work that you and your team have accomplished. I was hoping to speak with you for a few minutes to learn more about your career path and any advice you might have for someone just starting out."

Explanation of background and interests: "I have always been passionate about [insert relevant interests or experiences]. During my time at university, I [insert relevant experiences or coursework]. I am very interested in pursuing a career in [insert specific field or industry], and I believe that your perspective and insights would be invaluable."

Call to action: "Would you be open to speaking with me for a few minutes? I am available [insert specific dates and times] and would be happy to accommodate your schedule. Thank you so much for your time, and I look forward to hearing from you."

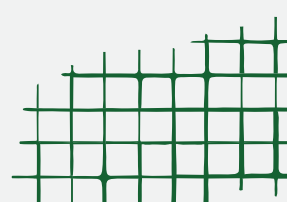
It's important to be respectful of the recipient's time and to emphasize your interest in learning from them rather than just asking for a job or internship. Additionally, it's important to follow up with a thank-you note or email after the call to express your gratitude and reinforce your interest in building a relationship. With practice and persistence, networking cold calls can help you expand your professional network and explore new career opportunities.

6. FORMATTING YOUR COLD EMAIL

When sending a cold email for networking purposes such as job applications or internships, it is important to make a good first impression and to effectively communicate your skills and qualifications. Here are some tips for formatting a proper networking cold email:

1. Start with a clear and concise subject line that summarizes the purpose of your email. For example, "Request for Informational Interview" or "Job Application for [Position Title]".
2. Use a professional and courteous tone in your email. Address the recipient by their name, if possible, and begin with a polite greeting such as "Dear [Recipient's Name]".
3. Introduce yourself briefly and explain the reason for your email. Mention how you found out about the company or position and express your interest in learning more.
4. Highlight your relevant skills, experience, and qualifications. This is your opportunity to showcase your strengths and demonstrate why you would be a good fit for the company or position.
5. Close the email with a call to action, such as requesting a meeting or asking for feedback. Thank the recipient for their time and consideration.

Here is an example script for a cold email for a marketing assistant position:





Subject: Job Application for X

Dear Hiring Manager,

My name is X and I am writing to express my interest in the Marketing Assistant position at XYZ Company. I came across the job posting on your website and was impressed by the company's innovative approach to marketing and the positive impact you have made in the industry.

I have a Bachelor's degree in Marketing and two years of experience in social media marketing and email campaigns. I am a creative thinker and have a proven track record of developing successful marketing strategies that engage target audiences and increase brand awareness.

I am excited about the opportunity to contribute my skills and expertise to the team at XYZ Company. I have attached my resume and would appreciate the opportunity to discuss my qualifications further. Please let me know if you would be available for a phone call or in-person meeting.

Thank you for your time and consideration.



Sincerely,


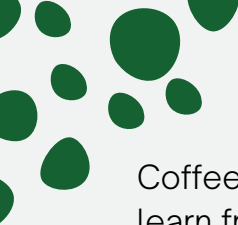
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7. ASKING FOR A COFFEE CHAT

A coffee chat is a casual, one-on-one conversation over a cup of coffee or other beverage. It is usually a chance for two people to get to know each other better, share information, and exchange ideas. Coffee chats are often used as a networking tool, as they provide an opportunity to meet new people and establish connections in a low-pressure setting. They can also be a way to learn more about a particular industry or profession, or to get advice from someone with more experience. The tone of a coffee chat is typically relaxed and informal, and the conversation can cover a wide range of topics.

If you want to ask someone for a coffee chat, it's important to be polite and clear in your communication. Start by introducing yourself and expressing your interest in their work or industry. Then, explain that you'd love to have a chance to talk with them over coffee and get to know them better. Suggest a few possible dates and times, and be flexible with their schedule. It's important to keep the tone friendly and relaxed, so they don't feel pressured or obligated to say yes. And remember to thank them for their time, whether or not they're able to meet up.





Coffee chats provide an opportunity to establish relationships, expand networks, learn from experts, and connect with others on a human level. They are important for personal and professional development, as they offer a chance to build rapport, gain insights and advice, and cultivate a sense of community. In a fast-paced, digital world, coffee chats can be a valuable source of information, inspiration, and relaxation, helping people to establish meaningful relationships and foster a sense of well-being.

8. DOS AND DON'TS OF COFFEE CHATS

When it comes to coffee chats, there are a few important dos and don'ts to keep in mind. First, do be polite and respectful of the other person's time and schedule. Make sure to arrive on time and be mindful of how long the conversation lasts. Second, do come prepared with questions or topics of conversation to keep the discussion flowing. This shows that you are genuinely interested in getting to know the other person and making the most of your time together.

On the other hand, there are also some don'ts to keep in mind. Don't be overly pushy or aggressive in your communication, as this can put the other person off and create an uncomfortable atmosphere. Don't dominate the conversation, but instead allow for a balanced exchange of ideas and insights. Finally, don't forget to follow up with a thank you note or email after the chat, to express your appreciation and continue building the relationship.



By keeping these dos and don'ts in mind, you can ensure that your coffee chats are productive, enjoyable, and beneficial for all parties involved.



9. FOLLOWING UP AFTER A COFFEE CHAT

Following up after a coffee chat is important for building and maintaining professional relationships. A good way to follow up is to send a personalized email to your conversation partner within 24-48 hours of the meeting. Start the email by thanking them for their time and highlighting some key takeaways or insights you gained from the conversation. You can also mention any action items or next steps that were discussed during the chat and confirm your understanding of them.

For example, your follow-up email might look something like this:
"Dear [Name],

Thank you so much for taking the time to meet with me over coffee yesterday. It was great to hear your insights on [topic discussed]. I particularly appreciated your advice on [specific point made during the conversation].





As we discussed, I will be following up with [name of person] about [project discussed] and will keep you updated on our progress. Please let me know if there's anything I can do to support you in your work. I'd be happy to help in any way I can.

Thanks again for your time and insights, and I hope we can stay in touch.

Best regards, [Your name]"

Additionally, you can offer to be a resource for your conversation partner if there's anything you can do to support them. This not only shows your appreciation but also keeps the lines of communication open for future collaboration.

10. KEEPING IN TOUCH WITH YOUR NETWORK

Keeping in touch with your professional network is crucial for maintaining strong relationships and opening up potential opportunities in the future.

One of the best ways to stay connected with your network is to regularly check in with them through various means of communication. This can include sending personalized emails, connecting on LinkedIn, or even scheduling occasional coffee chats or phone calls to catch up on each other's work and projects. By keeping in touch, you can stay up-to-date with each other's work and potentially collaborate or refer each other to new opportunities.

Additionally, you can benefit from your network's knowledge and expertise, and they can benefit from yours. Remember, networking is a two-way street, and by keeping in touch, you can build a mutually beneficial relationship with your connections.





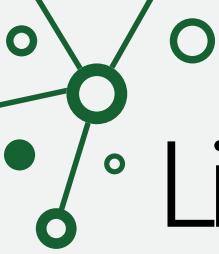
TOPIC #5

Creating and growing your linkedin account



- 1. What is LinkedIn?
- 2. How does it work?
- 3. Why should you create a profile?
- 4. Starting out
- 5. Growing your network





LinkedIn, the business person's facebook

1. WHAT IS LINKEDIN?

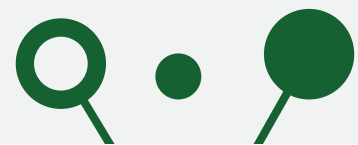
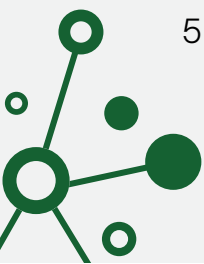
LinkedIn is a social media platform designed for professional networking, job searching, and career development. It was founded in 2002 and was later acquired by Microsoft in 2016. LinkedIn provides a platform for professionals to connect with each other, showcase their skills and experience, and search for job opportunities. It allows users to create a profile that highlights their education, work experience, skills, and accomplishments. They can then connect with other professionals, join groups related to their industry, and follow companies they are interested in. LinkedIn is also a valuable tool for businesses and entrepreneurs to promote their brand, connect with potential clients and customers, and build relationships with investors and partners. Overall, LinkedIn serves as a powerful tool for professionals to connect, network, and advance their careers.

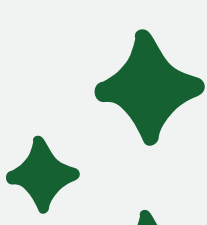

2. HOW DOES IT WORK?

LinkedIn works by allows users to create a profile that showcases their professional experience, education, skills, and accomplishments. Users can then connect with other professionals in their field or industry, join groups and communities, and follow companies they are interested in.

Here are the key features of LinkedIn:

1. Profile Creation: Users can create a profile that includes their name, photo, summary, work experience, education, skills, and accomplishments. They can also add media files, such as videos and documents, to showcase their work.
2. Connections: Users can connect with other professionals on LinkedIn. These connections can be colleagues, industry peers, or anyone else in their professional network. Users can also request introductions to people they are not connected with.
3. Job Search: Users can search for job openings on LinkedIn and apply to them directly from the platform. They can also receive job recommendations based on their profile and interests.
4. Groups: Users can join groups related to their industry or interests. This allows them to connect with other professionals and participate in discussions related to their field.
5. Company Pages: Companies can create a LinkedIn page to showcase their brand, share company news and updates, and connect with potential customers or employees.





6. **Premium Features:** LinkedIn offers premium features that provide users with additional benefits, such as the ability to send messages to people they are not connected with, see who viewed their profile, and access additional job search tools.

Overall, LinkedIn allows users to connect with other professionals, showcase their skills and experience, and advance their careers. It is a powerful tool for networking, job searching, and personal branding.

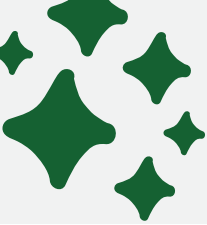
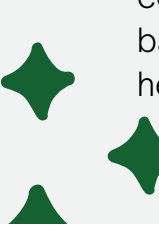
3. WHY SHOULD YOU CREATE A PROFILE?

Creating a LinkedIn profile can be beneficial for several reasons, including:

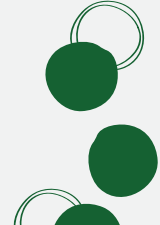

1. **Professional networking:** LinkedIn provides a platform for professionals to connect with each other, expand their network, and establish relationships with colleagues, peers, and other professionals in their industry.
2. **Job searching:** LinkedIn is a popular platform for job seekers and recruiters. Creating a profile and keeping it up-to-date can help job seekers find job opportunities and showcase their skills and experience to potential employers.
3. **Personal branding:** A LinkedIn profile can serve as an online resume, showcasing a user's education, work experience, skills, and accomplishments. A well-crafted profile can help establish a user's personal brand and reputation in their industry.
4. **Industry insights:** LinkedIn allows users to follow companies and industry leaders, join groups related to their industry, and participate in discussions. This can help users stay up-to-date on industry trends and developments.
5. **Business development:** LinkedIn can be a valuable tool for businesses and entrepreneurs to connect with potential clients, partners, and investors. Creating a LinkedIn profile can help establish a professional presence and build relationships with potential customers.

Overall, creating a LinkedIn profile can help users connect with other professionals, advance their careers, and establish themselves as thought leaders in their industry. It can also provide valuable networking opportunities and insights into industry trends and developments.

4. STARTING OUT



After creating a LinkedIn account, the first step is to focus on building a strong profile. Your profile is essentially your personal brand on LinkedIn, so it's important to make a good first impression. Start by selecting a professional profile picture that conveys the right message about your personal brand. You should also add a background image that showcases your industry or expertise. Next, fill out your headline, summary, and experience sections with accurate and up-to-date



information about your career history, education, and accomplishments. Use relevant keywords to describe your skills and experience so that you show up in LinkedIn search results when people are looking for professionals with your background. In addition to creating a strong profile, it's important to build your network by connecting with people in your industry and joining groups related to your interests.

This will help you stay up-to-date with industry news and trends, as well as increase your visibility and reach on LinkedIn.

Finally, engaging with your connections by sharing content, commenting on other people's posts, and participating in conversations will help establish your thought leadership and build your personal brand on LinkedIn. This will help you network with others in your industry and potentially lead to new opportunities.

5. GROWING YOUR NETWORK

Growing your network on LinkedIn is essential for expanding your professional reach and staying up-to-date with industry news and trends. Here are a few tips on how to grow your network on LinkedIn:



1. **Connect with people you know:** Start by connecting with people you know, such as colleagues, classmates, friends, and family. You can also connect with people you've met at networking events or conferences.
2. **Connect with people in your industry:** Search for people in your industry or field and send them connection requests. This will help you expand your professional network and stay up-to-date with industry news and trends.
3. **Join groups:** Join LinkedIn groups related to your industry or interests. This will allow you to connect with like-minded professionals and expand your professional network.
4. **Engage with others:** Engage with other LinkedIn users by commenting on their posts, sharing relevant content, and participating in group discussions. This will help you build relationships and increase your visibility on the platform.

Here's an example of a connection message template you can send someone when requesting to connect with them on the platform:

Hi [Name],

I came across your profile and was impressed with your experience in [industry/field]. I would love to connect with you and learn more about your work. I think we could potentially collaborate on some exciting projects in the future.

Best,
[Your Name]





TOPIC #6

The fundamentals of professional communication



- 1. What is professional communication?
- 2. Purpose
- 3. Etiquette in the workplace
- 4. Forms of communication
- 5. Dos and don'ts
- 6. Successful communication





Communicating in a professional environment

1. WHAT IS PROFESSIONAL COMMUNICATION?

Professional communication refers to the effective and appropriate exchange of information between individuals or groups within a professional setting. This type of communication is often used in business, academic, medical, and legal contexts, where it is essential to communicate clearly, concisely, and professionally to achieve the desired outcomes.

Professional communication can take many forms, including written, verbal, and nonverbal. It involves using a variety of communication skills, such as active listening, clear articulation, proper grammar and punctuation, effective use of tone and body language, and the ability to adapt to different audiences and contexts.

In addition to conveying information accurately and effectively, professional communication also includes important elements such as respect, empathy, and professionalism. This means being aware of cultural and linguistic differences, avoiding offensive language or behavior, and maintaining a positive and respectful tone throughout the interaction.

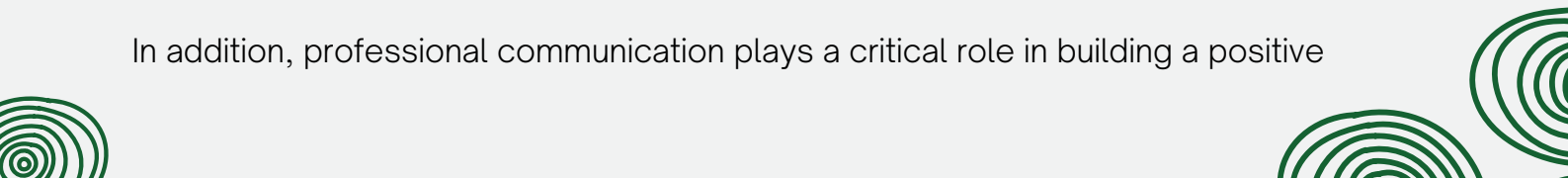
Overall, professional communication is essential for building trust, fostering productive relationships, and achieving success in the workplace and other professional settings.

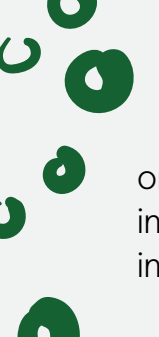
2. PURPOSE

The purpose of professional communication is to effectively convey information, ideas, and opinions within a professional context. This type of communication is important because it helps to establish and maintain relationships, build trust, and achieve common goals.

Effective professional communication enables individuals and organizations to achieve their objectives by ensuring that information is shared accurately and efficiently. In a business setting, for example, professional communication can help to establish clear expectations, avoid misunderstandings, and build rapport with clients or colleagues.

In addition, professional communication plays a critical role in building a positive





organizational culture. By communicating in a respectful and professional manner, individuals can create an environment that values collaboration, diversity, and inclusion.

Overall, professional communication is essential for achieving success in a variety of professional settings, from business and healthcare to education and law. It helps to promote effective collaboration, build trust, and establish a strong reputation for professionalism and competence

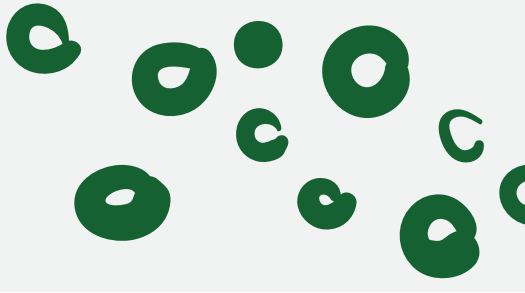
3. ETIQUETTE IN THE WORKPLACE

Communication etiquette in the workplace refers to the accepted norms and standards of communication that govern how individuals interact with one another within a professional setting. These guidelines are designed to ensure that communication is effective, respectful, and productive, and can help to promote a positive and collaborative workplace culture.

Some examples of communication etiquette in the workplace include:

1. **Use professional language:** Avoid using slang, jargon, or offensive language. Use appropriate titles and salutations when addressing colleagues and superiors.
2. **Be clear and concise:** Communicate your ideas and thoughts clearly and concisely. Avoid using ambiguous or overly complex language that can lead to misunderstandings.
3. **Listen actively:** Listen carefully to what others are saying and ask clarifying questions if needed. Avoid interrupting or speaking over others.
4. **Respond promptly:** Respond to emails, phone calls, and other forms of communication in a timely manner. Avoid delaying responses unnecessarily.
5. **Use appropriate tone:** Use a professional and respectful tone when communicating with others. Avoid using an overly aggressive or confrontational tone that can be off-putting.
6. **Respect boundaries:** Respect the privacy and personal space of others. Avoid invading personal space or asking inappropriate personal questions.
7. **Avoid gossip:** Avoid spreading rumors or gossiping about colleagues. Focus on productive and positive communication that supports the goals of the organization.

By following these and other communication etiquette guidelines, individuals can promote a positive and collaborative workplace culture that values respect, professionalism, and effective communication.





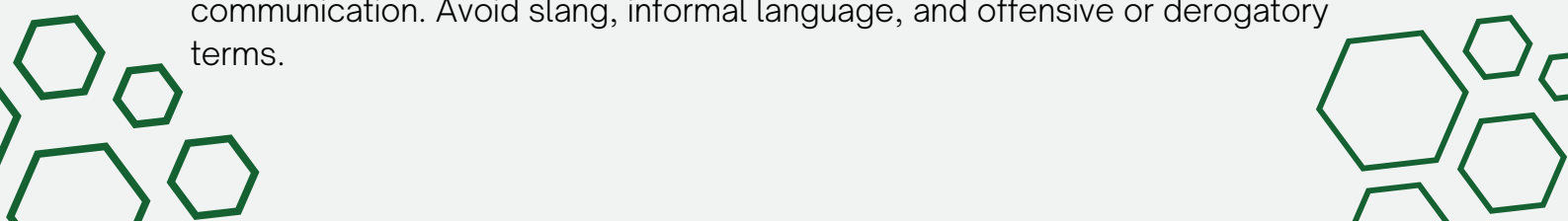
4. FORMS OF COMMUNICATION



There are several forms of professional communication, including the following:

1. **Email:** This is a common form of communication in the workplace. Emails are often used to convey information, ask questions, provide updates, and make requests.
2. **Phone:** Phone calls are another common form of professional communication. They can be used for quick conversations or more in-depth discussions.
3. **Video conferencing:** With the rise of remote work, video conferencing has become an essential form of communication. It allows people to have face-to-face conversations from different locations.
4. **Meetings:** Meetings are typically scheduled events where individuals gather to discuss specific topics. They can take place in person or virtually.
5. **Presentations:** Presentations are often used to share information or ideas with a group of people. They can be delivered in person or virtually, and may involve slides or other visual aids.
6. **Memos:** Memos are typically used to communicate information within an organization. They are often used to provide updates, request information, or make announcements.
7. **Reports:** Reports are written documents that provide detailed information on a specific topic. They are often used to convey research findings, performance metrics, or other important data.
8. **Social media:** Social media can also be used for professional communication, particularly for marketing or customer service purposes. It allows organizations to engage with their audience in a more informal way.
9. **Instant messaging:** Instant messaging has become a popular way for colleagues to communicate in real time. It can be used for quick questions or updates, or more in-depth conversations. Lots of firms use Microsoft teams, or
10. **Business letters:** Business letters are formal written documents that are typically used to communicate with external stakeholders, such as clients or customers. They may be used to provide information, make requests, or issue formal notices.

5. DOS AND DON'TS

Dos of professional communication:

- **Be clear and concise:** Avoid using jargon and technical terms unless necessary. Keep your communication brief and to the point.
 - **Use appropriate language:** Use professional and respectful language in all communication. Avoid slang, informal language, and offensive or derogatory terms.
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- **Tailor your message:** Consider the audience and tailor your communication to their needs and expectations. Customize your message to suit the recipient's communication style.
 - **Be polite and courteous:** Always use a polite tone and courteous language, whether you are communicating in person, over the phone, or through email.
 - **Listen actively:** Listen carefully to what others are saying and ask clarifying questions to ensure that you understand their message.
 - **Follow up:** Follow up on all communication, especially if you need to confirm important details or arrangements.

Don'ts of professional communication:

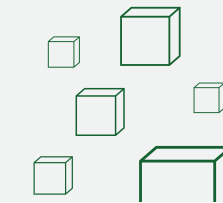
- **Don't be vague:** Avoid vague and unclear language that can lead to confusion and misunderstandings.
- **Don't use aggressive language:** Avoid using language that is aggressive or confrontational. Keep your tone respectful and professional at all times.
- **Don't ignore messages:** Never ignore messages or fail to respond in a timely manner. This can create a negative impression and damage your professional reputation.
- **Don't make assumptions:** Don't assume that others share your knowledge or perspective. Take the time to explain your point of view clearly and avoid making assumptions about what others know or understand.
- **Don't overshare:** Avoid sharing personal information or details that are not relevant to the communication. Keep your messages focused and professional.
- **Don't use inappropriate humor:** Avoid using humor that may be offensive or inappropriate in a professional context. Stick to a respectful and professional tone in all communication.

5. SUCCESSFUL COMMUNICATION

Successful professional communication can bring several benefits, including:

1. **Increased productivity:** Effective communication can help employees understand their roles and responsibilities better, leading to better coordination and higher productivity.
2. **Improved relationships:** Good communication can help build stronger relationships between colleagues, managers, and clients, leading to a more positive and collaborative work environment.
3. **Better decision-making:** Clear and concise communication can help avoid misunderstandings and ensuring that everyone is on the same page, leading to better decision-making and problem-solving.
4. **Increased job satisfaction:** Good communication can lead to better job satisfaction, as it can reduce stress, anxiety, and frustration in the workplace.

Thus, professional communication is critical for building a positive work culture.





Conclusion

Thank you for taking the time to read through ResSoc's 2022-2023 Professional Development Passive. We hope that this guide has provided you with valuable insights and tools to help you succeed in your professional journey.

As we mentioned earlier, professional development is an ongoing process and there's always room for improvement. We encourage you to take the knowledge and skills you've gained from this guide and continue to apply them in your career development.

Remember, professional development is not just about having a great resume and cover letter, or knowing how to ace an interview. It's about continuously learning and growing, and having the right mindset and attitude to succeed in your chosen field.

Once again, we appreciate your interest in this guide, and we hope that it has been a helpful resource for you. Best of luck on your professional journey and future endeavors!



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