

Subject to each  
individuals path

# THE CAREER

# BLUEPRINT

A guide to navigating the job industry, pre and post graduation.

Highly frustrating  
(approach with caution)

# YOUR JOURNEY WITH OJO

## 1<sup>st</sup> YEAR

Figuring out your skills  
& what you enjoy doing.

- Networking.
- Courses on Body Language, Business Etiquettes & Communication.
- Exhibit leadership by being a part of College Societies.
- Participating in Events & Community Groups and Webinars.

## 2<sup>nd</sup> YEAR

Explore different areas  
of interest.

- Take up Diverse Internships.
- Take up internships at startups as well as big firms (exposure)
- Certifications for Skill Building: Marketing, Data Science, etc.
- Mentoring your juniors: Mentoring/Guiding.
- Creating an active LinkedIn Persona & a professional network

## 3<sup>rd</sup> YEAR

Launchpad for the  
future.

- Create your list of top 5 companies, ideal profile to work in.
- Try to crack an internship at one of the top 5 or competitors.
- Actively search for competitions organised by prominent firms.
- Improve your employability skills with our courses.
- Join professional groups, participate in networking events and webinars organised by dream companies.





# FUTURE PROOFING I

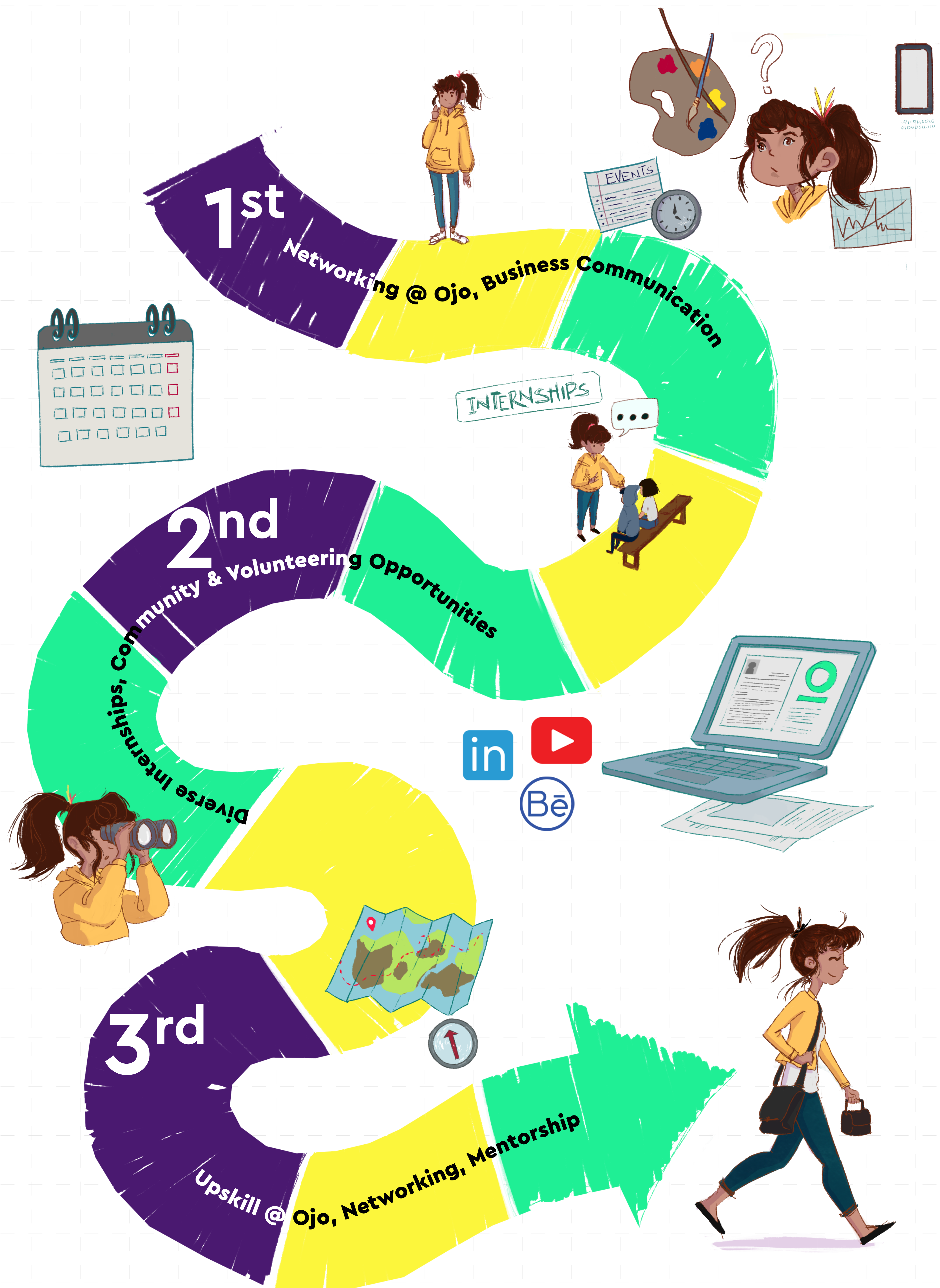
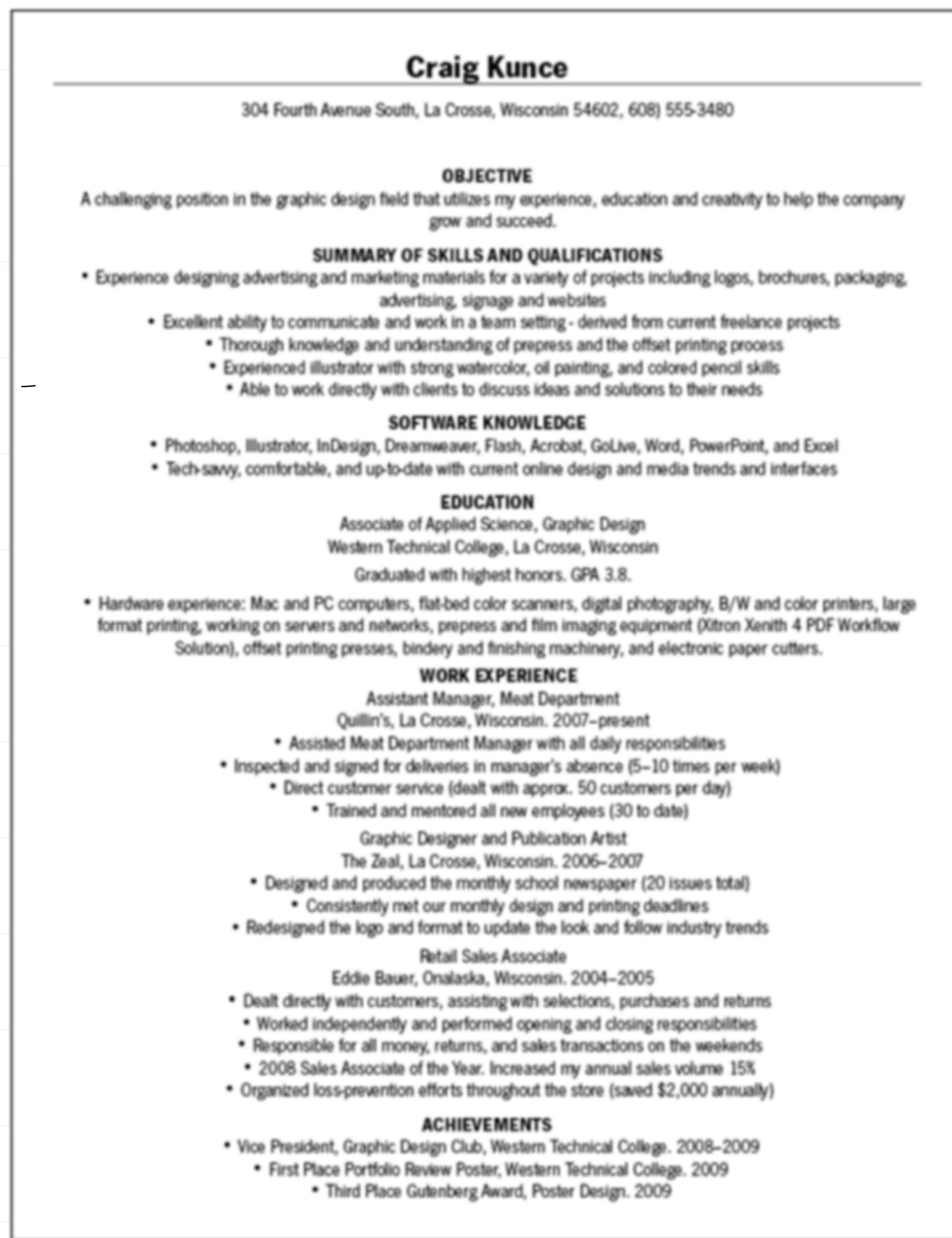


Fig.1 Your journey with Ojo: Future Proofing



# CV DOs AND DON'Ts

Poor layout!!

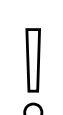


- ✗ Don't use an inappropriate email. Make a separate email for business.
- ✗ Don't use outdated buzz words.
- ✗ Don't forget to proofread.
- ✗ Don't lie about your experiences.
- ✗ Don't write your experiences in paragraphs.
- ✗ Don't include salary expectations.
- ✗ Don't use personal pronouns, 'Me', 'I', etc.
- ✗ Don't include irrelevant personal information.

- ✓ Stick to 9 – 12 font size.
- ✓ List your most recent jobs first.
- ✓ Use tailored key / buzz words.
- ✓ Use traditional fonts like helvetica.
- ✓ Mini bio or statement about yourself.
- ✓ List your most recent jobs and internships first.
- ✓ Match Keywords from Job Description to be ATS-friendly.
- ✓ Keep your CV neat and save it with an appropriate file name.



Good layout!!



Look out for Ojo's CV Makeover Bundle for Word templates, recruiter checklist and tips on making the resume ATS friendly.



# WRITING A COVER LETTER

JANACE HOFFMAN

Madina Tower, Jumeriah Lake Towers, Dubai  
harinder@findyourojo.com, +971-50590XXXX

Recruiting Team,

I am writing to apply for the position of Media Relations Assistant Manager, which I saw advertised on MediaJobs.com. ABCD is a fast-moving global institution and an outstanding communications pioneer, now poised to guide the direction of print journalism. I believe that my extensive experience in media makes me an ideal candidate for this position at your company.

As a recent graduate of the State University, I have a significant background in media. As a media major, I held multiple internships, including Media Relations Coordinator Intern at XYZ Company. I also served as president of the Media and Marketing Club at school. We successfully developed and pitched an advertisement campaign for a local nonprofit, which helped increase donations to the nonprofit by 22 percent.

You state in your job listing that you are looking for someone with strong writing skills and an attention to detail. Throughout all four years of college, I worked part-time as a copy editor for an online journal. This job required great attention to detail in writing and editing. I would love to bring my editing skills to a position with your company.

These strengths, combined with deep and varied academic, internship, and employment experience, have prepared me to make a strong and immediate impact at ABCD. I am excited about the opportunity to join the ABCD team as it moves to the center of the print media conversation. Thank you for your time consideration.

Sincerely,  
Jane Jacob

## SALUTATION

Address your cover letter to the Hiring Team.

## OPENING PARAGRAPH

Always start the cover letter with a unique opening line. Get them hooked & make them read on.

## SECOND PARAGRAPH

Talk about why you are perfect for the organisation and team. Try to make a correlation with your past experience.

## THIRD PARAGRAPH

Talk about why the organisation is a good fit. Expand on your aspirations and how the company aligns.

## CLOSING PARAGRAPH

Insert a fierce call to action. Prompt the reader to proceed with your application and follow up in case of any questions.

## FORMAL CLOSING

Include information so that it is easy for the recruitment team to get in touch with you.

A cover letter helps  
you stand out!



# EMAIL TEMPLATES 30



Ojo Community

The global workplace forces us to refine our communication skills. Irrespective of the field, job, and expertise, you need to have good communication skills to move up the ladder.

Emails help a company contact with employees, partners, and clients. Your email must be tailored in a proficient and precise yet informative way. This way the recipient will clearly understand your message and this helps in effective business communication.

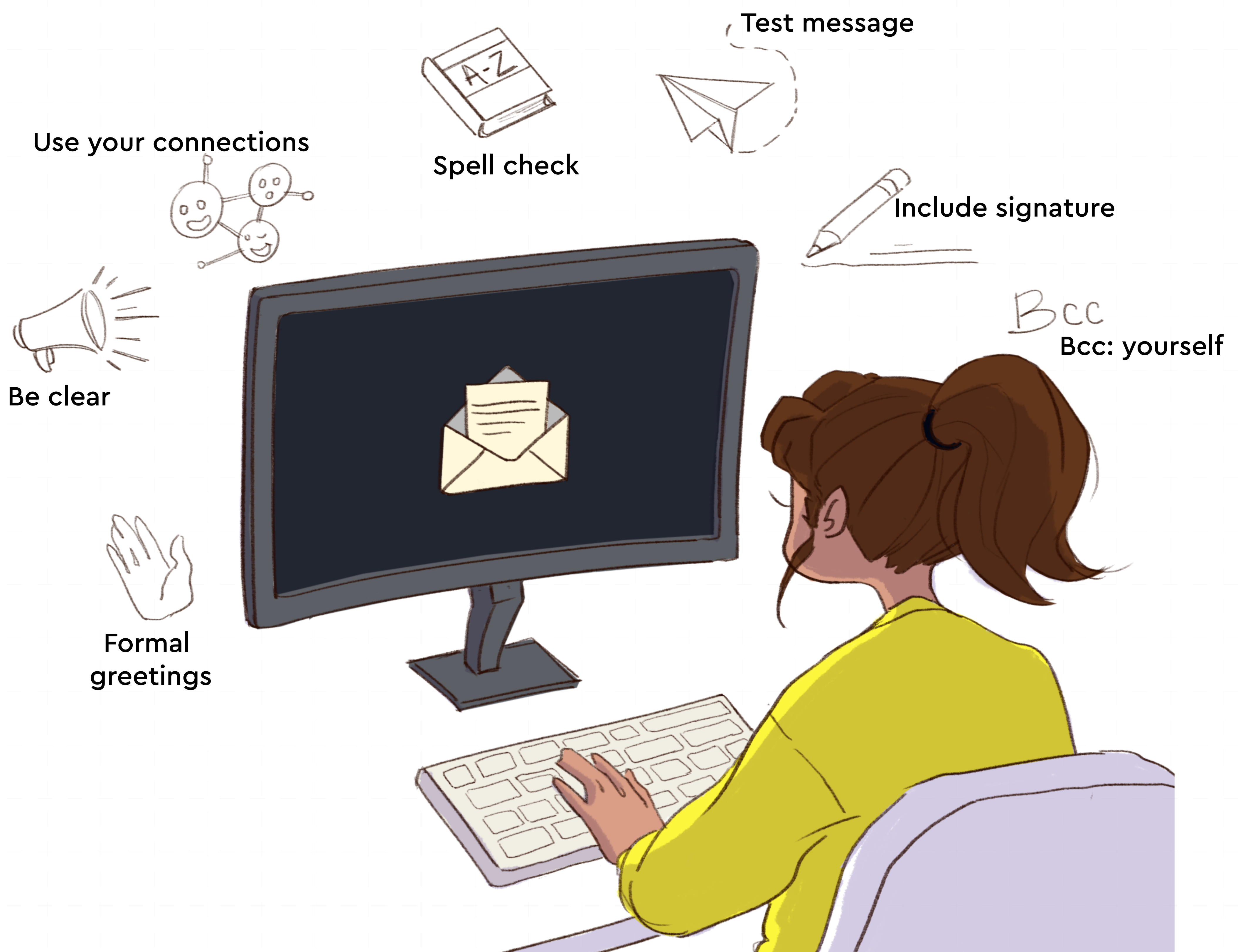


Fig.2 Your email checklist.



*Start applying*

New Message

TEMPLATE FOR APPLICATION MAIL

Cc Bcc

Subject

Application for [Position] at [Company name]

Hello [Insert Recruiter Name],

In your first paragraph, mention the specific job title and express your interest in the job and company.

In your second paragraph, note the company's name as well as a conversation point and/or goal that seemed especially important based on the job description. Connect that point to your experience and interests. Get as specific as possible while keeping it short and to-the-point.

In the final paragraph, close with a summary statement on what sets you apart as a candidate and what you'll bring to this new opportunity. Invite them to ask you any additional questions and close by saying you're looking forward to hearing back.

Regards,  
[Your name here]

Close your email by including your signature and contact information.

Send

A

New Message

TEMPLATE FOR FOLLOWING UP WITH RECRUITER

Cc Bcc

Subject

Follow Up regarding [position] at [Organization name]

Hello [Insert Recruiter Name],

If you haven't heard back from a potential employer after your interview or after your post-interview follow-up, you can send a "checking in" email.

Keep it to one paragraph indicating that you are still interested in the job and looking for an update. Offer to provide additional information if they need it. You're simply giving them a gentle nudge for an update. And, if you really want the job, there's no harm in reiterating that.

Regards,  
[Your name here]

Close your email by including your signature and contact information.

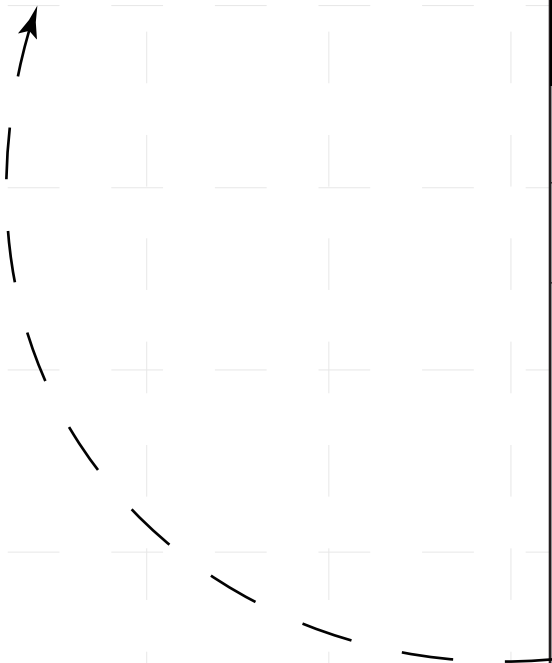
Send

A

*Haven't heard back?*



Rejected? :(



New Message

— ↗ ✕

TEMPLATE FOR RESPONDING TO REJECTIONCc Bcc

Subject Thank You for the Opportunity!

Hello [Insert Recruiter Name],

In your first paragraph, mention the specific job title and express your interest in the job and company.

In your second paragraph, note the company's name as well as a conversation point and/or goal that seemed especially important based on the job description. Connect that point to your experience and interests. Get as specific as possible while keeping it short and to-the-point.

In the final paragraph, close with a summary statement on what sets you apart as a candidate and what you'll bring to this new opportunity. Invite them to ask you any additional questions and close by saying you're looking forward to hearing back.

Regards,  
[Your name here]  
Close your email by including your signature and contact information.

Send ▾

A

⋮ 🗑

Accepted? :)



New Message

— ↗ ✕

TEMPLATE FOR RESPONDING TO SELECTIONCc Bcc

Subject Thank You for the Opportunity!

Hello [Insert Recruiter Name],

Thank you so much for hiring me for the [position]. I appreciate the time you took to interview me, and I am very glad to become a part of the staff at [Insert organization name].

You may want to reiterate the terms of the offer when accepting the position – while this letter isn't a legal document, it can be helpful for both you and the employer to clarify the terms.

I look forward to starting my position and, once again, I'd like to thank you for this great opportunity.

Regards,  
[Your name here]  
Close your email by including your signature and contact information.

Send ▾

A

⋮ 🗑

New Message

— ↗ ✕

TEMPLATE FOR RESPONDING FOR DECLINING A JOB OFFERCc Bcc

Subject Thank You for the Opportunity!

Hello [Insert Recruiter Name],

Thank the hiring manager for letting you know their decision. Express your gratitude for their time and consideration.

It is important to keep a positive, professional tone and be concise. You could frame your reason for declining saying “My circumstances mean I am now unable to join you at [Name of Company]. [Offer a brief, honest description of the reasons you are unable to accept the role.]

Do not burn bridges. End on a positive note saying you look forward to future engagements with the company.

Regards,  
[Your name here]  
Close your email by including your signature and contact information.

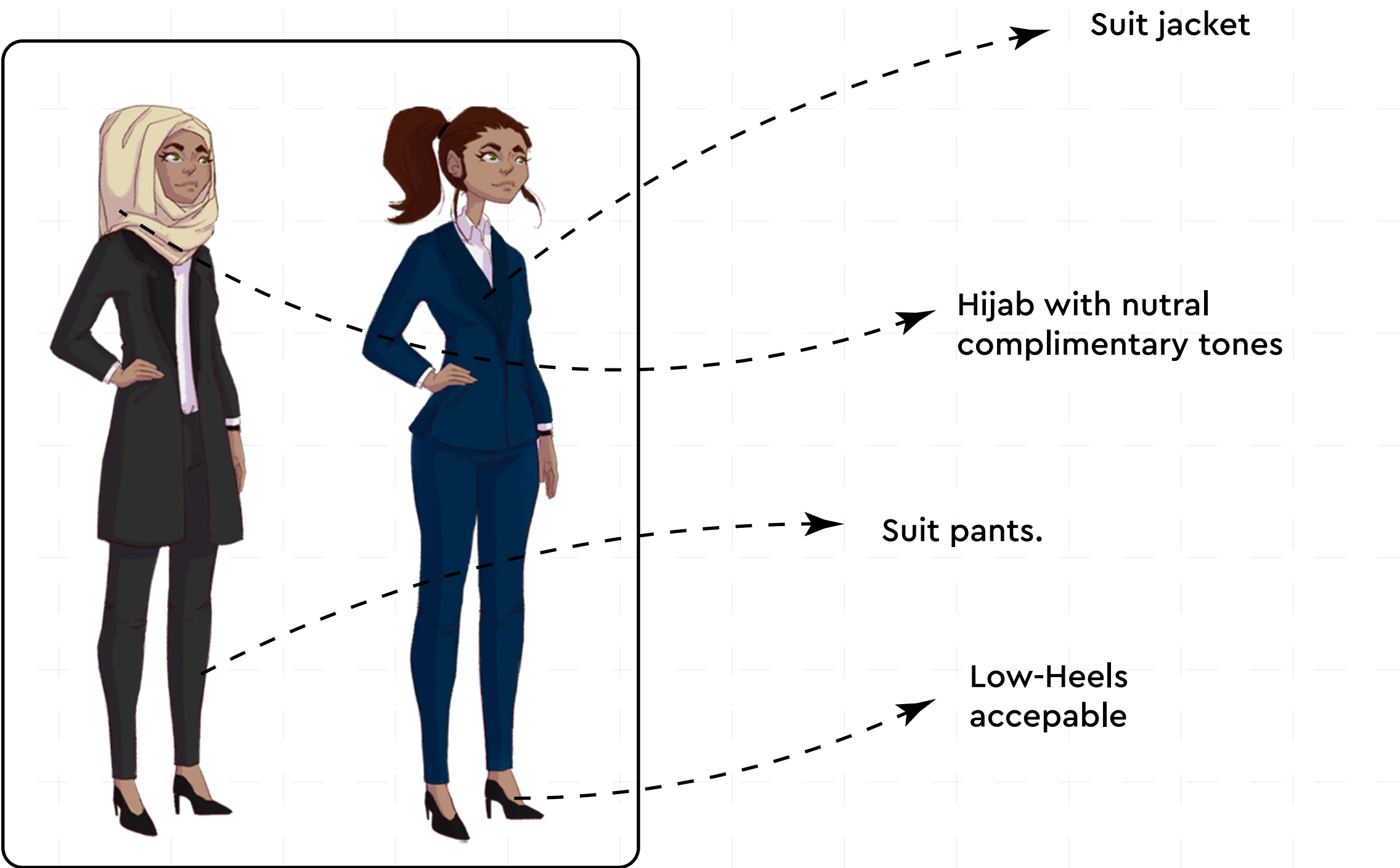
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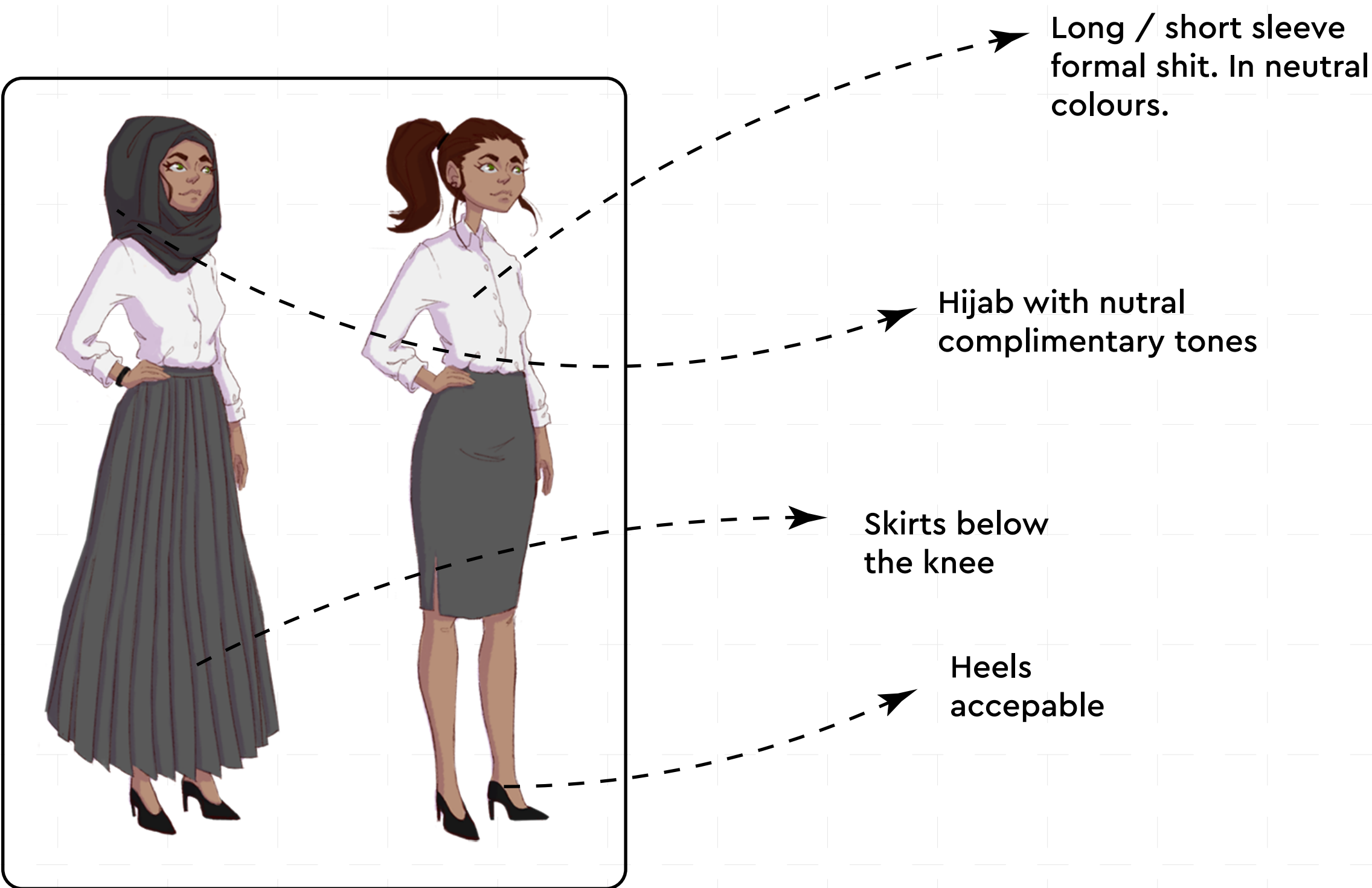
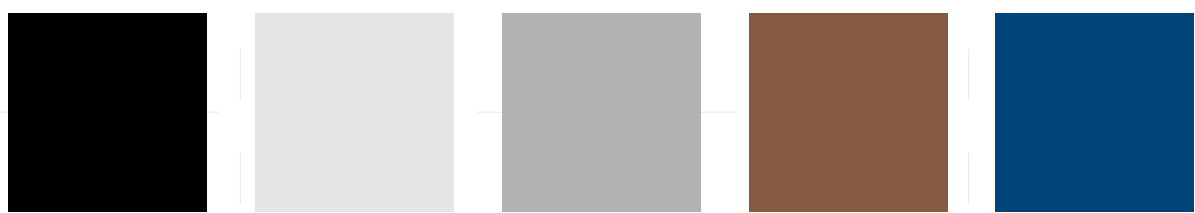


# DRESS CODES AT THE OFFICE



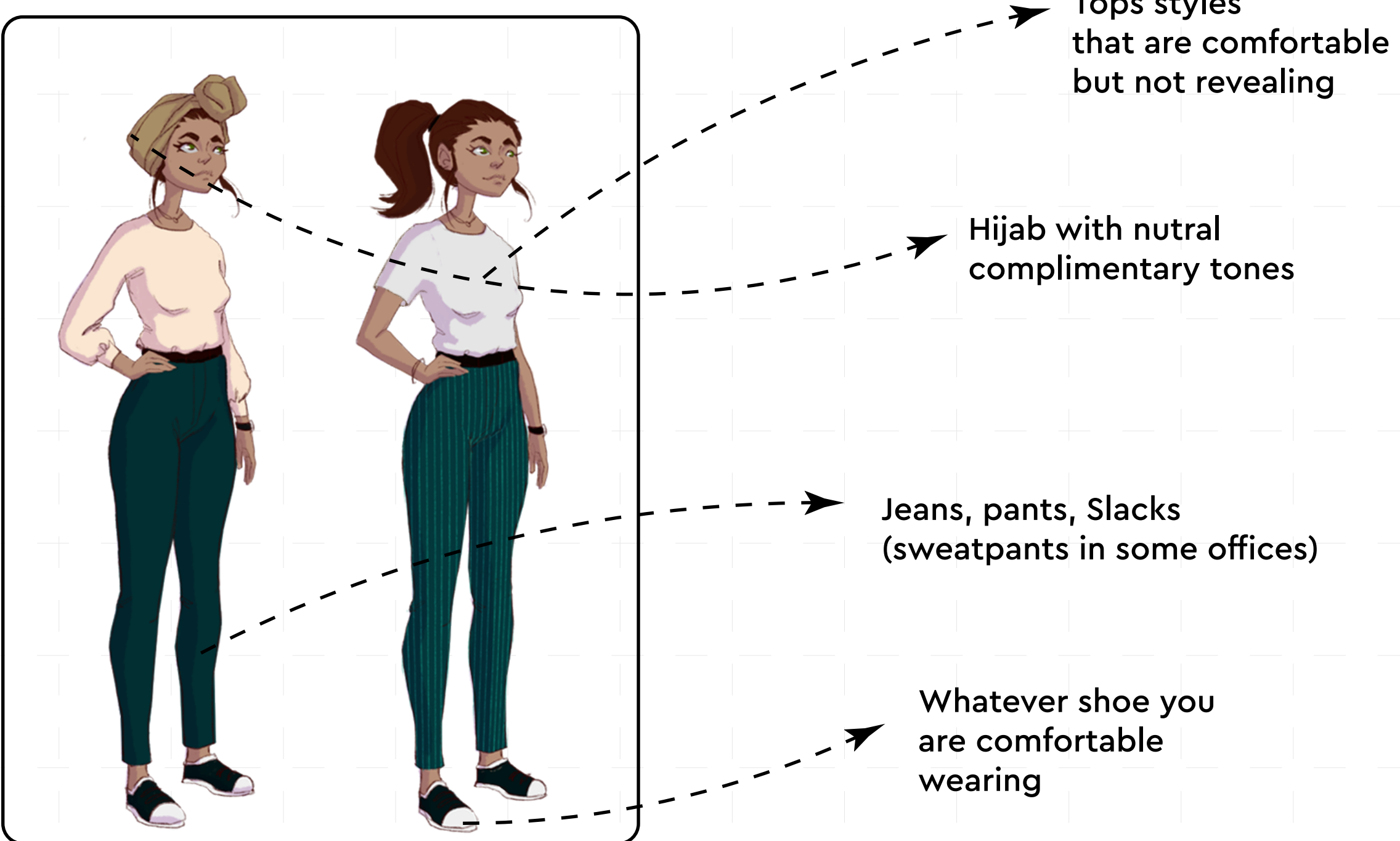
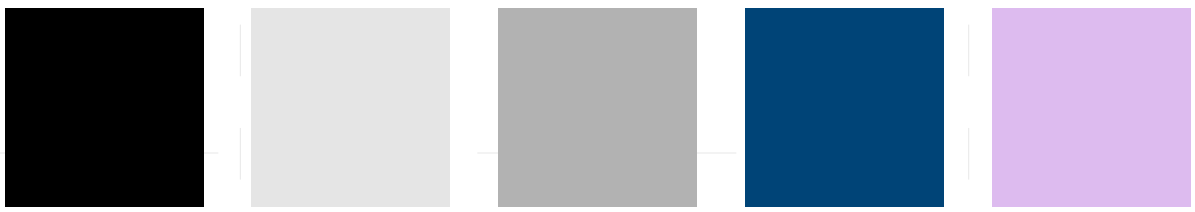
## FORMAL DRESSCODE

This is the highest level of professional dress attire and it means tailored suits and ties for men, and a pantsuit or skirt suit paired with conservative accessories and shoes for women.



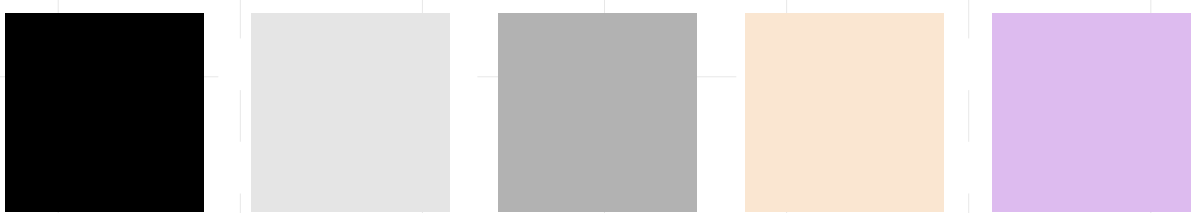
## SEMI-FORMAL DRESSCODE

It may be dressier than what you may typically wear to the office. With a semi-formal dress code we suggest simply wearing your best.



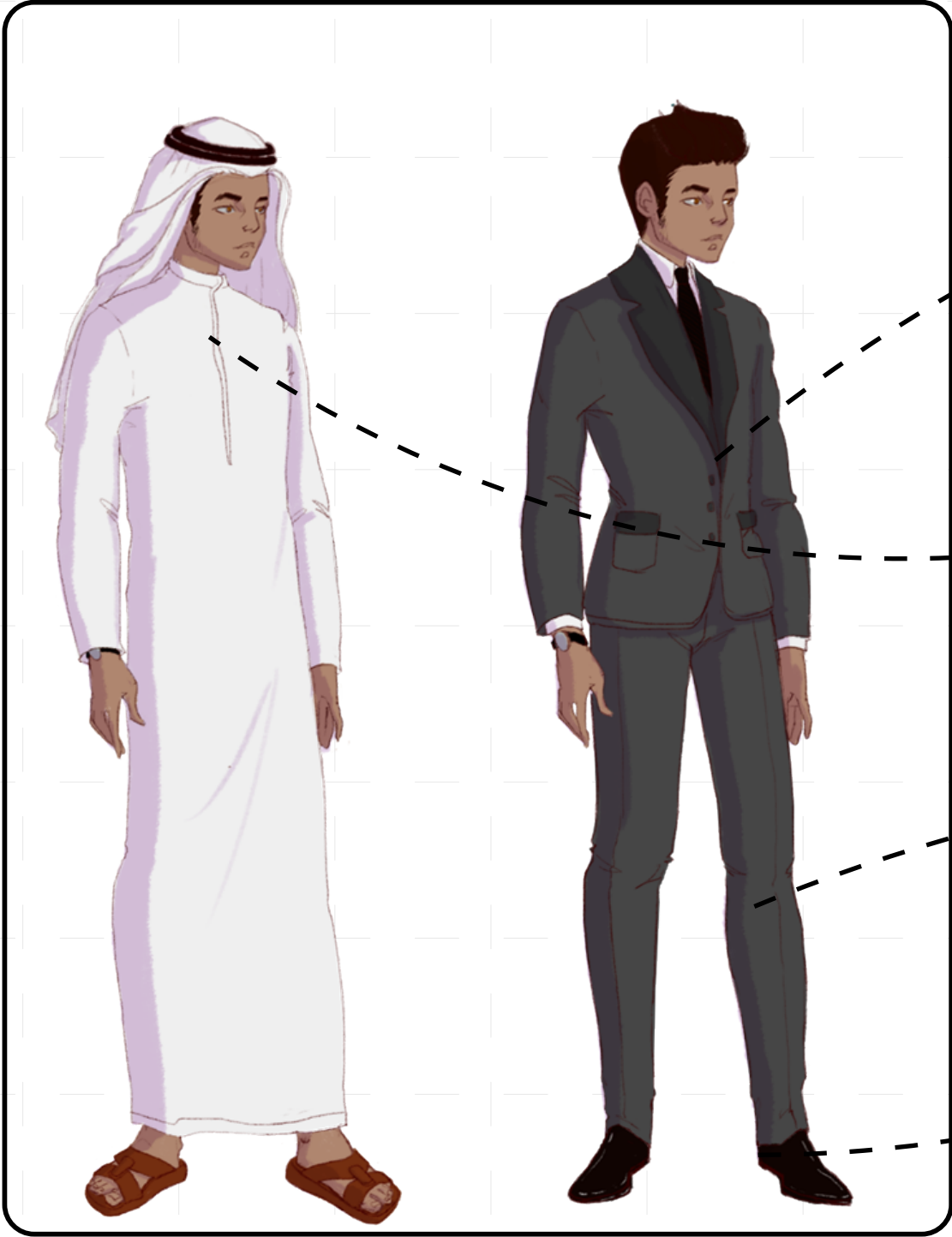
## SEMI-FORMAL DRESSCODE

It is pretty laid back – in some instances, very casual. Most people wear blue jeans and t-shirts or polo shirts.





# DRESS CODES AT THE OFFICE



Suit jacket

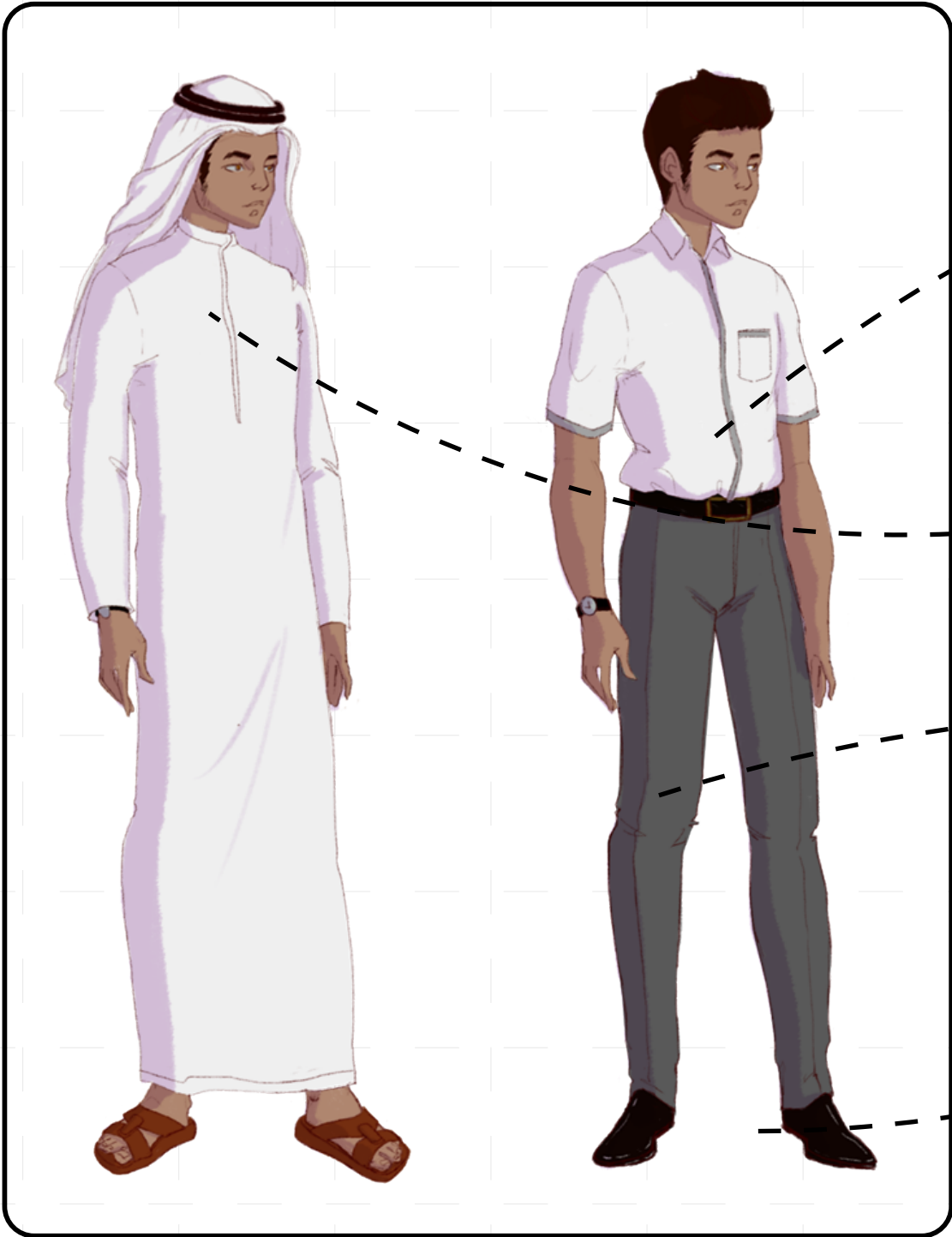
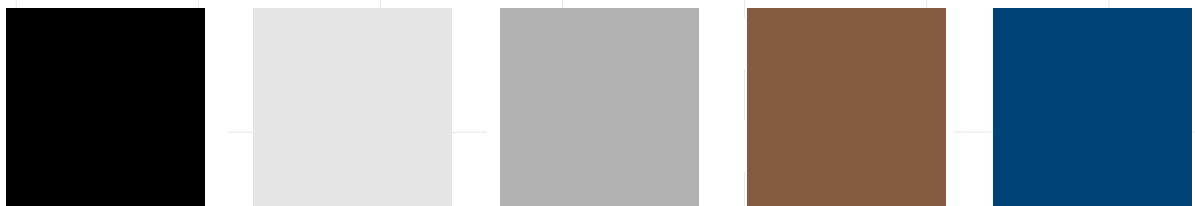
Kandura

Suit pants.

Formal dress shoes

## FORMAL DRESSCODE

This is the highest level of professional dress attire and it means tailored suits and ties for men, and a pantsuit or skirt suit paired with conservative accessories and shoes for women.



Long / short sleeve formal shit. In neutral colours.

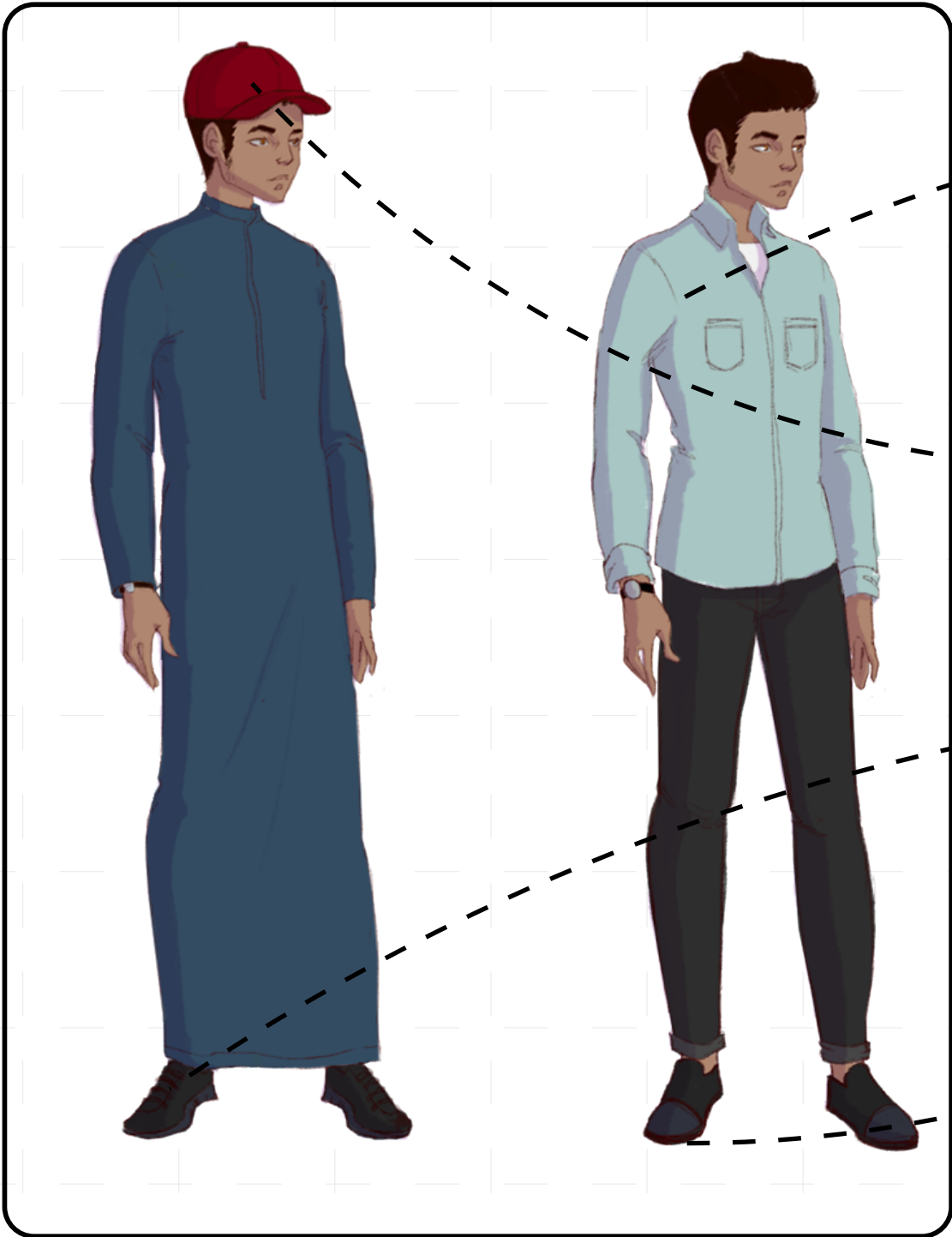
Kandura

Skirts below the knee

Dress shoes

## SEMI-FORMAL DRESSCODE

It may be dressier than what you may typically wear to the office. With a semi-formal dress code we suggest simply wearing your best.



Tops styles that are comfortable but not revealing

Face caps or more casual headwear

Sneakers or other comfortable shoes

Whatever shoe you are comfortable wearing

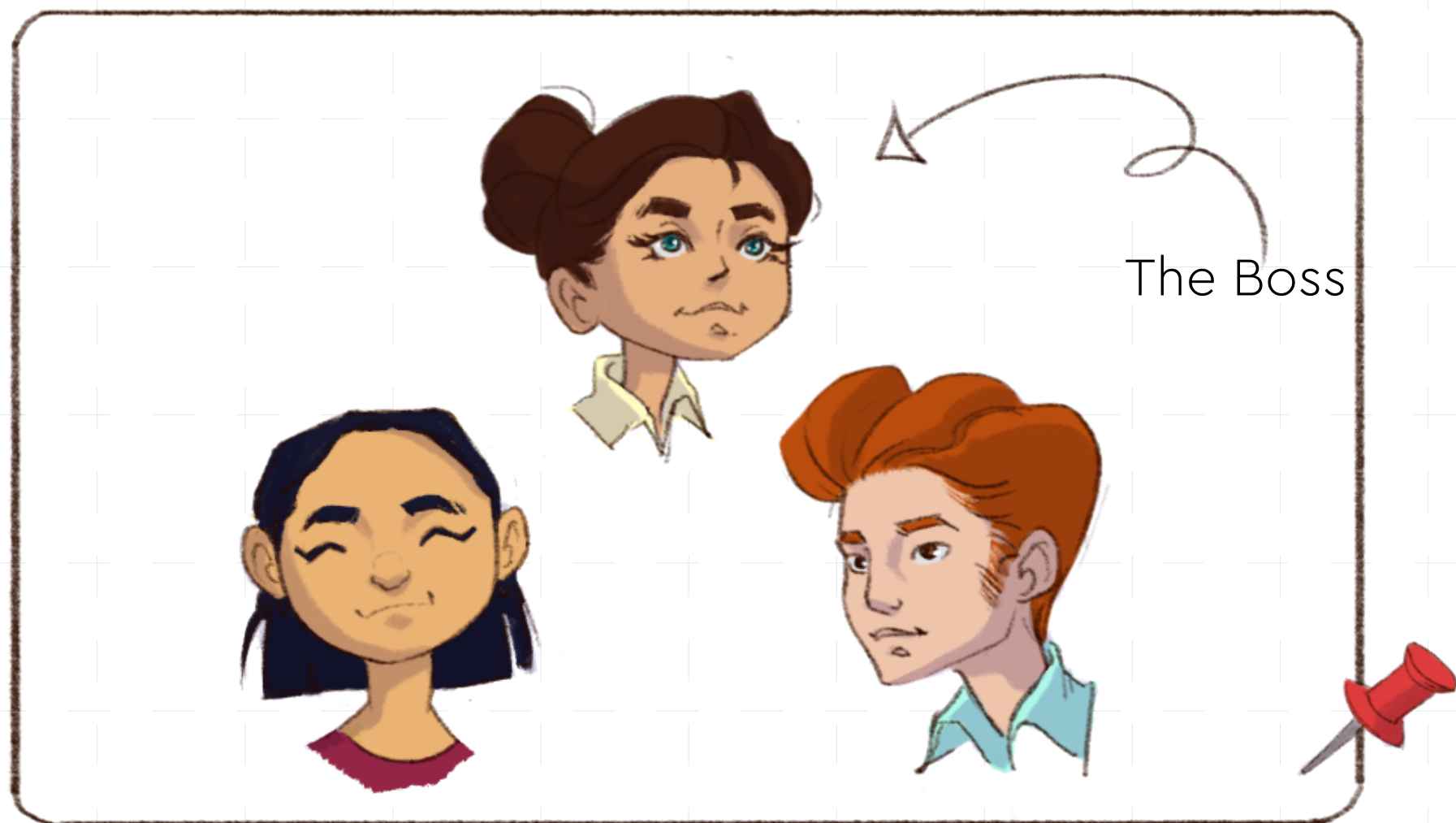
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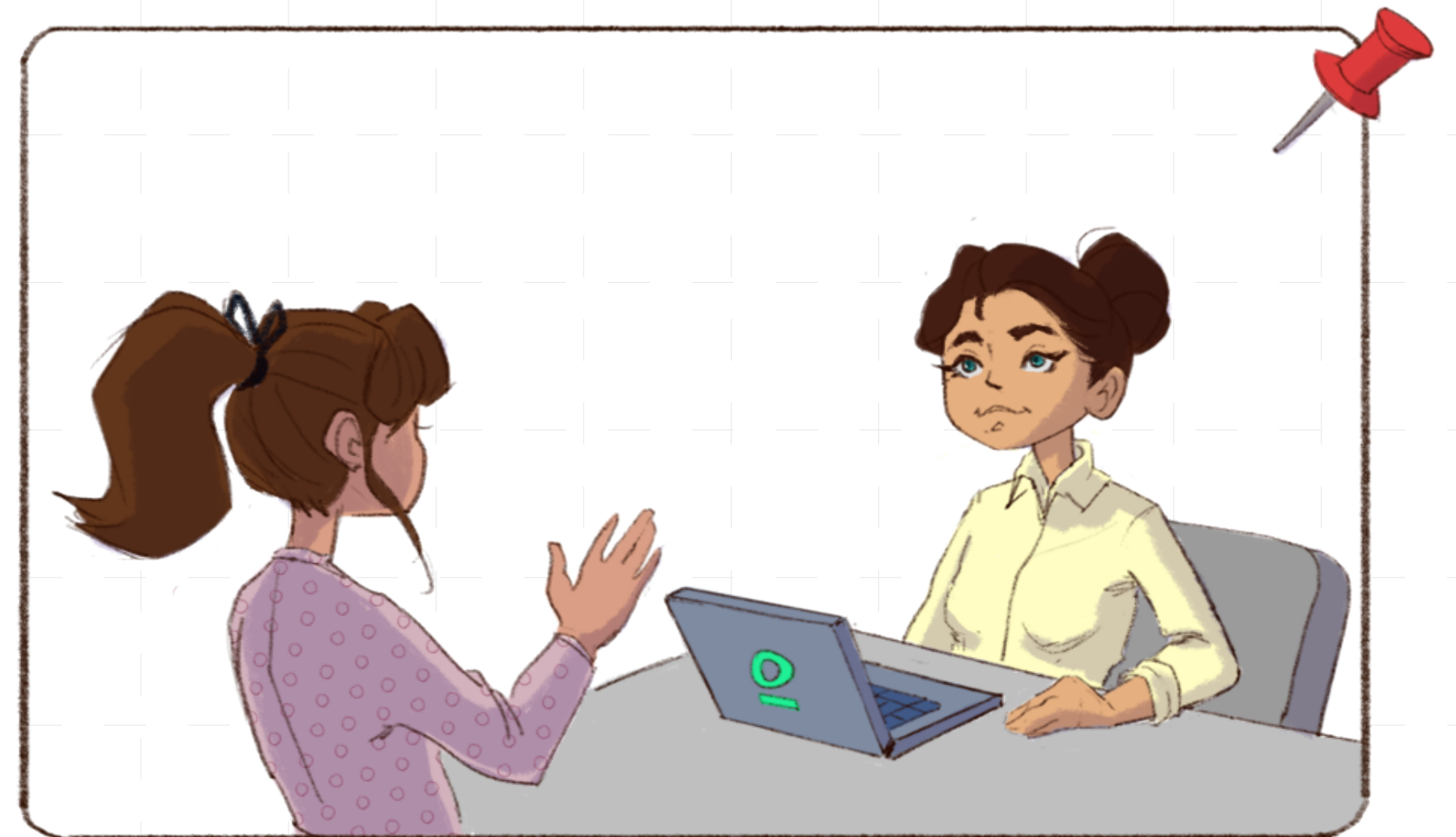




# INTRODUCTIONS AT A NEW JOB



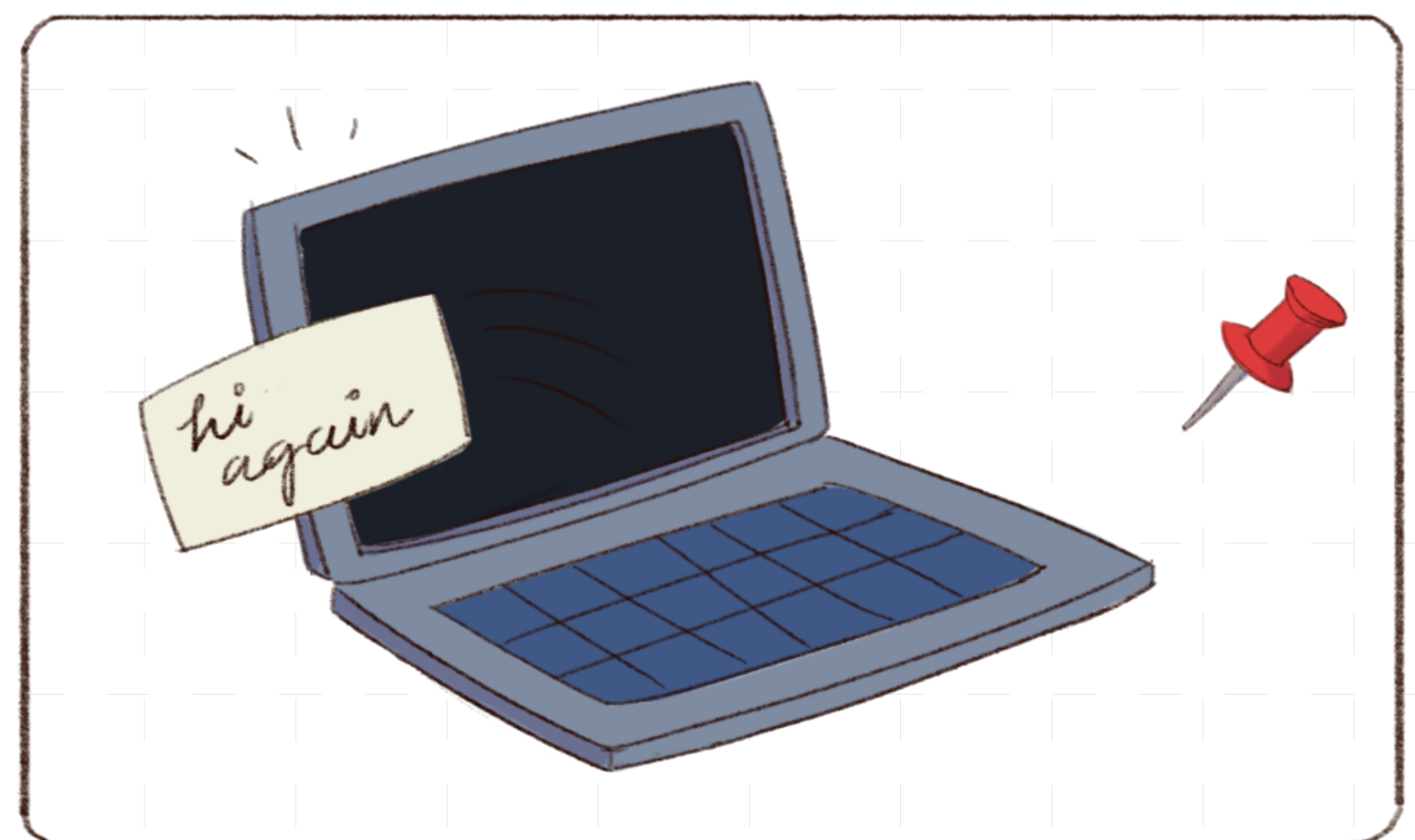
Familiarise yourself with the company organizational chart.



Ask your supervisor to introduce you.

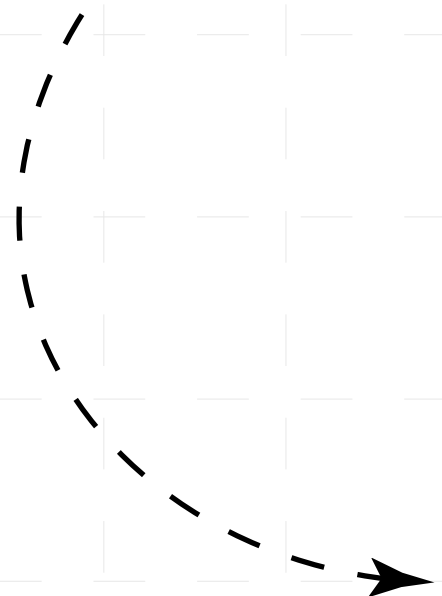


Be assertive and introduce yourself instead.



Send a follow-up introduction email.

## CHECKLIST!



- ✓ Keep all paperwork and identification documents handy for verification.
- ✓ Get your identity card verified and obtain all necessary access.
- ✓ Setup your email address and technical apps like Slack or Skype.
- ✓ Have a conversation with your line manager and teammates.



$$e^{v/I}$$
$$= I \cdot \ln\left(\frac{M_1}{M_2}\right)$$