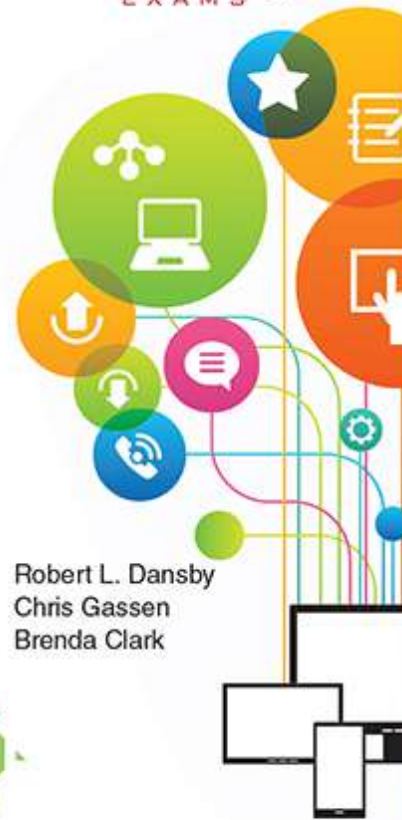


G-W Goodheart-Willcox Publisher

Principles of Business, Marketing, and Finance

PRECISION
EXAMS



Robert L. Dansby
Chris Gassen
Brenda Clark

Presentations for PowerPoint

Principles of Business, Marketing, and Finance

G-W
PUBLISHER

The Goodheart-Willcox Co., Inc.
Tinley Park, Illinois

22

Writing for Employment

Section 22.1

Résumé, Cover Letters, and Applications

Objectives

- **Describe** a résumé.
- **Explain** how to submit a résumé.
- **Describe** how to write a persuasive cover message to accompany a résumé.
- **Explain** how to apply for a job in person and online.

Key Terms

- résumé
- career objective
- chronological résumé
- reference
- keyword
- cover message
- portfolio
- job application



Essential Question

What can a person's résumé reveal about his or her potential career success?

Writing a Résumé

- **Résumé** is a document that profiles a person's career goals, education, and work history
 - First impression to potential employers
 - Should be one page
- The *four Cs of communication* must be used:
 - Clarity
 - Conciseness
 - Courtesy
 - Correctness

Writing a Résumé

Jake Barton

123 Eastwood Terrace
Saratoga Springs, NY 60123
518-555-9715
jbarton@e-mail.edu

CAREER OBJECTIVE

A mature and responsible high school senior seeks an entry-level job as an accountant's assistant.

WORK EXPERIENCE

Saratoga Springs City Online Newspaper, Saratoga Springs, NY
September 2016 to present
Accounting Intern

- Track subscriptions revenue for newspaper.
- Assist with the set up of billing processes.
- File invoices as needed.
- Prepare accounts receivable and payable schedules.

Hunter High School, Saratoga Springs, NY
September 2015 to September 2016
Student Office Volunteer

- Answered telephone calls.
- Sorted and filed vendor invoices as they were received.
- Updated spreadsheets to track student fees.
- Recorded fees for parking permits

EDUCATION

Hunter High School, Saratoga Springs, NY
Expected graduation date: May 2017
Relevant coursework: Accounting I and II, Financial Math

HONORS

- Hunter High School Honor Roll, 8 quarters
- FBLA Most Valuable Student of the Year, 2014

ACTIVITIES

- Saratoga High School FBLA, two years

Writing a Résumé

- Name and contact information
- **Career objective** is a summary of the type of job for which the applicant is looking
- Work experience including company name, job title, and duration on the job
 - **Chronological résumé** lists information in reverse chronological order, with the most recent employer listed first
- Education including degrees, certifications, and special training

Writing a Résumé

- Honors, activities, and publications show involvement and leadership
- **Reference** is a person who can comment on the qualifications, work ethic, personal qualities, and work-related aspects of another person's character
 - Do not include relatives

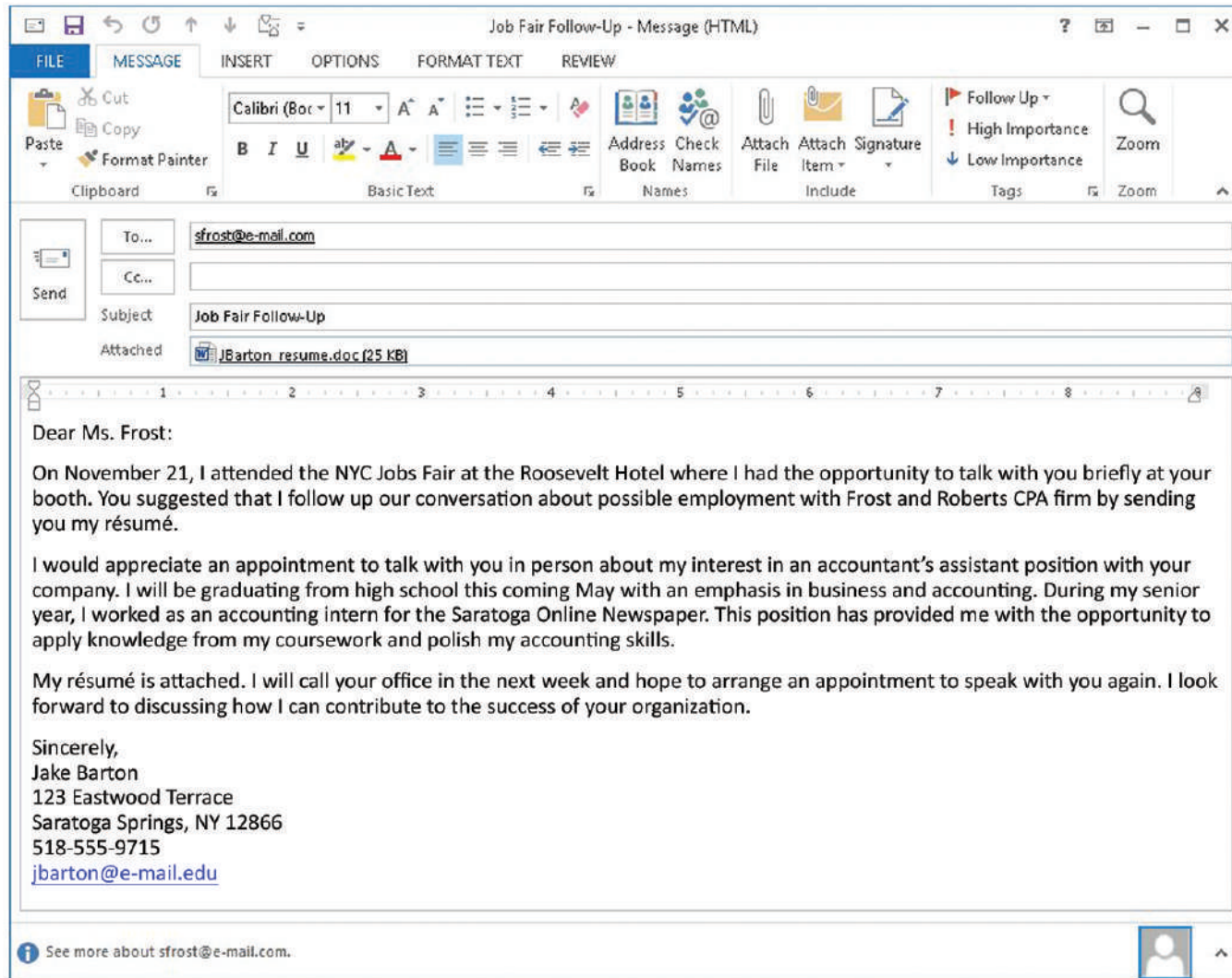
Submitting a Résumé

- Traditional methods are by mail or in person
- Submitting résumés online
 - E-mail attachment
 - Upload to a website
 - Copy and paste into online form
- Include keywords to increase chances during screening process
 - **Keyword** is a word or term that specifically relates to the functions of the position for which the employer is hiring

Writing Cover Messages

- **Cover message** is a letter or e-mail sent with a résumé to introduce the applicant and summarize his or her reasons for applying for a job
 - Highlight qualifications
- Introduction tells employer who you are, why you are applying, how you heard about the position
- Body of message demonstrates work behaviors and qualities that make you employable
- Conclusion should request an interview and make it easy for reader to grant an interview

Writing Cover Messages



The screenshot shows an email client window titled "Job Fair Follow-Up - Message (HTML)". The interface includes a menu bar (FILE, MESSAGE, INSERT, OPTIONS, FORMAT TEXT, REVIEW) and a ribbon with various tools like Cut, Copy, Paste, Format Painter, and text formatting options. The email header shows the recipient as "sfrost@e-mail.com", the subject as "Job Fair Follow-Up", and an attached file "JBarton_resume.doc (25 KB)". The body of the email contains a letter from Jake Barton to Ms. Frost, discussing a job fair, his interest in an accounting position, and his attached resume.

Job Fair Follow-Up - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Cut Copy Paste Format Painter Clipboard

Calibri (Boc 11 A⁺ A⁻ B I U

Address Book Check Names Attach File Attach Item Signature

Follow Up High Importance Low Importance Tags Zoom

To... sfrost@e-mail.com

Cc...

Send Subject Job Fair Follow-Up

Attached JBarton_resume.doc (25 KB)

Dear Ms. Frost:

On November 21, I attended the NYC Jobs Fair at the Roosevelt Hotel where I had the opportunity to talk with you briefly at your booth. You suggested that I follow up our conversation about possible employment with Frost and Roberts CPA firm by sending you my résumé.

I would appreciate an appointment to talk with you in person about my interest in an accountant's assistant position with your company. I will be graduating from high school this coming May with an emphasis in business and accounting. During my senior year, I worked as an accounting intern for the Saratoga Online Newspaper. This position has provided me with the opportunity to apply knowledge from my coursework and polish my accounting skills.

My résumé is attached. I will call your office in the next week and hope to arrange an appointment to speak with you again. I look forward to discussing how I can contribute to the success of your organization.

Sincerely,
Jake Barton
123 Eastwood Terrace
Saratoga Springs, NY 12866
518-555-9715
jbarton@e-mail.edu

See more about sfrost@e-mail.com.

Applying for Employment

- Review résumé and cover letter for accuracy
- Portfolio of work may be requested by employer
 - **Portfolio** is a selection of related materials that an individual collects and organizes to show qualifications, skills, and talents to support a career or personal goal
- **Job application** is a form with spaces for contact information, education, and work experience
 - May be completed on paper or online

Section 22.1 Review

1. What is the purpose of a résumé?

The chief purpose of a résumé is to prove to a potential employer that your experiences and skills match the qualifications of the job you are seeking.

2. List the standard sections of a résumé.

Contact information; experience; education; honors, awards, and publications; and special skills or additional training. Optional sections include summary, objective, memberships, and professional affiliations.

Section 22.1 Review

3. Explain the purpose of a cover message.

It is a sales message written to persuade the reader to grant you an interview. It provides an opportunity to focus a potential employer's attention on your background, skills, and work experience that match the job you are seeking.

4. Name two ways to apply for a job.

When applying for a job, an applicant can submit their résumé and cover message either in person or online.

Section 22.1 Review

5. What information is needed to complete a job application?

When you fill in an application form, you will need all of your personal data on hand, including information about your citizenship status and locations and names of past employers.

Section 22.2

Job Interviews and the Employment Process

Objectives

- **Discuss** how to prepare for a job interview.
- **Describe** the employment process.

Key Terms

- job interview
- verbal communication
- mock interview
- hypothetical question
- behavioral question
- employment verification
- background check



Essential Question

Which job interview questions are the most important to be prepared to answer?

Job Interview

- **Job interview** is the employer's opportunity to review a candidate's résumé and ask questions to see if he or she is qualified for the position
- To prepare, learn about the job and company
 - Company website
 - Press releases
 - Human resources department

Job Interview

- Interview questions
 - Assess skills and abilities
 - Explore personality
 - Assess critical-thinking skills
- **Verbal communication** is speaking words to communicate; *oral communication*
- **Mock interview** is a practice interview conducted with another person

Job Interview

- **Hypothetical questions** are questions that require a candidate to imagine a situation and describe how he or she would act
 - Rely on ability to think on your feet
- **Behavioral questions** are questions that draw on an individual's previous experiences and decisions
 - Past behavior may predict future behavior and success
- State and federal laws prohibit employers from asking questions on certain topics
- Questions you ask should show you are interested and aware

Job Interview

- Be well-groomed and professionally dressed
 - First impressions are important
- Evaluate performance immediately after the interview
 - Things to do differently next time
- Write follow-up thank you message
 - Printed letter or e-mail
 - Restate important points and interest in the job

Employment Process

- Follow-up with a thank-you message

Dear Ms. Frost:

Thank you for the opportunity to discuss the position of accountant assistant.

I am very excited about the possibility of working for Frost and Roberts CPA firm. The job is exactly the sort of challenging opportunity I had hoped to find. I believe my educational background and internship experience will enable me to make a contribution, while also learning and growing on the job.

Please contact me if you need any additional information. I look forward to hearing from you.

Sincerely,

Employment Process

- **Employment verification** is a process through which the information provided on an applicant's résumé is checked to verify that it is correct
 - **Background check** is an investigation into personal data about a job applicant
 - Internet searches and social media

Employment Process

- Employment forms
 - *Form I-9 Employment Eligibility Verification* verifies an employee's identity and authorization to work in the United States
 - *Form W-4 Employee's Withholding Allowance Certificate* is used to withhold the appropriate amount of taxes from an employee's paycheck
 - Benefits forms for employer's compensation package

Section 22.2 Review

1. Explain the purpose of a job interview for both the employer and the applicant.

A job interview is the employer's opportunity to review your résumé and ask questions to see if you are qualified for the position. This is your opportunity to sell yourself in person. Your answers to interview questions are important in the employer's decision-making process.

Section 22.2 Review

2. How can a job seeker prepare for questions that an interviewer might ask?

Before the interview, try to anticipate questions the interviewer is likely to ask you. Write down your answers to these questions and practice them in front of a mirror or with a friend or relative. Practice until you can give your planned responses naturally and without reading them off the page.

Section 22.2 Review

3. What is the easiest rule to follow when dressing for an interview? Explain.

The easiest rule to follow is to dress in a way that shows you understand the work environment and know the appropriate attire. It is better to dress more conservatively than to dress in trendy clothing.

Employers understand that interviewees want to put their best foot forward. Dressing more conservatively than needed is not likely to be viewed as a disadvantage. However, dressing too casual, too trendy, or wearing inappropriate clothing is likely to cost you the job.

Section 22.2 Review

4. What should be included in a follow-up message after an interview?

Thank the interviewer for taking the time to talk with you about the job and your career interests. Restate any important points that were made, and reinforce your strong interest in the job, if you are still interested.

5. List the forms that must be completed by a newly hired employee.

Form I-9, Form W-4, and benefits forms.