

EE296 - Presentation Skills

Presenting Myself through a CV to a Prospective Employer

A. B. Cooray 020789
Level 2 – Electrical

[Presented by J R Lucas]

- Good Morning/Afternoon. My name is Alpha Cooray. My registration number is 020789.
- I have selected “Presenting myself through a CV to a prospective employer” as my topic for the course unit “EE296 – Presentation Skills”.
- By attentively listening to my talk you will not only be able to get a good grade for your next assignment on writing a CV, but also be able to secure a good job once we graduate in about 3 years time.

Notes to be kept in the back of my mind

- I must target my audience and keep them interested in what I am going to say, so that I can get an A+ for my Presentation Skills.
- I must remember that the Visual aid is a support for both the audience and to me (speaker) and must not allow it to take over the presentation.
- I must remember not to put too much stuff on the slide, to keep the content on the slide in point form and not in lengthy sentences, and that the slide is not just a memory jogger for me.
- I must remember not to use too many colours or gimmicks which will distract the audience from a technical presentation. A plain dark background is usually better for power point presentations.

[Presented by Prof J R Lucas, assuming to be a Level 2 student by the name of A B Cooray, to illustrate how a presentation may be made and how a CV may be prepared]

Order of Presentation

- Identifying Target Employer
- Identifying Employer's Strengths
- Identifying my key strengths
- Presenting the Material
- Writing the Curriculum Vitae (CV)
- Writing the Covering Letter

•In writing my written presentation (CV), on which this PowerPoint presentation is based, I must target my prospective employer, and do it so well that I will get an opportunity for an interview with the boss where I can convince him that I am the best man for the job. First Impressions are very important in a CV.

Identifying Target Employer

- Identifying Area of potential employment
 - Electrical (*say*)
- Identifying sub-areas to look for available employment
 - Transformer design, power system design, power generation, power distribution, power utilization
- Identifying potential employers meeting sub-areas specified
 - LTL, CEB, LECO, Asia Power
- Identifying the target employer to whom this particular CV is directed
 - Lanka Transformers Ltd (LTL)

I must remember that if I am not short-listed and called for the interview, I cannot get selected although I may be technically the best man for the job.

Identifying Employer's Strengths (Lanka Transformers Ltd)

- Semi-government organization
 - Stability, independence
- Management is Engineering Oriented
- Management structure is horizontal
 - Easy to get along with colleagues and Superiors
 - Allows a greater degree of independence and responsibility to even raw recruits
- Diversity
 - Has many Subsidiaries
 - Rotates employees between subsidiaries

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Being a semi-government organization, stability is higher than in a private organization which could theoretically collapse at any time. On the other hand, the present management allows its engineers a great deal of independence and hence responsibility so that work is challenging. They need go-getters and not passive employees.

Subsidiaries and their details should actually be identified here – Transformer manufacturing plant, galvanizing plant, micro hydro division, power generation & emergency generation divisions, energy division, line construction division, IT division, switchboard assembly plant.

Top management consists mainly of electrical engineers even in finance and supplies.

Identifying my key strengths

- Degree in Electrical Engineering
 - First Class Honours
 - Insulation Co-ordination, Power Systems, Electrical Machines, Energy Systems as course units
- Management and Accounting Skills
 - Management & Accounting Course units in first degree
 - CIMA examinations
- IT Skills
 - Computer software (Java, C++, Web design, AutoCAD, PSCAD)
 - Computer hardware (Networking)

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Matching of key strengths with those of the employer will ensure that you will get short-listed for the interview.

Only those directly or indirectly relevant to the Organisation should be included in the CV as a CV should not exceed about 3 or 4 pages in general.

Identified areas – Electrical Engineering, Management & Accounting, Information Technology

Identifying my key strengths (contd)

- Professional Qualifications
 - Member of IEE
- Projects
 - Level 1 Design Project
 - Level 3 Opto-electronics Project
 - Project on Computerization of Testing during Training
 - Final year project on transformer design
- Extra Curricular Activities
 - University Colours in Table Tennis, Netball & Wrestling
 - Reading, Movies, Travelling, Web surfing

Identified areas (continued) – Professional Qualifications, Projects undertaken, Extra Curricular activities

Identifying my key strengths (contd)

- Organisational Abilities/Leadership Skills
 - Organised *we are with you* programme for EESoc
 - School Prefect at ABC Maha Vidyalaya
 - Table Tennis Captain at the University
 - Secretary, Rotaract Club
- Personal Skills
 - Good communication and Presentation Skills
 - Well organized
 - Works well alone and as part of a team
 - Cheerful, outgoing and motivated

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Identified areas (continued) – Organisational abilities, Leadership Skills, Extra Curricular activities

Presenting the Material

Options

- Chronological Order
 - Order in which events occurred
- Reverse Chronological Order
 - Most recent events listed first
- Order of Relevance
 - Written from the point of view of the reader

CVs targeted for employment should be written from the point of view of the prospective employer. The employer should not have to spend a great deal of time reading your CV before coming to what he is interested in knowing. Thus a targeted CV should normally be written from the order of relevance. The appearance of the CV should also be attractive without being distracting, so that your CV will be picked up by the prospective employer from a bunch of CVs.

Writing the Curriculum Vitae (CV)

- Name and Contact details (maybe with photograph)
- Professional Goal/Career Objective/Career Aim/Future Ambition/Personal Profile
- Academic/Education/Educational Qualifications/Academic Background
- Computer Literacy/IT Skills
- Further Education/Higher Education
- Research and Publications
- Professional Qualifications/Membership

- I must remember that first impressions are very important in the preparation of a CV, especially when large numbers apply, so that my CV must stand out above the rest.
- The written presentation should be just right.

Writing the CV (contd)

- Work Experience/Career History
- Vocational Training/Practical Skills/Special Skills
- Leadership Skills/Skills Profile/Extra-curricular Activities/Interests/Hobbies
- Key Achievements/Awards
- Community Service/Voluntary work
- Personal Details/Personal Information
- Referees/Non-related Referees
- Final Certification as to accuracy

Appearance of CV

- First Impression
 - Should be attractive and not distractive or routine looking
 - Key items much catch the eye
- Not too lengthy nor too short
 - About 2 to 4 pages (A4)

- I must remember that first impressions are very important in the preparation of a CV, especially when large numbers apply, so that my CV must stand out above the rest.
- Employer unlikely to give much thought to ones which look the same as the rest.

Samples of CVs

CURRICULUM – VITAE

FULL NAME : ABRAHAM BERNARD COORAY
NAME WITH INITIALS : A. B. COORAY
ADDRESS : 123/45, BANDARANAYAKA MAWATHA,
 KATUBEDDA 10400
TELEPHONE NO. : 01-6501234
E-MAIL : abcooray@email.com
HOME ADDRESS : 67/89, COLOMBO ROAD, WARAKAPOLA
TELEPHONE NO. : 099-123456
DATE OF BIRTH : 30 FEBRUARY 1981
AGE : 25 YEARS
SEX : MALE
NATIONALITY : SRI LANKAN
RACE : SINHALA
RELIGION : BUDDHIST
CIVIL STATUS : MARRIED WITH 2 CHILDREN
SCHOOL ATTENDED : KG/ABC MAHA VIDYALAYA, KEGALLE

EDUCATIONAL QUALIFICATIONS

| ORDINARY LEVEL (DECEMBER 1997) | |
|--------------------------------|-------|
| SUBJECT | GRADE |
| MATHEMATICS | D |
| SCIENCE | D |
| SINHALA | D |
| SOCIAL STUDIES | C |
| AGRICULTURE | S |
| ARTS | D |
| ENGLISH | C |
| BUDDHISM | D |

| ADVANCED LEVEL (AUGUST 2000) | |
|------------------------------|-------|
| SUBJECT | GRADE |
| COMBINED MATHEMATICS | A |
| CHEMISTRY | A |
| PHYSICS | A |

ABRAHAM BERNARD COORAY

Tel: +099-123456 email: coorayab@yours.com

Personal Details

Full Name Abraham Bernard Cooray
Date of Birth 30 February 1981
Sex Male
Nationality Sri Lankan
Address 123/45, Bandaranayaka Mawatha, Katubedda 10400

Academic Qualifications

B Sc Engineering First Class Honours, Specialising in Electrical Engineering
 University of Moratuwa, Sri Lanka (September 2005)
GCE (Adv Level) 3 Distinctions (Mathematics, Physics, Chemistry), Average 73
 ABC College, Moratuwa (August 2000)

Professional Qualifications

MIEE Member, Institution of Electrical Engineers (December 2005)
Member ACS Passed qualification examinations of the Australian
 Computer Society (August 2005)
AMIESL Associate Member, Institution of Engineers, Sri Lanka
Student Member CIMA Foundation and Intermediate Levels completed

Experience

- **Team Leader** – Group for the Design Project at the University (August 2002)
- **Trainee Computer Lecturer** – National Institute of Computer Science (2000-01)
- **Bank Assistant** – Worked at the Peoples Bank as a Bank Assistant (July 2001)

Computer Literacy

- **Programming Languages** – Java, C++
- **Database Management Systems** – MS Access 2000, Oracle, dBase
- **Operating System Platforms** – Windows 2000/XP/NT
- **Desktop Publishing** – PageMaker, Corel

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Two samples of different formats of CVs are shown. In the first, there is too much concentration on the early past which would not interest a prospective employer.

Samples of CVs (contd)

ABRAHAM BERNARD COORAY

Tel : 099-123456
 Address : 123/45, Bandaranayaka Mawatha, Katubedda 10400
 E-mail : coorayab@yours.com

Career Objective

My Goal is to one day become the General Manager/Chief Executive Officer of a leading Electricity Supply Authority in Sri Lanka. With this in mind I completed my first degree in Electrical Engineering, had my industrial training at the Lanka Transformer's Limited and their subsidiaries, and am studying for a Master's degree in Business Administration.

My Profile

I am an Electrical Engineer with 3 years of experience in the electrical industry. I am able to adapt to different working environments effectively. I am self motivated and able to work under pressure with attention to detail.

My communication skills, both oral and written, is well above average and I have excellent interpersonal skills and am a good team player with the ability to take the initiative. I have a demonstrated capability of finding innovative solutions and I believe that I will fit in well with your organisation.

Career History

September 2005 Electrical Design Engineer at XYZ Electricity Company where I assisted in planning and commissioning several new Electricity Distribution Systems.

July 2008 Chief Electrical Engineer in charge of Generation at Sapugaskanda Plant of the Independent Power Producer ABC Power Ltd.

Academic Qualifications

B Sc Engineering First Class Honours, Specialising in Electrical Engineering University of Moratuwa, Sri Lanka (September 2005)

MBA student Currently following the MBA programme conducted by the University of Moratuwa

Professional Qualifications

MIEE Member, Institution of Electrical Engineers (December 2005)

AMIESL Associate Member, Institution of Engineers, Sri Lanka

- **Desktop Publishing** –PageMaker, Corel

No. 123/45, Phone: 099-123456
 Bandaranayaka Mawatha, E-mail: coorayab@yours.com
 Katubedda 10400.



ABRAHAM BERNARD COORAY

PROFESSIONAL GOAL **To become the General Manager/Chief Executive Officer of a leading Electricity Supply Authority in Sri Lanka.**

With this in mind I completed my first degree in Electrical Engineering, had my industrial training at the Lanka Transformer's Limited and their subsidiaries, and am studying for a Master's degree in Business Administration.

ACADEMIC **B Sc Engineering** First Class Honours, in Electrical Engineering, University of Moratuwa, Sri Lanka (September 2005)

MBA student Currently following the MBA programme conducted by the University of Moratuwa

PROFESSIONAL **MIEE** Member, Institution of Electrical Engineers (2005)

AMIESL Associate Member, Institution of Engineers, Sri Lanka

MY STRENGTHS I am an Electrical Engineer with 5 years of experience in the electrical industry. I am able to adapt to different working environments effectively. I am self motivated and able to work under pressure with attention to detail.

My communication skills, both oral and written, is well above average and I have excellent interpersonal skills and am a good team player with the ability to take the initiative. I have a demonstrated capability of finding innovative solutions and I believe that I will fit in well with your organisation.

IT SKILLS Programming Languages – Java, C++
 Database Management Systems – MS Access 2000, Oracle
 Operating System Platforms – Windows 2000/XP/NT
 Desktop Publishing – PageMaker, Corel

EXPERIENCE Electrical Design Engineer at XYZ Electricity Company where I assisted in planning and commissioning several new Electricity Distribution Systems. (September 2005 – July 2008)

Chief Electrical Engineer in charge of Generation at Sapugaskanda Plant of the Independent Power Producer ABC Power Ltd. (July 2008 – to-date)

Two more samples of CVs.

Writing the Covering Letter

- Should be targeted
- Should highlight key achievements and how they might help in the prospective job
- Should be impressive
- Should be definite and not vague
- Grammar and spelling should be very carefully checked.

- Statements like “passed with flying colours” and “passed half of CIMA” are too vague – obtained a First Class pass or completed the Level 1 and Level 2 of CIMA are more definitive
- Grammar and spelling mistakes can immediately put off the employer as it gives a sense of carelessness.

Personnel Manager
K.I.K Industries
Dehiwala

Sample Covering Letter 1

Dear Sir

I am writing to enquire whether you have a vacancy in your company for an Electrical Engineer. I am attaching herewith a copy of my CV for your kind consideration.

As you will see from my CV, I am currently working as a Maintenance Engineer for the Galadari Hotel. In my present position, I manage all the quality assurance work in the electrical systems. I am also directly responsible for managing the technical resources effectively and efficiently. I have worked closely with the Management and Decision-making department and have been able to identify potential problems before they affect the prevailing systems.

With my proven ability to manage and maintain the highest QA standards whilst also minimizing costs, I feel that I would be able to make a significant contribution to your company's management team.

I would be grateful if you would contact me if you have any suitable vacancies in your company, or keep my information on file in case of future openings.

Managing Director
ABC Company (Pvt) Ltd
Colombo 00400

Sample Covering Letter 2

Dear Sir

I wish to apply for the post of Electrical Engineer (Ref. No. G034146) as advertised in the 'Sunday Observer' of Sunday 2nd March 2003.

As can be seen from my attached Curriculum Vitae, I have more than two years work experience in the relevant field as a Maintenance Engineer for XYZ Computers. I have a thorough knowledge in computer applications (such as MS Word, MS Excel, MS PowerPoint, email/internet) and a quick learner of any new computer packages.

My communication skills, both verbal and written, are of the highest standards and give excellent customer service, both face-to-face and over the phone, to every client I deal with.

As an individual, I am hardworking, well organised and self-motivated with a flexible 'can-do' approach to my work. My friendly personality enables me to quickly build up a good working relationship with my work colleagues and clients. I have always enjoyed being a part of a team in a busy environment. I am positive that my experience and willingness to learn will enable me to become a valued member of your team.

I am confident that I can make an immediate and ongoing contribution to ABC Company (Pvt) Ltd and I look forward to hearing from you shortly.

Conclusions

- CV to be targeted to prospective employer
- Order of Presentation is important
- Highlight Key Points in Covering Letter
- Grammar and Spelling could ruin an otherwise excellent CV
- A First impression can be made only once