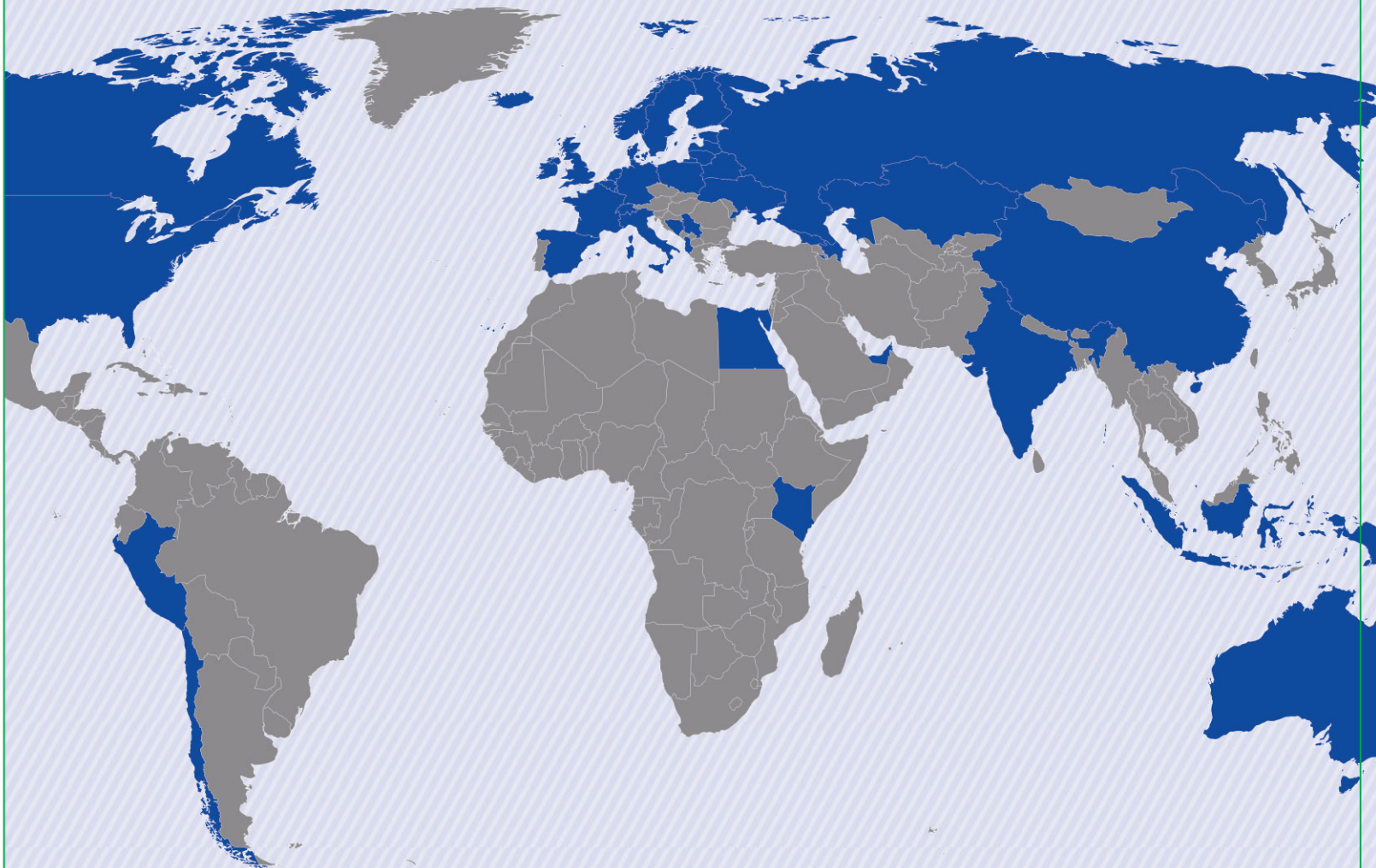


ISM

CAREER GUIDE

for your professional success



Become the next ISM success story. Instructions inside

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WELCOME TO ISM CAREER GUIDE!

We prepared this guide to help you get your career on the right track.

Having worked with students and different companies / organizations for many years we observed the demand from both sides. On one side, companies and organizations are looking for professional team members; on the other side, students are looking for dream employers and the best jobs.

How to satisfy this demand? How to find your ideal match?

The answer for students is good preparation, self-awareness, evaluation and understanding of existing opportunities and then professional presentation of your skills, competences and motivation.

The guide is structured around several areas – questions which are general in almost all cases:

- how to start when you are a student
- how to gain valuable experience
- how to develop professional CV
- how to create good cover letters
- how to prepare for first interviews in your career
- how we can help you in this process

Be aware that this guide gives you just a general advice. For more detailed and comprehensive consultations you can always address ISM Career Center.

Good luck,
Gintare | Head of ISM Career Center



SEVERAL TIPS BEFORE YOU START

Career is not an accident and the winners are those who take responsibility for their success. It is good to begin professional career early and start gaining experience. How can you do that and what is important?

Start from self-awareness

Knowing your values and motivation, strengths and weaknesses, interests and goals will help you to answer the question – what is your dream occupation / job / activity. The earlier you find these answers, the earlier you get on the right track of your career. Knowing yourself will also help you in assessing possibilities, preparing your application documents, participating in interviews. There are lots of tools and methods for self-awareness. In the beginning, try to answer several questions:

- What are your values?
- What are your goals and dreams?
- What are your interests?
- What are your skills, competences?
- What are your strengths and weaknesses?
- What would you love to do if had possibility to choose?

Once having the answers to these questions, start exploring the world of possibilities.



Explore opportunities and get first professional experiences early

Start your career early and do not leave it for the last years of studies. Once you find some areas you are interested in investigate them, prepare and act. Be engaged and active!

There are plenty of possibilities to gain experience and test yourself within the university (student clubs and organizations, different projects, contests) and outside (volunteering, completing internships in your country and abroad, summer jobs).



Make an action plan

You will get lots of skills and competences during your studies.

- How can you practise them?
- Where?
- What experience do you want to gain during your first year of studies?
- What set of competences should be gained during the whole study period?
- How can you gain international experience?
- Which study exchange programmes, placement abroad to choose?

State your career goal for 2-3 years and make a plan to achieve it.



GAINING EXPERIENCE: WHERE AND HOW

Don't wait for the perfect opportunity to drop into your lap. You need to be proactive and think outside the box in order to gain a desired experience, build your profile, and get a job/internship you want.

Complete internships during your studies or summer holidays, find part-time / full-time jobs. Many companies and organizations are searching for interns during the entire year or summer period. Besides, the increasing number of companies recruit students for different job positions.

How to search:

- check regularly **ISM Career Center proposal section**. Many employers want to enrol ISM students as interns and announce their openings through Career Center (www.ism.lt/careercenter)
- check the biggest **proposal portals** on the internet (such as CV-Online, cvmarket.lt, cv.lt)
- make a list of **desired employers** and analyse their websites, career sections, contact them directly
- make your **personal network** and ask people for advice. List your contacts which could help you and contact them. Find an Alumni mentor
- **upload your CV** to professional job or networking sites. This will increase your possibilities
- for **internships abroad** check our suggested portals in different countries (via proposal section – www.ism.lt/careercenter)
- create **professional profiles** on social networks (for career use LinkedIn platform)



Volunteer in different projects, organizations. There are plenty of organizations which search for volunteers to help in their activities, projects, campaigns, etc. This can be an opportunity for you to get experience, find new contacts and even make friends, expand your profile.



Gain your experience by joining **students' organizations or clubs** and becoming an active member who engages in organizing events, projects, building networks, finding partners, etc. Be sure that employers value your student experience and voluntary work.



Go for studies and/or placement abroad. International experience is not just an exchange. You gain invaluable experience, expand your network, test and know yourself better once living in another country. And be sure that this experience will be noticed by employers. Use opportunity to do international placement abroad and get the scholarship with ERASMUS+ programme. The contest is open to all students meeting the selection criteria and is organized twice a year. For more information check www.ism.lt/careercenter.



Have ideas? **Take initiative and start your own projects.** Maybe you are the one who is always full of ideas, want to create something new and different? Do not think, act! The university is the place where you can easily find colleagues, partners, and team members and start completely new things. And this for sure will enrich your experience portfolio.

PREPARING PROFESSIONAL CV

Your CV is the most important tool to present and sell your skills and competences to potential employers. Be sure that you always do your very best while preparing this document.

Dedicate enough time to prepare and present information. **Be selective about what you include.** The advice would be to ask yourself 'Will this information be relevant to the one who is reading this?' and if the answer is no, leave this information aside.

You should **target your CV** to every employer you write and provide relevant information for the job you are applying for. Emphasize the information which is particularly important to the employer.

Try **to fit into one page CV.** Choose the best layout and fonts. Decide on the priorities and how much space you allocate for each part. The most important information should be presented in a clear and comprehensive manner.

Be sure the language you use is easy readable and understandable. **Use positive, active words** to make impression of an active person. Emphasize achievements, results, projects accomplished. Make your CV persuasive.

Be aware that sometimes companies provide their own requirements for the CV / application forms. In such cases **follow the instructions** to proceed with your application.

If you apply for jobs or internships abroad **make analysis of the job market in that particular country** or region, follow the advices for the format and information which should or should not be included.

Main parts

Personal details

Name, surname, contact information (telephone, email address, LinkedIn profile, home address). Sometimes career objective can also be included on the top of CV.

If you decide to use photo, choose a professional one.

Education

Usually this part includes formal institutions of education. You should also think of additional information which could be important – achievements, scholarships, competences gained, projects accomplished. Include information which could be relevant and important for the employer and at the same time be selective.

Experience

In this part you should include all formal experiences which are relevant for the particular application. This part can also be supplemented with voluntary / unpaid work, part time jobs, and individual activities. Employers are searching for some set of skills and competences that you have developed and can be transferred to other positions. Decide which experience is the most important, highlight the main parts, and prioritise your experience according to the requirements.

Extra-curricular activities, achievements, interests, skills

Employers are often interested in what you've done outside university and work. Think widely of extra information which could be relevant and included into CV. Here you can include different contests you have participated in, conferences, as well as projects you have organized or was involved in, voluntary activities in different areas, etc. Be short and clear. This part is additional and should not overcome education and experience parts.

Do not forget languages, IT skills.

References

Once you have them, include contact people in your CV.

CURRICULUM VITAE

NAME SURNAME

+370 xxx xxxxx
 name.surname@gmail.com
 Vilnius

EDUCATION

2013 – present **ISM University of Management and Economics**
 Bachelor studies in Economics | studies in English | **GPA 9.7**
Competences gained: able to apply principals of financial management, aware of financial institutions and their roles in financial markets, able to conduct market research and prepare business plans, experienced in data mining, statistical tools and forecasting, strong presentations skills

2014 autumn **BI Norwegian Business School**
 Exchange semester | **GPA A**

1999-2011 **Vilnius Lyceum**
 State exams: English **98%**, Mathematics **96%**, History **98%**

WORK EXPERIENCE

2015.06-2015.08 **Swedbank Lithuania** | intern in business clients department
Responsibilities: Administrating balance sheets and profit / loss accounts of debtors, calculating margins and comparing with averages of different sectors, gaining experience of risk management while seeing how companies are being evaluated

2014.06 – 2015.06 **NGO „School of Success“** (non-formal education) | coordinator
Responsibilities: coordinating students taking the semester of Communication, assisting lecturers, involving students in practical activities related to the lecture, contributing to social events planning

2013.10 – 2015.06 **Marketing group at ISM** |in relation to Marketing Department
Responsibilities: university representation and sales promotion in secondary education institutions (30 presentations), study fairs (3 meetings); assisting lecturers; organizing educational events for pupils (National Business and Economics Olympiad, Mind Battles in Schools, ISM Pupils' University etc.)

ACHIEVEMENTS | PROJECTS | CONTESTS

ISM 100 Talent | design thinking program (2014.02 – 2014.05) – university initiated program designed for students with best academic results. Collaboration with Danske bank on the task: "How could banking sector for private clients be improved?"

Silicon Valley Comes to the Baltics (2014.10 – 2014.11) – volunteering at the biggest conference in CEE region aimed at fostering entrepreneurship: coordinating Latvian students' participation in the conference (communicating with Student Organizations and universities in Latvia)

Participating in different seminars, conferences and contests (LOGIN, Idea, contests Peak Time, Entrepreneurship competition)

SKILLS

Languages

Lithuanian – native

English – fluent. State Exam 98/100, IELTS, studies from the first year are partly (up to 60%) in English

German, Russian – basics

Computer literacy

Confident in working with Microsoft Office (Word, Excel, PowerPoint)

Experienced in working with SPSS statistics, Gretl, Rstudio

RECCOMENDATIONS

G. Aldonytė | Head of ISM Career center tel. +370 xxx xxxxx | email: career@ism.lt



Tips

Many employers say CV should be read in about 20 seconds.

Do not use fancy fonts. Use the same font throughout the resume

Mistakes are inexcusable

Use positive language, action-oriented verbs, be more descriptive and specific with tasks

Headings are flexible

Be selective and explain the significance of each example

Highlight relevant IT skills

Highlight achievements

Use professional email address

WRITTING COVER LETTERS

The cover / motivation letter is a document that is sent and read in conjunction with your CV and both of these documents are of the same importance. Even if it is not required to send cover letter, a professional letter will always be a plus.

Cover letter provides you with a chance to introduce yourself and state your objective, highlight the skills and achievements that addresses the needs and interests of the employer. Be sure that you **tailor your letter for the specific employer** and job you are applying for. You can also demonstrate your knowledge of the organization and show the motivation to work there.

Spend time investigating the company. Information can be found on websites, other internet resources, your personal contacts, general business sector information. Learn enough about the organization so you can articulate in your letter why you are strong fit for their company.

Before writing the letter, **analyse job description** – organization, position and requirements. Job descriptions usually include an introduction of the company, details about positions / job profile and requirements that are important. This information is the base for you before writing letter: what company highlights in short introduction, what job description tells about the position and how I could fit here, how my application could reflect most of requirements.

Analyse your background. Ask yourself what you have done that is similar to the requirements of the position, including your academic performance, projects, volunteer experience, internships, etc.

Collect your ideas. Write them down without selection and don't judge or evaluate them in the beginning. Be original and authentic.

Main parts

Introduction

State why you are writing, the position for which you are applying, who you are and where you found out about the job. Try to engage the reader from the first paragraph.

Body

Highlight your qualifications that are relevant to the position and to the organization. Market yourself and your competences, communicating how your skills and experiences can be valuable to the employer. Emphasize your strengths and achievements with examples but do not repeat all CV information. The body should be specific for the industry, organization and position. Let the employer know why you are interested in working for them by demonstrating you have done your research.

Conclusion

Thank the reader, confirm your interest in the position. Reemphasize why you want to work for the company. Avoid endings that lack confidence, and be sure to sign the letter.



Tips

State where you apply

Include how company will benefit and what you will bring to the company

Keep your language friendly but formal

Limit to one page

Do not copy from others

Spend enough time on your letter

Check spelling and grammar

Professional letter requires dedication. If needed, make several drafts, make changes

Do not use a general cover letter for all cases. Personalized letters give best results.

Name Surname
Tel. number
Email address

Name Surname
Recruitment Manager | Human Resources
Company name

MOTIVATION LETTER

2015.09.15

I am last year student of Double Degree studies at the Bachelor of Economics programme at ISM University of Management and Economics and at the Bachelor of Business Administration programme at BI Norwegian Business School. During last ISM Career Day I had an opportunity to talk with people from your COMPANY and I was fascinated by the global reach and international mindset you can offer. I am interested in participating in your Traineeship Programme in which I am confident I would fit in well.

First of all, I would make a great addition to the COMPANY community due to my professional communication skills and teamwork abilities. I understand the importance of interpersonal relationships in professional settings and always seek to engage with the people I meet in new environments. Owing largely to experience gained at ISM and BI, I have developed my teamwork abilities and can take up any role in a team, although leadership comes the most naturally to me and I usually end up establishing direction, assigning tasks and concluding results during academic group projects.

In addition, COMPANY is set to benefit from my strong work ethics, time management skills and sharp mind. Working as a freelancer without supervision and combining work with studies taught me not just how to multitask, but also how to work smart and complete extreme amounts of work in short periods of time. The limits of my abilities were tested recently when I took on a full-time internship at one of the leading international banks while continuing my studies. Nevertheless, I did not allow my work quality to slip at either company and managed to maintain good academic standings.

Furthermore, I understand that the environment at COMPANY is immensely demanding and feel that I would fit in seamlessly, due to my history of demonstrating top performance. My initiative and problem-solving skills are illustrated by a recent example from an internship, also my broad international academic background.

I greatly appreciate your consideration of my candidature and look forward to further discussing of my qualifications in person. I can be reached by phone or e-mail given above.

Sincerely yours,
Name Surname

You are free to choose the format and the style of the letter.
This is just an example how letters can be structured.
Letter is yours and it has to be your unique story.

WINNING THE INTERVIEWS

If you were invited for the interview, it means you grabbed the attention of a potential employer and presented relevant skills and competences professionally. Good job!



The next stage is to prepare and win the interview. Preparation for the interview is of the same importance as your CV and cover letter. Dedicate sufficient time for this process.

Interviews can vary by sector and organization as well as position which is offered. You can face group interviews, one-to-one interview, also panel interviews. Most typically you will have one-to-one screening interview.

Preparation is the key

Analyse the application form

Think of what you have highlighted in your CV and cover letter, what else could be added, what examples you could provide to prove the experiences. List the skills, competences which you want to emphasize once more.

Researching yourself

Think back on your previous experiences (work, academic, extracurricular) to determine the skills and abilities used in each. Develop a list of your five to seven strongest skills for a particular position.

Practise interviews

Interview questions are impossible to predict, so think about some key areas that most probably will appear during the interview. Review the commonly asked interview questions and prepare answers in advance. The more practice you have answering typical questions, the better you are able to convey your ideas in a clear, concise manner. Typical questions are related to your education, work experience, skills, achievements, future plans, and interests. Think of all these areas.

Get to know the organization

Look at its website, articles, and social media channels. Familiarise yourself with the sector, investigate trends, news of the industry. Talk with personal contacts/ alumni/students who work / have worked in the company about the culture, values of organization.

Prepare questions

Remember that interview is a two-way process, so prepare questions you may wish to ask during the interview. This way you can show your interest, motivation to work for the company, also demonstrate your knowledge of the sector, organization.

Tests and tasks

During the interviews you can have different types of tests and tasks. Some tests are numerical and technical, most common are different kinds of personality tests. You can practise such tests on the Internet (finding free of charge or paid ones). Group exercises, presentations, case studies help companies to evaluate better the candidates, observe you in the context of other potential employers. Use your skills and knowledge.

HOW CAN CAREER CENTER HELP YOU

Contact us for any career-related issue and we will try to help you.



Consultations

- Job search strategies
- Career advices
- Professional CV and motivational letter



Offers

- Jobs
- Internships
- Competitions
- Projects



Educational events

- Seminars, discussions
- Meetings with company representatives
- Mentorship projects



Career Day

- More than 30 companies
- Several hundred students
- Useful contacts
- Chance to get internship/job offer

Companies we cooperate with



Strategy Labs

Transcom



baltnefa



arvi

teo



SEB

Ruptela
Manager Networks



Affecto



AVON
the company for women



HANNER

MAXIMA
| GRUPĖ |

L'ORÉAL

LINDORFF



Rimi

LIETUVOS
DRAUDIMAS

CSSS
SENUKAI

CITCO

civitta
bridging the gaps

Deloitte.

YIT



AIESEC

storebrand



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