



## U-Life Planning

In the course of interview selection process, employers consider soft skills as important as good academic results. There are a set of essential soft skills that students must acquire such as teamwork, oral communication and interpersonal skills, attitude and analytical skills.

**Extra-curricular activities and internship experience** would help you develop and solidify such skill sets through experiential learning. Taking up internship or part-time work can also deepen your understanding of different industries and job functions, in addition to having the opportunity to test out your strengths and career interest.

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## U-Life Planning

An ideal job does not come easy- but achievable if you plan well enough. It's always a good idea to start early, from your first year with the university.

Please choose your Student Type





● U-Life Planning

● Career Planning via Self Exploration

Well Prepare  
100%



## For Undergraduates



University life can be very different from studying at high school. A fruitful university life calls for a high level of self-discipline and initiatives in order to turn the wheel rolling and make things happen.

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● U-Life Planning

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You may need some time to adapt to the new teaching and learning approach; or you are excited by the countless extra-curricular activities that you can take part in. Make sure the time you spend are worthy, and every step you take would contribute to your personal development. Here are some of the key elements that you should consider to add into your u-life mega plan.

Please select your current year of study

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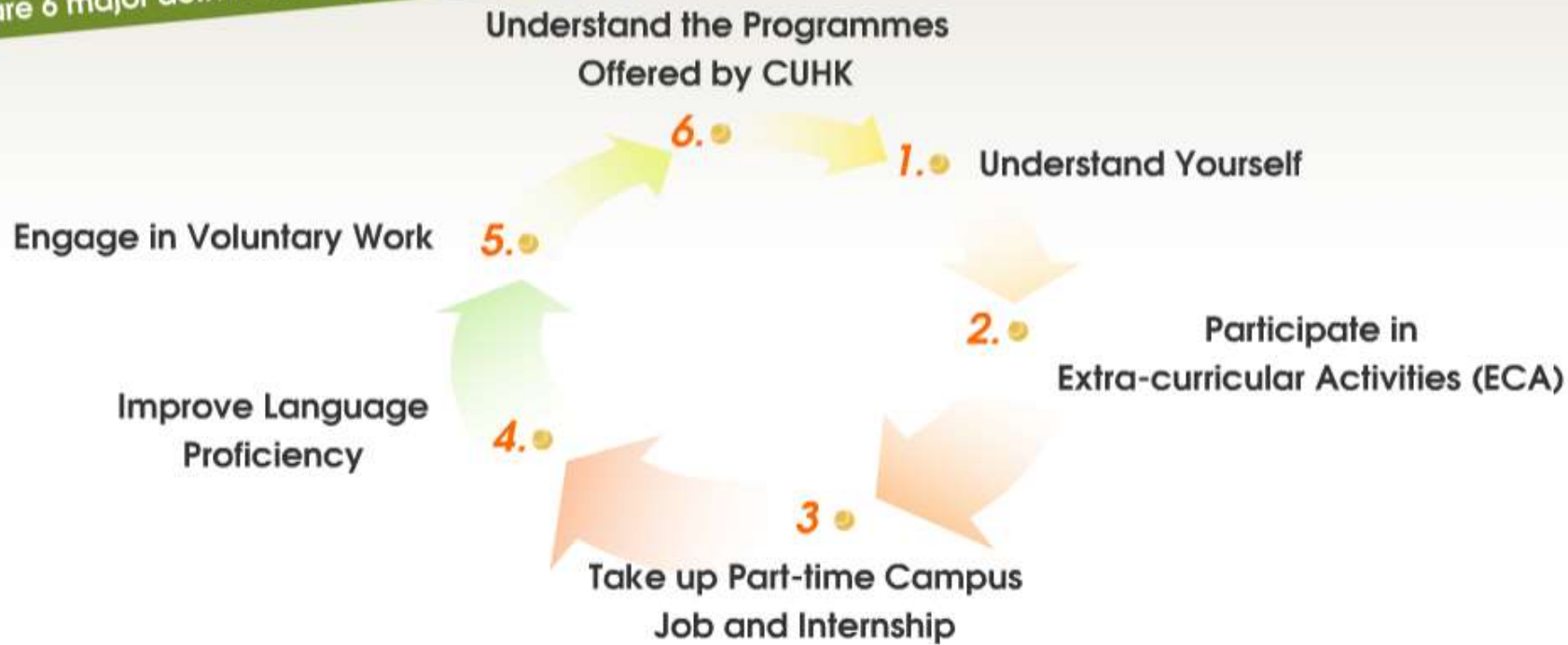
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There are 6 major activities that you have to complete. Please click and read one by one.



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**YEAR 0/ YEAR 1**

For **Undergraduates**



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**BACK**

## Understand Yourself

Try to identify your interest, strength and social behavior, as all these constitute your basic values of the world and probably affect your career interest as time goes by.

If you came to notice that you are weaker in some commonly required attributes, you can draft an action plan to harness the skills in time.

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### Participate in Extra-curricular Activities (ECA)

Employers look for students who are good team players and, at the same time, can demonstrate their problem-solving skills.

Different types of extracurricular activities will train you up with a diverse set of skills.

For example, joining an athletic team will give you a huge sense of sportsmanship; the Toastmasters Club and debate team will enhance your language proficiency and confidence in public speaking; while taking up executive committee roles in student clubs will help you develop your leadership and organization skills.

Spending your time wisely on these leisure activities will bring a life-long reward.

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## Take up Part-time Campus Job and Internship

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Job placement offers a platform for you to assess your career interest and personal strengths. You will have the chance to transfer your textbook knowledge into practice. Also make good observations during your tenure in the organization and learn the operations of various divisions to deepen your knowledge of the industry. With at least 2 summer breaks on hand; take up some work placements - which, in return, will definitely enhance your employability when you graduate.

Don't be afraid to take up ad-hoc assignments as you may discover your unknown edges and further stretch your potential.

In CU Job Link, you will find job opportunities that are open exclusively to CUHK students; while JIJIS is the key online job information platform which offers exclusive access, to students of local universities' students to search for different types of job opportunities.

- ➔ Link to CU Job Link: <https://cpdc.osa.cuhk.edu.hk/student/login>
- ➔ Link to JIJIS: <http://jijis.org.hk>

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## Improve Language Proficiency

High proficiency in languages comes before interpersonal skills and communication skills. Students with good English would definitely stand out during interviews for it is easier for them to present their ideas, which gives them a higher confidence level that employers love to see in a candidate.

Non-local students who want to stay in Hong Kong for employment should also pick up Cantonese and Putonghua; as Cantonese is the common office language in most of the local enterprises, while Putonghua is considered as an essential business language in Asia. Find out how the English Language Teaching Unit (ELTU) and the Chinese Language Centre (CLC) can help.

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## Engage in Voluntary Work

It's not about the tangible rewards you can receive from volunteering; it is the transferrable skill and inspiration to life that it gives.

Besides all the common soft-skill requirements, employers also assess the life attitude and pro-activeness of a candidate. Volunteering demonstrates your time management skills and willingness to sacrifice yourself for a common goal or the well-being of others.

The volunteering experience will be a very impressive accomplishment on your résumé, and strong evidence of your determination, commitment and passion to life.

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## Understand the Programmes Offered by CUHK

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There is a wide spectrum of programmes that are offered at different levels within the university to nurture your personal growth. The colleges offer internship, mentorship and overseas exchange programmes to their students; while the Office of Academic Links (OAL) focuses on the support services provided to students participating in exchange programmes.

The general education and elective courses offered by the General Education Programme put an emphasis on broadening students' intellectual perspective and developing critical thinking ability.

To start your career preparation early, visit the career centre's event page and join our career programmes!

- Link to OAL: <https://www.oal.cuhk.edu.hk>
- Link to Office of University General Education: <http://www.cuhk.edu.hk/oge/>
- Link to CPDC: <http://cpdc.osa.cuhk.edu.hk>



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## Participate in Experiential Learning Programmes

Coming into the 2nd or 3rd year of your university life, you should have grown up to be clearer and more assertive on your ability, belief and interest.

Building on your knowledge foundation, a lot of mentorship, overseas exchange and career building programmes are open to students to help accelerate your learning progress.

Mentorship programme, in particular, offers a channel for students to broaden their perspectives in their regular outings, where mentors and fellow mentees share their experiences and advice.

🔗 Link to CUHK Mentorship Programme: <http://cpdc.osa.cuhk.edu.hk/student/programmes-workshops/CUMP>

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## Take up Internships

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Most of the structured summer internship programmes offered by large corporations look for students who will graduate in the following year as their summer interns.

Companies consider such 8 to 10 weeks' programme as a probation period for the intern to prove their competence to work in and with the team, so that at the end of the internship period, upon satisfactory performance, the interns may receive a full-time graduate offer for returning to the company as a full-time employee upon graduation.

Some of the summer internship application deadlines fall as early as in October, so be sure you have a set of decent covering letter and résumé ready at the beginning of the semester.

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### Attend Workshops and Recruitment Talks

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Start reshuffling your schedule and spare time for attending career workshops and recruitment talks.

Despite most of the campus recruitment talks focus on graduate job opportunities, you will be able to get an insight into the industry dynamics and understand the employer's expectations on the graduates of different job functions.

Once you have confined your career options, you may stay focus and work towards the required skills and academic qualification in the coming year(s).

A series of career seminars, personal development workshops, alumni sharing sessions and mock interview workshops also provide guidance to help you throughout the different job hunting stages.

To start with, it is a good idea to join the career centre's orientation seminar in September which will give you a snapshot of the activities and the employment market trend.

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### Keep Abreast of Market Happenings

**BACK**

Information flow comes handy these days, but it also takes a long while to build up the knowledge and your own perspective in current news and public issues.

Start reading international and local newspapers, journals and magazines; pay special attention to topics that are related to your academic background as well as to those industries that you have an interest in.

Joining professional institutions as a student member will allow you to receive up-to-date market information of respective industries.

In addition, you can collect feedbacks and insights by attending the social gatherings, while expanding your personal network.

The industry seminars will help you learn more about the possible career paths and professional qualifications which you are eligible to enroll in.

🔗 Link to Professional Institutions in Hong Kong: <https://cpdc.osa.cuhk.edu.hk/page/detail/977>

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## YEAR 2 & ONWARDS

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### Join Competitions

Leadership ability may not be easily identifiable from previous internship experiences or in context of daily school life.

One of the many good ways to help you harness leadership skills is by taking on committee and project leader roles in your extra-curricular activities.

There are a number of business competitions throughout the academic year, from conducting ground research, analyzing data to delivering the final public presentation - you may discover your new interest in the process which will shape your career direction.

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## YEAR 2 & ONWARDS

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### Review Progress and Keep Résumé Intact

BACK

Keep a tidy record of your achievements and work experience, and then try to envisage the path that it will lead you. Self-reflection is very useful when you ask yourself honestly some critical questions such as:

- “This industry sounds exciting and glamorous, but do I have the skill sets to harness the job?”
- “Most of my classmates are moving into the same direction and to similar job functions, these jobs seem to be a no-doubt option, do I enjoy the work style as much as they do?”
- “In what circumstances I can perform the best out of myself? What kind of topics will make me feel energetic to work on?”

Constantly review your career preparation progress, take the time to evaluate yourself against the prospective jobs and identify the possible shortfalls that you should work on.

Check carefully if you have already applied for all the testimonials and transcripts of relevant qualifications that you have attained. Also start to invite professors and supervisors to be your referees.

Schedule a meeting with the career advisor at the career centre to discuss further on your preparation progress.

Link to Schedule a Counselling Appointment: [https://cpdc.osa.cuhk.edu.hk/file/upload/302/career\\_counselling.doc](https://cpdc.osa.cuhk.edu.hk/file/upload/302/career_counselling.doc)

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## Get Good Grades

Most of the highly sought after graduate openings require their candidates to have good academic performance. So make sure you work hard in the final year to maintain or catch up with the GPA requirement of a job.

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Well Prepare

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## Attend Recruitment Talks and Careers Workshops

Keep track of the recruitment presentation dates and make sure you follow the application deadlines tightly. Take the last chance to participate in workshops to give a final boost to your preparation regimen, such as mock interview and personal grooming workshops, seminars on assessment centre and résumé writing.

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## Get Professional Qualifications

Check once again the professional qualifications that are required by your target job functions and take the examination as early as you can, such as CFA, IIQAS, to make sure you are not left behind.

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## Expand Your Network

Actively attend the social gatherings and events organized by recruiters and other professional institutions. Find the right person to talk to, who may offer the market information and feedbacks that you need.

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## Finalize Résumé and Other Documents

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Get ready for the first wave of application deadlines in early October.

- You should study through your résumé carefully once again to make sure all the necessary information are in there, including your education, work experience, extra-curricular activities, skill set and references.
- You may visit the Covering Letter module and the Résumé module to learn more about how to write a proper set of job application.
- Prepare two job application folders, one in your computer and one physical folder for the interview day.
- Save a copy of each set of job application form, covering letter and résumé in your computer.
- Organize the folders systematically so that you can easily track your application history and retrieve the tailor-made covering letter and relevant documents before the interview.
- Also make sure you have all the testimonials and transcripts ready and keep them well in a folder for the interview day.

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For **Undergraduates**



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## Prepare for Interview

A successful interview asks for thorough research on basically four aspects: the job, the company, the industry and self-reflection.

A 360-degree study will help you make an apt analysis on the job and more precisely, how you can be an asset to the team and make contributions on the first day you get on board.

Work on the outside as well and prepare an interview suit that fit your physique and trim your hair.

Visit the Interview Preparation Module to learn more about the typical interview questions and interview dos and don'ts.

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## Introduction

For **Taught Postgraduates**



Ready to go

100%

### Time is Precious

Hong Kong is a vibrant financial centre where it attracts worldwide talents to invest their education and career in this city.

Upon arrival, the foremost task for a non-local student is to boost up your adaptability and integrate yourself with the fast pace environment and cultural differences.

Secondly, make good use of your stay in the university and equip all the necessary skill sets and other desired attributes that employers look for. For those who wish to launch their career in Hong Kong, it is very important to understand the Hong Kong employment market as well as the graduate recruitment cycle.

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Research your Interest and Career

Enhance Language Skills

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## Introduction

For **Taught Postgraduates**



Ready to go

100%

### Time is Precious

The career preparation journey for students studying for a one-year postgraduate programme can be intensive.

The various steps in the career planning cycle, such as researching career, taking part in extra-curricular activities to job searching, may take place simultaneously. If you are well-prepared, it is an exciting self-exploration assignment which would play a key part in your personal development.

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## Understand the Recruitment Cycle

For **Taught Postgraduates**



Ready to go

100%

Campus recruitment season starts in early September and runs till April next year normally. A lot of multi-national companies come to the university to conduct recruitment presentations.

Most of the renowned multi-national corporations and local conglomerates start their annual fresh graduate recruitment exercises in September or October.

You should keep yourself updated of the latest recruitment news and events organized by the career centre; also visit the Joint Institution Job Information System (JIJIS) and CU Job Link frequently to check for new job postings and application deadlines.

- Link to CU Job Link: <https://cpdc.osa.cuhk.edu.hk/student/login>
- Link to JIJS: <http://jijs.org.hk>
- Link to CPDC: <https://cpdc.osa.cuhk.edu.hk>

**Recruitment Talks Calendar**

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## Join Career Education Programme

For **Taught Postgraduates**



Ready to go

100%

To get ready for the peak recruitment season, you should learn to prepare a decent covering letter and résumé as early as in September.

Make sure you are well aware of the activities organized by the career centre by checking the career centre's website and your university email account.

The career centre offers one-stop career education services; its orientation activities at the beginning of an academic year will help you familiarize with the campus recruitment cycle and understand the career services for you; the career seminars also provide pertinent information on career prospects of different industries to assist you in career research project.

Every year, there are over 100 workshops on topics such as mock interview workshops, personal grooming classes and alumni sharing sessions, organized by the Career Centre. Do keep an eye on its latest news



» Research your Interest and Career

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## Research your Interest and Career

For **Taught Postgraduates**



Ready to go

100%

Your academic training and previous experiences gained in your undergraduate school life may give you an idea of your career choice.

Continue to explore your strengths throughout your postgraduate studies; research on the career options available by attending career events.

Stay tuned to various job information channels to keep abreast of the job market movements.

**Start mapping out your steps and try out the career handbook now.**



» Enhance Language Skills

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For **Taught Postgraduates**



Ready to go

100%



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## Enhance Language Skills

Good English, both written and verbal, skill is always important in Hong Kong business world. There are a lot of resources in the university to help you improve language skills at different aspects. The English Language Teaching Unit (ELTU) and the Independent Learning Centre (ILC) offer courses that target to help students enhance their English reading, listening, oral and writing abilities.

While picking up Cantonese and Putonghua can help you integrate in the society and enhance your employability, the Chinese Language Centre (CLC) provides semestrial and summer certificate and diploma programmes in Cantonese and Putonghua; while the career centre also collaborates with other unit(s) to organize Cantonese and Putonghua classes.



- Link to CLC: <http://www.cuhk.edu.hk/clc>
- Link to ELTU: <http://www.cuhk.edu.hk/eltu/>
- Link to ILC: <http://www5.cuhk.edu.hk/ilc>
- Link to WRS: <https://webapp.itsc.cuhk.edu.hk/ras/restricted/eventlist?id=51>

➤ Prepare a Set of Proper Covering Letter and Résumé is Crucial

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## Prepare a Set of Proper Covering Letter and Résumé

For **Taught Postgraduates**



Ready to go

100%



Covering letter and résumé at the core is a marketing communication tool. It is the first medium that the employers get to know about you, so be sure to state clearly your experience and credentials on the résumé.

Visit the Covering Letter Module and the Résumé Module to learn about the dos & don'ts and the presentation methods for résumé used in different industries.

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**YEAR 1 & ONWARDS**

**GRADUATING YEAR**

Well Prepare

100%



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**YEAR 1 & ONWARDS**

Well Prepare  
100%

There are 8 major activities that you have to complete. Please click and read one by one.



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## YEAR 1 & ONWARDS

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## YEAR 1 & ONWARDS

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**BACK**

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**YEAR 1 & ONWARDS**

For **Research Postgraduates** 

Well Prepare  
**100%**



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In addition, you can collect feedbacks and insights by attending the social gatherings, while expanding your personal network.

The industry seminars will help you learn more about the possible career paths and professional qualifications which you are eligible to enroll in.

Link to Professional Institutions in Hong Kong: <https://cpdc.osa.cuhk.edu.hk/page/detail/977>

Start

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● U-Life Planning

● Career Planning via Self Exploration

Year 1 & Onwards

Graduating Year

**YEAR 1 & ONWARDS**

For **Research Postgraduates**



Well Prepare

100%



There are 8 major activities that you have to complete. Please click and read one by one.

## Keep Abreast of Market Happenings

➔ **BACK**

Information flow comes handy these days, but it also takes a long while to build up the knowledge and your own perspective in current news and public issues.

Start reading international and local newspapers, journals and magazines; pay special attention to topics that are related to your academic background as well as to those industries that you have an interest in.

Joining professional institutions as a student member will allow you to receive up-to-date market information of respective industries.

In addition, you can collect feedbacks and insights by attending the social gatherings, while expanding your personal network.

The industry seminars will help you learn more about the possible career paths and professional qualifications which you are eligible to enroll in.

📍 Link to Professional Institutions in Hong Kong: <https://cpdc.osa.cuhk.edu.hk/page/detail/977>

**Exit**



**YEAR 1 & ONWARDS**

For **Research Postgraduates**



Well Prepare

100%



Start



Exit

There are 8 major activities that you have to complete. Please click and read one by one.

[BACK](#)

## Join Competitions

Leadership ability may not be easily identifiable from previous internship experiences or in context of daily school life.

One of the many good ways to help you harness leadership skills is by taking on committee and project leader roles in your extra-curricular activities.

There are a number of business competitions throughout the academic year, from conducting ground research, analyzing data to delivering the final public presentation - you may discover your new interest in the process which will shape your career direction.



## YEAR 1 & ONWARDS

Well Prepare

100%



Start

There are 8 major activities that you have to complete. Please click and read one by one.

### Review Progress and Keep Résumé Intact

▶ BACK

Keep a tidy record of your achievements and work experience, and then try to envisage the path that it will lead you. Self-reflection is very useful when you ask yourself honestly some critical questions such as:

- “This industry sounds exciting and glamorous, but do I have the skill sets to harness the job?”
- “Most of my classmates are moving into the same direction and to similar job functions, these jobs seem to be a no-doubt option, do I enjoy the work style as much as they do?”
- “In what circumstances I can perform the best out of myself? What kind of topics will make me feel energetic to work on?”

Constantly review your career preparation progress, take the time to evaluate yourself against the prospective jobs and identify the possible shortfalls that you should work on.

Check carefully if you have already applied for all the testimonials and transcripts of relevant qualifications that you have attained. Also start to invite professors and supervisors to be your referees.

Schedule a meeting with the career advisor at the career centre to discuss further on your preparation progress.

🔗 **Link to Schedule a Counselling Appointment:** [https://cpdc.osa.cuhk.edu.hk/file/upload/302/career\\_counselling.doc](https://cpdc.osa.cuhk.edu.hk/file/upload/302/career_counselling.doc)

Exit



For **Research Postgraduates**



Well Prepare

100%

**GRADUATING YEAR**

There are 5 major activities that you have to complete. Please click and read one by one.



» Next: Career Planning via Self Exploration

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**GRADUATING YEAR**

There are 5 major activities that you have to complete. Please click and read one by one.

For **Research Postgraduates**



Well Prepare

100%



Start

## Attend Recruitment Talks and Careers Workshops

Keep track of the recruitment presentation dates and make sure you follow the application deadlines tightly. Take the last chance to participate in workshops to give a final boost to your preparation regimen, such as mock interview and personal grooming workshops, seminars on assessment centre and résumé writing.

[➤ Recruitment Talks Calendar](#)

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**GRADUATING YEAR**

There are 5 major activities that you have to complete. Please click and read one by one.

For **Research Postgraduates**



Well Prepare

100%



Start

➔ **BACK**

## Get Professional Qualifications

Check once again the professional qualifications that are required by your target job functions and take the examination as early as you can, such as CFA, IIQAS, to make sure you are not left behind.

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**Map**



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**GRADUATING YEAR**

There are 5 major activities that you have to complete. Please click and read one by one.

For **Research Postgraduates**



Well Prepare

100%



Start

➔ BACK

## Expand Your Network

Actively attend the social gatherings and events organized by recruiters and other professional institutions. Find the right person to talk to, who may offer the market information and feedbacks that you need.

Exit

**GRADUATING YEAR**

There are 5 major activities that you have to complete. Please click and read one by one.

For **Research Postgraduates**

Well Prepare

100%

## Finalize Résumé and Other Documents

[BACK](#)

Get ready for the first wave of application deadlines in early October.

- You should study through your résumé carefully once again to make sure all the necessary information are in there, including your education, work experience, extra-curricular activities, skill set and references.
- You may visit the Covering Letter module and the Résumé module to learn more about how to write a proper set of job application.
- Prepare two job application folders, one in your computer and one physical folder for the interview day.
- Save a copy of each set of job application form, covering letter and résumé in your computer.
- Organize the folders systematically so that you can easily track your application history and retrieve the tailor-made covering letter and relevant documents before the interview.
- Also make sure you have all the testimonials and transcripts ready and keep them well in a folder for the interview day.

Start



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For **Research Postgraduates**



Well Prepare

100%

**GRADUATING YEAR**

There are 5 major activities that you have to complete. Please click and read one by one.

**BACK**

## Prepare for Interview

A successful interview asks for thorough research on basically four aspects: the job, the company, the industry and self-reflection.

A 360-degree study will help you make an apt analysis on the job and more precisely, how you can be an asset to the team and make contributions on the first day you get on board.

Work on the outside as well and prepare an interview suit that fit your physique and trim your hair.

Visit the Interview Preparation Module to learn more about the typical interview questions and interview dos and don'ts.



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## Self Understanding

“You must truly understand yourself in order to **make the right choice**”.

It is common to feel frustrated when there seems to be a lot of career options laid in front of your doorstep, and yet not knowing which would be the one that brings out the potential in you.



A very practical method is to

- sit down and
- list out your credentials and interest on a paper and
- do a self-reflection exercise.



Ask yourself genuinely **who you really are as a person and the core value of yourself.**

Download a copy of

the **Career Planning Handbook** and let us complete it together.



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## Self Understanding

Name : Karen Lam

Education

Work Experience

Extra Curricular Activities

Qualifications

Other Skills/  
Professional Affiliation

### Education

- Bachelor of Arts in Translation  
Graduate class of 2012  
Current GPA 3.42  
The Chinese University of Hong Kong



» Let's Go Through the Self Reflection Exercise

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## Self Understanding

Name : Karen Lam

Education

Work Experience

Extra Curricular Activities

Qualifications

Other Skills/  
Professional Affiliation

### Work Experience

- Hairspray Company Limited  
-Marketing Intern in Hair Product Team
- Shanghai Bank  
-Part-time Intern, General Banking Services, Personal Financial Services Team
- TOP ONE Property Development Limited  
-Freelance Translator
- Private Tutor



» Let's Go Through the Self Reflection Exercise

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## Self Understanding

Name : Karen Lam

Education

Work Experience

Extra Curricular Activities

Qualifications

Other Skills/  
Professional Affiliation

### Extra Curricular Activities

- Member and Vice President, Toastmaster Club
- Team Member, ABC Electronics Market Research Competition (awarded second runner-up)
- Volunteer, The World Wide Humanity Organization



» Let's Go Through the Self Reflection Exercise



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## Self Understanding

Name : Karen Lam

- Education
- Work Experience
- Extra Curricular Activities
- Qualifications**
- Other Skills/ Professional Affiliation

### Qualifications

- Level 1 attained, Japanese Language Proficiency Test



» Let's Go Through the Self Reflection Exercise

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## Self Understanding

Name : Karen Lam

Education

Work Experience

Extra Curricular Activities

Qualifications

Other Skills/  
Professional Affiliation

### Other Skills/ Professional Affiliation

- Associate Member, HK Public Relations Professionals' Association
- Student Member, Hong Kong Translation Society



» Let's Go Through the Self Reflection Exercise



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## Self Reflection Exercise

The kind of internships, extra-curricular activities that you participate in and the degree that you are pursuing **do not necessarily reflect your personal attributes and personal value.**

After listing out your credentials, you should ask yourself what

- abilities you have,
- your leisure interest is;
- your value on life is; and
- Type of living style that you want to pursue.

**START: Self Reflection Exercise**

Credentials:

Interest:



Exit





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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



Abilities



Interests



Values



Preferred  
Life Style



Personalities



Others

» Job Research Project

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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



## Abilities

- Do you have any achievement in school?
- How do others see you?



➤ See how Karen answers the questions

➤ Job Research Project

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## Self Reflection Exercise



### Abilities

#### Self reflection

Have a passion in words, very precise in word use

Love writing articles

Strong in multi-tasking

Good verbal language skills

Strong critical thinking skill

Very bad at mathematics



#### Any evidences/ examples to support?



Love to read between lines to understand hidden meaning of words or hidden philosophy of books.



Obtained A grade in courses such as Critical Thinking and Logic/ Translation Theory and Analysis/ English-Mandarin Simultaneous Interpretations

➡ See more questions to ask yourself

➡ Job Research Project

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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



## Interests

- How do you use your leisure time?
- How do others see you?



➤ See how Karen answers the questions

➤ Job Research Project

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## Self Reflection Exercise



### Interests Self reflection

Enjoy reading lifestyle magazines and advertisements



Read Wikipedia to learn about the world

Fond of reading fictions

### Any evidences/ examples to support?



Wrote a 3000-word essay titled "The Positioning of Mass Media and its Readership Segment" in a marketing course



Able to finish a fiction every 2 months

➤ See more questions to ask yourself

➤ Job Research Project

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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



## Values

- Are there any values or beliefs inherited from the family or from past experiences?



See how Karen answers the questions

Job Research Project

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## Self Reflection Exercise



### Values

#### Self reflection

A family-orientated person believes in work-life balance

Time-conscious



Very environmental friendly

One should strive for the best and fully utilize her inner strength

#### Any evidences/ examples to support?

	Private Tutor
4. Extra Curricular Activities	→ Member and Vice President, Toastmaster Club
	→ Team Member, ABC Electronics Market Research Competition (awarded second runner-up)
	→ Volunteer, The World Wide Humanity Organization
Qualifications	- Level 1 attained, Japanese Language Proficiency Test → Associate Member, HK Public Relations

- Took up part-time intern, freelance translation job and private tutoring at the same time for 1 year
- Vice President of Environmental Club in high school

➤ See more questions to ask yourself

➤ Job Research Project

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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



#### Preferred Life Style

- How do you perceive the role of "career" in your life?
- Do you have a mega life plan such as further study and starting a family?



➤ See how Karen answers the questions

➤ Job Research Project

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## Self Reflection Exercise



### Preferred Life Style

#### Self reflection

My career should bear a meaning which contributes to the betterment of people's life or improve the world

Love to work in an energetic atmosphere



Pursue a higher degree in communication or marketing within 3 years after my graduation

#### Any evidences/ examples to support?

4. Extra Curricular Activities	<ul style="list-style-type: none"> <li>→ Member and Vice President, Toastmaster Club</li> <li>→ Team Member, ABC Electronics Market Research Competition (awarded second runner-up)</li> <li>→ Volunteer, The World Wide Humanity Organization</li> </ul>
5. Qualifications	- Level 1 attained, Japanese Language Proficiency Test
6. Other Skills/ Professional	<ul style="list-style-type: none"> <li>→ Associate Member, HK Public Relations Professionals' Association</li> <li>→ Student Member, Hong Kong Translation Society</li> </ul>

- Feeling frustrated when there is a passive team member who is reluctant to follow through their assigned work
- Have been volunteering with an NGO for 5 years to raise people's awareness in improving poverty in the 3rd world

➤ See more questions to ask yourself

➤ Job Research Project

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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



## Personalities

- Use personality tests as a tool, what it says about you?
- How do others see you?

➤ See how Karen answers the questions

➤ Job Research Project

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## Self Reflection Exercise



### Personalities

Self reflection

Constantly looking for changes

Ambitious

Determined



Hard-working

Slightly pessimistic

Impatient

Creative

Any evidences/ examples to support?

- Perform better when there is a high workload
- Constantly looking for ways to improve myself and push my limit by taking up new tasks assigned to me
- Worry a lot about outcomes of exams and projects
- Always get upset when results do not meet my own expectations

» See more questions to ask yourself

» Job Research Project

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## Self Reflection Exercise

Here are the questions that you have to ask yourself when doing self reflection exercise. Please click the buttons to see what you have to think about.



### Questions to Ask Yourself



## Others

- Do you have any other weaknesses?



➤ See how Karen answers the questions

➤ Job Research Project

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## Self Reflection Exercise



### Others Self reflection

Scared of detail-minded administrative work



Do not like monotonous tasks

Any evidences/ examples to support?

- Highly prone to error when handling detail-orientated tasks

➤ See more questions to ask yourself

➤ Job Research Project

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## Job Research Project

Research is the utmost factor to help land you a job that you desire; and it comes into **2 parts**:

- **understanding the job and**
- **understanding your career aspiration.**

An alluring company name or job title may not always go with your career aspirations. You should be careful in analyzing a job by looking into the candidate requirements, the industry trends and the career prospect it leads to; and most importantly whether the job fits your personality and career belief.

» Next



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## Job Research Project



You can start your research regimen by **studying a job advertisement** that interests you, then gradually **expand your research scope to across various industries.**

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## Job Research Project

In the job searching process, when you are browsing through a job listing website or a newspaper, try to pick out some job advertisements of which job nature sounds interesting to you, then analyze the jobs by listing out the candidate requirements and job duties.

This process will help you **evaluate your suitability and interest against the jobs**. Let's analyze if the following jobs match Karen's qualifications and personality.



**START: the Research and Analysis!**

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Many job postings can be found in classified post. Karen is interested in these 3 positions. Please click on the ad and read carefully on the job duties and the requirements to see if Karen's qualities match with the position.





Please click the highlighted duties and see if Karen matches with them.

BACK

Karen's interest in dealing with media can be justified by her essay regarding mass media positioning and readership segments.

Karen is very weak in doing detail-minded administrative work. She must find a method to overcome the weakness.

A degree in Translation may not be a perfect match, however Karen has internship experiences and also studied several courses from the journalism school, from which employers may see her competitiveness.

## SYNERGY PUBLIC RELATIONS COMPANY

We are a professional public relations company established in 1998. To cope with the upcoming aggressive expansion plan, we are looking for dynamic and high caliber individuals to join our Company.

### Public Relations Account Executive

#### Job Duties:

- Manages and develops media lists, editorial calendars, press clipping reports, briefing materials, creative mailings, etc
- Assists in new business initiatives
- Planning events
- Stays abreast of and create reports on industry news trends
- Researches industry or program-relevant topics; summarize research findings into conclusions and ramifications
- Provides administrative support to account teams
- Volunteer to assist other staff with urgent client needs
- Participates in brainstorm or e-brainstorm sessions with agency and team staff

#### Requirements:

- Degree in Public Relations, Communications, Journalism or closely related field
- Related internship experience required
- Ability to multi task with great attention to detail- proofreading, grammar, concise client memos and reports
- Ability to work well in a team environment
- Strong written and oral communications skills.

Interested parties please send your resume, current and expected salary to [hr@synergypr.com](mailto:hr@synergypr.com).

Karen enjoys working in an energetic atmosphere and has a high team spirit. This job requirement may come to her advantage.

Karen has previous experience as a marketing intern, but not exactly in a public relations area. However she might cite similarities of two roles.



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Please click the highlighted duties and see if Karen matches with them.

BACK

## Personnel Consultant

A leading property development company is looking for suitable candidates:

### Property Developer Management Trainee Programme

Job Duties:

- Understanding leasing and marketing strategies of various major malls
- Conducting market research and various analysis
- Understanding and brainstorm promotion strategy of shopping malls
- Coordinating management and lease administration issues

Requirements:

- A recognized university degree in any discipline
- An excellent command of written and spoken Chinese and English
- Have not worked in a full-time capacity for more than three years
- Willing to relocate to Mainland China or other countries for long or short-term assignments
- Be observant and creative

Our client offers attractive remuneration package to the right candidate. Please send your resume with expected salary to Personnel Consultants Limited via [cv@personnelrecruit.com.hk](mailto:cv@personnelrecruit.com.hk)

Karen may be a very creative person and able to brainstorm new promotion strategies, however coordinating leasing issues requires high level of meticulousness which she could be highly prone to mistakes.

Karen is a family-oriented person, physical relocation could be a concern to Karen.





Please click the highlighted duties and see if Karen matches with them.

BACK

Being an ambitious person, Karen may not be able to see herself gaining major insights within a specific function within 2 years. Rotation to the finance department is a strong concern to Karen as she is very bad at mathematics.

We are a leading company in fast moving consumer goods industry. We are now looking for a potential candidate to join our company.

### Retail Trainee

Job Duties:

- Frequent business travel required
- Two-year rotation programme within finance, retail operations, business development and logistics departments
- Opportunity to manage billion-dollar brands and take up challenges on both local and Asia markets

Requirements:

- Art or Social Science Degree
- Entrepreneurial thinking and a strong team player
- Passion in retail industry and willing to work long hours
- A patient person with strong customer services and communication skills
- Infinite curiosity and eagerness to create new ideas
- Very strong problem solving skills

Interested candidates, please send detailed resume and salary expectation to [admin.hongkong@megaworks-now.com](mailto:admin.hongkong@megaworks-now.com)

Karen sees herself as a creative person who can be good at execution, but has yet to discover her entrepreneurial mindset or the business management skills as required.

Although strong in multi-tasking and working under pressure, Karen must develop to be a patient person since a lot of employers consider patience as an important trait especially when the employee is stationed at frontline divisions.



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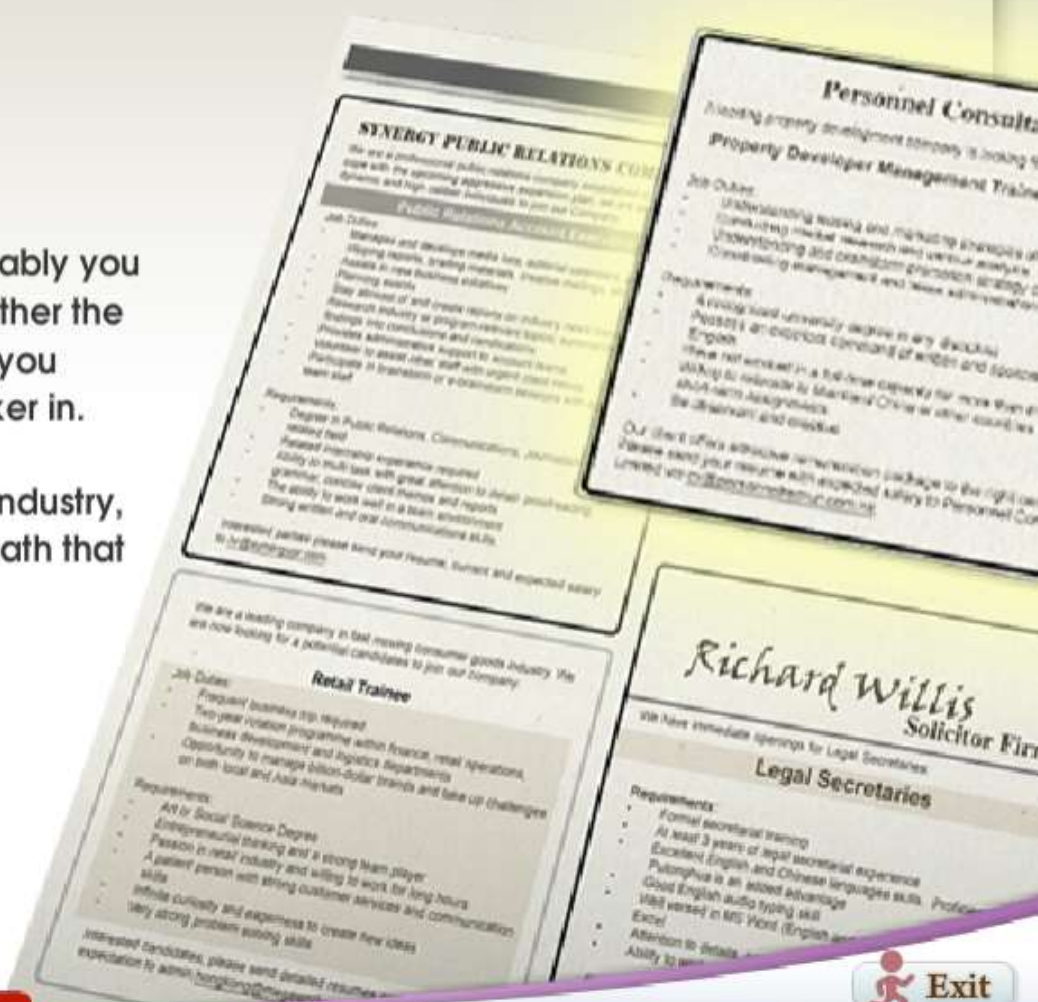
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## Critical Factors which Affect Career Choice

When you have carefully considered each job opportunity, probably you will have an initial idea on your suitability of the job, such as whether the job can develop your strength, cultivate your market insights, or you would be able to perform some required tasks that you are weaker in.

If you have identified your interest in a particular job function or industry, try to investigate the industry prospect and map out the career path that it brings.

➤ Some questions to ask yourself





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## Critical Factors which Affect Career Choice

### Some questions to ask yourself

You can investigate the industry prospect and map out the career path that brings from these **4 aspects**.

Please click on each aspect to see what you have to think about.

Industry Characteristics

Ability and Qualifications

Prospect

Personal Interest, Value and Recognitions



Map





## Critical Factors which Affect Career Choice

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### Industry Characteristics

- Who are the key company players in the industry? You will learn more about the vision of the company and the job duties at different executive levels by studying their company websites, especially the careers page of the company websites.
- What kind of attributes is the industry or the job looking for in a candidate? Does the job require the candidate to be creative with high flexibility, or do they prefer people who can work according to protocol with strict guidelines?
- Have I envisaged some of the industry phenomena which are commonly acknowledged, such as working hours, frequency of business trips, pay scale and pace of career advancement?



Exit



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## Critical Factors which Affect Career Choice

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### Ability and Qualifications

- What are the career opportunities offered to fresh graduates? Am I qualified?
- If there are any discrepancies between the requirements and my credentials or personalities, can I overcome them and how should I address the concerns of the employers?
- What are the professional qualifications that I should attain in order to enhance my competitiveness in the job market?
- To demonstrate my determination in developing a long term career in the industry, are there any examinations that I can take or any professional associations that I am eligible to join at this moment?

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[Exit](#)





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Self Reflection Exercise

Stage 3

Job Research Project

Stage 4

Critical Factors which Affect Career Choice

Stage 5

Goal Setting and Career Development Plan

## Critical Factors which Affect Career Choice

BACK

### Prospect

- Some questions for you to think about:
- Is it a blooming or sunset industry? Or is the job function becoming more recognized in the market? You can investigate the industry prospect and map out the career path that brings from these 4 aspects.
  - What does the career path look like in a 3-year term and a 5-year term?
  - Would the job open up more career options to me after spending a couple of years there? If yes, what are they?

Industry Characteristics

Ability and Qualifications

Prospect

Personal Interest Value and Recognitions

Map

Exit



U-Life Planning

Career Planning via Self Exploration

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## Critical Factors which Affect Career Choice

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### Personal Interest, Value and Recognitions

- After studying the industry nature thoroughly, do I agree with the core value of the industry and the businesses that they do? For example, some industries may promote consumerism; does it go against my green-living belief?
- One will tend to be more enduring to challenges when they can identify their value and beliefs in their job, do I have a genuine interest in the job or in the industry?
- Is the amount of monetary rewards a key concern for me and my family? Or do I regard some intangible rewards such as job satisfaction, work culture and career advancement opportunities as more valuable?

Goal Setting and Career Development Plan





● U-Life Planning

● Career Planning via Self Exploration

Stage 1

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Stage 2

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Critical Factors which Affect Career Choice

Stage 5

Goal Setting and Career Development Plan

## Goal Setting and Career Development Plan



Once you have determined what career path you want to follow, it is important to set an action list and a timeline for carrying out your career preparation regimen.

Take your first step by **attending some workshops** organized by the career centre and **develop your own career planning blueprint**.

Link to CPDC: <http://cpdc.osa.cuhk.edu.hk/>

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Map



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