

One Man Show

Brand yourself or break yourself

The Big Boss

You're your own CEO, calling the shots and setting targets. First, realise what you can achieve, aim slightly higher, and work towards it. The CEO drives the employees to reach goals, and work hard at even the smallest of things. You alone can keep yourself in check, and if you listen to the CEO in your head, you bring together all your faculties and strive for a better performance.

Social Media Manager

In an actual office, the social media manager has the best job in the world: sit on Facebook, Twitter or Youtube, liking cat pictures and watching people bicker on fanpages(seemingly!). While liking cat pictures are cool, efficient social media managers know how to balance strategic posts with useless time wasting on the internet. Since you'll be running the social media front yourself, you need a plan and a careful execution of how you want to come across to potential employers. This means if you have your current workplace on Facebook set as "Bombs away specialist @Al Qaeda", there's a slight chance the recruitment officer might not take it as a joke. It's no secret that nowadays they put a lot of weight on the person you appear to be online. Keep it clean and highlight your achievements.



Publicist

Bangladesh is a country that runs on connections and links. Even down to a personal level, having connections gets you to places, or out of trouble. In the corporate world, a possible employer will choose someone he or she can personally vouch for, or someone who is vouched for by another trustworthy person. It's unfair and some might even say it's ethically wrong. But put yourself in the shoes of a recruitment officer and you will realise that you wouldn't do it any differently. So if you have connections, you should definitely use them, as would a professional publicist if you had enough money to hire one.

Sales and Marketing

Sell yourself. Sell your soul and get that job, and do it with a well-coordinated pitch that lets your potential customers (or employers) know exactly what they are in for if they take your product. Don't oversell yourself though, because if you can't deliver on performance, the money back guarantee you come with won't hold any value and you will be back to square one. Devising a marketing strategy for yourself won't be difficult, since you know yourself (i.e. the product you're trying to sell) the best, so nothing is lost in translation.

SHAER REAZ

First impression on paper

The "objectives" statement at the beginning of your CV can make or break your deal

The job market is a claustrophobic scene with people scrambling their way into places, where hundreds fight over one position. Job seekers can range from hundreds to thousands depending on the economy, and most may have the same credentials, or job experience. Hence comes the irrefutable importance of Good Curriculum Vitae or CVs. A very important and defining part of a CV is the 'objectives' section. Despite being considered less important compared to skills and credentials, the objectives section is still crucial. They tell an employer what the candidate wants from the company. They can in fact, serve as means to look into the candidate in many ways.

The objectives reflect aspirations. In the olden days of resume writing, objectives would have looked more like wish lists. ("Work for a reputed company, with good pay, good working conditions, and whatnot"). As the times have changed so has the objectives section.

"If people were judged by what they want to do rather than what they have already done or are capable of doing, I would be the first one to enter heaven," jokes Injamam Alam Niloy, an undergraduate student from The Institution of Business Administration, Dhaka University.

Objectives have, in fact, evolved from the medieval wish lists to brand statements. These days the objectives are less reflective of what a candidate desires and accentuate the value they can provide his potential employer.

Although, the tailoring of objectives may not always work. A lot of people resort to cheesy and rather stereotypically 'ambitious' dialogue when writing objectives. An HR director may find hundreds of CVs where the ambiguous and enigmatic objective about desires to "meet challenges, and thus find fulfilling work experience and rise in the field". I have seen plenty of that myself and objectives like that make me want to chuck CVs out of the window. The same objective can work for me if I want a crappy job as a rickshaw puller on a boat so i can gain experience (and build six packs while doing so, shedding

all the calories) and get a better job on the road.

"Most often it's something that is ignored, or written in a half-hearted manner (or even copied!)." Says Isham Ul Haque from British American Tobacco. "What most people forget is that this is a part of the CV that can be used to portray one's individuality. Rather than being super formal about it, I believe it is genuinely possible, and universally appreciated if you can reveal your career destination and your requirement from your potential employer. This helps to distinguish yourself from the thousands of other CVs that every employer has to go through and also allows the employers to see if you have the right mentality. So there you got a Win-Win situation."

Objectives in a CV can affect the impression that you create and can

make or break your chances of landing the much desired spot on the roster. So here are some tips to improve your Objectives section.

Avoid Vague and Stereotypical statements. As I so bluntly put above, it may incite different responses from different readers.

Be Economic. Be concise, the point and efficient and meaningful. It makes it easier for the reader to pinpoint what needs to be pinpointed. Objectives need to be lean and mean.

NEVER have a fixed Objectives section. Have different objectives (Or different CVs if necessary) for different jobs you apply for.

The Objectives should focus more on meeting the needs of the employer rather than the candidate. It reflects that you've

done your background checks on the company, and have some idea about what's expected.

Choose the objective which describe your skills best. For example, "To excel in my field through hard work, research, skills and perseverance. To serve my parents, and my country with the best of my abilities." Or "To work in an environment which provides more avenues in the fields of computer Hardware and Networking."

The Objectives should be used to accentuate your value, attributes and what sets you apart from the rest. In certain scenarios, a well written objective statement may prove to be a pivotal difference maker.

WORDS: SHOUMIK MUSHFIQUE
ILLUSTRATION: E R RONNY

QUICK TIP #1

The weather here is getting impossible to predict. So unless you like spending office hours in wet outfit, consider carrying an umbrella with you. keep a small umbrella inside your bag (assuming you all carry a bag). Be prepared to face the mood swings of our dear weather.



WORDS TO BUILD BY

Words of wisdom from Warren Buffett, CEO of Berkshire Hathaway, investor in WalMart and the current net worth of \$60 billion!

Warren Buffett's six excellent tips to living a successful life-

On earning: "Never depend on single income. Make investment to create a second source."

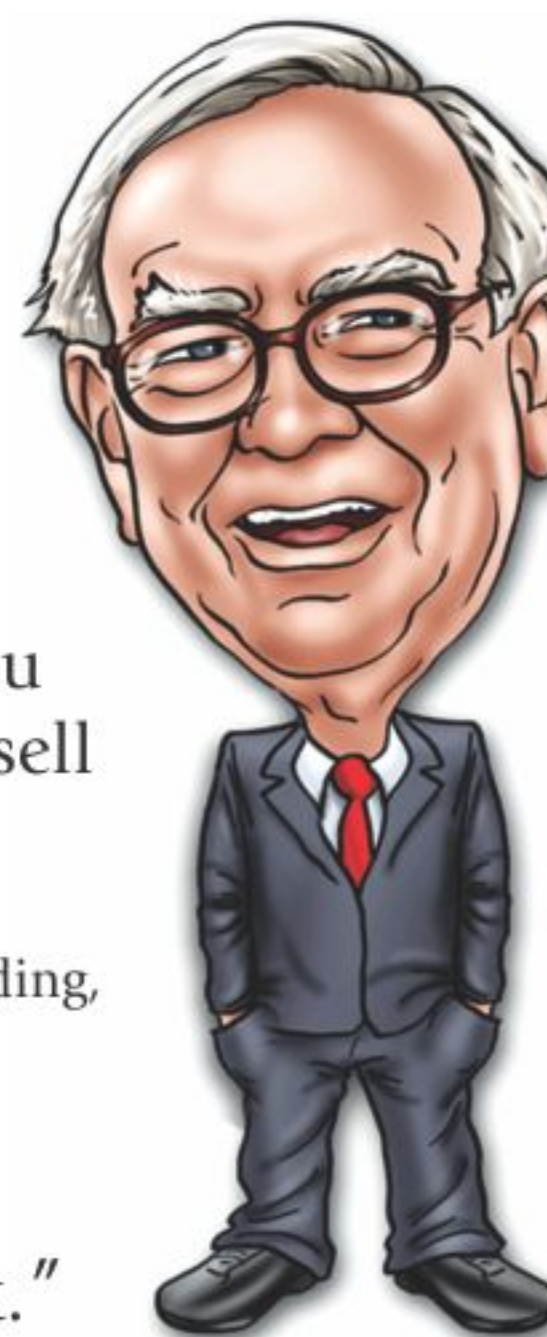
On spending: "If you buy things you do not need, soon you will have to sell things you need."

On savings: "Do not save what is left after spending, but spend what is left after saving."

On taking risk: "Never test the depth of river with both the feet."

On investment: "Do not put all your eggs in one basket."

On expectations: "Honesty is very expensive gift. Do not expect it from cheap people."



UPCOMING EVENTS

Career Fair
Organized by: Brac University & Prothom Alo Jobs
Date: October 26-27 **Venue:** The Westin

CONNECT TO NEXT STEP

Take your next step to connect to us. Email us if you have an interesting story to share related to career. Tell us if it has been a bumpy ride for your career or has it been the exact opposite. Like us on facebook to stay updated. Mail us if you have any suggestions, feedback, and ideas.

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