

Career Counseling Guide



1. Creating a Professional CV.
2. Effective Self-Presentation.
3. Job Search Methods.
4. Strengths and Areas for Development.

Akademia WSB

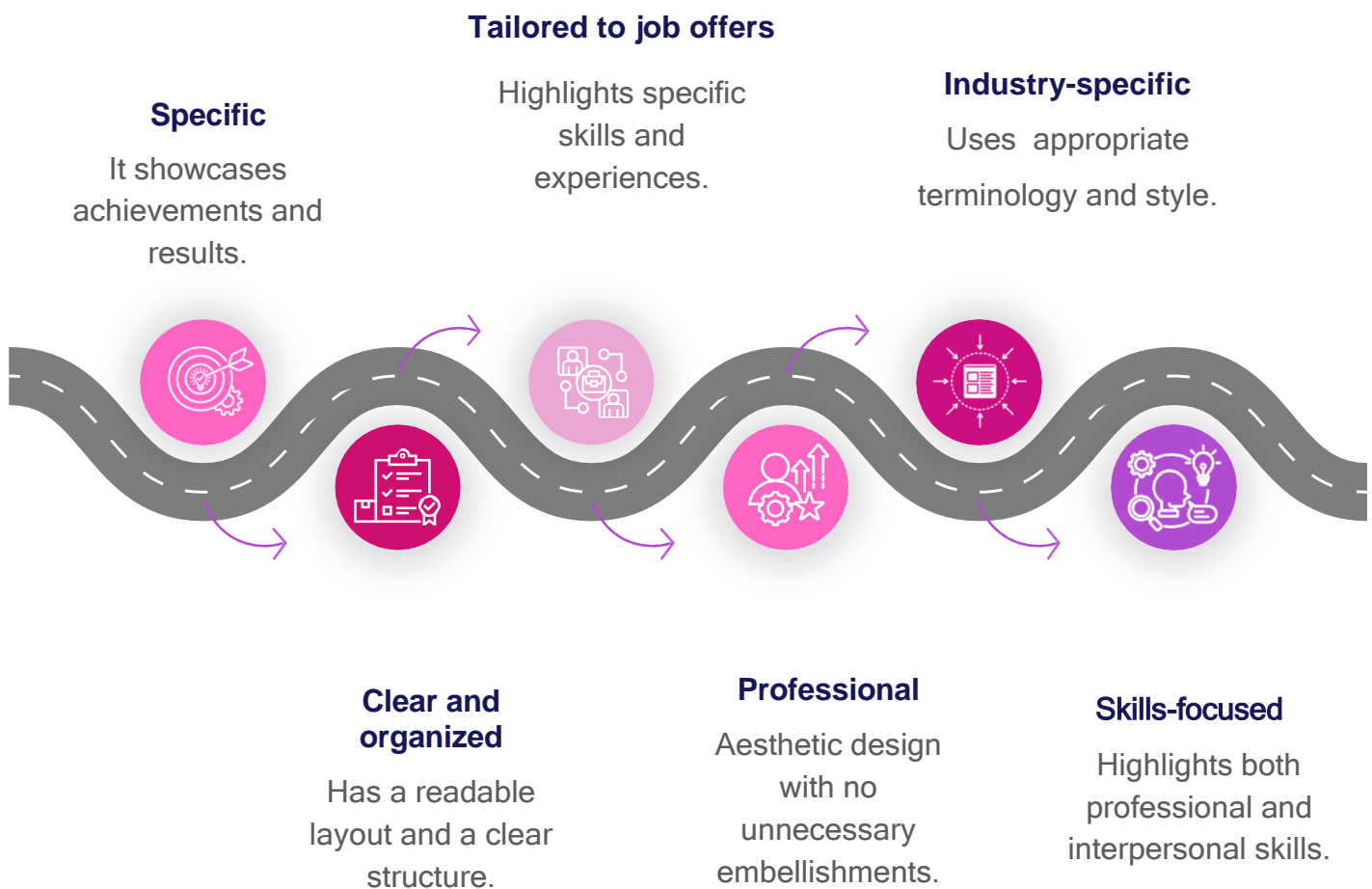
Dąbrowa Górnicza, Kraków, Cieszyń, Żywiec, Olkusz, Gliwice, Tychy

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1. Creating a Professional CV

Remember that recruiters review hundreds of applications every day. If you want your CV to catch their attention, you should follow a few key principles. In today's competitive job market, recruiters often have only a few seconds to evaluate each document. The reading process usually takes the form of "text scanning."

What Kind of CV Will Attract Recruiters' Attention?



Tip: Personalize Your CV



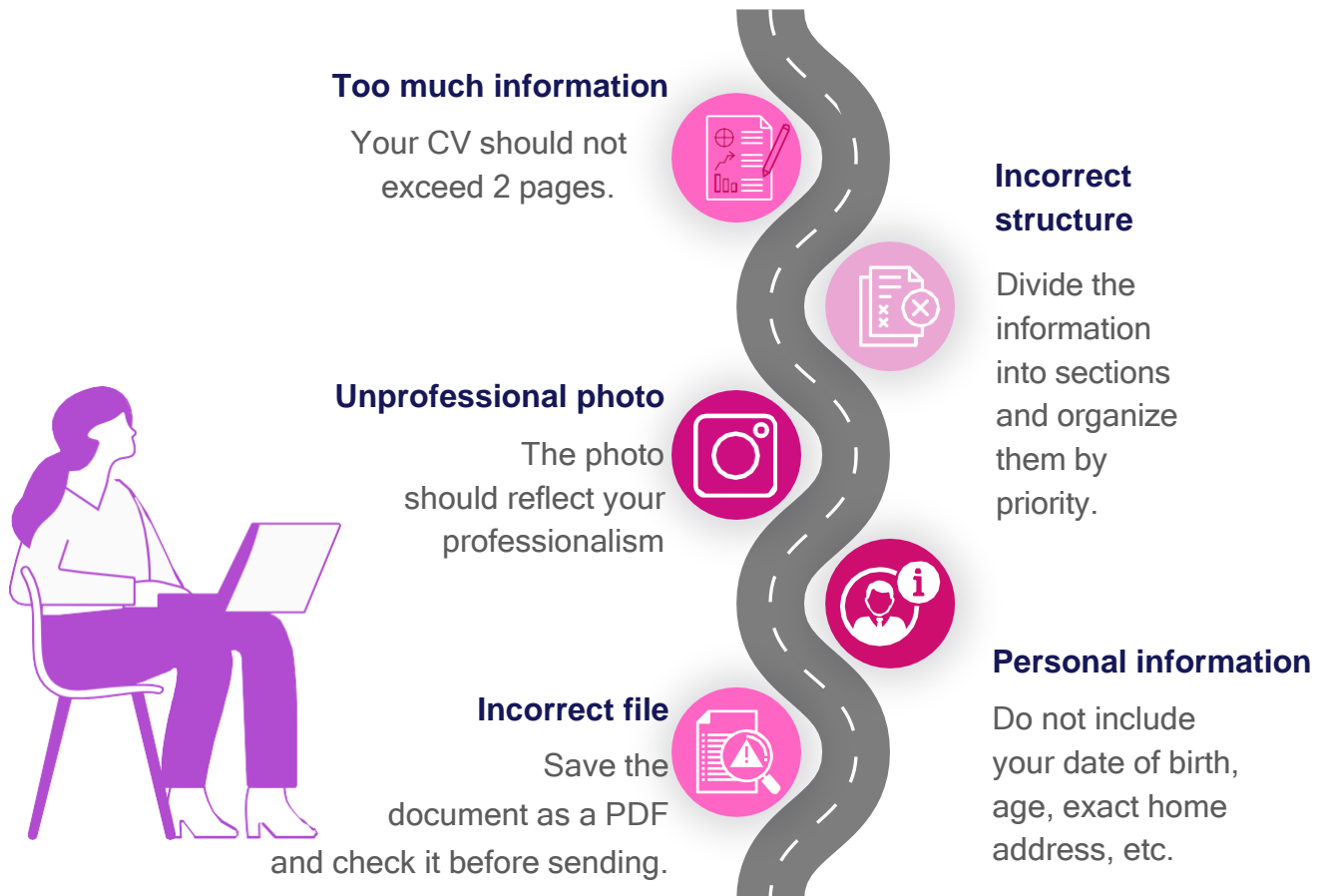
Instead of passive phrases like "project management" or "strategy development," use active verbs that highlight your initiative and responsibility. Write "managed the project" or "developed the strategy." This way of writing not only makes your CV more dynamic but also demonstrates your real achievements and commitment.

REMEMBER!



Recruiters are always looking for the most recent and relevant information about you. Make sure to maintain the proper chronology - start with your most current experiences and skills, then move on to older ones. This arrangement ensures that the recruiter sees your current achievements and abilities first, which is crucial when evaluating a candidate.

ELIMINATE ERRORS



Tip: Bold Key Information



To catch the recruiter's attention, highlight the most important phrases or information by using bold font. Focus on key achievements, skills, or experiences that best match the job offer. Bold text helps the recruiter quickly identify your strongest points, making your CV more readable and clear.

Remember!



Including a GDPR clause in your CV ensures that the potential employer has proper consent to process your data. In practice, this means you should give consent in your CV for the processing of your personal data for recruitment purposes.

Get ready to write your CV

Define your career objective

Determine the industry, position, and type of tasks you want to perform.

Choose and customize a template

You can use Canva – ready-made templates that can be easily tailored to your needs.

Pay attention to aesthetics and language accuracy

Create a clear layout, correct grammar and style, and consistency in formatting.



Gather all information

Completed tasks, skills, language proficiency, education, additional certificates.

Identify your strengths

Think about which of your skills and achievements are most valuable to the employer.

Tip: Create a Convincing Professional Profile



When writing the professional profile in your CV, focus on the value you can bring to the new company. Instead of just describing your experience, show how your skills, achievements, and qualities will contribute to the organization's success. Emphasize the benefits the employer will gain from your work and how your knowledge and experience can help solve specific problems or help grow the company.

2. Effective Self-Presentation

Remember that when starting the recruitment process, the employer is looking for the "missing piece" for their team. That's why during your self-presentation, it's important to emphasize your openness to challenges and initiative. Recruitment is also your choice - make sure the company and team align with your goals and values.

What Techniques Do Recruiters Use During Interviews?

Behavioral test

Questions about behaviors, reactions, and actions in specific past situations.

They help assess skills and how you handle challenging circumstances.

Biographical interview

An analysis of your previous experience and education. It provides insight into the development of your skills and your motivation to work.

Open and closed questions

Questions such as what? how? how much? when? etc., allow gathering a wide range of information. Closed questions are also used for probing.

Judging questions

Specific questions about details. They allow verification of information obtained through open-ended questions.



REMEMBER!



Speak about your experiences clearly and in an organized manner. Use the STAR model, which will help you precisely present specific situations where you demonstrated your skills and achievements, making it easier for the recruiter to assess your value as a potential employee. This way, you'll show how you handle various challenges and prove your competencies in practice

Justify Your Competencies

**S**

Situation

When starting your story, describe the situation you were involved in. Answer the question: "Where and when did it happen?"

**T**

Task

Next, explain the task you had to undertake in that situation. What was the goal, and what task was assigned to you?

**A**

Action

Describe the specific steps you took to complete the task. What was your contribution, and what actions did you carry out?

**R**

Result

Finally, talk about the results of your actions. What benefits did the changes you implemented bring? Reflect on what you would do differently if you were to perform this task again.

REMEMBER!



Remember that when starting a recruitment process, the employer is looking for the "missing piece" for their team. Therefore, it is worth highlighting your openness to challenges and initiative during your self-presentation. Recruitment is also your choice - check if the company and the team align with your goals and values.

EFFECTIVE ELEVATOR PITCH

Define Yourself

Briefly introduce yourself, including your current role and area of specialization.

Be Specific

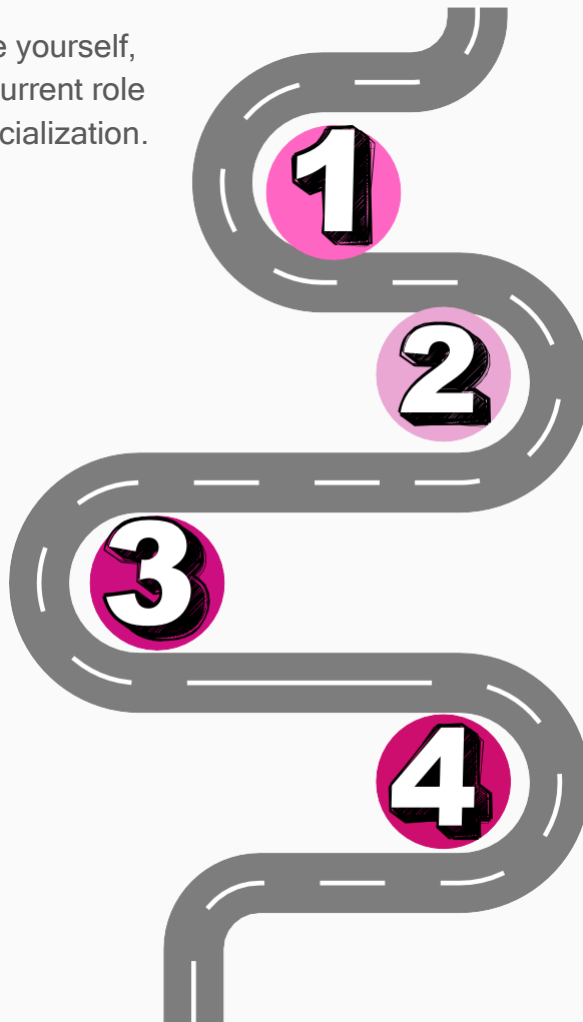
Talk about achievements that best demonstrate your competencies.

Focus on Value

Highlight the value you can bring to the company or project by showcasing your key skills and experience.

End with a Call to Action

Express your willingness to collaborate further, for example: "I would be happy to show how my skills can contribute to the growth of your company."



Tip: Prepare Your Questions



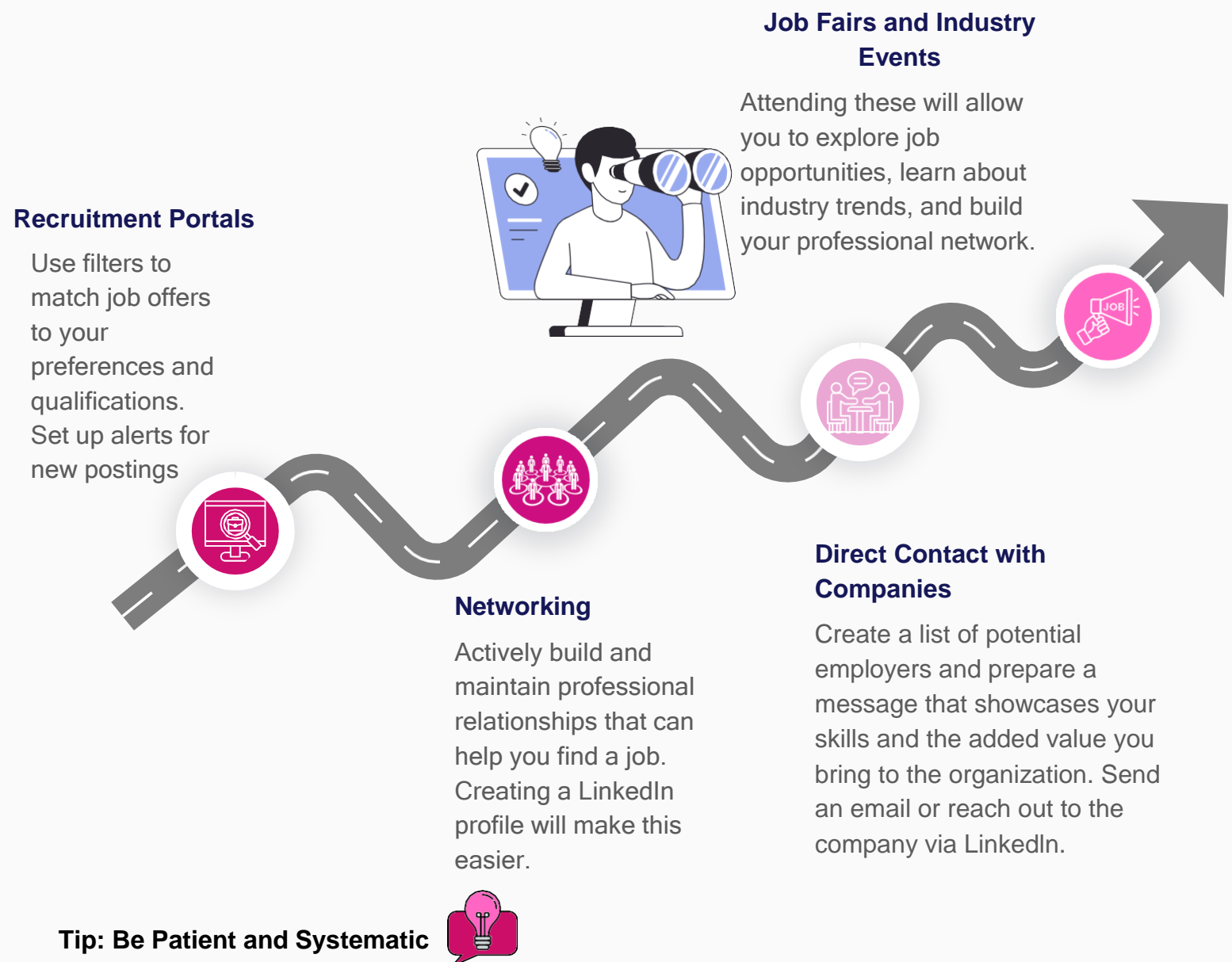
Asking questions to the recruiter allows you to learn more about the company and ensure its values and offerings match your expectations. It's also a way to demonstrate professionalism and engagement.

For example, asking about the company's goals for the upcoming quarter can help you understand its priorities and how your role would contribute to its development. Asking about the challenges of the role can help you better prepare for potential difficulties. Similarly, asking about the skills valued in the company shows that you care about aligning with organizational expectations and are willing to adapt your abilities to its needs.

3. JOB SEARCH METHODS

Effective job searching requires familiarity with various methods that can be tailored to individual preferences and the job market situation. Here are some popular approaches worth knowing. Each of these methods has its advantages and can be used at different stages of the job search process. The key to success is flexibility and the ability to combine different strategies, which increases your chances of finding your dream job.

HOW TO FIND THE PERFECT JOB OFFER?



Searching through job portals can be time-consuming, so it's a good idea to spend a few minutes every day browsing new listings. Consistency and patience are key to not missing any interesting opportunities.

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GENERAL JOB PORTALS

Pracuj.pl

One of the key job portals in Poland and abroad.

Praca.pl

Job offers in Poland and abroad.

Centralna Baza Ofert Pracy

Nationwide job offers posted by District Labor Offices.



LinkedIn

Many companies publish their job offers through LinkedIn.

olx.pl

Job offers for full-time employment, as well as part-time, remote, or seasonal work

Tip: Also follow job offers on portals dedicated to your industry.

Rocket Jobs – a portal for job offers in IT, sales, and marketing.

No Fluff Jobs, Just Join IT, The Protocol IT – jobs for IT specialists.

JustRemote – offers for remote work.

HelloHR – job offers in HR, recruitment, and employer branding.

EuroEngineerJobs – dedicated to engineering professionals, offering job opportunities for engineers of various specialties, including mechanics, electricians, and automation specialists.

CreativeJobs – for people in the creative industry, including graphic designers, artists, copywriters, marketing, and PR specialists.

Okręgowa Izba Pielęgniarek i Położnych w Katowicach – job offers for nurses and midwives.

Śląska Izba Lekarska w Katowicach – job offers for doctors.

eFinancialCareers – a global recruitment platform for finance professionals, offering jobs in banking, investments, financial analysis, and insurance.

REMEMBER!



Regularly reviewing job offers, creating a professional profile, and setting up notifications for new listings on selected platforms will help you save time and find the right opportunities faster.

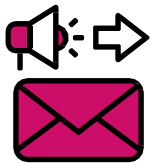
Job searching is a process that requires not only the right skills but also a well-thought-out strategy. When looking for your dream position, also consider other effective methods:



Networking

Think about how you can attract the attention of people in the industry. Maintain a professional profile on social media and talk to people who can recommend you or suggest valuable career paths.

- Create a LinkedIn profile.
- Participate in industry meetings, conferences, and training sessions.
- Find a mentor: Conversations with more experienced people can provide valuable insights and help open doors to new career opportunities..



• Direct Applications (Cold emailing)

Don't wait for job postings - if you know you are interested in a company but they are not currently hiring, try sending a direct application. Write a message explaining why you want to work for that company and what skills you can bring to the team.

- Make a list of companies you are interested in and contact the HR department or the head of the department to inquire about employment opportunities.
- You can use tools that make it easier to find companies, people in specific positions, and their email addresses: [LinkedIn](#), [Snov.io](#), [Hunter.io](#).



• Recruitment Agencies

Recruitment agencies specialize in connecting candidates with employers. They can help find jobs at various professional levels, both domestically and abroad.

- Some agencies specialize in specific industries, such as IT, finance, or medicine, which can speed up the job search process. Examples include: [Randstad](#), [Adecco](#), [Michael Page](#), [Gi Group](#), [Hays](#), [Manpower](#), [Antal](#).
- Agencies often also offer temporary job opportunities, which can be a good option if you want to gain experience or explore a particular industry.

4. Strengths and Development Areas

Strengths are the qualities and skills that help you succeed in various professional situations. They can include both hard skills (e.g., language proficiency, software knowledge) and soft skills (e.g., interpersonal abilities, teamwork). To identify them, consider which tasks make you feel confident, bring you the most satisfaction, and are appreciated by others.

How to work on your strengths and development areas?

Set development goals

Identify your strengths and areas for improvement.

Create an action plan

Consider what can help you achieve your goals.

Create an action plan

Consider what can help you achieve your goals.

Look for development opportunities

Seek training and projects that can help you build your skills.

Monitor your progress

Regularly assess how well you are achieving your goals.

Align your goals with the job market

Check if your action plan responds to new challenges and opportunities.





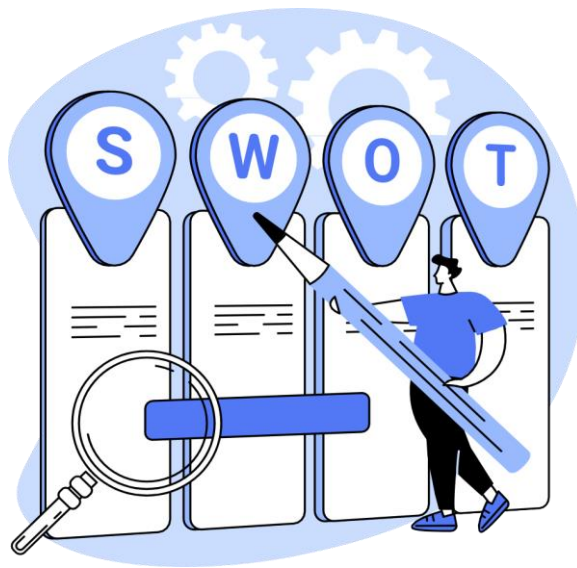
Tip: Prepare an analysis of your strengths

You can create a list of your strengths, gather feedback from colleagues or mentors, or analyze your past professional achievements. Understanding your strengths will help you better focus your career path.

REMEMBER!



Development areas are the skills, traits, or competencies that may need improvement or are currently lacking, but are essential for career growth. Working on them not only enhances your effectiveness but also brings a sense of satisfaction and increases your competitiveness in the job market.



Tip: Create your development plan



After identifying your strengths and areas for improvement, it's helpful to develop a plan that includes clear actions and goals. For example, you might choose to enroll in a course to build skills in a specific area, or set aside time daily to work on improving a particular trait.

Prepare a SWOT analysis of your competencies by answering the following questions:

STRENGTHS

- In which areas do you feel truly confident and achieve the best results?
- What skills do you consider your strongest, helping you succeed?
- What personality traits do you see as your greatest strengths?
- What advantages do you notice in your everyday life and work?
- What do you do with ease and what brings you the most satisfaction?
- What do others say makes you stand out and makes them rely on you?
- In which areas do people most often come to you for help, trusting you can support them best?

Weaknesses

- What competencies would you like to acquire to better achieve your goals?
- Which personality traits would you like to strengthen?
- What attitudes do you want to cultivate to better handle different situations?
- What skills would you like to further develop?

Opportunities

- What opportunities do you see in your environment?
- What possibilities around you can help your development? What external resources can support your growth and goals?
- What external events might contribute to achieving your goals? Who in your surroundings can support or help you succeed?
- What opportunities does today's market offer you or your company?
- What situations do you perceive as chances that could contribute to your development?

Threats

- What threats and risks do you see in this situation?
- What concerns arise in connection with this undertaking?
- What do you consider the biggest challenge you face in this matter?
- What difficulties do you anticipate during the implementation of this solution?

Congratulations on reaching the end of the guide!

We hope the information provided has helped you better understand how to create a professional CV, present yourself effectively, and conduct a successful job search. You have also learned how to recognize your strengths and areas for development, enabling you to consciously shape your career.

Remember that professional growth is a process that requires time, flexibility, and a willingness to embrace change. You don't need to implement revolutionary steps all at once – it's the small, consistent actions that lead to the best results. The key is regularity and a desire to learn, no matter what stage of your career you are at.

We encourage you to apply the knowledge gained in your daily practice. Set your goals, create a development plan, and give yourself time to make changes. Regularly assess your progress, and adjust your plan as needed to new circumstances.

Wishing you success in your continued professional development!



Would you like to talk about your professional development?

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