



Partnership of Universität Hamburg and DESY

How to apply successfully

Lecture for Pier: Partnership for Innovation, Education und Research

22.09.2023

Claudia von Schultzendorff

Structure

- 1. Analysing yourself
- 2. Research/how to get informations for the application
- 3. Kind of applications
- 4. Requirements for an application
- 5. Letter of application
- 6. Curriculum Vitae (CV)
- 7. Differences in applying for jobs within or outside academia
- 8. Online application
- 9. Characteristics of other countries
- 10. Job-Interview
- 11. Some difficult questions
- 12. Questions to the organization
- 13. Assessment-Center

1. Analysing yourself

What are you good at?

- self-perception
- what do other people think of you

\rightarrow analyse yourself





1. Analyse yourself

- what is the focus of your education
- what sort of work experience do you have
- what are your strenghts
- what should you improve
- do you like to be part of a team or are you a lone fighter
- do you succeed in motivating yourself
- what are your requirements? What do you expect from the job/company







Question:

Which job suits you??



2. Research/how to get informations for the application



- industrial placement
- fairs and expositions
- conferences
- internet
- media/social networking
- recruitment firms
- temporary agencies (employee leasing, employment services)











What percentage of all job vacancies are advertised publicly?

- 10 %
- 20%
- 30%

- Question:
- Where do you find jobs?

- 40%
- 50%

How to apply successfully

Where to find a published job advertisement



- homepages of companies
- app for job ads

	8 neue Jobs gefunden
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Mod	ser & Partner AG, Thun 6.2019
TE Mod	ufmännische Spezialistin / Finanz-Alrounderin als FINANCIAL AM ASSISTANT see & Partner AG, zug 52019
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3. Kinds of applications



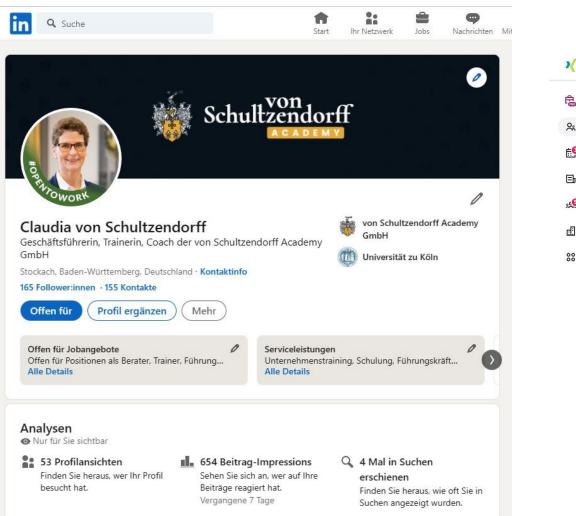
solicited application

unsolicited application

connections/networking

How to present yourself online





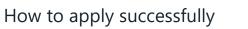


4. Requirements for an application

 \rightarrow make your application more memorable

- A Attention
- I Interest
- D Desire
- A Action





4.1 Basics for the documents

comply with the standards

- no faults in orthography
- attractive layout
- right order of documents





4.2 Documents

- letter of application/motivation letter
- cover sheet (possibly)
- CV/resume
- photo
- publications
- references
- additional qualifications
- certifications





5. Letter of application

Typical structure

- letterhead
- receiver
- date
- reference line
- address/salutation
- text
- signature

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SALES COVER LETTER your.name@gmail.com | (XXX) XXX-XXXX 142 Your Address Blvd, City Name, CA XXXXX

[Today's Date]

[Hiring Manager's Name] [341 Company Address] [Company City, State xxxxx] [(xxx) xxx-xxxx] [hiring.manager@gmail.com]

Dear [Mr. /Mrs. /Ms.] [Manager's Name]

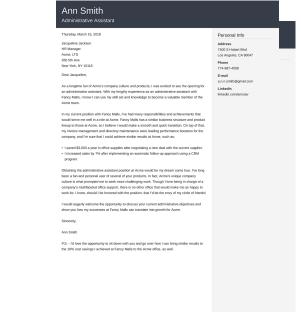
Please accept my application for the Senior Sales Representative position on [Website's Name]. After reading the job description, I am confident that I would be a perfect fit for this role, as my experience and abilities precisely match your requirements.

I an a sales-oriented professional with expertise in client relationship management, customer satisfaction and retention, and people management. I possess astute business knowledge, and I have experience contributing to strategic planning while delivering improvements in processer, productively, and costs. As a sales Manager for Long & Thompson Real Estate. I currently supervise a sales team of Tranebers, maintain partic blacktexes, and analyze future tends.

In all the roles that I have held. Have fostered strong relationships with customers and strategic I associates. Working as a Sales Assistant with TRP Insurance Company, I exceeded all my targets: I simultaneously gained respect from staff and management through effective communication and laison. I was awarded an "Outstranling Achievement" trophy for my willingness to perform an active and handro-note in every duty associated with the position.

My references will be happy to discuss my positive attitude and strong work ethic. Thank you for your time. I look forward to discussing my application further in an interview

Sincerely, [Your Name



How to write a letter of application



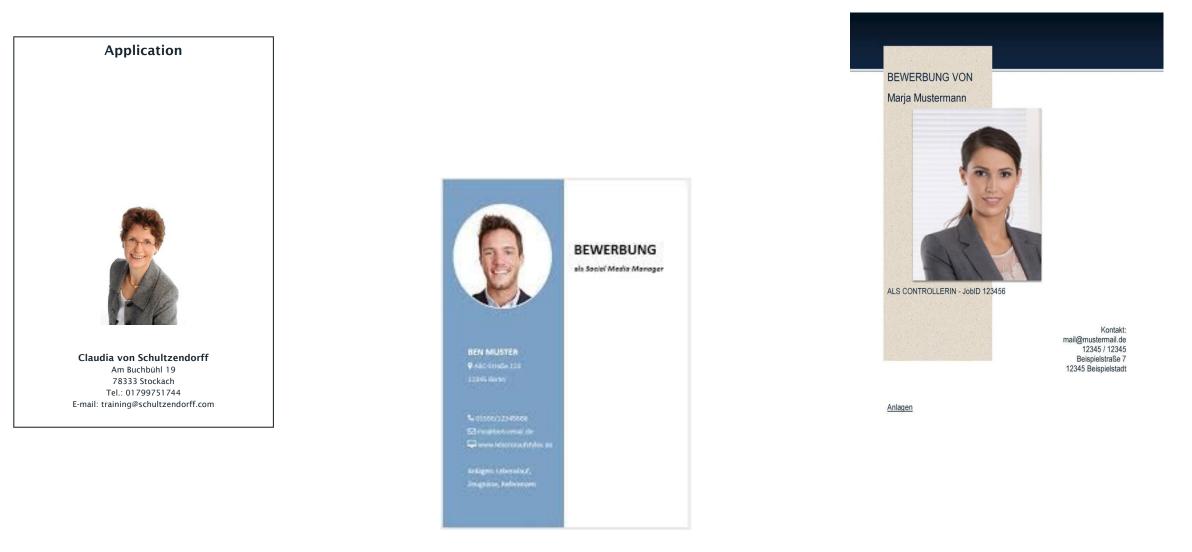
- your skills/abilities
- your motivation for the job and the organization/company
- fulfilment of requirements

 \rightarrow do not repeat the advertisement



Optional: Cover sheet (mostly in Germany, Switzerland, Austria)





- basic requirements
 - tabular
 - computer written

	Curriculum Vitae	FER	MUSTERALEE IS ODIS MUSTERALISEI CERMANY PHONE +49 IDIS XXX XX ANNA-MUSTERRANGCURRICULUM DE
•	PERSONAL PROFILE	÷	EXPERIENCE
	Creative Frontend Development Professional with advanced knowledge in coding and strong leadership skills; more than two years experience in developing high end web applications and project management; proven	present + 02/2017	TEAM LEAD FRONTEND DEVELOPMENT Data GmbH, Berlin, Germany - Established and lead the frontend development team of 5, increased output by 25 St in 6 months - Planned and relaunched corporate web presences of 3 multinational comparies
	ability of efficient and consumer oriented planning.	01/2017	FRONTEND DEVELOPMENT Carex SE, Cologne, Germany
•	OBJECTIVE		 Took the lead of a frontend development team of 3 and increased revenue by 10% in one year Established new work procedrures within the mother company which are still used today
Successfully getting hired in a chal- lenging senior web development position at one of the fastest grow- ing digital agencies in the UK.		08/2015	WEB DESIGN INTERNSHIP Carex SE, Cologne, Germany - Got acquainted with pretty much all modern technologies used in web design and development
łł	SKILLS	•	EDUCATION
	Java +++++++++ PHP +++++++++++++++++++++++++++++++++++	2015 +	MASTER OF ENGINEERING IN COMPUTER SCIENCE University of Musterstadt, Germany - Final grade: 1,5 (approximate equivalent: A), - Among the best 20 %
	German Native English C2 French C1	2011	HIGHER EDUCATION ENTRANCE QUALIFICATION Hans Muster Gymnasium, Musterstadt, Germany - Final grade: 2.0 (approximate equivalent: B)
わ	ACTIVITIES	ŵ	REFERENCES
	Volunteer at Oxfam: Supportin local branches' web designers - Basketball: Playing in the "Berli kets" women's team - Trained for Berlin Marathon wit	info n Bas-	JAN MUSTERMANN C/O at Carex SE. Musterstrasse 10, 10969 Musterstadt, Germany, Phone: +49 934 543627, j.mustermange.arex.de
	brother and participated in 2014 an under 4 hours result - Was away in Pyrenees for one i learning mountain survival skills rapid descents in case of danger	with request + info nonth	MICHAEL MUSTERMANN Professor at University of Musterstadt, Musterstraße 10, 10969 Musterstadt, Germany, Phone: -49 934 543627 mustermann@m-universitaet.de





Müllerweg 99 41464 Neuss 6, Mal 1988 Staatsangehörigkeit Familienstand: Eltern: deutsch Claudia Bilderbuch, geboren am 17. Marz 1950, Industriekaul Bertold Bilderbuch, geboren am 19. Januar 1958,

.:: Schulausbildung

1994 bis 1998

selt 1998

.:: Lebenslauf ... Persönliche Dater Vor- und Zuname:

Adresse: Geburtsdatum:

> Dreikönigen Grundschule, Neuss Alexander-von-Humboldt Gymnasium, Neuss voraussichtlicher Abschluss: Abitur 2007

.:: Praktische Erfahrungen

Juni bis August 2005	Eiscafé "Stracciatella", Neuss, Service-Aushilfe
Oktober 2005	Commerzbank AG, Neuss, Proktikum in der Abteilung "Wertpapiere"
März 2005	Evangelischer Kindergarten, Neuss, Praktikum in der Kinderbetreuung

.:: Besondere Kenntnisse

.:: PC-Kenntnisse (MS-Office, Adobe Photoshop) .:: Sprachen: Englisch (fließend) und Französisch (Grundkenntnisse)

.:: Interessen

.:: Lesen, Musik (Ich spiele Gitarre in einer Band und habe Bühnenerfahrung.) .:: Tischtennis (früher im Verein), Fitness

Neuss, 3. August 2006

J. Fildersüch

Structure

- name and adress (in case you don't use a letterhead)
- Personal Profile (if you want)
- photo (depends on the country)
- personal data (depends on the country)
 - date and place of birth
 - nationality
 - family status







Erika Mustermann Hauptstraße 1, 12345 Musterstadt, Germany phone: +49 172 333444, e-mail: erika.mustermann@mail.de **Personal Profile**

A motivated, adaptable and responsible graduate seeking an entry-level position which will utilise the organisational and communication skills developed through my involvement with emotional work during vacations

Career Objective

9

To acquire the position of a junior sales manager and upgrade my knowledge in sales.

Work Experience

01/2013 – 06/2013	Intern at Phantasie GmbH in sales Served as Sales Assistant to Corporate Sales team, including developing of marketing plans, negotiating costs and placement
07/2012 - 06/2013	Student Employee at Beispiel GmbH Worked as shop assistent
Education	
10/2011 – 04/2014	Bachelor of Arts in Business Administration at Karl University, Musterstadt, final grade: 1,9 Major subject: Business Administration Bachelor's thesis: Olfactory marketing The influence of scents on consumers' buying behaviour.
08/1998 - 06/2011	Abitur at Städtisches Gymnasium Musterstadt Abitur (equivalent to A-level), final grade: 1,5
Skills	
Language Computer	English (Fluent, TOFEL ibt 110/120 points) French (good) MS Office (very good) Wordpress (very good) Photoshop (good)
Interests	
Blogging	I have been blogging about fashion for three years now. My blog erika's fashion has almost 10.000 followers.
References	
Hans Peter Müller	Head of the sales team at Phantasie GmbH, contact: hp.mueller@phantasie.de

- PhD
- studies
 - main subject
 - university
 - other subjects
 - theme of thesis (if important for application)
 - examination with date and title





- work experience
- apprenticeship
- industry placement
- military service/ social work
- school
- \rightarrow actual dates first

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- further education/qualification
- stays abroad
- languages
- special abilities
- voluntary service
- interests

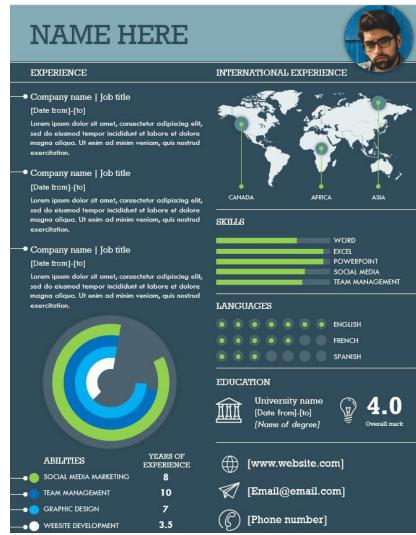


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Berufserfahrung

02/2019 - jetzt	B2B Marketing Manager, Stepcompany, Wien
	Selbstständige Organisation und Betreuung von Messen und
	Kundenevents, Aufbereitung von Sales- und Marketing-
	Materialien
02/2018 - 01/2019	Marketing Assistenz, Stepcompany, Wien
	Abwicklung und Durchführung diverser Kundenprojekte,
	Einholung von Angeboten und Recherche von Give-Aways
11/2017 - 01/2018	Mitarbeiterin im Sales Support, FIRMCO, Wien
	Bearbeitung von Ausschreibungen, Schnittstelle zwischen
	Vertrieb, Konstruktionsabteilung, Produktion & Einkauf
11/2015 - 10/2017	Office Managerin, POWERFIRM, Wien
	Verantwortung für Büroeinheiten, Klassische Assistenzaufgaben
	wie die Reise- und Terminkoordination, Korrespondenz
Ausbildung	
02/2011 - 09/2018	WII Wien
02/2011 - 09/2016	WU Wien
	Wirtschafts- und Sozialwissenschaften, Schwerpunkt Marketing,
	Abschlussarbeit: Marktorientiertes Business Development
02/2008 - 05/2011	HAK I, Vienna Business School
	Spezialgebiet: Marketingmanagement

Katrin Winter 10. Oktober 1991

Kaiserstraße 1

T +43 650 123 45 67

E katrin.winter@email.at

1010 Wien

2019 Ausbildung Grafikdesign, Webeakademie Wien 2018 Online-Marketing Basis-Lehrgang, Online Marketing Forum, Wien Kenntnisse Microsoft Office Ausgazaichnet Sprachen Interessen Wien, 19. Jänner 2020, Katrin Winter

Qualifikationen

Microsoft Office Ausgezeichnet
Adobe Creative Suite Ausgezeichnet
HTML / CSS / CMS Fortgeschritten
Englisch
Spanisch B2
Italienisch B2

Fotografie, Reisen, Bergsteigen, Höhlentauchen



	***	5.
KATRIN WINTER		Berufserfahrung
	02/2019 – jetzt	B2B Marketing Manager
		Stepsompany, Wien
		Selbstständige Organisation und
		Betreuung von Messen und Kundenevents,
		Aufbereitung von Sales- und Marketing-Materialien
	02/2018-01/2019	Marketing Assistenz
		Stepcompany, Wien
		Abwicklung und Durchführung diverser
No.		Kundenprojekte, Einholung von Angeboten und
Geburtsdatum: 10. Oktober 1991		Recherche von Give-Aways
Geburtsdatum. 10. Oktober 1991	11/2017 - 01/2018	Mitarbeiterin im Sales Support
Kaiserstraße 1	11/2017 01/2010	FIRMCO, Wien
1010 Wien		Bearbeitung von Ausschreibungen, Schnittstelle
		zwischen Vertrieb, Konstruktionsabteilung,
🕿 +43 650 123 45 67		Produktion & Einkauf
📨 katrin.winter@email.at	11/2015 10/2017	Office Management
	11/2015 - 10/2017	POWERFIRM, Wien
		Verantwortung für Büroeinheiten, Klassische
		Assistenzaufgaben wie die Reise- und
<u>KENNTNISSE</u>		Terminkoordination, Korrespondenz
MS Office		A., 1.1.1
Adobe CC		Ausbildung
HTML/CSS	02/2011-09/2016	WU Wien
CMS ••0000		Wirtschafts- und Sozialwissenschaften,
		Abschlussarbeit: Marktorientiertes Business Development
SPRACHEN		Development
<u>un non en n</u>	02/2006-05/2011	HAK I, Vienna Business School
Englisch		Spezialgebiet: Marketingmanagement
Spanisch		
Italienisch 💿 💿 🔿 🔿 🔿		Qualifikation
	2018	Institut für Fach- und Führungskräfte, Frankfurt
		Seminar Produktmanagement
<u>INTERESSEN</u>		
		Webeakademie Wien
Fotografie, Reisen, Bergsteigen,		Ausbildung Grafikdesign
Höhlentauchen	2017	Online Marketing Forum, Wien
		Online-Marketing Basis-Lehrgang
		Wien, 19. Jänner
		with the remain



7. Differences in applying for jobs within or outside academia



- topic of motivation
- publications
- conferences and poster

 \rightarrow all other points can be used in the same way

8. Online application

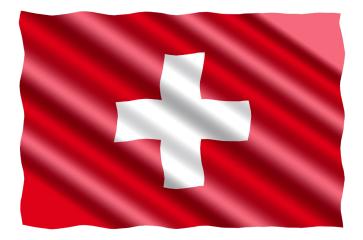


- same requirements as for conventional application
- if there is no reactions: ask for it
- save data with common programms (pdf)





- Switzerland
 - Letter of application
 - Cover sheet
 - Curriculum vitae with personal data, signature and date
 - Photo
 - Diploma
 - Certificates





Austria

- Letter of application
- Cover sheet
- CV with personal data, signature and date
- Photo in very good quality
- Diploma
- Certificates
- Please pay attention to the language: do not appear arrogant





• England

- Application letter
- CV (no signatur and date)
- No personal information
- No diploma
- No certificates of employment
- No photo





• France:

- CV + LM (CV and letter of motivation)
- No certificates of employment
- No diploma
- If not digtital: no folder, often loose papers





• Italy:

- Only CV and application letter/letter of motivation
- No diploma
- No certificates of employment
- No photo





Netherlands

- In Englisch or Dutch
- Application letter
- CV (no signatur and date)
- No personal information
- No diploma
- No certificates of employment
- No photo







Skandinavia

- Application letter/letter of motivation and CV in the language of the country (English is accepted)
- No signature and photo
- Diploma and certificates of employment in English or translated in the language of the country





• Poland

- Application letter/letter of motivation and CV in Polish
- No diploma and certificates of employment
- Very individual application





- USA
 - Call the company before applying
 - Application letter naming the contact person, mentioning experience and ambitions
 - Resume without personal data with special emphasis on soft skills and successes, only one page if possible
 - Possibly a "transcript" that contains all courses and grades taken
 - No photo
 - No diploma and job references
 - "Complete dossier" is only available on request



South America

- CV in the respective national language
- Letter of application / letter of motivation
- No diploma and job references
- Personal contacts are crucial



10. Job-Interview

Preparation

- Exact knowledge of the announcement
- No alcohol
- Relaxation exercises







10. Job-Interview

What can you do in order to be well prepared for a job interview?



10.1 Personal interview

- Timing
- Outfit
- Personal hygiene
- Writing case or tablet





Telephone call/online

- Be well prepared with all documents
- Open the company's homepage
- Take time
- The questions are the same as in a personal interview

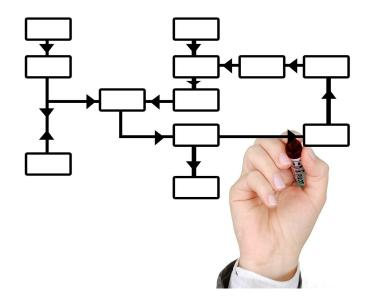






10.2. Structure of interviews

- Warming-up
- Informations about the organization
- Questions to the applicant
- Informations about the job
- Questions of the applicant
- Salary requirement

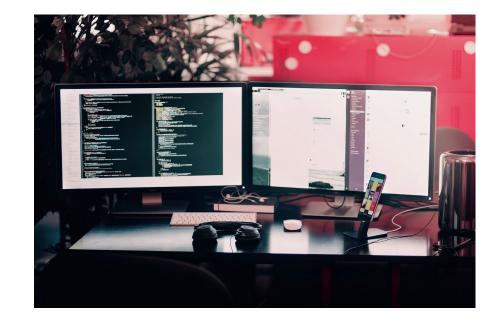




10.3. Topics

• Activity

- Ability to work under pressure
- Creativity
- Motivation
- Entrepreneurial thinking





Personal development

- Willingness of learning
- Willingness of self-reflexion
- Goals
- Integral thinking
- Out of the box-thinking





Communication

- Ability to communicate
- Conflict management
- Ability to cooperate
- Ability to work in a team
- Openness





Some questions

- How would you describe yourself as person?
- Tell me about your interests
- Tell me about your goals for the next 5 years
- Which are your strenghts and which your weaknesses?
- Tell me about your worst failure
- Did your always decide in the right way?





Dealing with weaknesses: 4 steps

1. Name a weakness (e.g. impatience)

2. Why is it a weakness for me (sometimes I put too much pressure on myself and others)

3. What do I do about this weakness (I went to a time management seminar, since then I have been working with deadlines and have a better grip on my time)

4. First successes (I am achieving my goals more and more in peace, my team knows its goals and deadlines and can organize itself well)



11. Some difficult questions

- Church, party, trade union
- Financial circumstances
- Criminal record
- Pregnancy and familiy planning
- Illness





12. Questions to the organization

- How long does this job exist?
- Which are the main tasks on the job?
- Who will be my colleagues?
- Who would I report to?
- Does exist a job description?
- Does exist a familiarization phase?
- What kind of social benefits exist?
- What training will I do, if any?





PhD-thesis,...

Typical exercises:

e.g. presentation exercise

- One stands in front of the others

 \rightarrow CV, product presentation,

13. Assessment Center (AC)

Group selection process

Assessment Center







- Everyone alone

e.g. Mail basket

→ Make decisions, coordinate appointments, work under time pressure

- Everyone for him/herself

e.g. group discussion

 \rightarrow With and without role play





- One against all the others

e.g. role playing game

→ Communicate unpleasant decisions





How to apply successfully







Thank you for your attention!



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