

Aequalis Career Services Seminar Series

How to write a resume that gets read and generates interviews (April 8th, 6PM)

Did you know that statistics show that even the BEST of resumes are only read for an average of 15 seconds. That's seconds. Look at your watch and time that. That's an incredibly short amount of time to read and understand your job history, qualifications, achievements and potential. And those are the best resumes: the top 1%. Can you realistically say that your resume is in the top 1% of all resumes written? In the last 5 years even average resumes were successful in securing interviews. No longer. Today your resume needs to be outstanding, impeccable and flawless! Without an outstanding resume you have no hope of securing an interview much less a job.

"Most agencies just took my details, but Aequalis actually gave me the feedback I really needed. They helped me write a top-notch resumé."

But how do you write this resume? This illusive document that conveys your suitability for a particular role? How long should the resume be? Too long and it immediately goes into the bin. Too short and the hiring manager doesn't know enough about you to decide whether or not to bring you in. What do you cover? What format should it take? Should you write a cover letter? How should that be structured?

In this one hour session we will give you practical step by step instructions on how to write a resume that gets read, secures a much greater number of interviews and forms a basis for substantive interview questions allowing you to outshine your competition for any role.

A recent candidate commented, "After my previous employer went into receivership in November last year, I went to around 15 different recruitment agencies, including Aequalis Consulting. Most agencies just took my details, but Aequalis actually gave me the feedback I really needed. They helped me write a top-notch resumé."

"Since then, I've resent my resumé, and I've had an overwhelming response from a range of organisations. I now also feel much more confident about job interviews. More recruitment agencies should be teaching these skills."

Interview skills to vastly improve your chances of a job offer (April 8th, 7:30 PM)

An interview is one of the most stressful events in anyone's life. One of most frequently asked questions we get is how do you prepare? How do you do enough research on the company so that you can demonstrate your knowledge about the company and what they are looking for? Company research is key and can make or break your interview, assuring success in going on to the next round or flaming out before you even get a chance to state your case.

In addition to company research, how do you know what questions the employer will ask, or what style they will use? How do you handle those tricky questions about reasons for leaving or not meeting deadlines? What questions should you be asking them? How do you outshine your competition?

Then there are practical, more mundane matters to consider like, what if it's really hot outside and you show up drenched? What should you do if you are running late or get lost? What if you can't remember the name of the person you are supposed to meet?

This hour long session will show you interview do's and don'ts in an entertaining and interactive style. We guarantee that you will walk away feeling more confident and prepared for your next job interview.

How to manage your own job search and not rely on recruitment consultants (April 14th, 6PM)

Australians love recruitment consultants, right? Most Australian candidates use them, sometimes exclusively to source jobs throughout their career. But a recent survey of over 4,000 active and previously active candidates revealed that many are not happy with the service they have received. Comments included the following:

In this one hour session we will teach you not only how to select and manage recruitment consultants to your advantage but also how to manage your own job search so that you are not reliant on recruiters.

Many roles come from other sources. Some are never even advertised and certainly never hit recruiters'

Recruitment consultants can be a wonderful resource. But they are only one resource of many. You will leave this session feeling more confident about your job search, armed with many more possibilities to choose from than the traditional methods of looking for jobs.

- ≡ Recruitment agencies seem to be in a hurry to get you in the same type of role and not very interested in helping candidates take a step up.
- ≡ I prefer to go direct. Recruitment agencies have too many applicants and it is harder for the door of opportunity to open.
- ≡ I dislike the way in which recruitment agencies operate, the majority of consultants seem to be incapable of listening to what I want.
- ≡ I hate recruiters who call you about potential roles that are "perfect for you" and then don't call you back or take your phone calls.
- ≡ Recruiters do not tell you the truth after interviews.
- ≡ Inexperienced recruiters read CV's and have no idea what anything on them means. They seem to tick CV titles to a checklist to determine if you are a fit for the role or not.

In the best of times recruitment consultants can only place between 1 in 8 and 1 in 10 candidates they see. In this market our guess is that that statistic has dropped to about 1 in 20.

Why then are you putting all of your eggs in that sometimes ineffective and frustrating basket? Good recruitment consultants are worth their weight in gold. Bad ones can waste your time and leave you frustrated, angry and might actually become a hindrance to your job search.

desks. We will teach you what those sources are and how to use them, including how to use the latest online and social networking groups. We will also teach you how to network your way into multiple opportunities, how to uncover hidden opportunities and how to help employers find you!

Additionally we will give you practical advice on how to structure and manage your job search like a job as well as how to handle some sticky issues at home and with friends if you are out of work.

Maintaining an upward career trajectory even when the market is in freefall (April 14th, 7:30 PM)

Have you known people who just seem to stall in their careers? They get to a certain level and just can't seem to rise any higher? Then they approach or exceed that magical "50" number and they start to slide backwards. Even some of the most promising people early in their careers can stall and slide as they reach more senior levels. Is this due to ability? Circumstances? Luck? Maybe. But most of the time it's due to a simple lack of strategy, pre-planning and proactive action on the part of the candidate.

We estimate that less than 5% of the approximately 15,000 candidates seen by Aequalis' most senior staff members over the last 15 years actually proactively manage their careers. Why is that? Many of these same professionals are responsible for the financial well being of multi-million dollar businesses and are very experienced in planning and executing on strategic plans for those. You pre-plan parties, holidays and your children's education. Why would you not come up with a strategic plan for your own career?

In this session you will be given some practical tools and advice to ensure that does not happen to you!

You will learn:

- ≡ The psychological factors that stop us from planning and going after what we really want.
- ≡ Practical tools to help you determine your values and set your goals (note this is NOT your typical goal setting session...most people will never have been exposed to this robust process before).
- ≡ How to plan your career with an end game in mind.
- ≡ How to maintain as many options as you can every step of the way. Options are the life blood of any career and they typically become more limited as you rise to more senior levels.
- ≡ How to develop the critical, non technical skills you need to outshine your competition in jobs and promotions.

Join us for a very informative, lively and entertaining discussion on one of the most important aspects of your life!

About your Speaker / Coach

Kim Smith, Senior Consultant with Aequalis Career Services is a "Big 4" trained US CPA with 15 years experience in recruitment and has helped candidates find jobs through 3 previous downturns. Additionally Kim has coached and trained in several different professional and adult educational environments and has spoken extensively to accounting groups including CPA Australia and the New Zealand Institute of Chartered Accountants. Kim brings a fresh perspective, a realistic approach and an action based, results oriented game plan to her speaking and coaching. See recommendations from previous clients and candidates at <http://www.linkedin.com/in/kimseelingsmith>.

Individual Consultations

Additionally Kim is available for individual consultations. Even if you've had consultations with outplacement services or career coaches we promise you something unique and different. Kim's consultations run \$250 per hour or \$200 per hour if you sign up for 3 or more sessions. Please call today to speak with Kim for a free 15 minute phone consultation to evaluate whether she is the right resource for you. 02 8916 7600.

Venue
NSW Trade & Investment Centre
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For information contact Aequalis Consulting on (02) 8916 7600 or visit www.aequalisconsulting.com.au

About Aequalis

Aequalis Consulting is a highly respected Sydney-based accounting and finance recruitment practice. It provides tailored strategies for small-to-medium and top-tier enterprises across a diverse range of industries to attract and retain the most talented professionals in the market, from chief financial officers to operational accounting roles.