جامعة مولاي إسماعيل
UNIVERSITÉ MOULAY ISMAÏL

كلية العلوم والتقنيات
FACULTÉ DES SCIENCES ET TECHNIQUES
FST Errachidia

Build your Career

Intoduction to the Marketplace

Said Azelmad

©Student Book

PUBLISHED AT THE FACULTY OF SCIENCE AND TECHNOLOGY ERRACHIDIA
© 2022 Said Azelmad.

Said Azelmad, Ph.D. is an Assistant Professor of English Language and Entrepreneurship at the Faculty of Science and Technology in Errachidia. He is a researcher, author, and reviewer in the field of Governance and Developmental Management. He is currently a reviewer for the Current Urban Studies (CUS), a US journal of Scientific Research Publishing in Wuhan, China. ©

- s.azelmad@umi.ac.ma
- : https://www.youtube.com/channel/UCfvo4UIOMYh1Yvv1rzH4noQ
- https://www.linkedin.com/in/said-azelmad-68aab472/
- : https://www.facebook.com/azelmadsaid

Contents

I Resume, Emails and Letters

1 A Resume or Curriculum Vitae 9

1.1 What is a Resume? 9

1.2 What is a Curriculum Vitae? 10

1.2.1 Linkedin Profile 12

1.2.2 Enhancv Profile 14

2 Letters 17

2.1 Cover letter 17

2.2 Speculative letter 20

2.3 Motivation letter 23

3 Emails 25

3.1 Informal emails 26

3.2 Formal Emails 26

3.3 Details 27

3.4 Exercises 29

3.5 Answers 29

II Interviews and Interviewees

4 Interviews 33
4.1 Difficult Questions in the Interviews 36
4.2 Most Asked Questions: How to Sell your Skills? 36

5 Interviewees 39
5.1 The Iceberg Theory 39
5.2 Important Tips 40
5.3 The Bummock of your Iceberg 41

III After Interview

6 Letters 47
6.1 Thank you letter 47
6.2 Letter of Acceptance 49
6.3 Letter of Decline 50

Resume, Emails and Letters

1 A Resume or Curriculum Vitae ... 9

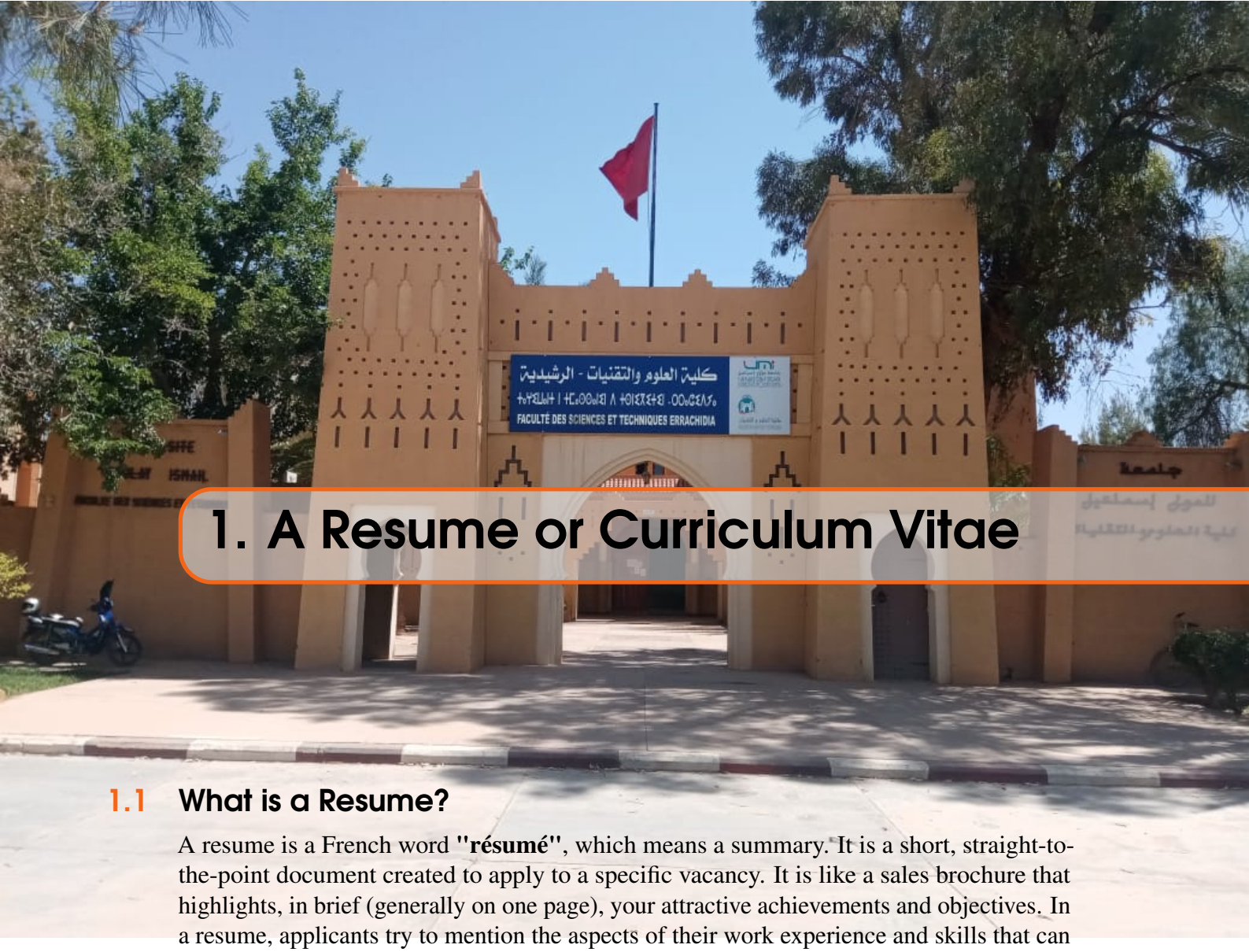
1.1 What is a Resume?
1.2 What is a Curriculum Vitae?

2 Letters ... 17

2.1 Cover letter
2.2 Speculative letter
2.3 Motivation letter

3 Emails ... 25

3.1 Informal emails
3.2 Formal Emails
3.3 Details
3.4 Exercises
3.5 Answers



1. A Resume or Curriculum Vitae

1.1 What is a Resume?

A resume is a French word **"résumé"**, which means a summary. It is a short, straight-to-the-point document created to apply to a specific vacancy. It is like a sales brochure that highlights, in brief (generally on one page), your attractive achievements and objectives. In a resume, applicants try to mention the aspects of their work experience and skills that can fit only the job opening, they are applying for. Hence, a good resume has to summarize only the specific contributions to the job opening.

Keep in mind 1.1.1 **Your resume has to include these elements:**

1. Full name
2. Your job title, or the name of the position you're applying for
3. Contact information
4. Resume summary or objective
5. Work experience
6. Education
7. Relevant skills
8. Languages and proficiency
9. Relevant certifications and interests (if any)

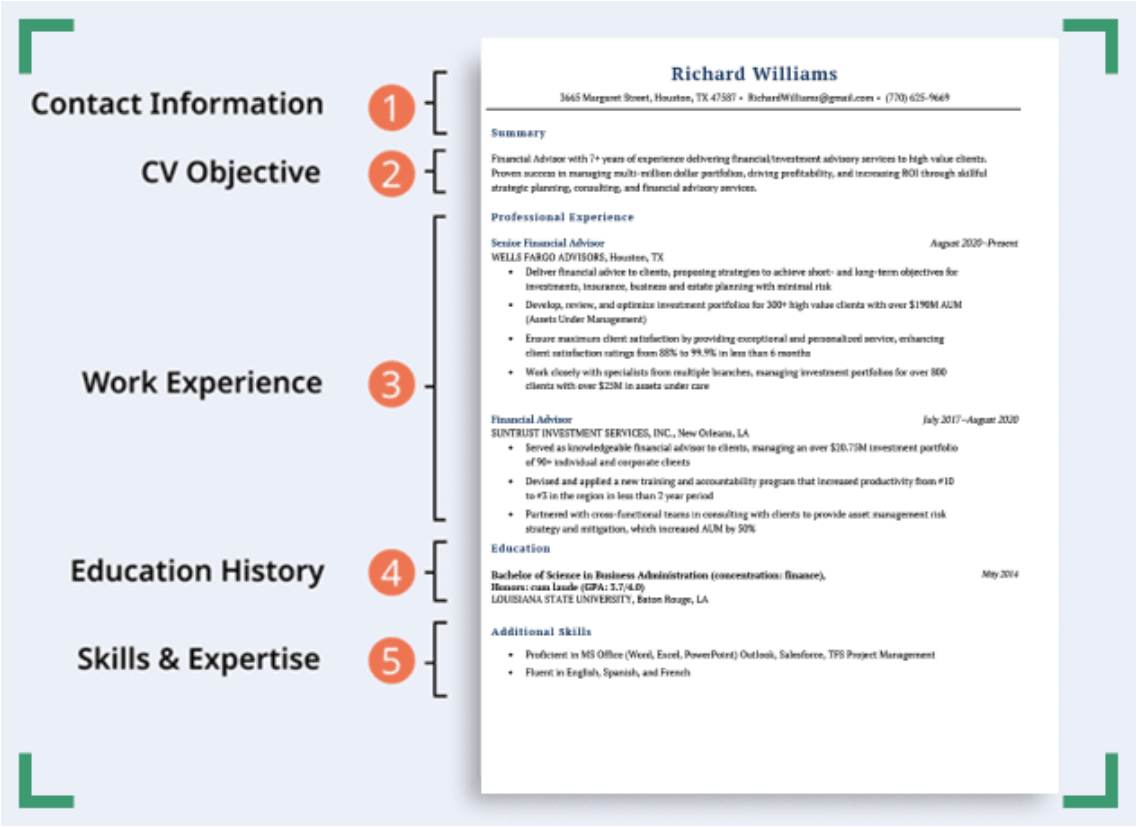


Figure 1.1: Resume elements

1.2 What is a Curriculum Vitae?

The term CV is an abbreviation word **Curriculum Vitae**, which means “the course of your life” in the old Latin language. The Curriculum Vitae is an in-depth document that describes your professional life course step-by-step, including your personal, professional, and academic portfolio. Your CV mirrors all your success stories, including your academic and professional achievements that bear your name in your parkour. There is no **rule of thumb** about the length of your CV. It depends on how rich your profile is; however, most CVs range from 2 to 8 pages.

Vocabulary 1.1 — rule of thumb. a broadly accurate guide or principle, based on practice rather than theory. "a useful rule of thumb is that about ten hours will be needed to analyze each hour of recorded data"

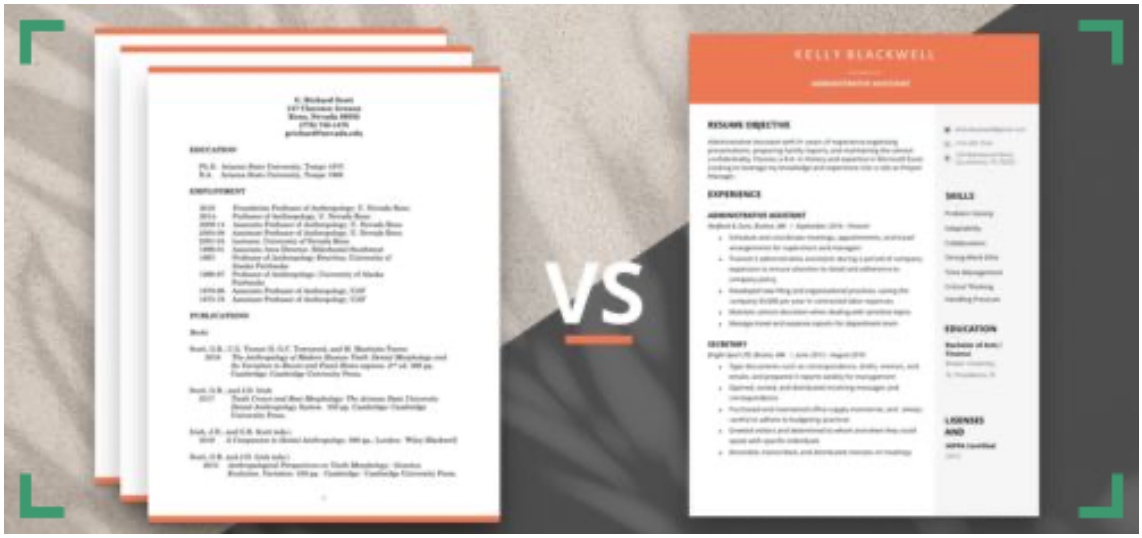
Keep in mind 1.2.1 **Your CV has to include these elements:**

1. Full name
2. Contact information
3. Professional title, resume summary, or resume objective
4. Research interests
5. Education
6. Publications (both academic papers and books)
7. Teaching or lecturing experience
8. Work experience

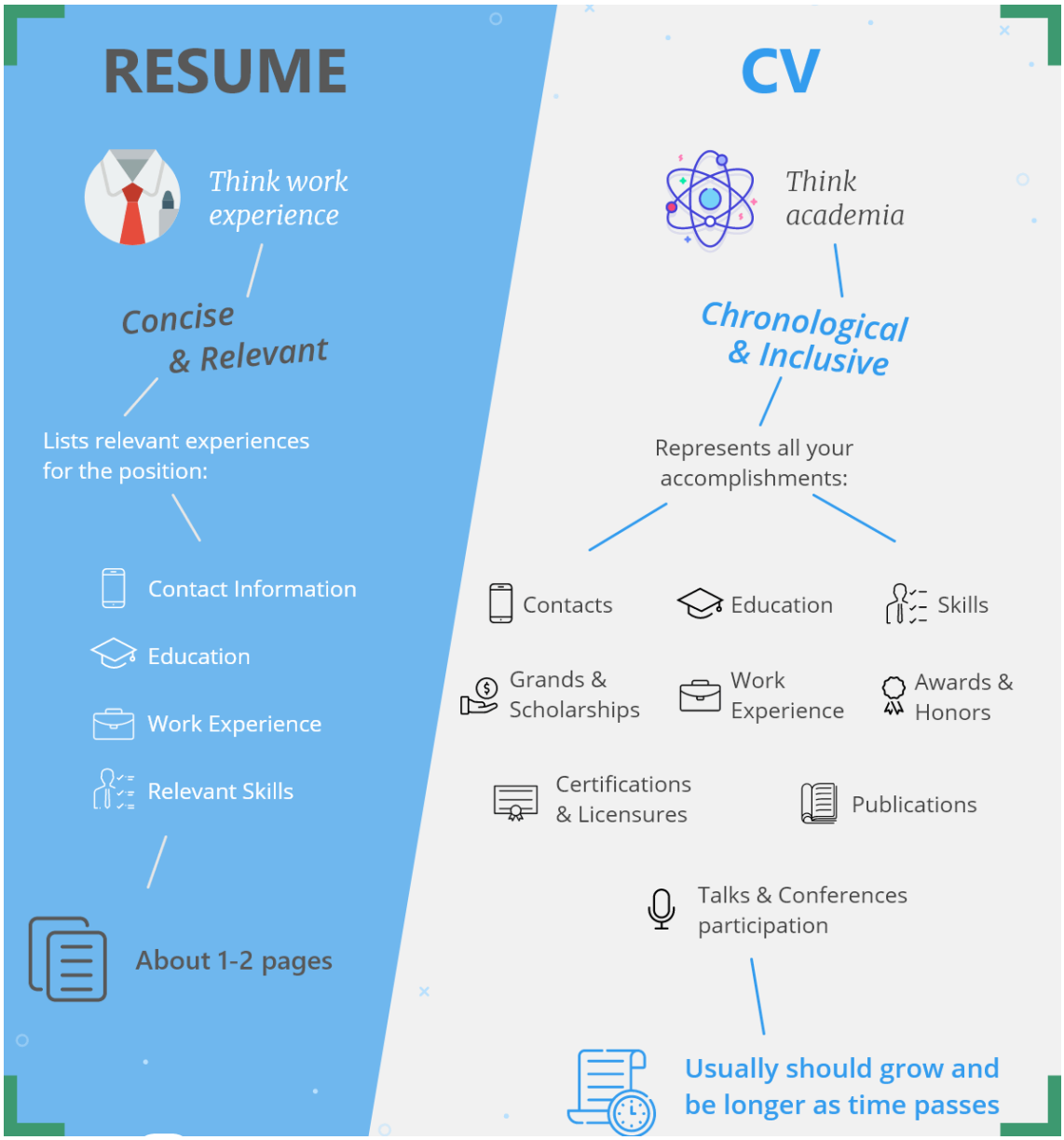
9. Conferences and courses
10. Skills
11. Certificates
12. Languages
13. Grants of fellowships
14. References

R Always think to update your Resume or CV, every time you accomplish something new academically or professionally in your parkour. The resume and the CV are usually accompanied by the submission of a cover letter that states your intent for applying for the job.

Exercise 1.1 Try to list the differences between a resume and a CV. ■



Answer 1.1 Here is the most distinguishing elements between the CV and resume. ■



1.2.1 Linkedin Profile

LinkedIn is a professional online website, which can help a student build their CV on its platform. LinkedIn is now the most connecting website, which connects millions of people online. It allows you, as a student, to turn relationships into opportunities, since you are connected to various employers and corporations.

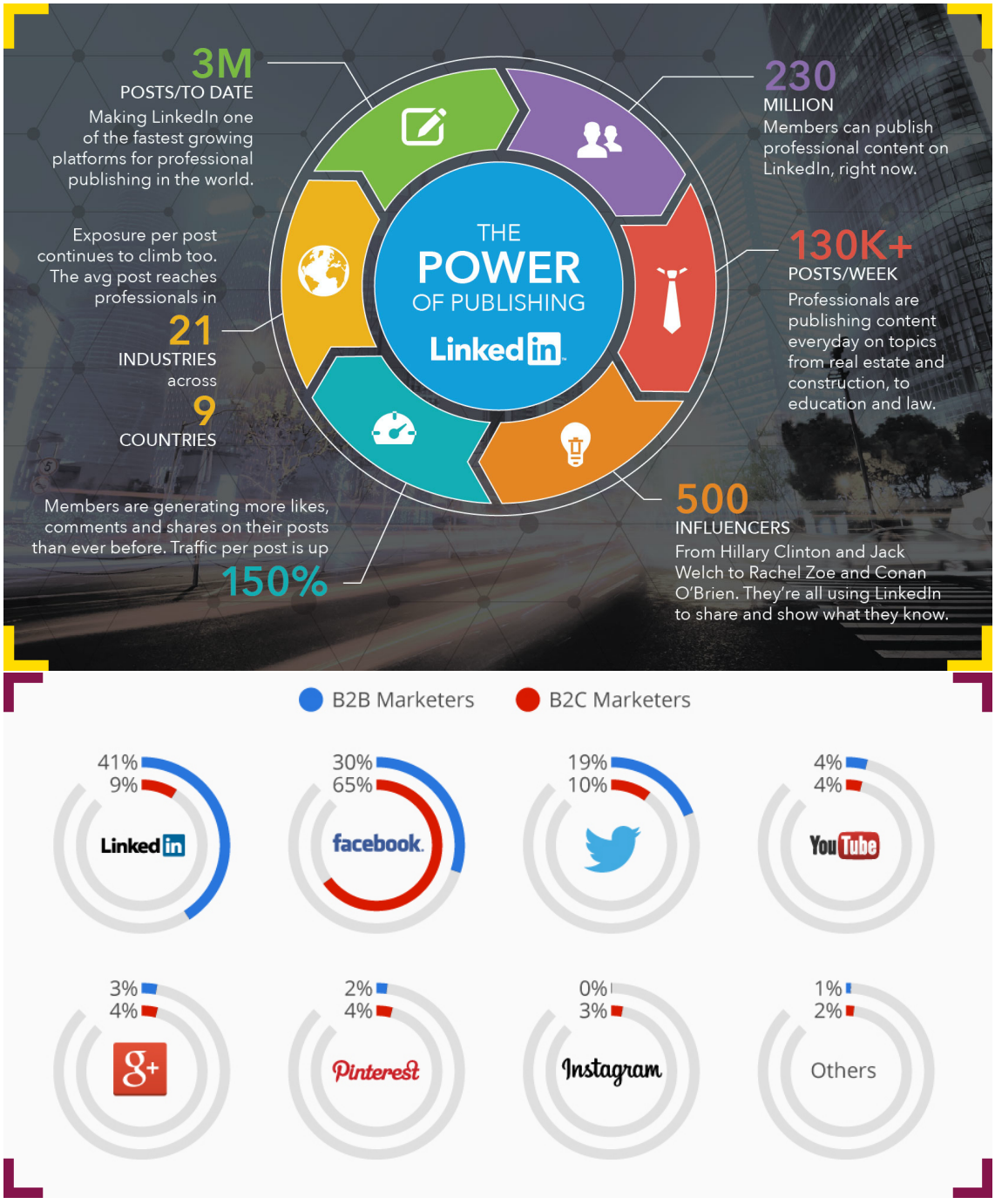


Figure 1.2: LinkedIn Statistics

Furthermore, it helps you in building you your own personal and professional brand and expertise in a certain field. LinkedIn also helps you get more insights in terms of preparing for different interviews, and getting updated with the latest trends happening in your desired expertise or marketplace.

Vocabulary 1.2 — B2C. The term business-to-consumer (B2C) refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services. Most companies that sell directly to consumers can be referred to as B2C companies.

Vocabulary 1.3 — B2B. The term business-to-consumer (B2B) refers to the process of electronic commerce (e-commerce) or (e-administration), which is the exchange of documents, products, services, or information between businesses, rather than between businesses and consumers (B2C).

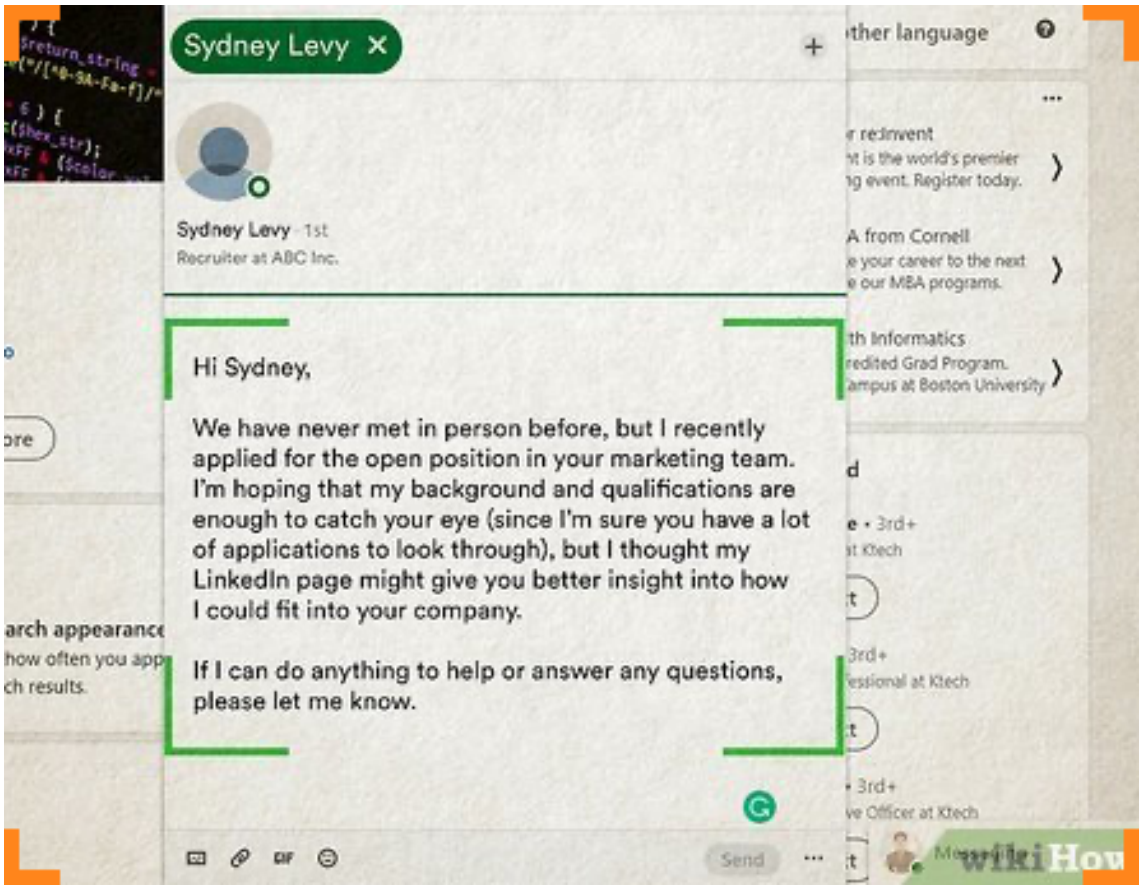


Figure 1.3: Job Application on Linked In

1.2.2 Enhancv Profile

Exercise 1.2 Let's use this website to create our resume or CV.
`https://app.enhancv.com` ■

Answer 1.2 We will try to create an account on the website and try to build our resume step by step. ■

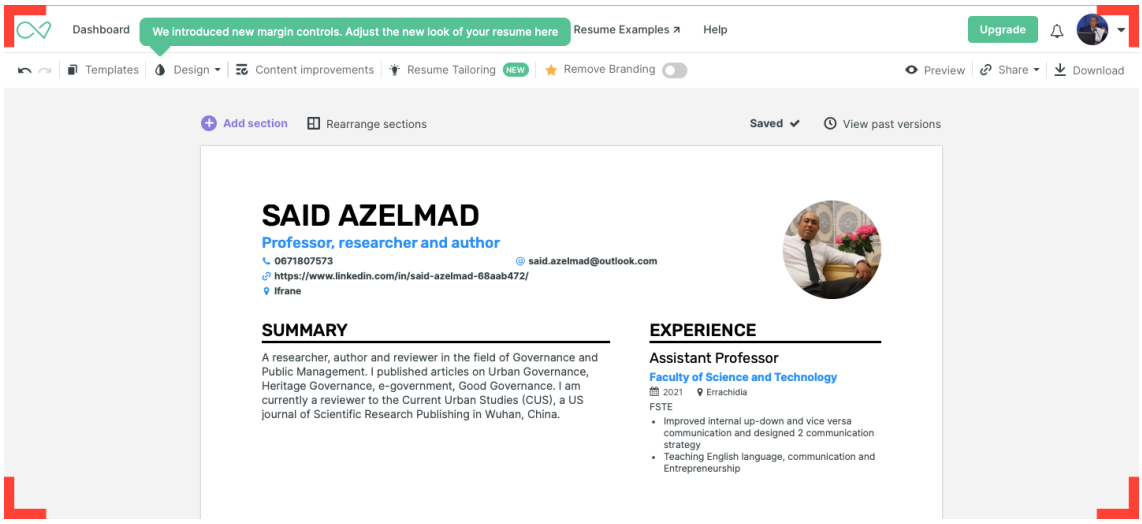


Figure 1.4: Resume / CV creation on enhancv application

Keep updating your Resume or CV, every time you accomplish something new academically or professionally in your parkour. The resume and the CV are usually accompanied by the submission of a cover letter that states your intent for applying for the job. You can create your cover letter on the same application. So, **What is the cover letter?**

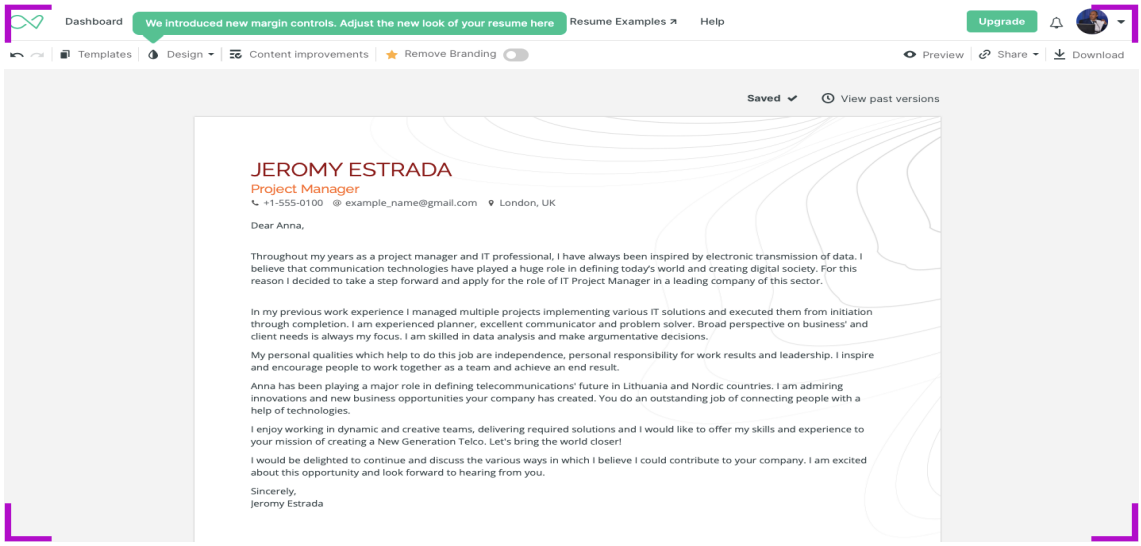


Figure 1.5: Cover letter sample on enhancv application

2. Letters

2.1 Cover letter

Keep in mind 2.1.1 — The cover letter. The cover letter is mistakenly thought of being a synonym of a motivation letter, but it is not. The cover letter is mainly used for job applications, where the candidate feels that there is a need for more convincing and added personal information to the resume. It is a sort of advertisement of your academic level, experiences, and soft and hard skills, which will bring added value to your recruitment process. More specifically, the cover letter has the power to present your motives differently, regardless of your real competencies. Hence, it allows your application to step out of the crowd, with a piece of considerable information, which you have to defend on the day of your interview.

R Therefore, the cover letter is not longer than a good page (pdf format recommended), which entails all the personal details (address, name, e-mail, etc.) at the head of a page.

Opening paragraph:
The opening paragraph is a clear statement of the reason behind writing a cover letter. It names the position you are applying for, and how you heard about it. In the opening, there is no worry if you mention the key skills or expertise that qualify you to apply for this position.

The Body
The body or the middle paragraph always explains and demonstrates your hard and soft skills, providing all the possible supporting examples of your expertise as a distinguished candidate. The candidate needs to explain his desire to occupy such a position in a

way he is not reiterating his entire resume, bearing in mind that the employer has all the capacities to read your letter as an example of your writing skills, which will be confirmed later in the interview. Technically, it is highly recommended to state your accomplishments more politely, avoiding the overuse of the "I". Try to begin with your occupied position, and state your experience chronologically, followed by your education and personal skills.

R In your writing, the candidate tries to provide strong facts whenever possible, while keeping it clean and short. “Times New Roman” is the most recommended font, with 12 size of characters. Leave your line spacing at 1.5 and do not forget to justify your text, after you finish it.

Closing paragraph

The closing paragraph is a reiteration of the candidate’s interest in the position; therefore, it includes your zeal and enthusiasm to occupy the position, indicating that your soft and hard skills are a solid contribution to the opening.

R Finally, in your closing paragraph, please end on a positive note. Thank the reader for taking the time to read your application and that you look **forward to hearing** from them soon. Try to provide your contact (email and phone number) for further questions in the future.

R A cover letter is a professional letter that is given to an employer/recruiter along with a resume. So, it is better to mention that you are attaching your resume to the letter.

Vocabulary 2.1 — Hard Skills. (noun) Hard skills are learned abilities acquired and enhanced through practice, repetition, and education.
Nearly all jobs today, including most professional positions, require hard skills.
Vocabulary 2.2 — Soft Skills. (noun) character traits and interpersonal skills that characterize a person’s relationships with other people.
In the workplace, soft skills are considered to be a complement to hard skills, which refer to a person’s knowledge and occupational skills.

SAID AZELMAD

azelmad.said@gmail.com linkedin.com/in/said azelmad 0671453445 Ifrane, Morocco

May 25, 2022

Hiring Manager
Al Akhawayn University
Ifrane
, Morocco 53000

Dear Hiring Manager,

I am Said AZELMAD and I am **thrilled** to read about your **opening** for the position of the **Program Manager** at SHSS **on your website**, and I would like to be shortlisted. As **my resume indicates**, I have already occupied this position as a Program Manager, replacing Mr. Mourad Fouzi for his vacation leave. I **have also worked** as a coordinator and project manager to the Alumni Association and **occupied** the position of an assistant to the director of the Language Center, in AUI.

Through this professional parkour, I **managed to upsurge** my administrative skills and carrier and **demonstrated high abilities** to solve a variety of issues and tasks. In fact, I could say that I **satisfied** students and professors' needs, in **handling** an average of different administrative requests per day. **Furthermore**, I worked as an assistant to the Social Science Research Institute in SHSS, in which I **increased** my communication, organizational and multitasking skills, as well as my outstanding attention to details and sensitivity to deadlines.

Therefore, I believe I would be **a convenient asset** for your open opportunity and I know that my qualifications would be a welcome **addition** to AUI, in general.

I look forward to hearing from you, and do not hesitate contacting me if you have any questions.

Kind Regards,

Said AZELMAD
Applicant

Figure 2.1: Cover Letter Sample

2.2 Speculative letter

Keep in mind 2.2.1 — The Speculative letter. It is a letter you can send to your interested employers who have not openly stated that they have a specific vacancy to fill. In this way, you are simply writing a speculative cover letter to ask for the possibility to recruit you as a good potential for their organization. In other words, you are intelligently showing your dedication and proactive nature, and this can give you an early start on your competition. It is a remarkable way to get your foot inside the corporation, to become a front-runner in the company.

Vocabulary 2.3 — front-runner. A leader in a race or competition.

R Mark that excellent speculative letters indicate how the candidate is competitive with specific soft or hard skills, needed for the corporation. Sometimes it is a smart approach to gain your first experience, getting your foot in the door, especially if you are a noob.

Vocabulary 2.4 — noob. is a person who has a lack of experience, skill, or knowledge in a certain field.

the opening paragraph

In the opening, you are highly recommended to demonstrate speculatively what role you can occupy in the organization. Thereof, try to explain your attraction to this position and to the company in general.

Body

In the body of your speculative letter, try to talk about the skills and experience you have gained, so far. Indicate how they will bring added value to the company, adding the type of role you are looking for.

R No worries if you indicate in the letter that you are an all-rounder potential candidate, with multi-talent skills.

Vocabulary 2.5 — all-rounder. is a person with multi-talent skills.

The closing

Finally, in your closing paragraph, please end on a positive note. Thank the reader for taking the time to read your application and that you look **forward to hearing** from them soon, and provide your contact (email and phone number) for further questions in the future.

R **Look forward to** - something means to be pleased or excited that it is going to happen. The **"to"** in **look forward to** is a preposition, so we must follow it by a **noun phrase** or a **verb** in the -ing form.

Figure 2.2: Speculative Letter Sample
Source:
https://purplecv.co.uk/blog/how-to-write-a-speculative-cover-letter

SAID AZELMAD

azelmad.said@gmail.com linkedin.com/in/said azelmad 0671453445 Ifrane, Morocco

April 28, 2022

LC Director
Al Akhawayn University
Ifrane
, Morocco 53000

Dear LC Director,

I am writing to explore whether an opportunity might exist to join Al Akhawayn University in an entry level as an assistant to the Language center. A recent news on your website highlighted that your university had planned to expand from your current base of 1,000 employees to 1,500. I am very aware of AUI as an organisation and would welcome the opportunity to work with you during such an exciting growth phase.

I am in the final year of a BA degree with National College of UIR in Rabat and have maintained a 2:1 average to date. The course has given me a strong grounding in Public Administration Science and modules have included Strategies Development, Employment Law and Talent Development. The degree has involved a great deal of independent research, requiring initiative, self-motivation, time management and strong administration skills. I also secured work experience last summer within a recruitment role during which time I sourced large volumes of candidates using both traditional and digital media, interviewed using competency methods and extended offers to successful candidates. I controlled the process tightly and had a 90% offer to acceptance ratio.

I believe that the skills I have gained from my part time work experience, which include skills in dealing with clients, problem solving, using professional judgment, working effectively in a team and being able to work independently would assist me when working within the Language center. In addition, I bring a positive, can do attitude and enthusiasm.

I am committed to developing a career within the Language center and feel confident that I would make an effective contribution to your team of researchers. I would welcome the opportunity to discuss any possible openings with you and look forward to hearing from you.

Kind Regards,

Said AZELMAD
BA Student

Figure 2.3: Speculative Letter Sample

2.3 Motivation letter

Keep in mind 2.3.1 — The motivation letter. It is very often that students get confused between a cover letter and a motivation letter; therefore, it is better to keep in mind that they are not the same. The motivational letters are vastly oriented to university program admission than work openings. Motivation letters accentuate more how your interests, motivations, and aspirations match the academic program you want to study or a job profile you want to apply for, without attaching your resume. In this way, the motivation letter narrates more about your past achievements as an excellent student, like internships, grades, research, seminars, study accomplishments, interests, and ideas that can impress your academic committee.

R They are stated to target your dream institution or organization, and fascinatingly presenting your motivation can be a total game-changer.

To put it simply, a cover letter is more of an explanatory letter to your resume to the hiring authority whereas the motivation letter accentuates your interests and motivations to be accepted in an academic program you want to study more than a job profile you want to apply for because this later will necessitate a resume and a cover letter instead.

Vocabulary 2.6 — game-changer. (noun) an event, idea, or procedure that affects a significant shift in the current way of doing or thinking about something.

SAID AZELMAD

azelmad.said@gmail.com linkedin.com/in/said azelmad 0671453445 Ifrane, Morocco

May 27, 2022

Admission Committee
Al Akhawayn University
Ifrane
, Morocco 53000

Dear Admission Committee,

I am writing to apply for admission into the Masters of Management Program in AUI. I have a bachelor degree in business administration from the University of UIR in Rabat and about three years of experience working as a financial analyst. Therefore, I am interested in pursuing a career as a financial manager, and I believe that this program will give me the knowledge and skills necessary to reach my goal.

My prior experience combined with the fact that the degree will be completed in about one year made this program a very attractive option to me. Another advantage of completing my degree online is that I can continue working full-time while taking classes. This will not only help me save money, but it will also give me the opportunity to apply the skills and knowledge I learn in class to my current job.

The Masters of Management Program at the University of AUI is an excellent program that will provide me with the skills and knowledge, necessary to reach my career goals. I look forward to hearing from you soon.

Kind Regards,

Said AZELMAD
MBA Student

Figure 2.4: Motivation Letter Sample

3. Emails

Definition 3.0.1 Emails are different from letters. However, email remains the most common method of correspondence either between G2C, C2G, C2C, G2B, B2B, or B2E. [a]. It is an electronic inter-operable effective system of correspondence and communication, that replaced letters, since the appearance of the Internet. Nowadays, Most stakeholders use emails for a wide range of purposes: to confirm appointments and meetings, request help or action or provide information, etc

[a] There are multiple types of work transactions or businesses which are called B2C (Business to Consumer), B2B (Business to Business) B2G (Business to Government), C2C (Consumer to Consumer), C2B (Consumer to Business), G2B (Government to Business) G2C (Government to Consumer), B2G (Business to Government) C2G (Consumer to Government).

Vocabulary 3.1 — Stakeholder. (noun) a party that has an interest in a company or coordination. It can either affect or be affected by the cooperation or business. The primary stakeholders in a typical corporation are its investors, employees, customers, suppliers, citizens, or government.

R In writing, punctuation becomes very important, it is like road signs; without them, we just may get lost, as it is said. Punctuation intrinsically indicates your punctuality either for formal or informal meetings ☺. Therefore, respect the use of capital letters, commas, semicolons, and the full stop.

R Please keep in mind that when you write the whole email in CAPITAL LETTERS, you are intrinsically informing the reader that you are angry and that you are shouting in his face ☹.

R Do not forget to capitalize the 'I' in your emails, when you are writing about yourself. It annoys the reader to see "i" ☹.

3.1 Informal emails

Either we write for informal contacts or formal ones. When we chat with friends and family, accuracy and grammar (spelling and punctuation) become not important in our emails. Hence, we can produce our abbreviations and rules to make our emails more personal, such as:

- thks' for "thanks"
- 'wld' for "would"
- 'plz' for "please"
- 'ok ' for Okey
- etc = "et cetera"
- asap = "as soon as possible"

■ **Example 3.1** Informal Email

Hi Mourad,

It's been a long time since I didn't see you. miss you so man! Can't wait to see you on the weekend!! We haven't hung out in so long! miss our soccer game! Maybe we can go for a walk or just chill and watch TV and catch up...etc, whatever you want.

See you soon man !

Said ☺ ■

3.2 Formal Emails

As it mentioned in the definition 3.0.1 above, formal email writing is always destinated to formal people or organizations in different contexts. Therefore, you should edit carefully your email in a professional manner. In formal writing, there is no room for informal or unimportant information. While drafting your email, please mind the following:

1. Describe the subject of your email. Three or four words are enough to describe the subject of your conversation. An email with a blank subject line will likely get deleted, lost, or immediately irritate the recipient, who is forced to open the email to figure out what it is about. The subject of your email is perhaps the most important few words in the entire email. Therefore, you have to win the attention of the reader's first impression. For this reason, it would be appealing to the recipient. It is like a slogan or tagline for your whole email.
2. Be accurate in your ideas and brief in your information.
3. Use your spell check to eliminate spelling or typing errors.
4. Get rid of spammy language, avoiding nonsense expressions or explanations.
5. Do not condense information in one paragraph, it is better to inform your reader in shorter paragraphs, helping him to scan information easily.
6. It is better to write black text on white background.

3.3 Details

Opening

It is said that if you seek success in life, you need three bones: a wishbone, a backbone, and a funny bone, which is the same in email writing. The opening is like a wishbone, you try to include a quick greeting to acknowledge the reader before you jump into your main message or request.

Vocabulary 3.2 — Wishbone. (Noun) a forked bone (the furcula) between the neck and breast of a bird. According to a popular custom, this bone from a cooked bird is broken by two people, and the holder of the longer portion is then entitled to make a wish.

R If you feel that you have enough sympathized with the reader, after a chain of emails. It becomes then more natural to step into the main message of your email without any opening or closing.

Body

The body of your email is a pivotal backbone of your message. Therefore, try to choose clear and well-arranged words. Keep it as concise and focused as you can.

Vocabulary 3.3 — Backbone. It is the spinal column, spine, and vertebral column that reach from the base of the skull to the tailbone of the body.

Closing

The closing is like a funny bone of your email. Try to leave a good impression to the reader in it. Keep a friendly sign-out for your reader. There are plenty of expressions you can choose to leave a good part in his/her mind.

Vocabulary 3.4 — Funny bone. It is your elbow, its name refers to the odd sensation you get when it is struck.

■ **Example 3.2** Formal Email **Dear Dr. Said Azelmad,**
Warm Greetings! This is assistant editor Icy Yin from CUS where you published your research paper(s). How are you? I hope everything goes well with you.
Thanks so much for your last paper entitled **"The Urban Governance Crisis: When Housing Cooperatives Make Cities The Case of Khenifra in Morocco."** published in our journal. It already got many downloads and views (see the below screenshot) till now. Congratulations.

Thanks for your support in publishing your work with us. You are greatly encouraged to share your work with your colleagues and friends via a social network for wide spreading.
It is an honor to cooperate with you and I look forward to your continued support in the future. I am expecting more valuable research work submitted directly to me via this email from you or your colleagues, friends, or students.
Wish you further progress in your research field. Hope to hear your news soon!
Yours Sincerely,
Icy Yin (CUS Editorial Office)
WhatsApp: +86 134 3726 5327
WeChat/QQ: 1951060082
Alternative Email: scirp.icy@gmail.com
■

3.4 Exercises

Exercise 3.1 Write a formal email to the dean of the university, in which you are asking for information about the internship for your final semester graduation. ■

Vocabulary 3.5 — Internship. (noun) The position of a student or trainee who works in an organization, sometimes without pay, to gain work experience or satisfy requirements for a qualification.

Vocabulary 3.6 — Intern. (noun) a student or trainee who works, sometimes without pay, to gain work experience or satisfy requirements for a qualification.

1. (Verb) Serve as an intern.
2. (Verb) Confine (somebody) as a prisoner, especially for political or military reasons.

3.5 Answers

Answer 3.1 Dear Dean,

I am writing to you to enquire about the laboratory volunteering in FST School of biology that has been advertised on the faculty website. As a biologist student, **I would be very interested in participating in this program**, and I **would be grateful if you could give me some further details.**

Firstly, according to your website, there is a minimum duration of four months; however, the maximum duration of the program is not mentioned. **I would appreciate it if you could tell me more about these details**, since I would like to stay more in one of your university student housing for over six months.

Secondly, you also informed me that only students in their research internship can be accepted as volunteers. In my case, I have just finished my research, and **I would like to know if my application could be considered though**.

Finally, I would appreciate some **information about** the program and its accommodation. **Could you please tell me** if interns are offered a room in the university housing? And if that is so, **would you mind telling me** about the bills I have to pay?

I look forward to hearing from you.

Yours faithfully,

Said Azelmad, BCG, FST. ■

II Interviews and Interviewees

4 Interviews 33

4.1 Difficult Questions in the Interviews

4.2 Most Asked Questions: How to Sell your Skills?

5 Interviewees 39

5.1 The Iceberg Theory

5.2 Important Tips

5.3 The Bummock of your Iceberg

4. Interviews

Congratulations! You have impressed your employer with your cover letter and appealing resume. Now, you are summoned up to interview. The interview is just a formal conversation for you to unveil the veil upon your qualifications.

Definition 4.0.1 — What is an Interview?. An interview is a formal conversation between the interviewer and the interviewee, where the interviewer seeks replies from the interviewee for choosing a potential human resource. It is the process of offering jobs to the desired interviewee. It serves as the basis for assessing an applicant's job-related knowledge, skills, and abilities. It is designed to decide if an individual should be interviewed further, hired, or eliminated from consideration.

R This conversation can be face-to-face in a closed room, online, or through the phone.

Vocabulary 4.1 — to summon up. (Verb) to invite to or to bring (a memory, feeling, image, etc.) into the mind.

You are summoned up to the interview; therefore, you can give yourself a great chance to succeed, because your employer will seek the following qualities in your professionalism. Please, keep these interview tips in mind:

Time and Organization

Come early to interview and wear a watch in your hand to inquire about time. Show your time management and punctuality to your interviewer. Keep your papers organized in front of you, when things get busy. Keep focused.

Communication and literacy

Show your thought management. If you get nervous or speak quickly. Gather your breath and your ideas and take your time to answer the question briefly. Choose your words carefully, and beware your vocabulary mirrors your Psychology. Do not repeat yourself and if you are unsure of an answer, smile ☺ and do not lie.

Personal presentation

Mind your physical appearance. Cut your fingernails and brush your teeth. Ladies clip their fingernails rather. Formally comb your hair and dress. make sure you feel comfortable in your clothes.

Enthusiasm and Proactive Resourcefulness

Try to show your enthusiastic interest in the job and convince the employer that you are the right person to occupy this position. Try to demonstrate resourcefulness about the organization, check about its location, history, products, customers, vision, and future projects, for example. Indeed, The more you know your employee, the better you get prepared to discuss its needs.

Vocabulary 4.2 — Proactive. (Adj) Acting in advance to deal with an expected change or difficulty; We can deal with each problem as it pops up, or we can take a **proactive** stance and try to prevent future problems. proactively * proactivity * proactiveness

Vocabulary 4.3 — Resourceful. (Adj) Capable or clever; able to put available resources to efficient or ingenious use; using materials at hand wisely or efficiently. With a **resourceful** use of space and a fresh coat of paint, the room became a pleasant library with a comfortable seating area. (Noun) resourcefulness.

Congratulations! Now The second step in preparing for an interview is to thoroughly assess your skills for the job you are interviewing for. You identified and demonstrated your skills that match the job requirements when writing your resume: use the same techniques when preparing for the interview.

Keep in mind 4.0.1 When you are invited to participate in the interview, try to think about your **skills**:

1. From your research and the job posting, list the employer's most desired skills in a candidate.
2. Use your resume as a list of your experiences and skills, noting any additional required skills and where you got them.
3. Consider stories you could tell in the interview to demonstrate the skills required for the job.

Keep in mind 4.0.2 In a self-reflection, try to identify all your important **experiences** and **skills** that are needed specifically for the job opening. Think about the way you can incorporate them into your answers intelligently.

Keep in mind 4.0.3 Make a list of your key strengths and success stories that you want the interviewer to know. These points should relate to the skills you know the employer will want from you. Be sure to incorporate these in your answers.

Keep in mind 4.0.4 You can never predict every question that you will encounter. What you can do is use the job posting and your research to anticipate what skills or competencies interest an employer and develop possible questions from there.

R Do not underestimate any abilities and capacities. That is the start of your interviewer point.

4.1 Difficult Questions in the Interviews

Keep in mind 4.1.1 Do not dwell on the questions you do not know how to answer, try to move on to another topic flexibly, redirecting your interviewer's attention to another related adjacent, which you can feel more relaxed discussing.
Show to the interviewer that you have a shortage on this side but still you have great attractive competencies and skills to bring to the table, later.

R Cover your Knowledge Gap, such gaps in knowledge are harmful in the long run especially if you are interviewed as an expert on the asked information.

Vocabulary 4.4 — Knowledge Gap. Knowledge gaps point to the gaps left in your knowledge about a subject which may be due to a lack of resources available or due to a lack of efforts to fill in the gaps.

■ **Example 4.1** Use these sentences to escape your knowledge Gap
"I'm not very familiar with that concept, but... "
2. "That's an interesting question. So that I understand exactly what you're looking for, do you mind unpacking the question a little more?"
3. "I'm so glad you asked about this. I have been wanting to learn more about it..."
4. "One of my strengths is being able to identify the best resources and leverage the company's assets when we need it the most..."

■

4.2 Most Asked Questions: How to Sell your Skills?

Do not need to memorize your answers, but you should think about putting yourself in the position of the employer and think of the best answer response that would impress the interviewer. A question may be paraphrased in different ways. However, they are the same in general. So, you may expect these questions.

Let's consider the most commonly asked interview questions, and how we can craft effective responses for them together:

Exercise 4.1 Could you tell me about yourself and describe your background in brief?
■

Answer 4.1 This is one of the first questions you are likely to be asked. Hence, prepare the most ideal answer for this question, telling the interviewer why you are an excellent fit for the job. Avoid telling too much of your personal information. It is better to begin with your hard skills, then your soft skills, with a brief account of where you grew up, your education, and your motivation. ■

Exercise 4.2 Why do we have to take you for this offer? What is your added value? ■

Answer 4.2 It is an opportunity for you to review your soft and hard qualifications vis-à-vis the requirements of your opening, so you can craft a response that aligns with your employer's requirements. ■

R When you answer questions, take a few moments to organize your ideas, try to think about your goals, and compare them with the general orientation of the company. Try to describe your previous success stories in other positions, changes you have implemented, and results you have achieved.

Keep in mind 4.2.1 Most of the interviewers ask now **"Behavioral Interview Questions"** rather than **"Hypothetical Questions"** to gauge your real soft skills based on real success stories from the past.

Figure 4.1: STAR Technique

Vocabulary 4.5 — STAR method. The STAR method is a structured manner of responding to a behavioral-based interview question by discussing the specific situation, task, action, and result of the situation you are describing.

Exercise 4.3 Why you left your job? ■

Answer 4.3 The employer wants to know the reasons behind leaving your job and why you want to join their company. So be prudent not to smirch the image of your previous employer, even though you left under bad circumstances. Keep it positive! ■

Exercise 4.4 What are your Strengths? ■

Answer 4.4 The employer wants to know how you set distinctive from other candidates. When you are asked such a question, try to discuss the attributes that qualify you for this position, based on real success stories from your professional parkour. ■

Exercise 4.5 What are your weaknesses? ■

Answer 4.5 Your hiring manager wants to discover your deficiency; however, try to use your intelligence to turn a weakness into a positive aspect, from which you learned a lot. It is an opportunity for you to show your employer that you can take on challenges to learn from your mistakes. ■

Exercise 4.6 What are your salary expectations? ■

Answer 4.6 This is a tricky question you have to pay attention to because you need to get well-documented about the salary terms of this position before you enter into negotiations. You would not sell yourself short or price yourself out of a job salary. ■

5. Interviewees

5.1 The Iceberg Theory

Sigmund Freud (1856 to 1939) was the founding father of psychoanalysis, which is an old method for explaining human behavior. In Freud's iceberg metaphor, the preconscious is always bummocking just below the surface of the water to influence the conscious awareness, which must exercise pressure on your conscious mind. This pressure always appears in our reactions and language

▪ **Example 5.1** Freud believed that the influences of the unconscious reveal themselves in a variety of language expressions "slips of the tongue".
Freud (1920) gave an example of such a slip when a British Member of Parliament referred to a colleague with whom he was irritated as 'the honorable member from **Hell**' instead of from **Hull**. ▪

Vocabulary 5.1 — Hull. Hull, or Kingston upon Hull, is a port city in East Yorkshire, England.

Indeed our decisions, feelings, behavior, language, and reactions are always hummocked together on the surface to constitute our personality and charisma, based on our past experiences, which are always stored and fossilized in our unconscious. Therefore, traumatic and powerful negative emotions of our childhood must influence the decisions of today.

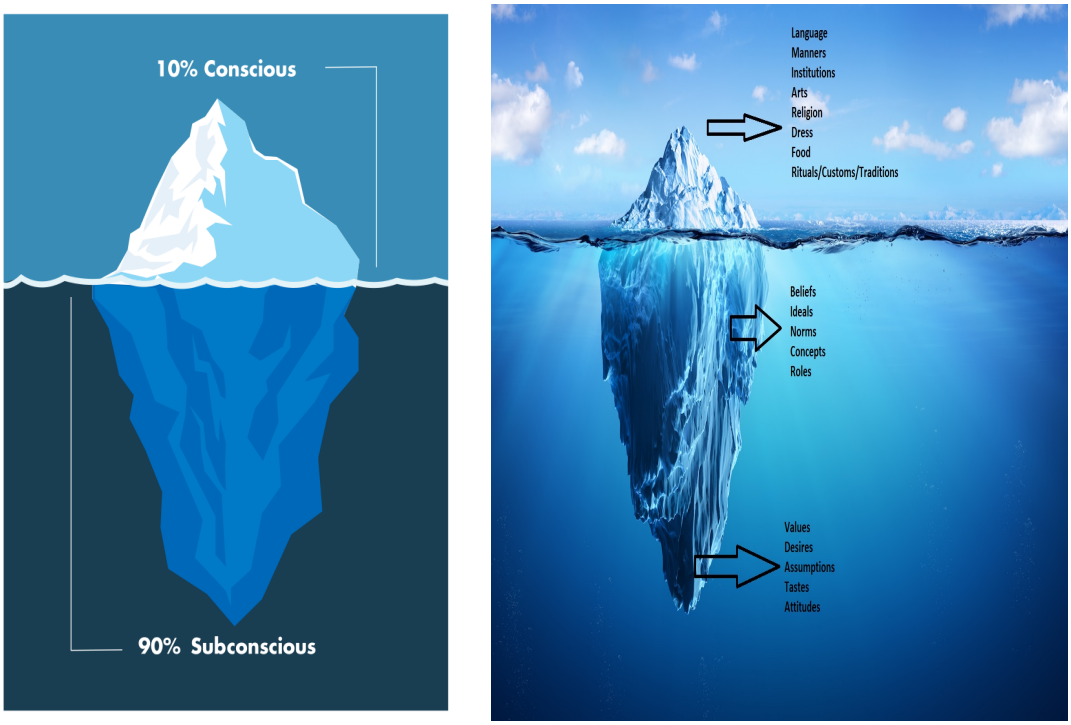


Figure 5.1: Iceberg Theory

5.2 Important Tips

1. Do everything you can to outwardly project confidence when you meet with interviewers.
2. Put on your confidence even before the interview commences. In the waiting area, try to have good posture while standing and sitting. The receptionist may be a member of the committee.
3. In the room of the interview, place your briefcase or purse on the left side of your chair.
4. Mind Your Body Language: No slumping. Keep your back straight. Lean forward slightly to indicate interest. Do not recline back into the chair fully; this can make you seem bored or disengaged.
5. Avoid crossing your arms or placing items in your lap; these habits indicate defensiveness, nerves, and a need for self-protection.
6. Watch your word choices: Try to avoid pausing in your speech producing a sort of room tone. saying "um" or "like" too much is awkward. Try to engage in up-talk—speaking with a change in your speech tone.
   Vocabulary 5.2 — Room tone. (Noun) is the "silence" recorded at a location or space when no dialogue is spoken in film-making?
7. Avoid fidgeting in your speech if you are a nail-biter, knuckle-cracker, hair-twirler, or leg-tapper: try to control these fidgeting habits during the interview. They are considered unprofessional and convey the degree to which you are nervous.
   Vocabulary 5.3 — To fidget. (verb) make small movements, especially of the hands and feet, through nervousness or impatience.
8. Control your emotions and gestures. Make sure your motions are not over-enthusiastic

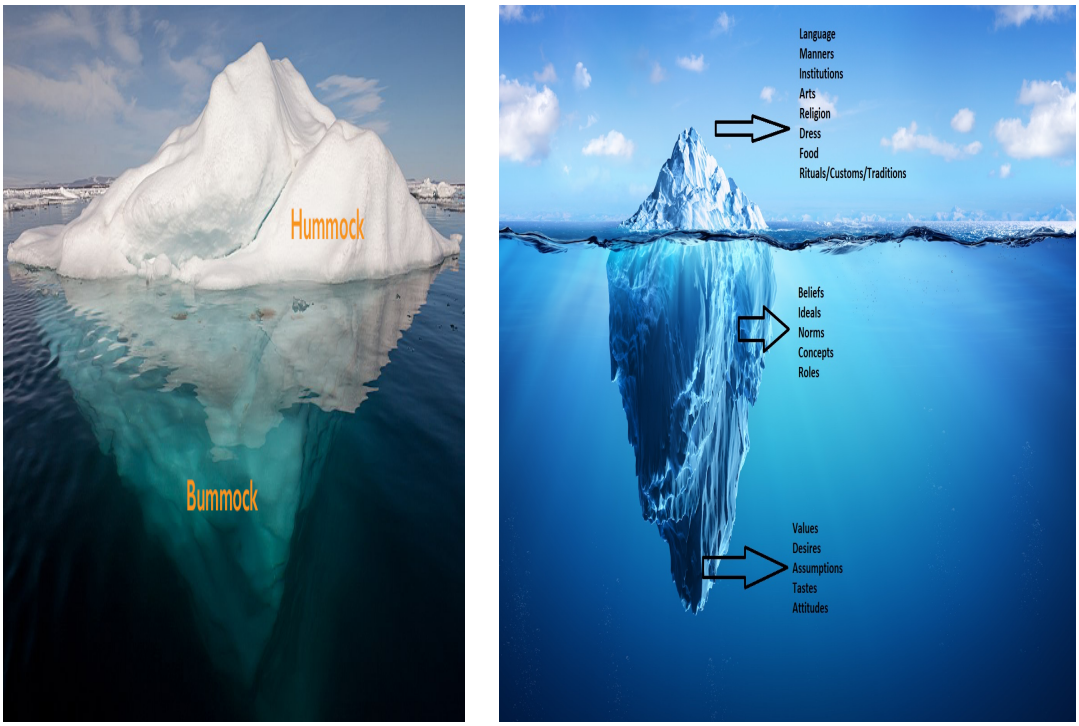


Figure 5.2: Iceberg Theory

in a way that distracts from your words.

9. Establish your eye contact and do not gaze at your interviewer committee, try to make the "right" eye contact, looking directly into your interlocutor's eye for 4-5 seconds only, then shift your head normally. Eye contact respect is also the general etiquette of each culture. For example, in most Asian cultures, respect for elders is indicated by not making intense eye contact, whereas it is interpreted as "showing interest" in European and American societies.
10. Try to pay attention to your gestures since they can indicate your natural tendencies. They are enough to unveil the iceberg hip. So never get nervous! You can see with your coach to overcome these nervous tics if you have them in your communication.

Vocabulary 5.4 — Hummock. (noun) The tip of the floating berg on water. A massive piece of sea ice is composed of a hummock or a group of hummocks, frozen together and separated from any ice surroundings.
Vocabulary 5.5 — Bummock. (noun) It is the biggest hip part of the berg underneath the water. Tip of the iceberg is a good idiom to use when we talk about the culture, beliefs, and values of people. (Iceberg Theory)

5.3 The Bummock of your Iceberg

Ernest Hemingway (1899-1961)

Ernest Hemingway (1899-196) is an American celebrated modernist writer, who won the Nobel Prize and other different writing prizes for his beautiful writing style in fiction. The influence of his stylistic technique created the genre of detective or mystery novels. The **iceberg theory** or theory of omission is a writing technique coined by Ernest Hemingway.

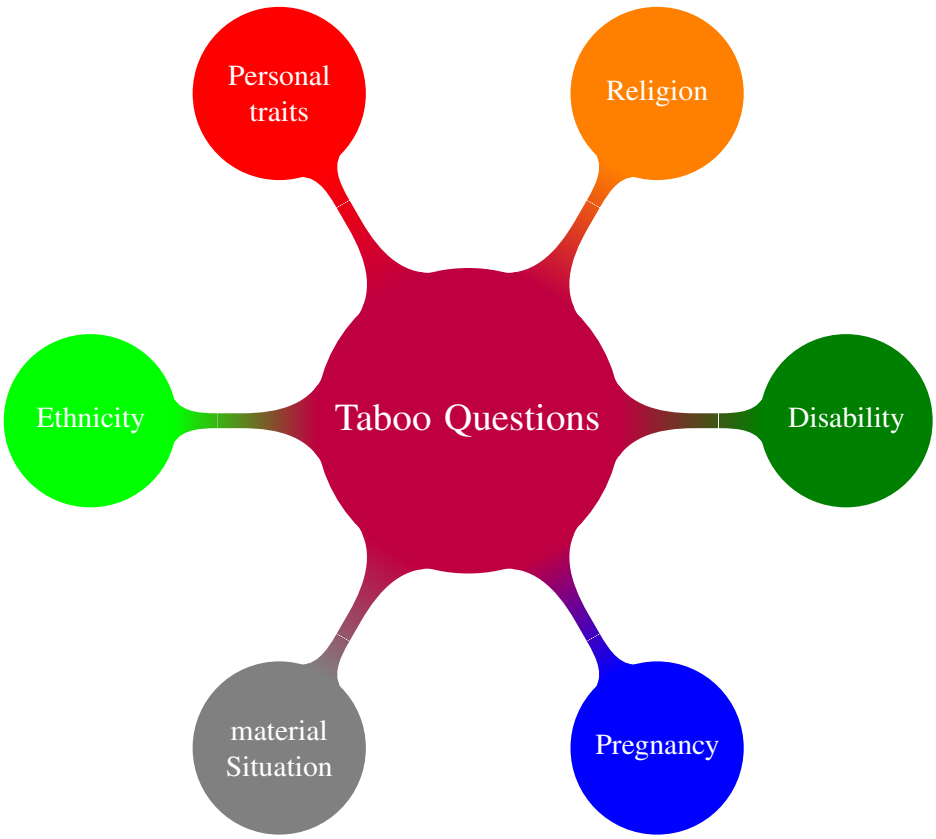
Hemingway believed the deeper meaning of a story should be **hummocking** only on the surface, but the reader has to dive deeper to discover its **bummocking** implicit part between the lines, omitting what is underlined.

> "The dignity of movement of an iceberg is due to only one-eighth of it being above water." Ernest Hemingway

Iceberg theory is all about the way the author leaves a big bummocking part of imagery and dialogue to the reader to be filled by his imagination, This **omission technique** makes a story stronger.

Exercise 5.1 Experts in language, communication, and semiotics can decipher the hidden part of your iceberg through your language, art, religion, and food habits, among other hidden aspects of your personality. It is better to hide them from your interlocutor, where you can give hints about your beliefs, norms, values, attitudes, and much more. It is better to show your ethical literacy and hide your cultural literacy. You can hide some personal info on the day of the interview. You can escape some personal questions on your material situation, ancestry, pregnancy, family, disabilities, or soever. ■

Answer 5.1 In this way, answer intelligently with a half-baked answer, you can just eke out a half answer, without diving into details, if you feel that the answer can impact the interviewer's impression of you. ■



Exercise 5.2 The more you practice, the better you will be at interviewing. Use these example interview questions and practice in front of the mirror, record yourself, or work with a friend.

1. What do you see yourself doing five years from now? (This means, what are your goals within this organization? They want someone willing to stay and grow within their organization)
2. What motivates you to put forth your greatest effort?
3. In what ways do you think you can contribute to our company? (Remember the Power of 3's - tell them your 3 most relevant skills you can contribute to their company!)
4. Do you think that your grades are a good indication of your ability in ...?
5. What have you learned from participation in extra-curricular activities?
6. In what kind of work environment are you most comfortable?
7. Why are you seeking a position with this company?
8. What do you know about this company?
9. What are your strengths? What is your greatest weakness?
10. How do you spend your spare time? What are your hobbies?
11. In what type of position are you most interested?
12. What jobs have you held? How were they obtained and why did you leave?
13. What qualifications do you have that make you feel that you will be successful in your field?
14. Do you prefer any specific geographic location? Why?
15. What have you learned from some of the jobs you have held?
16. What interests you about our product (or service)?
17. Define co-operation.
18. What jobs have you enjoyed the most? What jobs have you enjoyed the least? Why?
19. What are your special abilities?
20. What job in our company do you want to work toward?
21. What have you done which shows initiative and willingness to work?
22. Why should I hire you?
23. Give me an example of a work situation in which you were not proud of your performance. What did you learn from this mistake?
24. Tell me about a conflict with a co-worker, and how you resolved it.

■

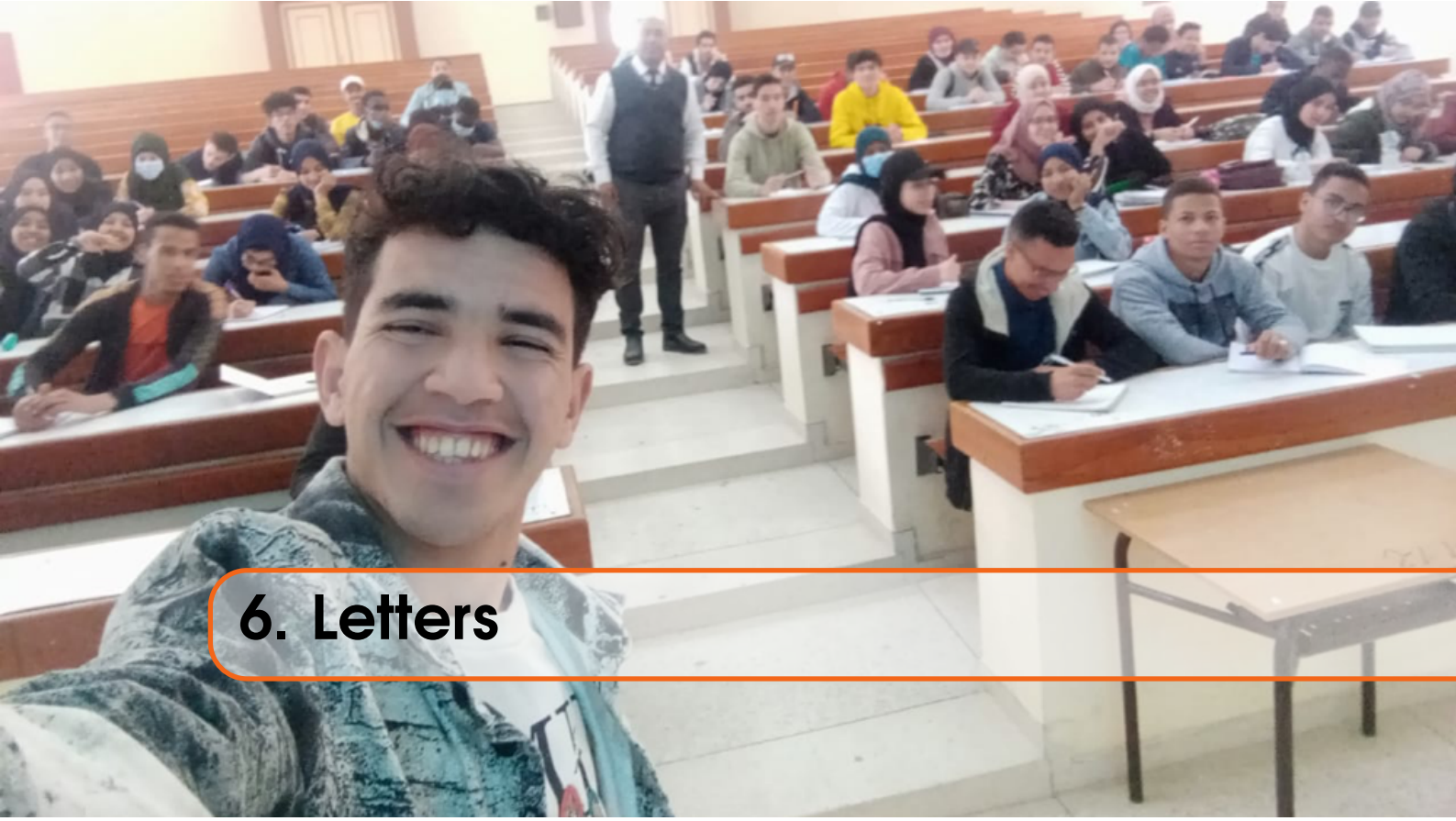
Keep in mind 5.3.1 Sending a thank you note by email is a great way to show your appreciation to your interviewers and make sure they continue to think of you in a positive light. This should be done within 24 hours, otherwise, it may be too late to impact their decision. Some job seekers prefer to send a handwritten note or card. This can be effective, but be sure this arrives on time and is not tied up in the postal system. Especially if you are applying to high tech or newer industry, an email is usually your best bet.

III

After Interview

6 Letters 47

6.1 Thank you letter
6.2 Letter of Acceptance
6.3 Letter of Decline



6. Letters

6.1 Thank you letter

Whether you feel that you aced the interview or not, you should immediately think to write down some notes to thank your interviewer.
Most of the candidates leave their employment interview, without thanking the committee for their selection and opportunity. Therefore, try to take a moment to write a simple note of appreciation to those who interviewed, and be a front runner!
Writing a thank-you letter or thank-you email after an employment interview is professional etiquette.

Vocabulary 6.1 — To ace. (Verb) to do very well in an exam.
I was up all night searching and studying, but it was worth it, I aced my Interview.
Vocabulary 6.2 — Etiquette. (Noun) The customary code of polite behavior in society or among members of a particular profession or group.

The letter will reiterate your zeal for the position. It will distinguish you from others, who did not and will clear any interview misunderstanding.

SAID AZELMAD

azelmad.said@gmail.com linkedin.com/in/said azelmad 0671453445 Ifrane, Morocco

May 10, 2022

Director
Al Akhawayn University
Ifrane
, Morocco 53000

Dear Director,

I would like to thank you Sir for granting me the opportunity to discuss the position of assistant to SHSS dean. The interview was both thorough and informative and increased my interest in this position. I am especially interested in assisting with homogeneous team in AUI. My experience as a research assistant at the University of FST Errachidia, and my Master Degree in Biology have provided me with the skills and knowledge required to succeed in this position. The combination of working with administration and conducting field research in a team atmosphere constitute an excellent work environment for me, one in which I excel. Thank you again for your time. I am looking forward to hearing from you.

Sincerely yours,

,

Said AZELMAD
Biology Student

Figure 6.1: Thank you letter

6.2 Letter of Acceptance

Now that you are taken after the interview, You will receive a formal call or email from your employer about offering you the position. As a reaction, It is better to respond in email, giving your new employer your acceptance in writing. In this email, you can thank the employer for their time, consideration, and trust. In this letter, you can ask for additional details about the offer, if there is a need.

SAID AZELMAD

azelmad.said@gmail.com linkedin.com/in/said azelmad 0671453445 Ifrane, Morocco

May 10, 2022

HR Director
Al Akhawayn University
Ifrane
, Morocco 53000

Dear HR Director,

I would like to express my appreciation for you letter offering me the position of assistant to the SHSS dean in AUI at a starting salary of 10000 Dh per month. I was very impressed with the personnel and facilities at your SHSS and am writing to confirm my acceptance of your offer. As requested, I am able to start work on May 1, 2022.

Let me once again express my appreciation for your offer and my excitement about joining your team. I look forward to my association with SHSS in AUI and feel my contributions will be in line with your goals of growth and continued success for the university.

Best wishes to you and your staff.

Sincerely,

,

Said AZELMAD
Biology Student

Figure 6.2: Acceptance letter

6.3 Letter of Decline

After applying for a job or after passing the interview, you may discover that the offer no longer matches your orientation and competence. Therefore, you can withdraw formally from this offer by sending a letter of decline to the employer. There is no need to mention the reasons behind turning down the interview. However, It is better to keep your letter simple and concise. Simplicity is an art!

SAID AZELMAD

azelmad.said@gmail.com linkedin.com/in/said azelmad 0671453445 Ifrane, Morocco

May 10, 2022

HR Director
Al Akhawayn University
Ifrane
, Morocco 53000

Dear HR Director,

It was indeed a pleasure meeting with you and your staff to discuss your needs for an Engineer in Training. Our time together was most enjoyable and informative.
After careful consideration, I have decided to withdraw from consideration for this position. My decision is based upon the fact that I have accepted a position elsewhere that is very suited to my qualifications and experiences. I want to thank you for interviewing me and giving me the opportunity to learn more about your facility. You have a fine team and I would have enjoyed working with you.

Best wishes to you and your staff.

Sincerely,

,

Said AZELMAD
Biology Student

Figure 6.3: Decline letter

Bibliography:

Albrecht, W. D. (2011). LinkedIn for accounting and business students. *American Journal of Business Education (AJBE)*, *4*(10), 39-42.

Hafner, J. H. (Ed.). (2010). The art of the cover letter. *ACS nano*, *4*(5), 2487-2487.

Hecht, M. L., Warren, J., Jung, E., & Krieger, J. (2005). The communication theory of identity. *Theorizing about intercultural communication*, 257-278.

Joubert, D. (2011). *Write the Winning CV*. Penguin Random House South Africa.

McDowell, E. E. (1987). Perceptions of the ideal cover letter and ideal resume. *Journal of Technical Writing and Communication*, *17*(2), 179-191.

Mills, W. (1983). Darwin and the iceberg theory. *Notes and Records of the Royal Society of London*, *38*(1), 109-127.

Moreland, K. (2000). Just the tip of the iceberg theory: Hemingway and Sherwood Anderson's" Loneliness". *The Hemingway Review*, *19*(2), 47.

Nunkoosing, K. (2005). The problems with interviews. *Qualitative health research*, *15*(5), 698-706.

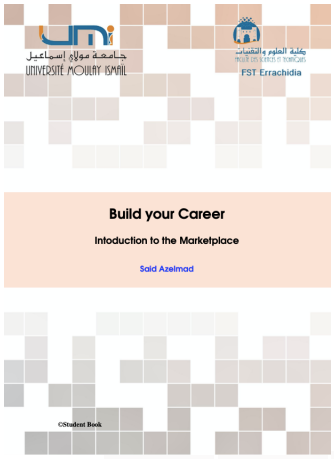
Poppi, F. (2016). From Business Letters to Emails: How Practitioners Can Shape Their Own Forms of Communication More Efficiently. In *The Ins and Outs of Business and Professional Discourse Research* (pp. 272-294). Palgrave Macmillan, London.

Quirk, M., & Casey, L. (1995). The art of interviewing. *Journal of Nurse-Midwifery*, *40*(2), 97-103.

Tardim, F. (2012). Iceberg Theory: Do You See Anything?.

Wallwork, A. (2022). Emails and Letters to the Editor. In *Essential English Grammar and Communication Strategies*(pp. 63-72). Springer, Cham.

West, V. L. (2006). Teaching written communication skills in professional selling: The cover letter. *Journal of Marketing Education*, *28*(3), 205-217.

Zide, J., Elman, B., & Shahani-Denning, C. (2014). LinkedIn and recruitment: How profiles differ across occupations. *Employee relations*.

The marketplace is one of the most stressful and anxiety-producing places in life. Therefore, students are recommended to get well-prepared for the interviews, sharpening their career hard and soft skills to easily integrate themselves into the job market. Indeed, before submitting yourself to the judgment of the interviewer, you are recommended to read about the ethics of the job market and this book is a great opportunity, in which the author tries to picture the most important tricks and skills, students may need to be introduced to the job market.