

Chapter 5: Writing business messages

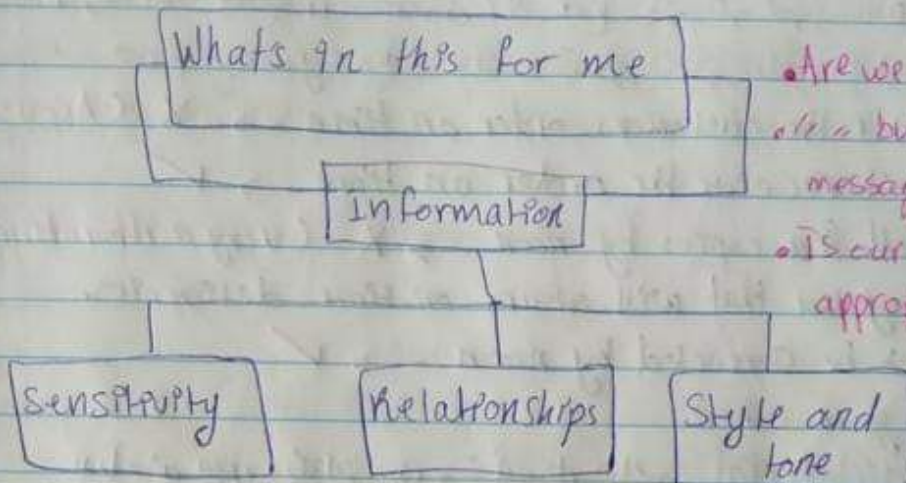
Adapting to your audience:

بعد التخطيط يكون لي draft اولية لي، نكتب يكون لي

Sensitivity

التأق مع الجمهور

خبرة عن الموضوع والاهتمام



• Are we being sensitive to their needs?
 • Are we building relationships using our message?
 • Is our writing style and tone appropriate to their needs?

Expressing great ideas clearly and persuasively starts with adapting to audience needs

ما كانت الفكرة عظيمة، لنفهم، نغير عن، نطبق لازم نأخذ الاعتبارات الجمهور بعين الاعتبار

What's in it for me? *الجمهور أول ما يبي يقرأ رسالة بيأله جالوس (Selfish الجمهور)*

If the audience feels the message doesn't apply to them / meet their needs, they won't listen.

إذا الجمهور كمن إنو الرسالة ما بتطبق عليهم أو بتلحق بالجمهور أو إذا بيصرو إننا مش نأفهمهم / مش مهتمين بالجمهور مش راجع بيصرو لك

[If it benefits me I'll listen]

To improve audience sensitivity: ① Adapt "you attitude"

② Maintain etiquette

③ Use positive, bias-free language

لنكون sensitive أكثر تجاه الجمهور لازم نراعي جانب الأمور

Enhancing Sensitivity

You-Attitude

Business etiquette

Positive emphasis

Bias-free language

1) Using the you-attitude:

Expressing your message in terms of the audience's interests & needs.

[Speaking & writing in terms of your audience's preferences]

[Try to put yourself in their shoes]

بدل ما نخدم "we" "أنا" ما بين selfish ، نخدم "you"
بالرسالة ليحس الزبون الاهتمام ، إنه هو محور الاهتمام ، من دايما لازم
نخدم "you" في حالات تبين كأنه يعلق اللوم على الطرف الثاني.

1. You failed to deliver the customer's order on time → X (Accusing)

• The customer didn't receive the order on time → ✓

2. You must correct all five copies by noon → X (Very authoritative)

• Let's figure out a system that will ensure on-time deliveries.

All five copies must be corrected by noon → ✓

Avoid using you & your when:

• It makes you sound dictatorial بدنا مش بين ديكتاتورين ، شتأمر كل الناس

• Could make someone feel unnecessarily guilty ما تحلى الشخص بالذنب

• It's inappropriate for the culture بعض الثقافات ما بتقبلها زي Collectivist

• Goes against the org's style بعض الشركات بتحب "we" بالرسائل

من دايما اهتمام كلمة "you" برأي Sensitivity ، أظننا كما نسيبها نغير

أحمد

2) Maintaining standards of etiquette:

be diplomatic, courtesy & consideration are important

If you know your audience well → less formality

• you're talking to higher levels / people outside organization → Be formal

• Express your thoughts in a kind thoughtful manner instead of being brutally honest

3) Emphasizing the positive

• There's a difference between delivering negative news and being negative.

Emphasizing the positive doesn't mean we're denying the problems.

• It is impossible to repair your laptop today. X

• Your computer could be ready by Tuesday. Would you like a loaner until then? ✓

• Give constructive criticism

don't dwell on people's mistakes, show them how to improve

لا تي ضرورية للعد ، تفرح بكونه بنا ، ما دفر على أخطاء الشخص

Use euphemisms
equivalent words that express a thought in milder terms.
Ex: مرادفات إيجابية

- Senior citizens ✓
 - old people ✗
- كلمات مرادفة لطيفة بدل ما نقول "أنت كبير بالعمر"

Bias-free language
Avoid stereotypes, prejudices & unfair categorizing
ابتعد عن الصورة النمطية ووضع الناس بصفات بناءً على العمر، الجنس، الإثنية الأصل

Bias to avoid

Gender bias	Racial & ethnic bias	Age bias	Disability bias
↓	↓	↓	↓
Don't be sexist لا تكون متحيزاً جنسياً	Don't identify people by race لا تدعي عرق الناس والعالم	Only mention age when relevant ممن ضروري تدعي العمر جنسياً، أمناً	Never mention it. If necessary mention the person then the disability. Don't say "retarded". لا تدعي الإعاقة إلا حينما لا بد من ذلك. إذا كان لابد من ذكرها فذكر الشخص ثم الإعاقة. لا تقل "متخلفاً"

Don't bring up any of those unless there's a reason to mention it.
ممن ضروري تدعي أي المواضيع إذا ما لها علاقة مباشرة برسالةنا

Adapting to your audience: Establishing your credibility

Building strong relationships: Projecting your company's image

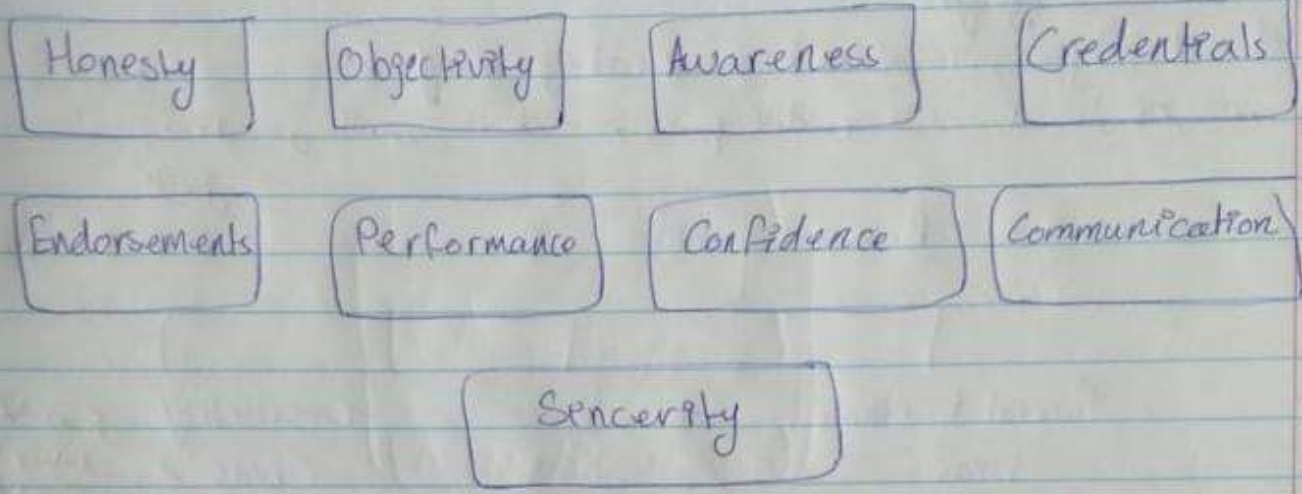
لقد بنى علاقة قوية مع جمهورنا عبر الكتابة في خطوتين
بنا مصداقية لشعبنا

1. Establishing your credibility:
A measure of your believability based on how reliable you are and how much trust you evoke in others

مقياس مدى صدقك بناءً على "قدريتك بصدقك عليك" و مدى ثقة الآخرين بك
للجمهور القديم و يلي تعامل معك، أنك تكون باني Credibility إلى حد ما، باني
للجمهور الجديد يلي ما صار لاستخدامك Communication للدم تبني مصداقية قدامك ليقدروا

بلا حظوا وبتقبلوا رالتك
 الحصة مة على متن الفروع ان الحصة مة عند كل اشارة
 او صت لشارة ثانية الحصة مة بتقبل

Enhancing your credibility



① Honesty: الصدق
 Demonstrating honesty will earn you the respect of your audience even if they don't always agree with your messages.

لا تكون صادقين مع الجمهور رح يحترمونا حتى لو ما بوافقونا الراسي
 بس ما تكذب علم وتكشفا ما حاسي من رح يردوا علينا ولا يوافقونا ولا حتى يحولنا .

② Objectivity:
 look at all sides of an issue
 be fair and listen to everyone

الموضوعية

③ Awareness of audience needs:
 Let the audience know that you understand what's important to them.

اظهار فوك لا يحتاج الجمهور

اكون صاعبة وواعية لا يحتاجات الجمهور وافرهم هذا الكلي

④ Credentials, knowledge & expertise:
 Show them you got what's needed.

المجرة و المعرفة

Ex: education, special training, you've done you research

بيني انت تاك صة ع تخلي مع الجمهور، كل عليك المعلومات اللازمة؟ هل بتلكك في
 في يومنا اذا انت تفتن حرة؟

⑤ Endorsements:
 A statement on your behalf by someone whos accepted by your

audience as an expert.

يعني حد أصلاً عنده مهارة وموثوق فيه، يطلع ويقول إني أنا كمان عندي مهارة باين

- ري ما طلع أدينا على endorsement لـ ~~أنا~~ وحقا للناس صوتولو.
- زي ما تلقى مايكل جوردن فضل بلبس Nike خال الناس بتقول في عنده Nike مهارة

6 Performance

الأداء

Demonstrating your skill isn't enough, people need to see.

أقول للناس عندي مهارة ودا مشافر وأجبت حد يقول عن بي شاكر دور مشو كافي، لازم الجمهور بيأكد، بيأوف بصير إني أنا حد ري ما صح بحالي

7 Confidence

الثقة

Believe in yourself and your message

كما تكون وانق بحالك، الناس بتشوف عاد الإمتحان كان

ما نتخيم مصطلحات زي maybe, seems, not sure هون بتبين مش واثقين وبالتالي الجمهور، ما بيوتق في

8 Communication

clear honest ethical communication, also used form of communication

9 Sincerity

be genuine don't be a hypocrite

Don't use hyperbole →

ما نبالغ

ما تقبل نبالغ زي ما نقول حد طابخ مقولبة تمامي ازكي مقولبة زكيها صيني و لخصه ثاني، ثالث هون بتبين كتابين

Credibility takes a long time to establish and can be wiped out in an instant.

2. Projecting your company's image

- You represent your company → be a spokesperson
- Follow guidelines
- Observe experienced colleagues

الموظفين يمثلوا الشركة و ضروري نتبني على تصرفاتنا عشان ما نأثر على كيانها

Adapting to your audience:

3 Controlling your style and tone

• Communication style:

choices you make to express yourself

(the used words, how you build paragraphs...)

could be: forceful,
colorful, dry, objective
personal

• Tone

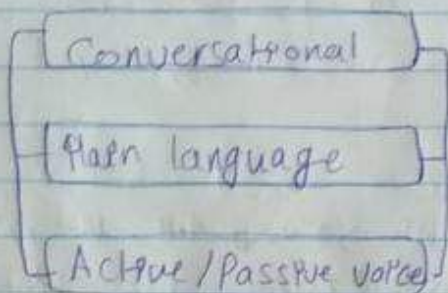
Overall impression in your messages

- Communication style creates a certain tone

[Picking a style depends on: - message's nature

- your relationship with the reader

Nature of the message



Relationship with reader

tone, style و العلاقة مع القارئ / الكاتب
المراد

1) Using a conversational tone:

Business messages' tones

Informal

Conversational

Formal

Guidelines to be conversational

- Texting vs. writing
- Pompous language
- Preaching/bragging
- Intimacy / Humor

- ↓
- with superiors
- with customers ✓
- with close colleagues → X

Conversational tone:

- warm style but businesslike
- (not too stuffy, not too laid back)

والمثل في... Communication... easy going...
المثل في... unprofessional...
المثل في...

Guidelines for a conversational tone:

1) Understand difference between texting and writing:

you can't write business messages like you text. It's not professional.
ما يقدر يكتب الرسائل ابغية نفس ما يكتب في الايميل والفاينال ، اللغة مختلفة

2) Avoid stale and pompous language:

don't use complicated and cliché sentences

الاصطلاحات القديمة / اعترافه ما في اياها هاي

we don't wanna seem like we're bragging.

3) Be careful with intimacy and humor:

Avoid personal details and casual unprofessional tones.

الا اذا العلاقة حموية مع ايميل زي teams على تكون لانك تستخدم intimate tone

Humor can backfire and divert attention from your message.

لازم نتجنب المزح بالرسائل هاي خاصة اذا ما بتخرج ايميلنا وادا كانوا من ثقافة ثانية

4) Avoid preaching and bragging.

no one wants to listen to know-it-alls.

ما عايج جوج + ما تنكر

Using plain language:

استخدام لغة مبسطة

- present your information in a simple understandable style
- This makes companies more productive and profitable because people spend less time trying to understand the message

ما سوا نتفهم معلومات كثيرة ومن مفعومة وبصعب على القاري ، اينو

Selecting active or passive voice:

كيف ستار ال approach المناسب لترتيب الكلمات ، افعالها
يعني "صوت" الرسالة.

صوت النشط
Active voice
Subject + verb + object

صوت السلب
Passive voice
Object + verb + subject

↓
Direct
Concise
(جسدي) Vigorous

↓
Indirect
Tactful
Reserved

• mostly: active voice is the best choice.
Sometimes using passive voice helps demonstrating the you-attitude.
• passive voice جئ بيك، بيك

• When pointing an error:

You've made a mistake X → ^{الخطأ}
A mistake has been made ✓ → ^{الخطأ}

less of an accusation ^{أقل من التوبيخ} ^{الطرف الثاني} ^{كأنه} ^{بينهم} ^{الطرف} ^{الذي} ^{أشياء}

• When you don't want to take credit / blame

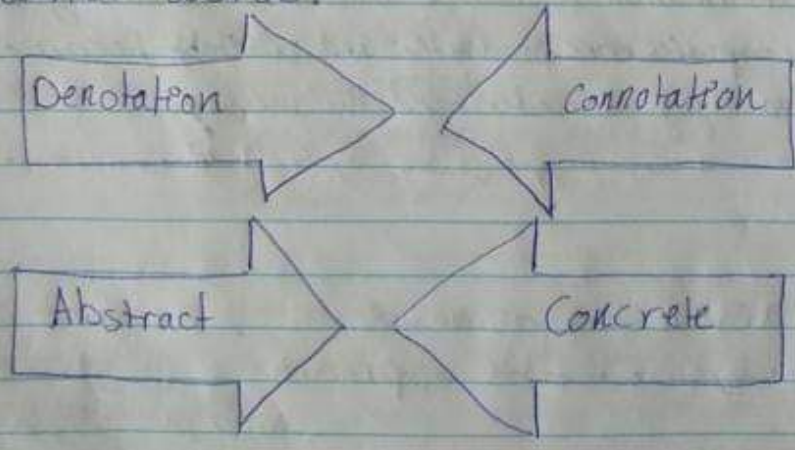
أشياء الطريقة بنرى الامتثال كان الحد على حاله ^{وغيره} ^{الشخص}
قام به (بكونه humble أكثر)

• When you want to avoid personal pronouns to create objective tone

في التقارير الرسمية

Powerful words
Composing your message: Effective sentences
Coherent paragraphs

Choosing powerful words:



Finding words that communicate well

1) Understanding denotation & connotation:

• Denotation:

literal meaning [meaning in dictionary]

(explicit)

معنى صريح

• Connotative:

All feelings and associations evoked by the word.

(implicit)

معنى ضمني

We should avoid words with negative connotation like:

Fail

Balancing

2) Avoiding abstract & concrete words

• Abstract:

معاني مجردة غير ملموسة

expresses a concept / characteristic

عبارات مجردة لا يمكن لمسها أو رؤيتها

ex: love, honor, beauty, progress, productivity, quality

• Concrete:

ملموسة

something you can touch, see or visualize

ex: chair, table, red, blue

يفضل استخدام Concrete + كلمات ملموسة بدلاً من مجردة في المقام أو الموضوع

• Save abstraction for ideas that can't be expressed any other way.

ex: sizeable loss X

we lost \$50000 ✓

3) Finding words that communicate well.

- Strong words
- familiar
- no clichés
- be careful with jargon

1) Choosing strong precise words:

لا تستخدم كلمات عامة بل كلمات محددة

2) Choose familiar words:

استخدم كلمات بسيطة

3) Avoid clichés and use buzzwords carefully.

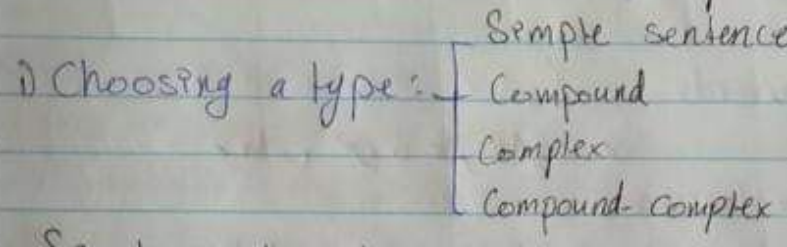
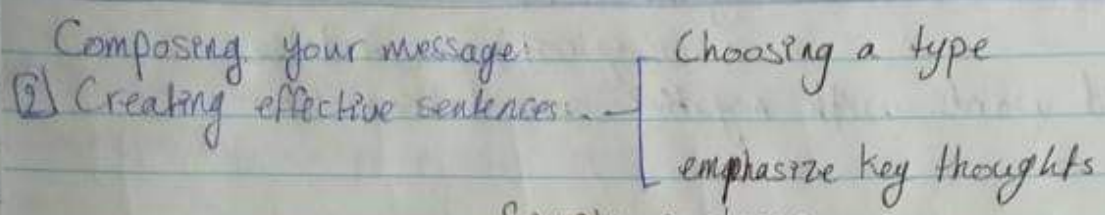
using buzzwords could make you appear an insider.
BUT using them in their late life cycle makes you an outsider

4) Use jargon carefully.

Only use it if your audience is familiar with it.

(BUSA) د → Business Administration مدير الادارة مدير

الكلمات الغريبة



انواع الجمل

• Simple sentences:

جملة واحدة تعبر عن فكرة

One main clause.

Ex: profits increased in the past year.

• Compound sentences:

but / and / or و; او ولكن فان فان فان

has two main clauses.

Ex: wage rates have declined by 5 percent, and employee turnover has been high

①

②

ترتيب جملتين Simple او ولكن فان فان فان

• Complex sentences:

جملة واحدة

one main clause, one subordinate clause.

Ex: Although you may question Gerald's conclusion, you must admit that his research is thorough.

①

②

Subordinate

جملة واحدة او ولكن فان فان فان فان

Compound-complex sentences

two main clauses, one subordinate (at least one)

جملتين رئيسيتين

Ex: profits increased by 25 percent in the past year], so although the company faces long term challenges], I agree that its short term prospects look quite positive)

Main Subordinate

We should balance using all 4 types

كل نوع من الجمل يمكن استخدامه

من المهم استخدام جميع أنواع الجمل في كتابتنا

2) Using sentence style to emphasize key thoughts

In messages some ideas are more important and we need to emphasize them

to emphasize ideas:

- Devote more words to them

نضعها في البداية أو في النهاية

Put them at the beginning or at the end of a sentence.

موقع الفكرة في البداية أو في النهاية يكون أكثر

- Make them the subject of a sentence

- Add dependent clause at the beginning, middle, or end of sentence

الجملة من dependent في البداية، في المنتصف، وفي النهاية

Composing your message:

3) Crafting unified, coherent paragraphs:

Creating the elements of a paragraph

Choosing a way to develop each one

العبارات، كل فكرة لازم تكون واضحة ومنظمة

Creating the elements of a paragraph

Conveys summary of general idea

Topic Sentence

explicit not implicit

Paragraph unity

explains topic sentence

Support Sentences

provides evidence

Paragraph Coherence

Connects ideas and alerts reader to change

Transitions

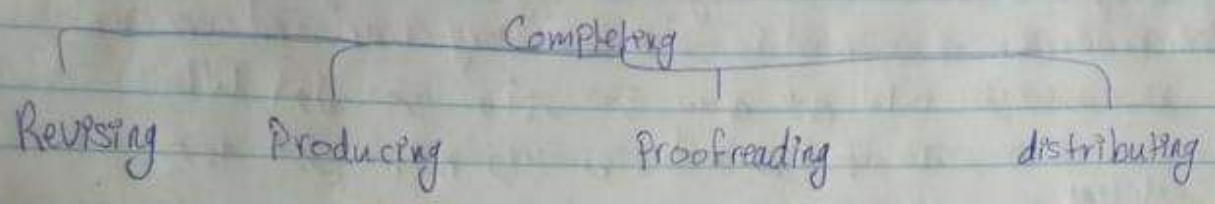
2) Choosing the best way to develop each paragraph:

- Illustration
- Classification
- Cause and effect
- Problem & Solution
- Comparison or contrast

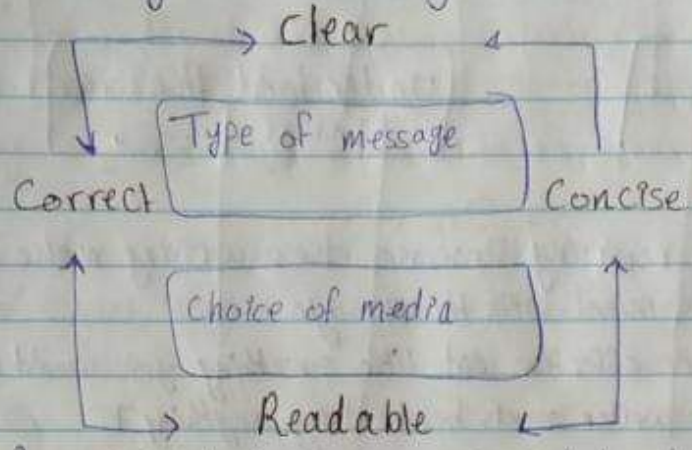
Approaches

Chapter 6: Completing business messages

انهاء الرسالة



(i) Revising your message: evaluating first draft *مراجعة وتصحيح الدرافت*

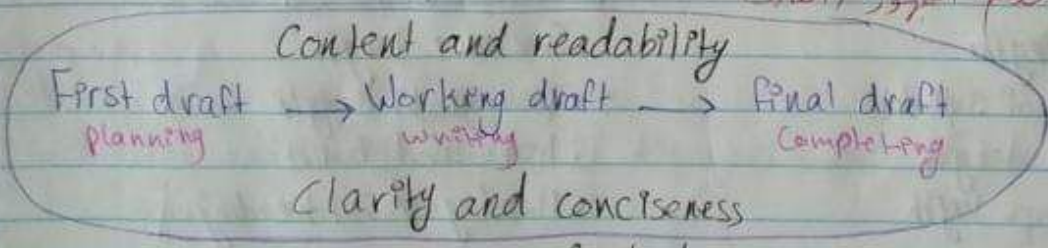


time required for revision varies from moment to days depending on the type of message and the chosen media

في رسائل مراجعتها بتوان في رسائل جديدة، رسائل، reports *مراجعة رسائل التقارير*
fresh eye *بإبصار جديد*

* When you write well, audience thinks you think well

جودة كتابتك وقدرتك على التحدث من البداية *جودة كتابتك وقدرتك على التحدث من البداية*
rambling *تفكيرك عام الجوارح*



Evaluating your message: [Content, Organization, Style and tone]

- We want accurate content that will satisfy audience's needs, with balanced general & specific information.
- We want a well organized message by logical organizing of details and giving key ideas more space

- We want appropriate tone, do we need a formal? conversational?
 - The beginning and end of a message usually have the greatest impact on readers, so we need to make them very clear and concise.
- على أول فقرة ، وآخر فقرة ، قبل القارئ أكثر من غيره ، من حيث الوضوح والسهولة ، والاهتمام

editing

Evaluating & revising the work of others:

help the writer succeed

Understand the writer's intent

Before evaluating & revising someone else's writing, make sure you understand the writer's intent with the message.

- [Make the piece more effective, not like something you would've written]
- [Understand what the writer wants before doing anything]

إذا كنت تريد أن يكون نصك أكثر فعالية ، لا تجعله يشبه ما كنت قد كتبت به ، بل افهم ما يريد الكاتب قبل أن تفعل أي شيء

Revising to improve readability:

Readability indexes

Document skimming

- what it measures
- Word length
 - Number of syllables
 - Sentence length
 - Paragraph length

- techniques
- Sentence length
 - Paragraph length
 - Lists and bullets
 - Headings / Subheadings

- Improving readability benefits:
 - 1) Reader → less time
 - 2) Writer → Gains a good reputation
- Readability indexes to measure readability [limited to what they can measure]

contributing to readability: [Long words] , structure , design , proper word usage , smooth transitions

the 'you' attitude

الاعتبار هو من الضرورة موضح ، يعني يلي بحيث علامة عالية معوية
تكون الرسالة readable ، يلي بحيث علاقة واضحة من حيث تكون الرسالة
غير قابلة للقراءة

- Improve readability by making the document easy to skim and interesting.
- عالباً يلي يقرأ ربح ياجه نقطة ، ربحه على الرسالة / التقرير ، ربح يدور على key
- recommendations, conclusions, ideas
- هاي الرسالة فيها معلومات مهمة و لا ، إذا أتت بعداً و لا كان مرة .
- عالباً المراد من كل الرسائل يلي يتوصلم بي يتعدوا Skimming عنان
- يلتزموا وقت عليهم قاً ! هنا لازم نذكر عملية ال Skimming على
- عنا 4 آليات لتسهيل عليهم و هي:

[1] Varying your sentence length.

Use a mix of short, long and medium sentences. ^{بـ إذاً نفضل زيده}

Short → Up to 15 words → Easier to translate → Choppy writing ↑

Medium → 15 - 25 → Shows relationship between ideas → not informative

Long → Over 25 → Conveys complex ideas → Harder to understand & skim

[2] Keeping your paragraphs short

- long paragraphs are scary. A 100 words paragraph is good.
- It boosts readability.
- Helps emphasize ideas
- Transition between ideas

[3] Using lists to clarify and emphasize:

- to highlight and simplify material } we use bullets, letters or numbers.
- to emphasize key points
- Provides visual breaks

ما نحول كل فقرات لقائمة إذا هناك تروج المعلومات ، بتتعد قوتها .

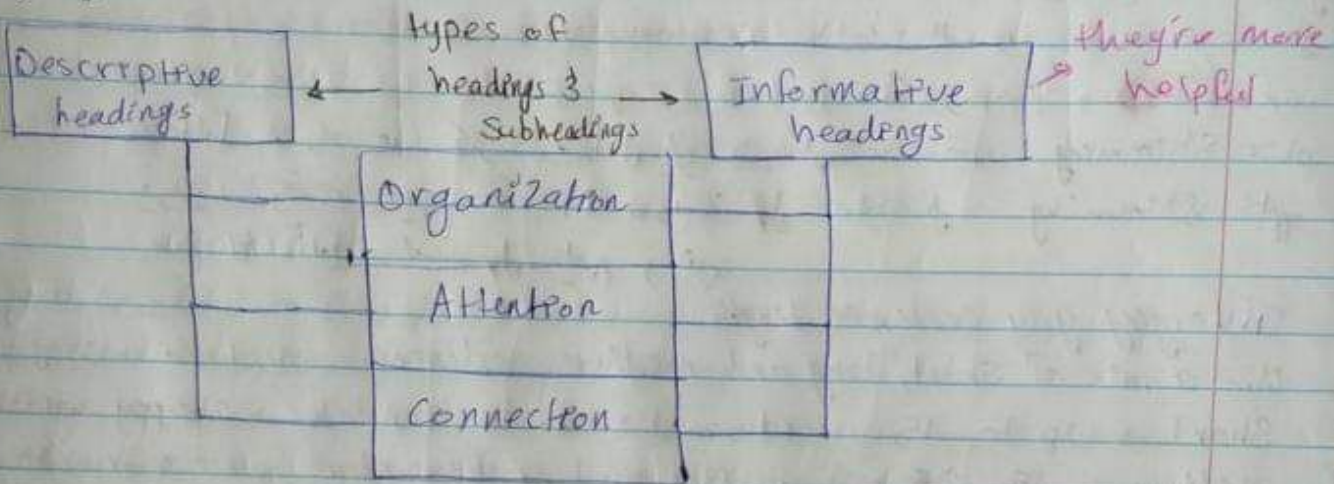
[4] Adding headings & subheadings:

- Headings: ^{العناوين الأساسية}
- Brief title that tells readers about the content of the section that follows
- مثل عنوان الشاير

Subheadings: indicating subsections within a major section

Importance of headings & subheadings:

- Glance of the material
- Emphasis of important points
- Highlights Connection & transition



Editing for: Clarity, Conciseness

1) Editing for clarity:

- Break up overly long sentences.

إذا كان الجمل طويلًا، فقسه إلى جملتين أو ثلاث جملتين. إذا كان الجمل طويلًا، فقسه إلى جملتين أو ثلاث جملتين. إذا كان الجمل طويلًا، فقسه إلى جملتين أو ثلاث جملتين.

• Rewrite hedging sentences.

استخدم كلمات مثل 'may', 'might', 'seem', 'appear' بدلاً من 'is', 'are', 'was', 'were'. استخدم كلمات مثل 'may', 'might', 'seem', 'appear' بدلاً من 'is', 'are', 'was', 'were'. استخدم كلمات مثل 'may', 'might', 'seem', 'appear' بدلاً من 'is', 'are', 'was', 'were'.

• Replace camouflaged verbs.

استخدم كلمات مثل 'is', 'are', 'was', 'were' بدلاً من 'has', 'had', 'have', 'had'.

• clarify awkward references.

استخدم 'the above-mentioned' بدلاً من 'this' أو 'that'.

2) Editing for conciseness:

- Delete unnecessary words & phrases

Sharing long words & phrases

Eliminate redundancies:

Visible to the eye X

Visible ✓

Recast "it is / there are" starters:

We believe that ✓

It's believed that X

Using technology to revise your message: كيف التكنولوچيا بتساعدك على

Revision tools

عندما تراجع رسالتك

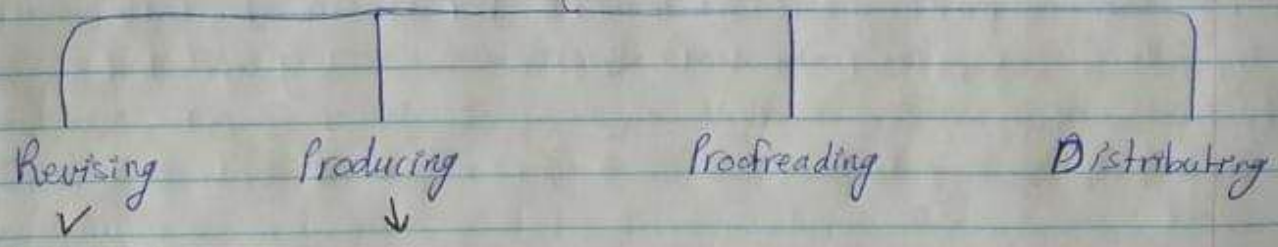
Spell checker

thesaurus

Grammar checker

Style checker

Completing



Producing your message

production افضية نوعية ال للرسالة

Production quality

Effectiveness

Professionalism

Importance

Chapter 15: Building careers & writing resumes.

When crafting your personal strategy, remember these guidelines:

Get organized

Start now and stick to it

1) Get organized *تنظيم وترتيب الوقت وتفاصيل العمل*

Job search is a long process that involves many contacts, we must keep the details straight not to miss opportunities or make mistakes such as losing someone's email / forgetting an appointment.
واللزم تجميع معلومات عن وظائف، وهو يحتاج إلى تنظيم ووضوح في التفاصيل، يجب علينا تجنب الأخطاء مثل فقدان بريد شخص ما أو نسيان موعد.

2) Start now & stick to it *ابدأ الآن*

Prepare yourself & start planning now to have a competitive advantage.
يبدأ الآن في إعداد رزومه وابدأ في التخطيط الآن من أجل الحصول على ميزة تنافسية.
يجب تحديث رزومه بانتظام لأن التغييرات في سوق العمل تتطلب ذلك.

Finding your ideal opportunity *إيجاد فرصة العمل الأمثل*

Write your story

Find opportunities

Think like an employer

Build your network

Do your research

Seek Career Course

Define your potential

Avoid mistakes

8 key steps to find the ideal opportunity

1) Write your story

Employers want to know where you've been & where you want to go.

Present yourself in a concise way.

2) Think like an employer:

When hiring, employers risk

that the employee won't meet expectations

that they missed a better candidate

لنظم الشركة توقع لوظيفة بأحد عين الاعتبار مخاوف الشركة من وبقابل توقعاتهم، كما يجب مراعاة أنهم ويصير يفكر منهم يصير يعرف عن
و يبيروا بالزبط لتقدر يوفر لهم إياه

Employers judge their recruiting efforts by 'quality of hire'

Quality of hire

A measure of how closely new employees meet the company's needs

Person-job fit

Present yourself as a low risk, high award choice

الموظفين يقدم حجة و مسؤولية و عدد الكافي طبعه و إتقني، و هم
كانت شمس بغير فورا، انو قابل للتغير، teamwork

Researching industries & companies of interest

Research the company you want to work for, learn about the industry, their competitors, what's their mission, stay updated on business news

Research helps you get familiar with jargon & buzzwords in the field.

لنظم تعلمت عن الشركة انو كانت لها و إتقني، و على إتقني
تأثير و لنظم تعلمت عن حالها، و إتقني، و إتقني

Define your potential

Translate your general potential to a specific solution to each employer.

عنك مؤهلات، مهارات، و إتقني، كيف، و إتقني، و إتقني، و إتقني
الميزة و الشهادة بان إتقني، كيف، و إتقني الشركة

Customize your resume to each job opening to show employers you're a good fit.

Understand how your capabilities will match those needs

Taking the initiative to find opportunities

يقين يدل على اني زعم كل الناس بعلنا و إتقني، و إتقني، و إتقني

وإدع بدل ما نسقي الفرصة نجيلا ، احنا نروح لها
 يعني إذا في شركة معينة في بالي بدي نشتغل فيها بس لما
 عندهم opening ابروح عندهم بجتي معهم ويفرطهم شو عندي
 Contributions أقدمها شو ميزاتي وبتركلهم ال Contact info
 عنان لما يغير في opening قبل ما يعلنوا أصلا عن وظيفة
 ساعة بيوف معلوماتي وبعدهم يعقدوني

Ask to be considered if any opportunities come up.

• كان بس لازم نقدم لفرصة واحدة فقط ، كل ما قدمنا لـ 10 فنانة أكثر
 منح أكثر زادت إمكانية أبو مختار الفرصة الأخرى.

[6] Building your network:

Networking:

The process of making informal connections with mutually business contacts

It happens whenever & wherever people communicate.

You can get connections through:

Social media

Getting company recruiters to notice you

لازم بنبي شبكة network لينا ، على علاقاتنا نتوجه مع الكل
 لنبكون على معرفة و اتصال بالاعدوا نواصل لي بنا لياش
 Networks فيها علاقة أجد و على من بس بسى نستفيد على ولا
 لازم آدم الطرف الثاني كان

- Networking is about people helping each other NOT just about other people helping you.
- Have networking etiquette
- Most companies ask for recommendations, this is why networking is important

أغلب الشركات بطلت توظف عزباة قاتلا ، لما يكون في opening
 بيألو لياش بيخبروهم / موظفين عن recommendations منان فيك
 الباطنة مهمة

• The more people who know you, the better your chance of being recommended for one of those hidden job openings
 كل ما زادت معرفتك ، كل ما زادت معرفتك أبو جد منح فاك كتر
 لياش الوظيفة

Seeking career Counseling

Counselors provide advice on career planning, providing workshops, resume preparation, interview techniques

مستشارين مهنيين يقدمون نصائح على التخطيط الوظيفي، ورش عمل، إعداد السيرة الذاتية، تقنيات المقابلة

Avoiding mistake:

- Avoid grammar mistakes, or showing up late for an interview.
- You don't want to appear careless, clueless or disrespectful.

Planning a resume:

Planning	→	Writing	→	Completing
Analyze situation		Adapt to audience		Revise
Gather information		Compose the message		Produce
Select medium		keep it honest		Proofread
Get organized				Distribute

- Analyze your purpose & audience تحليل هدفك، جمهورك
 - The purpose of your resume not to get you a job, but an interview.
 - Your audience (employer) expects a brief persuasive business message that will stimulate their interest in meeting you & learning more about you.
- الهدف من السيرة الذاتية هو الحصول على مقابلة وليس وظيفة، وجمهور السيرة الذاتية هو صاحب العمل الذي يتوقع رسالة تجارية مقنعة موجزة ستثير اهتمامه في لقاءك وتعلم المزيد عنك.

Resume:

A structured summary of a person's education, employment background and job qualifications.

السيرة الذاتية هي ملخص منظم للتعليم والخبرة الوظيفية والمؤهلات المهنية للشخص. يجب أن تكون موجزة وواضحة وتبرز نقاط القوة الخاصة بك. يجب أن تكون السيرة الذاتية باللغة الإنجليزية.

- Gathering pertinent information جمع المعلومات التي لها صلة
- Gather accurate information about yourself. (with dates, accomplishments...)

المهارة من بدأ تدوين خطوات ونجى ال resume , self , لك
بدأ المعلومات بل إلى صلة متصلة بالواقعية ، يمكن الجزم ، وعلى أتيد
كثيرة مبادئ من منه بالضرورة لتوفيق علاقة بالجدول بل يصح أنقلو

- Gather school / volunteer activities related information

[Learn about yourself, hiring manager & the company]

- Selecting the best medium

Are you going to print your resume? PDF? Word?

- Organizing your resume around your strengths *كيفية ترتيبها*

You can organize it in —

- Chronological
- Functional
- Combination

(The right choice depends on your background & goals)

① Chronological resumes:

- Most common
- Work experience section dominates
- Employers prefer it
- For fresh graduates, they can put educational section before work
- Start from most recent

② Functional resumes

- For people with limited / spotty employment history
- Employers sus it
- Known as Skills resume

③ Combination resumes

- Skills focus with job history focus
- Focus capabilities when you a short unsteady employment history without being sus.

Areas of concern:

there are issue that will concern employers, what can we do about it?

① Frequent job changes:

تغير مكان العمل بشكل متكرر

a lot of short-term jobs could go under one heading
- if you lost your job due to layoffs & merger, mention it subtly.

2) Gaps in work history

if gaps exist, mention any related experience to fill it in.

3) Inexperience:

Mention courses, internship, volunteer work.

4) Overqualifications

Tone it down focus on experience related to the position.

5) Long-term employment with one company.

Show professional growth and increasing responsibility by mentioning the different positions you occupied.

6) Job termination or cause

Be honest and address their concerns with proof.

7) Criminal record

If you're asked about it, answer truthfully, then emphasize your commitment to being a law-abiding trustworthy employee.

* Writing your resume:

- Keeping your resume honest
- Employers have seen every trick in the book & it's very easy to uncover resume fraud.
- If your lies are uncovered you won't get the job.
- Adapting your resume to your audience:
- The more you look like a good fit, the better your chance of securing interviews.

الرجاء ان resume ان يكون كثير من الامور الجيدة

[Customize your resume to each job opening]

Composing your resume

- Use a simple direct style
- Short phrases
- Avoid using "I"
- Use active statement
- No small details
- Quantify the results
- Use relevant keywords

(البيان الجيد)

offer proof

Elements of traditional resume

25

- 1) Contact information
- 2) Introductory statement
- 3) Educational background
- 4) Employment history
- 5) Activities & achievements
- 6) Relevant personal data

Completing a resume:

Revising

revise it to catch common errors and minimize the length

Producing

1) Use a simple design.

- You might need to produce your resume in multiple forms:

- Printed traditional resume

- = Scannable =

- Electronic plain-text file

- Microsoft word file

- Online resume / Multimedia resume / Social media resume

- PDF file

- Avoid adding your photo

- Proofreading your resume

- Check heading & lists

- Check your grammar

- Check personal data

- Ask someone else to read it

- Distributing your resume

Follow the requirements listed by your employers

- Mailing printed resumes:

take care of the packaging

- E-mailing your resumes:

Some employers want an included text, others prefer the file solo.

- Submitting your resume to an employer's website

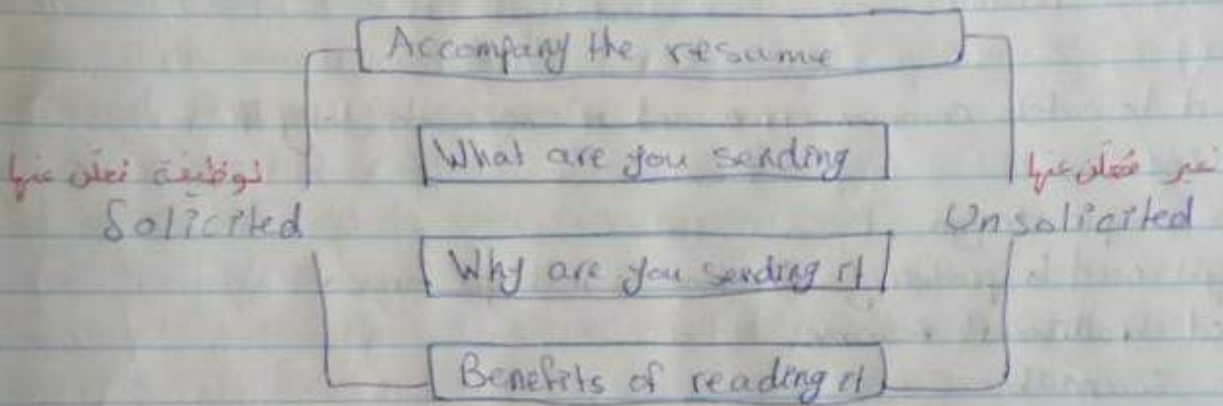
Posting your resume on job websites

Chapter 16: Applying & interviewing for employment:

Submitting your resume:

لكتابة رسالة، لها صلة بـ ... to send resume ال ...
Application letter / cover letter

Writing Application letters رسالة، رسالة التغطية



لأنهم نرغب، رسالة التغطية لكي ... كيف رح نضع من قراءة ...

An application letter motivates the recipient to read the resume
رسالة التغطية تحفز المرسل إليه على قراءة ...

Using an approach for A.L depends on { Solicited application letter / Unsolicited application letter

- Solicited → Applying for an identified job opening
- Unsolicited → Applying for an unannounced job opening
- لوظيفة محددة Solicited ... عن ... qualifications ...
- رسالة التغطية بطريقة ... match ... target ...

Tips for writing application letters: ...
نصائح لكتابة ...

14 Avoid Gimmicks

15 Illustrate Company Knowledge

16 Show personality

17 Address a person

18 Don't volunteer Salary

19 Project Confidence

20 Be clear & specific

21 Keep it short

1) You don't wanna be manipulative

لا تلغى وتودر، يكون واضح ودعوى

2) If the name's mentioned, address it

dear Mr name dear hiring manager

3) Clarify the opportunity you're applying for

ضالك صرح Scope الوصف وأذكر منو الفرصة يلي انت مره بها

4) Explain how you fit into the marketplace

5) If not asked about previous salaries, don't mention it.

6) 3 paragraphs

7) Maintain a business appropriate tone while showing personality

نظري شخصيًا خلال الرسالة بلقاء من بعد "أنا شخصي طوية"، راي اختيار الكلمات وكذا ذكي.

8) Project confidence without looking arrogant

في حد ربيع بين الفرد والتمه إحد الفرق وبين واثق من جالك ومطلوب

[Application letters are persuasive messages.]

AIDA Model:

Attention

Interests



Action

Desire

لقد الفرج ليد على نكتة، رسالة التغطية بالإنجليزية

1) Getting attention:

The opening paragraph should contain:

- 1) Clear reason of writing مع كتابه الرسالة
 - 2) Give the reader a reason to keep reading اعطي القارئ... مع ليقال قرأه
- نو بغير، رسالة من ال 100، رسالة ابوابك
- Attention grabber سليم إنك عندك بان يتساها ال

2) Building interest & increasing desire

- The middle section of the letter expands your opening by emphasizing your strongest points.
- It builds interest in you and a desire to meet you.
- be specific
- Use evidence

إذا كانت الوظيفة Solicited أذكر المتطلبات أو جودة باليكن

- Don't mention salary unless they do.

3) Motivating actions:

Final paragraph should:

- 1) Ask the reader for a specific action [An interview]
- 2) Facilitate a reply

لقد انشاءهم يتواصلوا ليه وكيف يتواصلوا ليه

Following up after submitting a resume:

Update the application

Demonstrate interest

Show persistence

Underscore Commitment

in updating your skills

بعد ما كتبنا الرسالة، رسالة التغطية نعمل عليها فورية، في آداب Communication
ما بينا تكون كجهد، نعمل نزن عليهم، هناك ما من تأثير على ال Evaluation
تبعنا

بس ما بينا نراجع نتواصل معهم بين انا و hpt انك مبرين، وبننا نتحدث

Understanding the interviewing process:

فهم عملية المقابلة

Employment interviews:

A formal meeting during you & the employer exchange questions & information.

Organization's objective

Find best talent to fill job openings.

Applicant's objective

Find right match according to your goals & capabilities.

- The interviewing process takes time, prepare well.
- Don't limit your options, look for more opportunities.

The typical sequence of interviews:

مراحل مقابلة العمل
مرحلة التمهيد

[1] Screening stage:

Filtering unwanted applicants.
Keep your answers short and unique.

[2] Selection stage:

مرحلة الاختيار

Identifies top candidates.
- Show how your skills & experience relate to the organization's needs.
- Ask insightful questions to indicate you've done research.

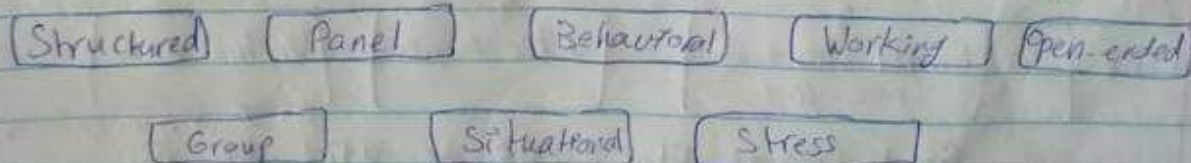
[3] Final stage:

مرحلة القرار

Interviewer decides you're a good candidate & gives you the job on the spot/ later on.
- Could call you in for a final evaluation.
- Purpose is to sell you on the advantages of joining the organization.

Common types of interviews:

أنواع المقابلة



Structured:

We ask all applicants the same questions, answers are easy to compare.

• Open-ended

Interviewer adapts questions according to your answers/questions
[Feels like a conversation]

• Panel

You meet several interviewers at once

• Group interview

- Many interviewees, many interviewers at the same time
- Aims to observe how the candidates interact with potential peers.

• Behavioral

- Most common
- You're asked to relate to specific incidents/experiences from your past.
- Better success predictor than traditional interview questions.
- (How did you handle previous situations?)

• Situational

- (What would you do in a hypothetical situation?)

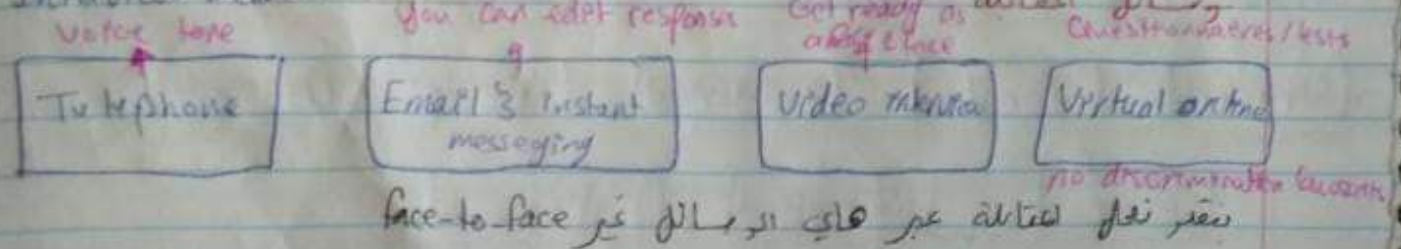
• Working

• Most realistic type
- You get engaged in the business environment and actually perform job-related activities.

• Stress

- Most unnerving type
- Very uncomfortable questions and environment
- Aims to see how you'll handle stressful situations
- Collect your thoughts before answering

Interview media:



What employers look for in an interview: allow the job to be done

What employers seek

organizational fit

Personal Background

Attitudes

Style

Job qualifications

Education

Experience

Skills

Sustainability for a specific job is judged on ↓

Academic preparation

Work experience

- Job related personality traits

Preemployment testing and background checks

Employers do preemployment evaluations and investigations

التدريب قبل التوظيف لهذا الغرض لتقييم المرشحين، ويتضمن في أفرام من مثل

التدريب قبل التوظيف، والاختبارات



1) Measures how truthful & trustworthy you can be

2) Measures work attitudes, motivation, commitment, interests

3) Do you have the required skills & knowledge for this position?

Should income statement for you لربما أنت لا تعرف في أي شركة، ولكن يجب أن يكون

[Knowledge] أنت لا تعرف في أي شركة، ولكن يجب أن يكون

4) drugs and alcohol tests for safety, productivity and protect

Companies from lawsuits

هذا 'safety' اختبار هو أمر لا يجب أن يكون في أي شركة، ولكن يجب أن يكون

Companies

4) criminal records, credit record or a simple online search

5) Cognitive tests

How good are your analyzing, processing, acquiring, using & remembering info skills

هل أنت جيد في التحليل، المعالجة، الحصول، الاستخدام، والتذكر

These aspects are controversial as some are not reliable

Preparing for a job interview:

التحضير للقاء

Preparation starts with:

بداية التحضير للقاء

* Learning about the organization & your interviewer

التحضير عن الشركة والمقابلي

- Demonstrate your knowledge about the company & the industry

- Learn about their problems

- Search about your manager / interviewer and try to connect with them without being too personal.

لازم تفحص عن المدير والمقابلي وعنه وعن الشركة

* Think ahead about questions

تخبر مسبقا لماذا لك هذا العمل، لماذا تريد العمل هنا، لماذا تريد ترك العمل السابق

لا تترك نفسك في موقف لا تحب فيه لا تترك نفسك في موقف لا تحب فيه

Planning for employer's questions

Planning for your own questions

- Hardest decision you had to make?

- Insightful questions

hmm - Greatest weakness?

- questions that'll show your qualifications

hmm - 5 years from now, where do you want to be?

- You're expected to ask questions

- Dislikes of your previous jobs?

- Something good about yourself?

[No personal answer + no disrespect]

[Use 30-90 sec stories]

* Building your confidence:

- Don't dwell on your weaknesses, focus on your strengths

be prepared

كل ما جرتنا لماذا كل ما كنا، اتقن أكثر

* Polishing your interview style

• Foundation of interviewing style: Competence + Confidence

• Poise, Manners & good judgment enhance them.

• Adapting and developing style:

- Mock interviews

- Minimize answers length, no fillers

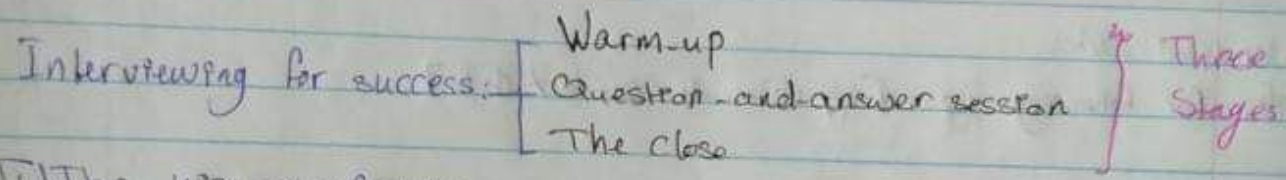
- Evaluate nonverbal behavior

- Evaluate voice tone

* Presenting a professional image:

you need to sense the ~~unspoken~~ unspoken rules.

- Appropriate clothes
- Grooming
- Appropriate behavior → Don't be a rebel
- * Being ready when you arrive
 - Carry the documents you need
 - Turn off your phone
 - Be on time
 - Respect everyone you encounter



[1] The warm up stage:

- Many interviewers make up their minds within the first 20 seconds.
- Body language is important
الانطباع الأول كثير مهم فالزم تكون في أول 20 ثانية
- Social skills
كيف واقفين، التواضع، كيف نبتك على

لا نقدر قبل ما نكلمنا "تفضلوا"

[2] The question - answer stage:

Consumes greatest part of the interview

- Dealing with questions
 - Let them lead
 - Avoid one-word answers
 - Don't interrupt
- Listen to the interviewer
 - Pay attention to their verbal & nonverbal messages
 - Be aware of how they receive your answers.

[3] Handling potentially discriminatory questions

- Some questions are illegal
- If unlawful questions are asked you can answer/not answer or figure out the question behind the question

③ The Close Stage:

A chance to correct misconceptions & emphasize your value to the org.

• Concluding gracefully:

- Notice the signal, thank them for the chance and ask subtly what will happen next.
- If an offer is made thank them and ask for time to consider it.

• Discussing Salary

- Let the interviewer bring it up and when it happens negotiate based on salary range in the industry & geographic region
- If it's not negotiable, negotiate benefits package

Interview notes

Notes for following up: [appointments / contact info]

Following up after the interview:

أولاً، ليا مومك، تانيا، ليا سيرة عملك، واولوية دية ليا اولادك

11 Thank you message

12 Inquiring message

13 Request for a time extension

14 Acceptance letter

15 Declining a job offer

16 Resignation letter

1 Write it within 2 days → letter / email

2 Write it to request information → email

3 انا تارو تارو، انما اولادك دية، اولادك دية ليا اولادك دية
Services / products used in house also

3 If you need more time to make a decision