

REDWOODS

W O R K C O L L A B O R A T I V E

Marketing and (self)Promotion

WILLOUGHBY COUNCIL
2022 CAREER
KICKSTARTER
SESSION 5

2022 Career Kickstarter

Today's facilitator:
Tania Krasinski

WELCOME BACK!

By the end of module 5, you will have:

- A good understanding of marketing and self promotion
- Started on a personal promotional plan
- Time for a jobs applications check-in

Let's do a quick reintroduction: state your name and a favourite band / artist



Marketing & (self) Promotion

TOPICS Quick re-introductions

Follow up on budgeting

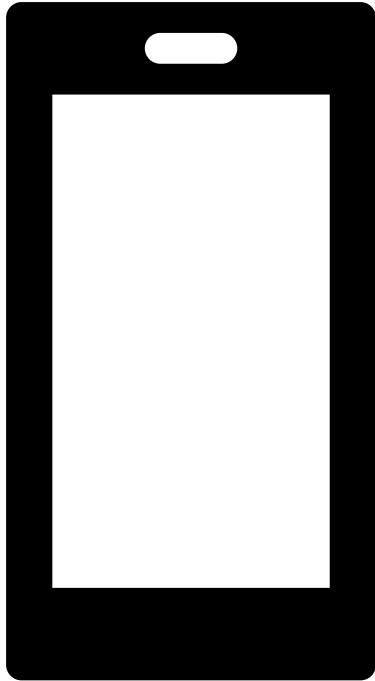
Menti quiz questions + discussions

Marketing definitions + video

Self promotion / application exercises

Questions





To know what we need to know . . .

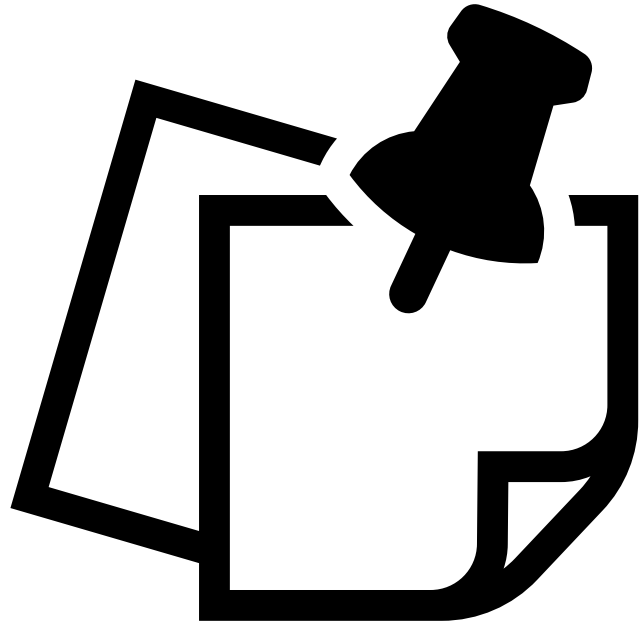
Let's revisit last week re budgeting and finances. . .

Go to www.menti.com and use the code **1114 6924**

1. Do you feel confident in managing your finances? (yes/no)

2. I would like more information on:
 - a. Budgeting overall
 - b. Understanding the need to write down expenses
 - c. Working out how to use the information
 - d. Nothing, thanks, I am good with budgeting

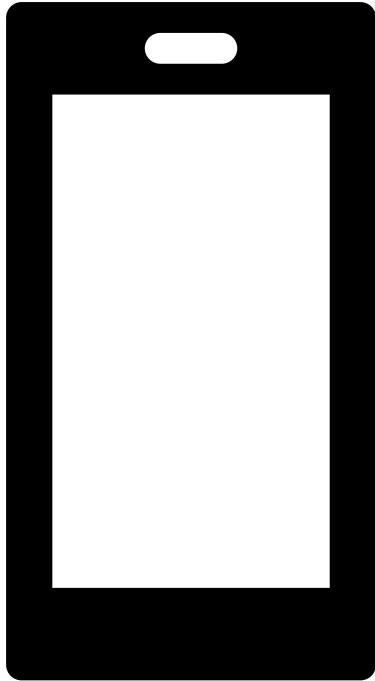




Quick recap on budgeting and finance

- Have a think about where you **HAVE** to spend your money
- Then, think about where you **LIKE** to spend your money
- Consider what type of work you would like to do and what hours you have available to work
- Analyse your answers and begin to create goals and steps to achieving these goals





About Marketing & Promotion . . .

Let's start by establishing a couple of things . . .

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging offerings** that have **value** for customers, clients, partners, and society at large.

Defined by the American Marketing Association, approved 2017
<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

Now, How to Sell Yourself, Sorelle More (13:32)

<https://www.youtube.com/watch?v=bPbO51yMQt4>



<p>Why do you miss out on things:</p> <ul style="list-style-type: none"> - Am I missing out? - Can I sell myself? 	
<p>What do I need to do to put myself 'out there' or 'on the line'?</p>	
<p>What labels do I put on myself</p> <p>What labels would I like?</p>	
<p>What makes me different / unique and how would I communicate that in job or other applications?</p>	

<p>How can I demonstrate my skills and stand out from others?</p>	
<p>List some stories & examples to demonstrate my skills and experience</p>	
<p>What are my goals? What are my skills? What is missing?</p>	
<p>What are my key selling points? List projects, collaborations, interests, and tasks that relate to your work</p>	

Communication example: STAR MODEL e.g. team work

Situation – There was a first aid incident at my workplace, a customer had fainted.

Task - I was the first on the scene and checked for danger whilst getting the attention of a co-worker to help keep other customers away.

Action – Remembering my first aid training, I determined that it was safe to approach the person and check for consciousness, at the same time I called to another co-worker that was approaching and asked them to call the supervisor and stand by to call for an ambulance while I completed the DRABCD response.

Results – The customer regained consciousness, but was still taken by the ambulance. As co-workers, we supported each other during and after the situation and as part of a debrief we discussed what went well and how we could have done things differently. The supervisor stated that we had worked respectfully and professionally as a team.



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<p>SITUATION</p> <p>Briefly describe a problem you have resolved</p>	
<p>TASK</p> <p>What was expected or required of you?</p>	
<p>ACTION</p> <p>What steps did you take to resolve the problem or task?</p>	
<p>RESULT</p> <p>What happened as a result of YOUR input?</p>	



Communication example: SCQA METHOD e.g. time management

Situation: While studying IT part-time with TAFE, I worked part-time at Target Chatswood and this left me plenty of time for study and hobbies.

Complication: Unfortunately there was an illness in the family and I was required to take my father to daily appointments at the hospital.


Question: I needed to work out how to manage that short-term priority with my long term commitments with work and study.

Answer: I mapped out my commitments and priorities and negotiated with my TAFE teacher and Supervisor at Target. As it was only short term, they both agreed to my temporary solution and I was able continue study and work with minimal disruption.

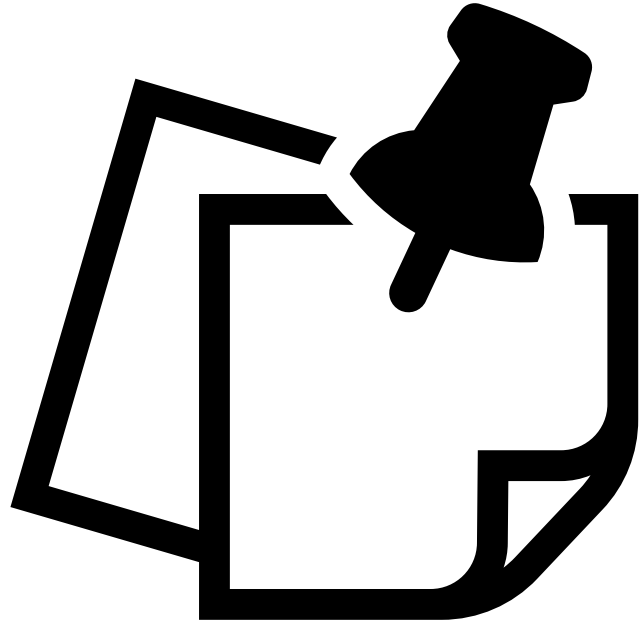


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<p>SITUATION</p> <p>What is the context? Who were involved? Overview in a sentence.</p>	
<p>COMPLICATION</p> <p>What changed? What was the issue or challenge?</p>	
<p>QUESTION</p> <p>What was the hypothesis? What was the question you answered to solve the problem?</p>	
<p>ANSWER</p> <p>What did YOU do to resolve the issue?</p>	

Key Elements to standing out



- Know your value
- Communicate simply and make it interesting
- Draft, read, re-write, re-read
- Ask for help
- Be ok if you do not get what you want
 - Look for the lesson (debrief and review)
 - And know that what is for you will not pass you by!!



Session 5 wrap up

Thank you for participating in Session 5!

Let's debrief,

- What are your key takeaways from this session?
- How do you feel about selling yourself now?
- What can you do if you get stuck or lose confidence through the week?

Marketing is the means to exchange value. Selling yourself is a valuable skill, however can be hard. Be authentic, humble and true. Continue to learn and practice.

Next week is dedicated to resumes and job applications. Bring in your resume, job ads and we will work on it together!!

Looking forward to seeing you next week!

