

GET AND STAY HIRED!

5 Selected Articles

WRITTEN BY: SAMOGA CONSULT



COMPILED BY:

AFRICA
EduTimes

Introduction

With just five articles written by one of the most sought-after and finest career coaches, Samoga Consult, this e-book will equip you with the knowledge, tactics, and ideas you need to navigate the job market and make your next job-hunting effort worthwhile. Others have gotten value and landed good opportunities. This is your time to shine.

Have a happy reading!

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a **DM** via @samogaconsult and
h4orHelen on Instagram

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Table of Content

How to Size-up Your
Competition During a
Job Interview..... 1

5 Reasons Why You Are
Not Getting Interview
Invitations..... 3

The Limitations of Paper
Qualifications as a Job
Seeker 5

How to Get a Job
Through an Unsolicited
Application 7

Navigating Career
Growth: A Guideline For
Fresh Graduates 9

How to Size-up Your Competition During a Job Interview

01



It begins with a simple “Hello” Now, this is something we teach during our weekly employability training yet, it’s funny when it still plays out in real life Ok, gather around. This will be interesting.

QUICK QUESTION: Why does everyone seem to be “carrying-their-noses” when they meet their competitors at a job interview or project bidding?

FYI: There is no crime in exchanging pleasantries with other candidates you meet at

interviews.

As a matter of fact, do you know that you exude great confidence when you are the first person to say hello and strike up a conversation at such events? Yes.

Plus, how else will you “size-up” your competition if you don’t engage and interact with them?

Please note that when it comes to sizing up your competition during a job interview, it’s essential to approach the situation with a positive and strategic mindset. Remember,

the goal is not to view other candidates as threats, but rather as individuals who are also seeking an opportunity to showcase their skills and potential.

And the first step is to strike a conversation

Having a relaxed conversation helps to calm your nerves so that you don’t appear nervous during the interview proper. Tactically ask about their understanding of what to expect, previous experiences, if this

their first encounter with the organisation etc will help you know how prepared you are or if you need to make last minute improvements

Another effective way to evaluate your competition is by focusing on your own strengths and unique qualities. By highlighting what sets you apart from others, you can demonstrate your value proposition to the interviewer and stand out among the candidates.

Additionally, observe how the other candidates carry themselves during the interview process. Pay attention to their communication style, body language, and responses to questions. This can give you insights into their strengths and areas where you may have a competitive edge.

Remember, the key is to stay confident, authentic, and focused on how you can contribute to the role and the organization. By approaching the interview with a positive attitude and a clear understanding of your own value, you can effectively size up your competition and position yourself as a strong candidate for the job.

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5 Reasons Why You Are Not Getting Interview Invitations

02



I'm sure you'll agree with me that job searching can be emotionally draining and mentally exhausting. Especially when it seems like you're shooting in the dark.

Here are some common reasons why.

1.) You are applying for the WRONG JOBS and/or limiting your options: It is not uncommon to assume that you are better suited for XYZ whereas your skills are best suited for a different job.

2.) You are NOT CONSISTENT: consistency helps you notice the change in trends and such that you can tweak your strategy to meet employers demands.

3.) YOUR CV: Most CVs are vague, scanty, have too little information or wrongly represent your suitability for the job.

4.) Not following APPLICATION INSTRUCTIONS: You see, CV selection actually is an ELIMINATION process and the first batch of applications to be eliminated are usually those who

didn't adhere to the instructions.

5.) POOR SALARY NEGOTIATION: Nothing can be as painful as making it to the interview only to say "Pay me anything" or "I know the organization has a structure so pay what my qualifications deserves" or "I am a graduate so I expect that my salary should be that of a graduate"

You see, besides being confident when asked the SALARY question, there are different approaches for discussing salaries and it depends on:

The industry and Location—

(for example, salary will differ at a Real Estate company in Abuja Nigeria versus a remote software development job for a US based company e.t.c)

The age of the organization—

Is it a startup or an established organisation? This will give you insight into their financial capabilities.

The job you applied for— (is it a core, commercial job or support role) for example, Doctors tend to earn more in hospitals, software engineers earn more in IT companies, teachers earn more in schools etc

The level or cadre you are to be placed in (Intern, Graduate entry, Officer, manager etc).

Most organisations have a salary scale which is graded according to employees' level of qualification, years of experience, certifications etc.

Which of these categories do you want us to discuss more?

Or do you want us to have a FREE Instagram class on how to negotiate salaries?

Remember, even as a subordinate, you can influence positive change by providing constructive feedback and support to your boss.

QUICK QUESTION:

So which of these best describes your current situation:

1. Are you a fresh graduate?
2. Have you been applying for jobs without success?
3. Or your interviews are not leading to job offers.
4. Are you employed but considering a job/career change?

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The Limitations of Paper Qualifications as a Job Seeker

03



Having a paper qualification is no longer enough to guarantee career success. While academic credentials are essential, they must be complemented by soft skills, competency, and relevant experience.

And yes. The Importance of Balancing Soft Skills and Competency with Paper Qualifications In today's fast-paced and competitive job market.

In today's article, we will explore the importance of striking a balance between these elements to achieve career success.

Having a degree or diploma from a reputable institution is undoubtedly important. However, it's not a guarantee of employment or career advancement.

Sadly, many graduates struggle to find jobs today or to make a meaningful impact in their chosen fields, despite having excellent academic credentials.

You see, the rise of soft skills such as communication, teamwork, problem-solving, and adaptability, have become increasingly important in the modern workplace.

These days, employers are

looking for candidates who can work effectively independently or in teams, think critically, and demonstrate emotional intelligence.

Unfortunately, these skills cannot be learned solely through academic study. They require practical experience and continuous development.

In other words, the key to securing employment is skills. And competency is the key to career advancement. Competence basically refers to the ability to apply knowledge and skills in real-world situations. It's the difference between knowing something in

theory and being able to do it in practice.

Today's employers are hiring candidates who can hit the ground running, who can demonstrate their skills and expertise in a practical setting.

So, you may be asking "*how can I balance soft skills, competency, and paper qualifications to achieve career success?*"

Here are a few tips:

First, develop your soft skills: Engage in extracurricular activities, volunteer work, or part-time jobs to develop your communication, teamwork, and problem-solving skills.

Secondly, you'll need to gain practical experience: Participate in internships, apprenticeships, or project-based work to develop your competency and apply theoretical knowledge in real-world settings.

Thirdly, invest in your personal development: Stay up-to-date with industry trends and developments by attending workshops, conferences, and online courses.

Finally, articulate your skills and experience. Tailor your resume and cover letter to showcase your soft skills, competency, and relevant experience.

In conclusion, while paper qualifications are essential, they must be complemented by soft skills, competency, and relevant experience. By striking a balance between these elements, you'll be well on your way to achieving career success and standing out in a competitive job market.

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How to Get a Job Through an Unsolicited Application

04



An unsolicited application is basically an application submitted to a company that has not advertised a specific job opening. This type of application is often sent by individuals who are proactively seeking employment opportunities and wish to express their interest in working for the company, even though there are no current vacancies in their desired role.

By sending an unsolicited application, candidates can demonstrate initiative, enthusiasm, and a genuine

interest in the organization. It typically includes a cover letter and resume, highlighting the applicant's skills, experiences, and the value they could bring to the company. This approach has many times led to unexpected opportunities, as employers may be impressed by the candidate's proactive attitude and consider them for future openings or even create a new position to utilize their talents.

The benefits of an unsolicited application can be substantial for both job seekers and employers. For job seekers, submitting

an unsolicited application can demonstrate initiative, enthusiasm, and a proactive attitude. It shows that the applicant is genuinely interested in the company and willing to go the extra mile to be part of the team. This can make a strong impression on hiring managers and set the candidate apart from others who only apply to advertised positions.

And for employers, unsolicited applications can provide a fresh pool of talent that they might not have considered otherwise. It can also help

fill unadvertised positions or create a new role tailored to a particularly impressive candidate. Additionally, it can speed up the hiring process since the employer already has a potential candidate in mind when a position opens up.

Moreover, unsolicited applications can lead to networking opportunities and valuable connections within the industry, even if there isn't an immediate job opening. Building relationships with potential employers can keep job seekers on their radar for future opportunities and can sometimes lead to freelance or project-based work in the interim.

In summary, unsolicited applications can open doors to unexpected opportunities, foster professional connections, and highlight a candidate's dedication and resourcefulness, making them a worthwhile endeavor for those seeking new career prospects.

Here are 5 steps on how to get a job through an unsolicited application:

- 1. Research the Company:**
Before sending an unsolicited application, thoroughly research the company. Understand its mission, values, culture, and the type of roles they typically offer. This will help you tailor your application to align with the company's needs and demonstrate your genuine interest.
- 2. Identify Key Contacts:** Find out who the decision-makers are within the company. This might include hiring managers, department heads, or HR personnel. Use platforms like LinkedIn to identify and connect with these individuals. A personalized connection request or message can help you stand out.
- 3. Craft a Compelling Cover Letter:** Your cover letter should be concise yet impactful. Explain why you are interested in the company, how your skills and experiences make you a perfect fit, and what unique value you can bring. Highlight any specific projects or achievements that are relevant to the company's work.
- 4. Tailor Your Resume:** Customize your resume to match the company's industry and the type of position you are seeking. Focus on skills and experiences that are most relevant. Use keywords from the company's website or job postings to ensure your resume passes through any applicant tracking systems they might use.
- 5. Follow Up Professionally:** After submitting your application, wait a week or two before following up. Send a polite email to the contact person, reiterating your interest in the company and inquiring about the status of your application. Be persistent but respectful,

showing that you are genuinely enthusiastic about the opportunity.

By following these steps, you will increase your chances of success with an unsolicited job application.

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Navigating Career Growth: A Guideline For Fresh Graduates

05



Introduction:

Most career guidelines tend to target individuals who are already on a career path. But today, we shall focus on a smaller and often overlooked target audience: Fresh Graduates.

A fresh graduate is anyone who has recently completed their studies and has earned a university degree. They are typically new to the workforce and have little or no work experience in their field of study.

Career development and growth refers to ongoing efforts to

improve, adapt, and advance in one's career, leading to a more satisfying, successful, and meaningful professional life.

The excitement of newfound post-graduation freedom is often accompanied by the scary task of navigating your career path (Steve jobs, 2005). The transition from academia to professional life can be overwhelming, with many questions. Especially for fresh graduates.

For example:

What industry should I pursue?

How do I find the right job?

What skills do I need to succeed?

How do I remain relevant in my chosen career?

You see, to achieve greatness in your career, it's essential to focus on continuous learning.

The truth is, career development is a lifelong journey and laying the groundwork early on is crucial for success.

In today's fast-paced work environment, standing still means falling behind. To stay ahead, it's essential to prioritize career development and growth.

Here are some strategies for navigating your career path:

1. Set SMART Goals: This involves defining specific, measurable, achievable, relevant, and time-bound (SMART) objectives that guide you along. Here's a breakdown of what it means to set clear goals:

Specific: Be specific about what you want to achieve.

Measurable: Quantify your goals to track progress by using numbers, percentages, or concrete measures.

2. Achievable: It is so easy to drown in elaborate goals, that is why it is important to set career goals that are realistic, attainable and challenging yet manageable.

Relevant: Set goals that align with your values, interests, and career aspirations.

3. Time-bound: Assign deadlines and timeframes for each step. This will create a sense of urgency and help you stay focused.

4. Develop new skills: This involves identifying areas where you need improvement or new abilities to achieve your career goals, and then taking steps to acquire, improve, and refine those skills. This process involves expanding your area of expertise, practicing and applying what you've learned, and continuously updating your skills to stay current with industry trends and best practices.

Approach difficult situations or obstacles with a positive and proactive mindset, rather than avoiding or fearing them. This

involves stepping out of your comfort zone and being willing to take calculated risks. When you embrace challenges, you view them as opportunities for growth, learning, and improvement rather than threats to your ego or well-being.

By making career development a priority, you'll be taking control of your professional journey and creating a brighter future.

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