



Career Guide

2022/2023

Prof Robert Balfour

Welcome note



Welcome to the 2022 Career Guide!

Career guidance really stems from school where you first made the decision on different subject choices to study. The world of work is changing rapidly and to be responsive, the NWU aims to connect you with opportunities as well as possibilities regarding employment. We hope that you will find the guide useful in preparation for readiness to make future career choices - thinking about the career that is right and best for you. Whether you are starting with your university course or already a graduate, consideration of life after graduation is important. There are many exciting opportunities, with careers changing and developing continually as our world confronts new challenges and knowledge continues to develop at an increasing pace.

It is important for NWU to engage with students and graduates on employability and being prepared for workplace demands. The NWU is continuously reviewing its teaching-learning strategy, ensuring that our graduate attributes are attained,

even when faced with unprecedented disruptions. We have all been affected in one way or the other by the Covid-19 pandemic and during this time, we have seen companies and employees embrace new skills and develop new behaviours which can be said - improved the way on how we operate. Innovative hybrid working environments, hyflex teaching-learning approaches are being implemented and cloud storage for data sharing are being incorporated, to effectively work from anywhere in the world.

The recent Department of Home Affairs government gazette publication, outlining the critical skills in short supply in the South African labour market, can assist to guide you on possible professional pathways. The NWU's strategic value proposition through the development and implementation of the scarce skills strategy, prioritise the attraction and retention of excellent staff and students. With the 4th Industrial Revolution upon us, digital transformation and invest-

ment in the development of information technology is inevitable. Sectoral data indicates that STEM (science, technology, engineering and mathematics) related career paths are still typically, highest in demand.

Our country battles high graduate unemployment rates and it is worth noting that scarcity of professionals in some fields are evident and demands a proper understanding from prospective and current students, of skill relevancy in the modern context. Whatever career you choose at this point in your life, remember that it's an ongoing developmental process, building on existing knowledge and the acquiring of new skills in order to be employable and remain relevant in the changing dynamics of the working environment. Each student and graduate has distinctive qualities, values and abilities. Take in what interest and motivates you, know your potential and passion, as you are setting the path that will ultimately guide your future career.

This Career Guide aims to create opportunity awareness and introduces you to a variety of employers in your field of study; who are looking for open-minded, well-qualified people like you, aiming to help you find out more about them in discovering the level of training required for your field of work. They are interested in your knowledge and skills, but also in the unique contribution that you can make helping companies to be great places to work at.

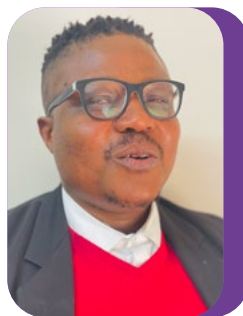
I hope the Career Guide will help you start exploring exciting and innovative careers and choosing one best suited for you, to achieve your full potential. Dedicated Career Centre staff on your campus is there to help you; offering a range of services and resources to facilitate dialogue, address concerns, guide you to the best possible career suitable for you and to assist you in making decisions for career success.

Prof Robert. J Balfour

Deputy Vice-Chancellor: Teaching-Learning

Thoriso Ezra Maseng

Managers Introduction



I wish to express our appreciation to our industry stakeholders, the career centre team, and the publication designers for making it possible to publish this 13th publication of the NWU Career Guide. This publication has over 10 articles and 14 ads. This is with the appreciation that we are all working on limited resources, from the budget etc., and for that reason, we are really thankful for all the contributions.

To our customers, the NWU students and graduates, it is important to be ready for the world of work, and be prepared for the new career demands beyond Covid 19. Also, know what the employers want, and which skills are necessary to have a successful career. This publication is designed in such a way that you are aware of the opportunities that are available, and know more about the latest skills that are in demand and the kind of skills, attributes and experience that are relevant for the world of work. The life beyond your academic life is not the same as the world of work. It is therefore

important for you to be familiar with the latest practices, and employment opportunities.

In conclusion, the NWU Career Centre is always available and ready to assist you across all our three campuses. The centre is responsible for the employability of NWU Students. If you need anything related to career opportunities and are not sure how to access opportunities, and need to know more about potential employers etc., please do visit our offices, and be in contact with any of our representatives. You can also subscribe to our

- [career service management portal \(Career Zone\)](#)
- [Efundi page;](#)
- [Career centre webpage](#) to find out more about our work readiness events, career fairs, and many other opportunities that can assist you to be ready, prepared to gain a meaningful employment opportunity as either employed or self-employed.



To our employers, may this guide reach out to your future graduate talent. To the students, may this guide assist you to widen your network of opportunities.

On behalf of the NWU, we thank and recognise everyone who made it possible to publish the 2022/23 NWU Career Guide.

Reya Leboga; We thank you; Baie Dankie

Thoriso Ezra Maseng

Head of Department: NWU Career Centre

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Nehemiah Sikhosana - UX Designer
IQbusiness Graduate Intern 2021

www.IQbusiness.net/graduates

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Office hours

Monday – Friday: 8:00 – 16:30

(The office will be closed between 13:00 – 14:00).

For more information visit our website:

<http://services.nwu.ac.za/career-centre>

Student Counselling & Development

Mahikeng Campus

Student Counselling & Development is the ultimate educational function. Real student development aims at producing graduates with quality. Student Counselling & Development is the means to an end. SCD offers support to students at all levels.

The following services are provided

- Supplemental Instruction (SI) – out of class peer tutoring
- Research Support
- Peer Mentoring
- Reading Laboratory
- Writing Centre
- Study Skills
- Disability Rights Unit (DRU): offering services to students with disability
- Examination and Test taking strategies
- eFundi

Enquiries:

Student Counselling and Development:

Building: B6/Health Care Centre Building

Tel: 018 389 2592

Email: MC-SCD@nwu.ac.za

Operating hours: 08h00 - 16h30

(Monday – Friday)

Disability Rights Unit:

Building A3, Office 140

General Academic Building

HIV/Aids:

018 389 2001

- Do you need study skills?
- Are you limited by disability to access teaching and learning?
- Are you in first year and struggling to read and comprehend what you read?
- Do you have problems with your academic writing? (assignments / research)
- Do you have problems with computing?
- Do you have problems with writing your research proposal?
- Do you sometimes feel frustrated with your studies and wonder how other students made it to graduation?
- Do you need small peer support groups to improve your academic performance in a module?

If your answer to the above questions is “YES”, visit ADC in the Student Academic Development Section.

Student Counselling & Development

Vanderbijlpark Campus

What is Peer Helping?

The CH@S peer helpers is a campus society under the guardianship of SCD. These are students who were trained to render basic support to their fellow students and are represented across residences and courses at the NWU Vanderbijlpark Campus. Their aim is to make sure students are helped on ground level with social, academic and psycholog-

ical challenges that they might experience. They will then make referrals to professionals on campus where need be.

Peer helpers render on-going peer support throughout the year and also assist with all projects of SCD.

CH@s

Connecting Helpers and The Students
YOU, ME...ENDLESS POSSIBILITIES!

NWU Student Counselling and Development Facebook
<https://www.facebook.com/groups/NWUSCD>

For professional guidance and assistance with any personal problem or developmental area come to our offices and book an appointment.

Staff

Manager: Dr Sean McCallaghan
Industrial Psychologist: Zinhle Kunene
Social Worker: Maggie Matsaneng
Registered Counsellor: Naledi Modise
Counselling Psychologist: Harm Stavast
HIV/AIDS Coordinator: Retlotlilwe Mthimkulu
Secretary: Babita Govender

Building 13, SL 331
016 910 3195

What is student counselling and development?

Student Counselling and Development renders professional services to students by professional members of staff qualified in psychology, counselling, social work and psychometry. Our aim is reflected in our motto: **"OPTIMIZING YOU!"**

What services do we offer?

- Individual psychotherapy and counselling
- Life skills and personal development
- Social Support Services, including HIV/Aids
- Poverty alleviation programs
- Psychometric assessments for both prospective and current students
- Career guidance and counselling
- Enhancing the "Student Life Experience", adjustment to campus life, and general development for first-time entrants
- Support for students with disabilities
- Thuso 24hrs Crisis Centre

What services does the Career Counselling offer?

- Career guidance
- Psychometric assessments
- Course change counselling

What can the Social Worker help you with?

- Counselling and support to students in terms of psycho-social and economic problems.
- Crisis intervention and trauma debriefing.
- Liaison with resources in the community.
- Planning and implementing developmental-orientated programmes

Student Counselling & Development

Potchefstroom Campus

Student counselling and development (SCD)

Do you experience

- emotional or personal problems
- problems with your course/ choice of profession
- difficulties in adapting
- relationship problems
- learning problems
- anxiety problems or
- phase of life problems?

Or do you need help with:

- extended writing time
- time management
- stress management
- life skills or
- conflict management

... THEN STUDENT COUNSELLING AND DEVELOPMENT (SCD) IS YOUR ANSWER!

SCD has a wide range of psychological services to help students grow and develop optimally in academic, emotional, and social areas. These services are provided free of cost to students and include a 24-hr emotional crisis intervention service offered by the "Thuso1777" centre.

Services are offered in two (2) buildings:

Student Counselling and Development – Building F18

SCD focuses on Academic/Course/ Degree support and offers the following services:

Career and course counselling

Help students to make responsible career and course choices with the aid of psychometric tests. Students may also be assisted with the revising of their curricula and career choices if they encounter problems during the course of their studies.

Psychometric Evaluations – Subject Choices, Career Choices, Career Changes & Selection Tests

Comprehensive psychometric testing and career-path guidance services are freely available to students and members of the public (fee is charged). Some of the services available require prior Student Counselling & Development: Potchefstroom Campus booking and predeter-

What is THUSO?

Thuso is a 24hr Crisis Centre, which resides under SCD at the NWU Vanderbijlpark Campus. Staff members are responsible for the management of THUSO Crisis Centre.

Do you feel your life is not worthwhile?

**Thuso's Crisis Help Line:
082-815-9781**

What is the Disability Rights Unit (DRU)?

The Disability Rights Unit in Student Counselling and Development plays an advocacy and support role. All students with physical and psycho-logical challenges are invited to come and talk to us. We offer disability related support and accessibility assistance to all implied students.

What can the HIV Coordinator do for you?

- HIV/AIDS counselling
- Addressing stigma of HIV
- Substance abuse awareness
- Sexual, emotional, financial, and physical abuse awareness
- LGBTIA+ and gender base violence
- Male and female empowerment

mined testing dates (selection tests). If you are unsure about your career-path, you can book an appointment on eFundi or call us at 018 299 2893.

- Assessment for Course and Career Guidance and Changes (for NWU students).
- Grades 10–12: Career Counselling and Guidance.
- Grade 9: Subject Choices.

Disability Rights Unit

The Disability Rights Unit (DRU) aims to help students registered with them to gain equal access to educational opportunities at the NWU so they can participate freely and actively in all facets of university life: “If we are unable to help you, we will find someone who can!”. All students with physical and psychological challenges are invited to come and talk to us. We offer disability support to all NWU students. We support students with the following disabilities:

- Visual Disability.
- Physical Disability (Permanent).
- Hearing Disability (Temporary).
- Speech Disability.
- Learning Disability.
- Psychiatric Conditions.
- Specific Medical Conditions.
- Neuro-Developmental Disorder.
- Neuro-Cognitive Disorder.

Contact the DRU for more information: 018 299 4431 / concessionspotch@nwu.ac.za.

Psychotherapeutic and Counselling Services

Therapeutic and counselling services are offered by registered psychologists and counsellors to promote the psychological wellbeing of the students to assist them with the successful completion of their studies, and for them to experience optimal student life.

Concessions and extended writing time

Visit our website for more information or call 018 299 2893.

Leadership, Life Skills and Personal Development & Workshops

Students can visit SCD for leadership development, mentoring and coaching, life skills development or personal development. SCD also has various preventative and developmental workshops that are presented for the purpose of developing students into well-rounded and responsible members of society.

Thuso1777 – Building E14

Thuso1777 focuses on Emotional/ Psychological support and offer the following services:

Office of the Social Worker

Delivers the following services:

- Counselling and support to students in terms of psycho-social and economic problems.
- Crisis intervention and trauma debriefing.
- Liaison with resources in the community.
- Planning and implementing developmental-orientated programmes.

HIV Testing and Counselling Services (HTS)

HIV unit related awareness and education programmes:

- First Things First and TB awareness campaign.
- STI and Condom week.
- World TB day.
- World vaccine day.
- World AIDS day.
- LGBTIQ+.
- Health and wellness for students.
- New Employee Orientation; Substance abuse; PEP; PreP.

Counselling and Support & Peer Helper Programme:

- Students Advocating Leadership & Transformation (SALT)

What can the HIV Coordinator do for you?

- HIV/AIDS counselling.
- Addressing stigma of HIV.
- Substance abuse programs and support.
- Addressing sexuality issues.
- Female empowerment.
- Male empowerment.

Psychotherapeutic and Counselling Services

Therapeutic and counselling services are offered by registered psychologists, counsellors and student psychologists to promote the psychological wellbeing of students, assist them with the successful completion of their studies, and to ensure an optimal experience of student life. Services include individual and group psychotherapy, counselling, and group debriefing.

Crisis Intervention

Thuso1777 has a 24-hr crisis line for emotional support: **018 299 1777.**

Residence Peer-helpers

Peer-helpers is a system in which students in the residence context receive peer-helper training in order to guide students with interpersonal problems. The main task of the peer-helpers is to give support to students and to refer them to the appropriate support services. Additionally, their task is to launch and coordinate psycho-educational and awareness campaigns in residences. The peer-helpers are not counsellors or psychologists, rather facilitators of emotional wellbeing. They are under the strict supervision of a registered psychologist who also coordinate the system. **Ask your House Committee Member for more information about the peer-helpers.**

Do you feel your life is not worthwhile?

Thuso1777

Emotional
Crisis Help Line:
018 299 1777

Office hours & Enquiries:

Thuso1777:

Monday to Friday: 8h00 – 16h30
(018 299 1777)
(Building E14)

SCD:

Monday to Friday: 8h00 – 16h30
(018 299 2893)
(Building F18)

Email:

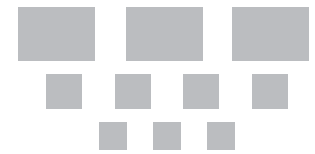
SCDpotch@nwu.ac.za

Join our Facebook Page: NWU Student Counselling and Development (<https://www.facebook.com/groups/NWUSCD>)

Join our Instagram Page: NWU_SCD (https://www.instagram.com/nwu_scd/)

Book an appointment on eFundi: <http://scd-nwu-ac-za.web.nwu.ac.za>

Visit our website: <http://services.nwu.ac.za/student-counseling-and-development>



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Do you want to help others while making money?**

A

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- Then consider doing the Advanced Diploma in Estate & Trust Administration through the University of Free State (distance learning)
- Following which you can apply to FISA for the ultimate designation of Fiduciary Practitioner of SA® (FPSA®)

Did you know?

FISA has developed an extensive archive of fiduciary-related court case summaries. You can read these on our website under “Court cases”.

Find out more at www.fisa.net.za or contact secretariat@fisa.net.za



Join us

NWU Alumni Gallery



Ontlametse Emmanuel Montwedi



Which organization are you working for and what is your current job title?

I work for the South African Nuclear Energy Corporation (NECSA), current job Title, Senior Scientist working for radiation and reactor theory section of research and development group

After completing your studies, how was your first interview and how many interviews were you invited to before getting a job offer?

My first interview following the completion of my Master's was quite invigorating as I ensured that I was thoroughly prepared, and took the time to align myself with the job description. The interview was for a forensic analyst position at the South African Police Service.

I was invited to five (5) interviews and received 5 offers after which I chose the one that best suited my career aspirations.

What would you say is the most important thing to do when going for an interview?

Research the company (culture, key responsibilities etc..) and prepare adequately, know how your set of skills make you a suitable candidate for the job you applied for and be able to demonstrate this.

Was it difficult to adapt from being a student to being a young professional?

It was not too difficult because of the way our master's programmes were designed. I was already used to working independently, strict deadlines and reporting on progress regularly.

What key competencies do you use in your workplace every day?

key competencies I use are analytical skills, critical thinking, report writing and working in a team.

What do you enjoy most about your job and please share strategies you use to handle difficult situations.

I enjoy the fact that my work engages my analytical and technical abilities, i get to see my nuclear engineering, theory and principles applied to a real-life nuclear reactor. Also, the nuclear industry is very global and offers opportunities to travel the world and experience different cultures.

The best strategy is to seek help from those with more experience and to stick to timelines to the best of my abilities.

What stood out for you during your years as a student at the NWU and what were your greatest lessons?

What stood out for me was different group work and assignments. I enjoy working and learning from different people, this prepared me for the workplace and for all the international work that I do with International Youth Nuclear Congress.

The greatest lessons were teamwork, presentations skills and technical reporting writing skills. these have prepared me for the work dynamics.

Would you have done anything differently?

Yes. I would have not taken a break between my degrees and continued until I completed my PhD.

What advice would you give to students entering the job market?

Learn, learn, learn Look for a professional mentor, this will make your path in the workplace less challenging

What are some of the positive, personal attributes that you have gained from NWU during your academic years?

The ability to work in a team, leadership abilities learned from previous student leadership roles, technical qualities such as public speaking, technical presentations, organizational attributes, and report writing are among the beneficial traits I got at NWU. I use them on a daily basis.

Ntlantla Lucky Kgathane



Which organization are you working for and what is your current job title?

SABC, I'M Political TV Reporter

After completing your studies, how was your first interview and how many interviews were you invited to before getting a job offer?

Well I only had three interviews that come to mind now, from the national treasury, provincial treasury and the department of correctional service. Well I used those interviews obviously to prepare myself for the if I didn't make it, but over and above that they were very fair interviews

What would you say is the most important thing to do when going for an interview? .

Prepare and do thorough research above the place you have applied to, and it doesn't kill to always show confidence.

Was it difficult to adapt from being a student to being a young professional?

For me it's the same moving being a child to and adult, accept now that you are independent, accept the changes that comes with it, you were dependent now people depend on you, and also the working environment itself...

What key competencies do you use in your workplace every day?

- Reliability
- Competent
- Confident
- Learnability

What do you enjoy most about your job and please share strategies you use to handle difficult situations.

Well my is amongst the interesting job, first-hand information on issues that affects the country, interviewing leaders of political parties and travelling the world meeting world leaders.

But I also get to be an opinion leader in way..

One the strategies I use always ensuring that I'm research well when I do a story, and always keep composure and trust yourself when in difficult situation , ALWAYS KNOW THAT YOU WOULDN'T BE THERE IF YOU WERE NOT GOOD.

What stood out for you during your years as a student at the NWU and what were your greatest lessons?

Always prepare for the world, I will regards NWU as one of the best institution as everything I learned there prepared for where I am now.

Would you have done anything differently?

Looking at where I am now, NOOOOO I wouldn't do anything different

What advice would you give to students entering the job market?

give your break don't be too hard on yourself when you struggle just know this you wouldn't be there if you were not good, and

What are some of the positive, personal attributes that you have gained from NWU during your academic years?

- Ethical and loyal.
- Patient
- Dependable
- Accountable. ...
- Diligent and organized. ...
- Punctual. ...
- Flexible. ...
- Team player. ...

Pieter Hattingh



Which organization are you working for and what is your current job title?

I am currently the school marketer at Hoërskool Pionier in Vryheid.

After completing your studies, how was your first interview and how many interviews did you get invited to before getting a job offer?

I should say that my first interview went quite well because I got the job offer and that is where I currently am.

What would you say is the most important thing to do when going for an interview?

- Be informed about the organization/position
- Make sure you are neat and tidy (Hair, clothing, polished shoes etc)
- Be yourself, speak with confidence and advertise all your best qualities
- Be on time
- Make sure that your/their expectations are met

Was it difficult to adapt from being a student to being a young professional?

No not at all because as a student/student leader the NWU equipped me with the necessary skills to adapt in uncertain environments. Furthermore, I taught myself on how

important planning, routines and a good work ethic is. Now and then, there are more responsibilities of being a young working professional, but it also has its own benefits.

What key competencies do you use in your workplace every day?

- Professionalism
- Honesty
- Care
- Commitment
- Respect
- Thoroughness

What do you enjoy most about your job and please share strategies you use to handle difficult situations?

Marketing is very interesting and in the same sense very challenging because every day you get faced with new trends and competitors – that is what I love of my job because it keeps me updated, informed and on my toes.

Once you are facing a difficult situation, take a deep breath, get yourself a coffee, get to the roots of the problem, get advice and take it

from there on. Always remember that the Heavenly Father will not put something on your way if you cannot handle it.

What stood out for you during your years as a student at the NWU and what were your greatest lessons??

The one and only answer should be that the vibrant and dynamic student life stood out the most, but the empowerment of student leaders is the one that satisfied me the most. I learned that in some cases there are community goals, and you cannot reach that on your own – compromise and work together to get the best for the institution. Be yourself, work hard, be precise and prepared and don't forget to enjoy every moment because it all starts at the NWU.

Would you have done anything differently?

Yes, I would get involved in student leadership earlier and I would attend more events and student life activities, because before you wipe your eyes, 6 years passed. (By far the best 6 years of my entire career)

What advice would you give to students entering the job market?

It is not easy, but you will make it.

In my opinion, forget about the theory and focus on the practical element of your major.

As soon as you start at the bottom, the quicker you can start climbing the ladder of success.

If you do your work to the best of your ability, and also something extra that is not expected from you, the right person/company will see you and that can only be to the benefit of your career.

What are some of the positive, personal attributes that you have gained from NWU during your academic years?

- How to work in a group
- Communication
- Motivation and support from lecturers
- Practical lessons of the working environment
- Empowerment
- Importance of community outreach
- Importance of a balanced lifestyle (Sport, Academics and Social)

Frans Maila



Which organization are you working for and what is your current job title?
Advoca, I'm currently an Audit Clerk

After completing your studies, how was your first interview and how many interviews did you get invited to before getting a job offer?
My first interview was great, I got invited to 6 interviews.

What would you say is the most important thing to do when going for an interview?
Be confident and just be yourself

Was it difficult to adapt from being a student to being a young professional?
Managing your finances.

What key competencies do you use in your workplace every day?
People skills and Technical skills

What do you enjoy most about your job and please share strategies you use to handle difficult situations.
Working with people, always communicate with your colleagues about things that effects your work relationship.

What stood out for you during your years as a student at the NWU and what were your greatest lessons??
My years I survived on leadership platforms.

The lesson I learned is that always work hard to achieve your dreams.

Would you have done anything differently?
Nothing

What advice would you give to students entering the job market?
Take your time when searching for a Job, don't accept the first offer just because you are to eager.

What are some of the positive, personal attributes that you have gained from NWU during your academic years?
Studying at the NWU thought me self discipline.



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Future World of Work

You have probably encountered many reports on the world of work and its present and future states. Some are descriptions and others maybe predictions of the future by thought leaders or prescriptions of the future by various consultancies. These combined may seem like an intimidating collage; a mixture of accounts of the world of work as it is in the here-and-now, forecasts or scenarios of its future, and forewarnings or signals of your place in the possible futures. And with the COVID-19 pandemic, it feels as if both the present and future are 'knocking on our doors' at the same time and both requiring urgency now. You may have heard, for example, of the 'great reset', the 'new normal', and the 'future that is now' in response to the pandemic, as well as the different possible forms of employment and remote, flexible, hybrid, and gig working. The pandemic has accelerated the future and you may feel that you are now studying, living, and working in both the present and the future-now. This means you need to pay attention to and address both the present and the future-now and your place in it.



Dr Ajay Jivan

SABPP: Head of Research, Quality Assurance, HR Audits and Financial Controls

This can be bewildering. It is certainly a challenge to focus both on your employability now and your employability and place in the future. It is also daunting as new reports are constantly released of how industries and jobs are evolving and changing and with it the skills that will be in demand. These reports, such as the ones released by the World Economic Forum, also point to uncertainty regarding new industries and the jobs that may emerge therein. This includes jobs from green and digital transformations of corporates, industries, and economies as well as disruptions of them from innovations.

The innovations in technologies, in particular, are centre stage in the many reports and debates on the future. You must have heard of the Fourth Industrial Revolution (4IR) and some of the associated technologies such as cloud computing; internet of things; augmented and virtual reality; distributed ledger technology; advanced automation and robotics; additive manufacturing; 3D printing; artificial intelligence; data analytics; geotechnology; nanotechnology; biotechnology; and neurotechnology. All the talk of 4IR, exponential technologies, new normal, and new ways of working and forms of employment can be difficult to navigate. It can be hard to find your bearings as these point to significant changes to work, the workplace, and the workforce now and in the future.

What can help you navigate the future world of work? First, focus on you – your head, heart, hands (which is a simple model used in leadership development). Consider your mindset, perspectives, and the way you approach the future. The future world of work demands continuous lifelong learning, enrichment of your mental models, and reskilling. Your tertiary education will serve as your scaffolding and launchpad. It is the beginning of your working life and career. You have a 'marathon' ahead

of you in the world of work from this starting block, with many transitions and changes in your working life and career. For this marathon you will need a mindset that is growth-oriented, and you will need to further develop key capabilities such as learning to learn, critical thinking, complex problem-solving, futures literacies, collaborating, self-management, resilience, and an appreciation of diversity and inclusion. These will help you develop richer and broader mental models. As you develop these you will develop your vision of your place in the future and execute on it. You will figure out your purpose, what inspires you, and your path(s) forward.

The path forward is not always a straight line or singular path. Agility is a common theme in the discussions on the future world of work. It requires investment of your time, dedication, and work. A word of caution: many equate agility with entrepreneurship, and many assume that entrepreneurship is only for certain persons or personalities or that entrepreneurship only refers to software or digital platforms. You need to critically question these assumptions and other assumptions that you will encounter. Do not narrow your perspective or limit yourself.

Second, understand your context(s) – the world of work as-is that you will confront and as it is evolving. Take what you are encountering and reading and break it down into the three ‘buckets’: work, workplace, and workforce. Ask yourself: what are the changes in work and how it is organised; what is driving this change; how is the workplace and organisation changing; what is driving this change; how is the workforce and forms of employment evolving; and what is driving this? Identifying and understanding the drivers in each ‘bucket’ can help organise your mental models of your context(s) and provide you with a more structured way to engage with the debates on the future world of work.

You need to pay attention to the above-mentioned changes in the specific occupations, jobs, and industries you are interested in and will be entering in. For example, as you begin your career you will need to continuously explore how 4IR will impact your chosen occupation, job, and industry by reading and engaging with both general and sector-specific discussions on the impact of 4IR. In the future you will need to evaluate how 4IR and other

drivers of change will augment or redefine your work and job, and you may need to consider how it may substitute some of your tasks or lead to job reduction. This can be daunting and lead to anxiety about the future. However, proactively approaching the future can help you to navigate and transition through these changes. Again, agility and flexibility are common themes in the discussion on the future world of work.

To help you navigate the future world of work you could explore the various factsheets that are published by the South African Board for People Practices (SABPP), a HR professional body in South Africa, on the above themes and on the changes in work, the workplace, and the workforce. These can provide you an entry point and map to engage further on the future world of work. You can click on this link for the [2020 factsheets](#) and this link for the [2021 factsheets](#) for example. The table below provides specific factsheet links to explore.

Your head, heart, and hands	Mindset, emotional intelligence, and experimentation (see in particular page 20 of Factsheet 2020/02, March) Future readiness, employability, and literacy (Factsheet 2021/02, March) Future lifespan and employee life cycle (Factsheet 2021/03, April)
Your context(s)	Understanding 4IR and its impact (Factsheet 2020/01, February) Understanding the workforce transition issues for the green, digital, and crisis-led transformations (Factsheet 2020/04, May) Understanding changes in work and workforce transitions (Factsheet 2020/04, May) Understanding changes in work and definition of employees (Factsheet 2021/01, February) Future employability and reskilling (Factsheet 2021/02, March)

Remember you have a voice in the future. You have the agency to shape the future. These need investment by you in your own self and your paths and futures.



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NOTHING.

Get an
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- IIE BCom Honours in Strategic Brand Management
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- IIE BA Honours in Interior Design
- IIE MA in Creative Brand Leadership
- IIE MCom in Strategic Brand Leadership
- IIE DPhil in Brand Leadership



Making Business Opportunities Happen

A business opportunity is the chance to meet a market need, interest or want through a creative combination of resources.

So many people want to be entrepreneurs but do not know where to start. Problems exist everywhere and as an entrepreneur, your main objective should be solving those problems. Every business you know of does that, and the better they are at providing solutions to those problems, the better they do. It is important to start seeing problems as opportunities; the mind shift will open your eyes to an endless flow of ideas and business opportunities.

As an entrepreneur, you should always live with your eyes wide open and learn how to view problems as a means to create solutions.

To find business opportunities and make it happen, you need to do the following five things: Identify problems as opportunities; be in the right place at the right time; be quick to act without cutting corners; team up; and execute.

Identify problems as opportunities

You can start your business opportunities by hunting around to see what the majority of people are struggling with or what they are looking for. The most successful entrepreneurs understand how to sniff out, test and execute unique opportunities more efficiently than their counterparts.

Most opportunities disguise themselves as problems. They can arise when new technology or products enter the marketplace and other people do not yet know how to harness those technologies.

Think outside the box while knowing what is inside the box.

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Thinking outside the box is an age-old cliché but, applied effectively, can really be the key to business success. Analyse data to find the opportunities others have missed. Finding points of pain or frustration and then finding a corresponding innovative solution will keep your business ahead of the game. Before you can think outside this mythical 'box', it is essential that you first need to know what's inside it. This means knowing anything and everything about your industry – past, present and predictions for the future. Only by knowing what is already available, what has worked, what has failed and what your rivals have planned for the future, you will be able to come up with something truly innovative and fill that market gap. In short, do your homework.

Get a sense of direction

When trying to find opportunities, do not be too general. You should be taking control of what opportunities you are trying to find by being specific about your particular situation. The only way to do this is by adopting a sense of direction. Which opportunities are you looking for? How are you going to find them? How are you going to act on them? Write down what you want to achieve. This will motivate you and set you on a course that will inevitably open more doors.

Understand needs and wants and the fuzzy grey line between them

Understanding the difference between needs and wants is essential. For example, you need food to live, but you could survive without ice cream (although you might not want to). This is an issue that often causes confusion for consumers and you can benefit from that confusion by presenting the benefits and values of a product or service that would usually be a luxury item (a want) as being essential (a need) in order to achieve the desired fulfilled/fashionable/healthy lifestyle.

Do what others don't want to do

Look for things that others don't want to do. This could be because these things are time consuming, dirty or boring but, dull as they may be, they still need to be done. By taking that bullet and offering products or services for mundane tasks, you could soon transform your product or service from a want into a need.

Make the impossible possible

Solving a problem that nobody else has a solution to will obviously put you ahead of the game, so start by recognising what the sticking points are. Write down the flow of activity for a situation, recognise how this could be improved or which ways would ease the pressure and go from there. Remember, you need to know the problem first, but generally, there is always an answer somewhere.

Keep a journal

Recording all the opportunities and meetings you have will be helpful in the long run. Not all of these will work out, but your journal will make sure you don't overlook anything that does not catch your eye at first. This will also help you to keep track of your progress and learn from your mistakes.

Positioning and timing

It is important to be in the right place at the right time. Once you have identified a potential opportunity, it is important to plan ahead and prepare yourself to act on it. You must know exactly what you need to do, for then it is just a matter of execution. Leverage all your skills and experience to bring in the right resources and be perfectly positioned to move quickly when the time is right. Gain as much knowledge and experience as possible; this helps with the homework thing. By talking to your peers, you'll gain essential industry insight and the better access to information you have, the more likely you will be able to take advantage of a situation quickly.

Have confidence while knowing that it is OK to fail

Once identified, it's important that you take advantage of an opportunity, even if it is not guaranteed to succeed. After all, innovation doesn't come from certain outcomes but from taking risks and trying new things. Taking this jump will always be scary, but the more knowledge and experience you have, the easier and less risky it will be.

When all is said and done, as long as you're professional and polite, sometimes it's OK to be a little bit cheeky. Don't be afraid to aim high; after all, you might just be surprised.

Be quick, but do not cut corners

Every opportunity has a window of time, so you have to be quick. Never rush, though, as that will lead to issues such as poor work and overlooking pitfalls. Rushing can cause big mistakes and is a sure way to fail. Cutting corners is also a sure way to deliver substandard products or service and leads to poor customer satisfaction and/or legal issues.

Be reliable

In many ways, reliability is the key that opens every door; it's one of the big traits you should adopt. When you start flaking out, people don't want to work with you. When you break someone's trust, they will not be willing to share or collaborate with you.

Time

Time is limited; you cannot do all the work on your own. Assemble the right team that will be able to understand the opportunity and can help you meet those goals on schedule. Together, you can build a rapidly growing business and team, and establish yourself as the market leaders.

Collaboration and networking

You may prefer to be a lone wolf, but in business, this will not get you very far. The fact is that you have to network and collaborate, because other people also have a lot of great ideas. Use those great ideas to propel you to greater heights. Go out of your way to attend events and network. Set aside some time every day to network on social media platforms like LinkedIn. Build those relationships. The only way you can start to collaborate is through networking first.

Find a mentor

A mentor is someone who has already achieved more than you. Do not get jealous, seek them out. I have always believed that a mentor is the key to getting better and finding brand new opportunities. These are the people who can help you achieve more, but you have to be willing to humble yourself in order to seek out the help of someone else. Be willing to admit that you don't know it all, even if it is tough. Mentors are important. They are there to motivate. They are there to inspire. They are there to take you to new heights.

Outsource

Save those precious minutes on non-essential tasks. The time saved could be used to chase down and follow up on more opportunities and gain more knowledge and experience.

Execute

Execution is the most important point. It looks different for every business, but it is important that you should be productive and not just busy.

Have you ever heard of the businessman who constantly says he is just waiting for the right opportunity to come along? Waiting to be inspired means, potentially, waiting until the end of time. I am not going to do that and you should not either. Don't wait for the opportunity, go find the opportunity, whether it is a trading opportunity or a simple small-business opportunity.

Opportunities can appear anywhere and at any time, but it is a myth that they just pop up out of nowhere and without any warning. The biggest businessmen in the world worked hard to make those opportunities happen. However, don't start patting yourself on the back because you found an opportunity. Take advantage of it.

How to Budget for Start-Up Success

There are many important elements to consider when starting a new business and one that usually gets forgotten along the way is a budget. A budget is essential to ensure your SME future, but to many budding entrepreneurs, the task of putting one together is both daunting and unknown. Here are some top tips for drawing up a plan to control your finances and give your new business the best chance of success.

By Gary Epstein

Budget Planning

Budgeting is essential. It allows you to control your cash flow and make provisions for larger costs, as well as giving you an indication of when the time is right to invest in your idea further and expand it. You have to stay in control of your expenditure at all times, whether you are a million-rand multinational corporation or a small and operational start-up. The only difference? How much and where budget is allocated.

See your budget as a plan to control your finances. You don't want to run out of cash and fall short of payments. Similarly, you want to know you can meet your current goals, as well as plan for future ones.

Although it works hand in hand with cashflow projections, it is important to note the distinction between a forecast and a budget. A forecast is a very important

"Opportunities are like sunrises. If you wait too long, you miss them," Virgin Group founder Richard Branson quotes writer William Arthur Ward in a recent blog post. Like sunrises, opportunities are fleeting and will pass if you are unprepared. Branson says that they do not always come at the perfect time, either, so you must be ready to seize them when the chance presents itself. "Opportunities are usually disguised as hard work, so most people don't recognize them," Branson quotes columnist Ann Landers. Ironically, hard work is the key to taking advantage of opportunities. If you put in the time, effort and commitment, you'll open many doors for yourself. It's only a matter of noticing opportunities and acting upon them.



business management tool that is essentially a cost prediction of the future, whereas a budget is a planned outcome of this same future based on the objectives of your business plan. To break this down even further, a budget is about profit and the cash flow forecast is about cash.

Your budget in practice

Once your business is operational, it's essential to plan and tightly manage its financial performance. Creating a budgeting process is the way to keep everything on track. See your budget as the GPS for your business – it will keep you heading in the right direction.

A budget should include your revenues, costs, and your profits or cash flow so that you can figure out whether you have any money left over for capital improvements or capital expenses. A budget should be tabulated at least yearly. Most yearly budgets are also divided up into 12 months, with blank columns next to your estimates to fill in with your actual results as the year progresses. You have to factor in potential market changes, customers and their demands, competition from rival companies, your business objectives and key performance indicators, team management, forecasts and any obstacles you may encounter along the way.

How to draw up a budget

Dedicate time to this process and if possible, seek assistance from your accountant or financial team to provide you with estimates for your budget. As a start-up business it is likely that this role will land on you, and it will be your responsibility to ensure your budget is realistic.

Your budget must include projected cashflow, typically on a monthly basis. This allows you to pinpoint any issues immediately, rather than waiting, running the risk of making the problem far greater.

A budget must also encompass costs – fixed ones such as rent and salaries, variable expenses including materials and products, and one-off capital costs, such as a lease or buying a computer. Finally, a budget must take account of revenue forecasts. This means both historic sales and future sales must be included.

Don't kid yourself

There is no benefit to creating an artificial profit by overestimating earnings, or underestimating costs. Make sure you have built in the cost of your time and the sensitivities of seasonality, depending on the market you are entering. When you grow as a business, you must also consider staff holidays and how this will affect turnover. Although you may not immediately need to give yourself a salary, eventually you will and you will have to include this in your budget, too.

Be flexible

Once you make a budget, you should stick to it, but be open to reviewing and revising it as needed when the market, pricing, or anything else that could have an impact on your business changes.

Budget to monitor growth

The great thing about budgeting is the ability to benchmark performance. Comparing your budget year on year also allows you to implement your key performance indicators if they do, in fact, need revision, as well as comparing figures for growth and projected margins with your market competitors. Remember to always review and revise. Ultimately, as an entrepreneur, your business's budget is also your budget. Owning an SME means allowing it to impact both your business and personal considerations. Budgeting your own expenditure could mean the difference between success and failure. So be smart with your start-up. Don't cash out before you can cash in.

GARY EPSTEIN is the MD of EasyBiz, the distributors of QuickBooks Accounting Software in South Africa and Sub-Saharan Africa.

Entrepreneur Magazine: February 2014

WANT TO BE A CHARTERED ACCOUNTANT

...but not sure how you're
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Every year, the South Africa Institute of Chartered Accountants' (SAICA's) **Thuthuka Bursary** places fully bursared African and Coloured students at selected SAICA-accredited universities in fully funded and supported undergraduate BCom Accounting education programmes to help them reach their dream of becoming a chartered accountant [CA(SA)].

What is Thuthuka?

Thuthuka is a bursary like no other. Covering more than just your tuition, books, meals and accommodation, Thuthuka also gives you an allowance, mentorship, additional lectures and soft skills training in order to help you bridge the gap between high school, university and the world of work. In fact, whatever you need to succeed and achieve your CA(SA) dream, Thuthuka will make it happen!

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NWU Alumni in Entrepreneurship

Funeka Nyaqela



Funeka Nyaqela, an alumna of the North-West University (NWU), is making big moves in the logistics and engineering fields.

The 37 year-old business woman is the founder and director of BravoPro 110, a highly competitive business entity involved in project and construction management, transport planning services, landscaping architecture and fuel supply.

Bravo Pro 110 services the North West Department of Health, North West Department of Water and Sanitation, Ditsobotla Local Municipality, North West Hotel School, Mmabatho Palms Hotel and national Department of Public Works.

Funeka obtained her BCom Logistics Management degree from the NWU's campus in Mahikeng in 2010. She has obtained the following certification in Infrastructure D Procurement, Quality Management Systems, Certificate in Consulting Engineers South Africa. Currently studying community safety, water and sanitation. She attributes her current success in the industry to hard work and the opportunities she got at the NWU.

"The Transport Economics and Logistics Management department at the NWU assisted me greatly to do what I do now. They arranged

networking sessions with different industry leaders for us as students," she says.

She kicked off her career as an intern at the Department of Community Safety and Transport Management. She then went on to climb the corporate ladder at Aganang Consulting Engineers, before starting her own business.

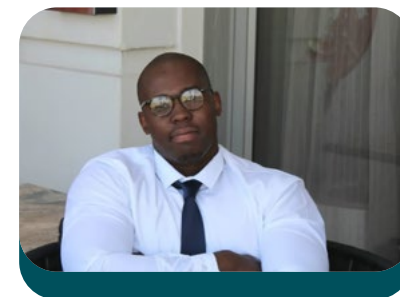
In the not so distant future, Funeka sees herself owning a fuel depot and expanding BravoPro 110's footprint across the African continent.



Mogau Mphahlele

Which organization are you working for and what is your current job title?

I am the Founder & Chief Executive Officer (CEO) of Vhatti Bottled Water (Pty) Ltd



After completing your studies, how was your first interview and how many

My first interview went well. To my surprise, I was not nervous at all, and I have been short-listed for 3 interviews

This investigation also becomes an antidote of maximizing my self-confidence and get more understanding of the position I had applied for.

What would you say is the most important thing to do when going for an interview?

There is a personal policy I implement before going for an interview and I will duly lament it:

Step 3: I jot-down all my personal attributes on a paper. This is a very important exercise as it paves way for me to be upfront pertaining to my personal skills, achievement and possible weakness. I believe that this exercise also allows me to dig deep and think of all my greatest qualities.

Step 1: I believe in conducting research on the company that have short-listed me for an interview. I believe it is critical to acknowledge the company's goals, culture, vision, and missions so that it can assist me in aligning my purpose for the company

Step 4: I try with all my heart not to overthink as this channel my mind into panic mode. I think originality is the best recipe to have when going for an interview, People always advice that one should research possible questions that the panel might ask but memorizing the answers to the questions researched could be detrimental or hazardous to the interview outcome.

Step 2: I further investigate on the duties and roles stipulated in the job description. This is also important as it assists me to have a clear idea and perspective of what is expected.

Step 5: The first thing I do is I always tell myself that “I am the best”. This statement has an ingredient that potentially spikes my confidence. Secondly, I smudge my face with a smile and look into the mirror. Thirdly I utter a verbal confession and affirmation that the interview is going to go well.

Step 6: I go on my knees and seek divine intervention from God. This last step always helps me calm my nerves.

Was it difficult to adapt from being a student to being a young professional?

Not necessarily so, but it had posed its challenges here and there. There also needed to be a shift in focus in terms of lifestyle and creating proximity for my goals. I had to leave the status quo alone and avoid instant gratification.

What key competencies do you use in your workplace every day?

Leadership Skills

I believe attaining leadership skills is vital to workplace success.

Effective Communication

In the line of business, I am currently in, effective communication is important to coordinate efforts and accomplish organizational goals.

Negotiation Skills

Being an entrepreneur that provides a service to clients comes with attaining good and efficient negotiation skills. I use this competency because it helps me secure value for the business at the bargaining table.

Decision-Making

It is important to execute this competency very well. My implementation of good decision-making is essential because it helps me navigate complex challenges that I encounter on a daily business in my business determining how to allocate resources, how to implement fresh initiatives across the business, pricing, and how to deal with an unsatisfied client.

Emotional Intelligence

Attaining Emotional-Intelligence is all about self-awareness, self-management, social awareness and client-employee relationship management. Having this competency in my business refers to my ability to understand my emotions and how the impact situations, as well as my ability to recognize the emotions of others.

What do you enjoy most about your job and please share strategies you use to handle difficult situations?

What I love most about my business is having an opportunity to meet new people (clients) and expanding my social network capital.

When coming to dealing and handling difficult situations in my business, I often:

Set Clear Expectations

This helps me avoid misunderstandings in the future and aids me to avoid difficult interactions within the business.

Have Firm Boundaries

It is critical to have firm boundaries when it comes to managing situations that are naturally inclined and unmanageable

Commit to Professionalism

When dealing with difficult situations in business, it can be easy for my emotions to get the best of me, so as a business owner, it is important to stay calm, separate business from personal affairs, and commit to a sense of professionalism in all my interactions.

What stood out for you during your years as a student at the NWU and what were your greatest lessons??

What stood out for me during my years as a student at the North-West University is the prospect of creating and increasing my social network capital with other students, lecturers and University staff personnel.

I believe my greatest lessons in university were:

- To always be kind and humble to people
- To always go out there and meet new people, your future client, employer, and employee may be sitting right next to you in the lecture room
- To starve my distractions and feed my focus
- To always mind my own business and stay in my own lane.

Would you have done anything differently?

No, not at all. I believe the manner in which I had executed my plans and goals in my university years were congruent to desires and aspirations.

What advice would you give to students entering the job market?

I think the question should be posed more as “What advice would you give to students starting their own business and embarking on their journey of entrepreneurship”. Entrepreneurship and starting your own business are not such a futile exercise to do and many students are afraid to start their own businesses due to variables such as lack of opportunities or lack of access to finance in the form of equity and capital. Students need to remember that there is always a market out there and there is always a problem that they can solve through conducive and extensive market research. Starting your own business helps you to curb the unemployment rate that South Africa is diagnosed with and also paves way for an individual to become competitive in the mainstream economy. It is no lie that South Africa are the biggest consumers, which ultimately creates a market. Students need to challenge the matrix and system by being manufacturers, and industrialists. Many students do not realize

that in South Africa, many graduates are locked and confined in spaces of the government which follow the system of the West. Many students with qualifications are sitting at home and this is because they follow the standards, system and barometers of the government. I believe students should be bold and start their own things and stop believing that the only way to start things is to follow the bureaucracy of the South African government.

What are some of the positive, personal attributes that you have gained from NWU during your academic years?

Some positive, personal attributes I have gained from North-West University during my academic years would be confidence, humility, empathy, integrity, communication, creativity, passion, emotional intelligence, accountability, self-awareness, openness to experience, optimism, honesty and courage.

Carlett Badenhorst



Which organization are you working for and what is your current job title?

I have my own business called Photos@Carlett Pty Ltd, which is a photographic studio. In a subdivision of P@C Studio, I have a media news Youtube Channel called Project CB, which cover news stories and events.

I am also involved at an online radio station called SA Commuter Radio, which I present and produce my own show. As I believe that the community is imported therefore making a difference in the community, while I serve on a area 14 committee for Midvaal. My faith is important and I serve at Delta Community Church as their creative content creator.

After completing your studies, how was your first interview and how many interviews did you get invited to before getting a job offer?

I was a student teacher at Midvaal Primary, as I wanted to become an Educational Psychologist, and thought being in the education environment will serve me well. I only went for 2 to 3 interviews after being a student teacher, got my first official job as a teacher, then I went for 2 more in the same field. I was not really satisfied with the educational system, and thought there should be more than just teaching. Then I started my own company in 2011.

After I have started my own company I had to sell my services and products to people, it is a different kind of marketing yourself.

What would you say is the most important thing to do when going for an interview?

Be yourself, tell the truth and be willing to work. If you can't do the skill, be honest and say I can't but I'll learn the skill. Let the employee know that you are a hard committed worker, and that you would stay loyal to the job at hand.

Was it difficult to adapt from being a student to being a young professional?

To transcend from being a student to young professional was fairly easy. As I worked part time and studied part time, I was already used to the working environment.

What key competencies do you use in your workplace every day?

I have my Honours Psychology degree, using the skills I gained during the study time to, analyse situations, and read people to set the scene for

being more charismatic and defuse difficult situations. Varsity taught me to work hard and accurate to the future. Knowing that hard work will be rewarded. Critical thinking is an important skill, and know how to do research. Not everything is what it seems, for me it was important to understand human behaviour, and to critically analyse the environment around me.

What do you enjoy most about your job and please share strategies you use to handle difficult situations.

I love to be a business owner and capture memories and tell stories. This brings me to the communication of how to tell stories, whether it is through the written word or digital media such as photography or videography. Telling the truth and share the truth in situations are the key.

I deal with difficult situations like I would deal with business, will my business gain or profit from. If so I'll pursue it and try to work out how we can "fix" the situations to benefit both parties. If the situation is a risk or a liability, and will not profit my business then I'll opt out.

What stood out for you during your years as a student at the NWU and what were your greatest lessons??

Greatest lessons for me was that not everything is what it seems. You

should carry on until you manage to succeed.

Would you have done anything differently?

The only thing I would have done differently, would be to not ever stop with academical work.

What advice would you give to students entering the job market?

Don't let anybody put you in a box and limit you to your capabilities. Never doubt, but have a clear vision to what you want, and chase the dream. Always pursue knowledge because it empowers.

What are some of the positive, personal attributes that you have gained from NWU during your academic years?

To become brave and dream big. Hard work goes a long way. Never give up on your dreams, no matter what any person might say and or put you down, push through and make it happen for you. The only person looking out for you, is you. Creativity was sparked, and the search for more knowledge. For me the varsity gave me stamina to endure long work hours, be excellent in what I do, become an innovator with looking out for those who can not speak for themselves.

Introducing Yourself

The Cover Letter

A CV should always be accompanied by a cover letter which conveys your personality and enthusiasm, and draws attention to your experience and suitability for the job you are applying for. Your cover letter can differentiate your CV from the others – make sure that you grasp the opportunity to market yourself. The letter should intrigue the reader so that he/she would want to read the entire CV.

Layout

The letter should have only three paragraphs:

The first (very short) paragraph should contain the reference to the advertised post, the reference number in the advertisement, and where and when the advertisement appeared. If the CV is sent after a telephone conversation or personal referral, it should be mentioned here.

The second paragraph (the longest in the letter) should indicate the way in which your own knowledge, qualifications, skills and personal qualities are suited to the post requirements.

The final paragraph (which is also very short) should mention your positive expectation to hear from them, thank them for their time and draw their attention to your contact details.

Appearance

The cover letter should:

- be a formal business letter, like we all learnt at school;
- fit on one page;
- be neatly and clearly printed on the same good quality paper that you used for your CV;
- be well laid out and easy to read; and
- be free of typing, spelling or grammatical errors.

Contents

The contents should:

- be brief and structured. Avoid repetition of lengthy information that is covered in your CV;
- address the relevant contact (if mentioned in the job advertisement). If no contact person was mentioned, the salutation should read 'The HR Manager', 'The Advertiser' or 'Dear Sir/Madam'. Don't write 'To whom it may concern';
- refer clearly to the post title, any reference number, as well as where and when the advertisement was noticed;
- refer to your CV and emphasise relevant points;

Cover letter tips

Always analyse an advertisement and identify requirements before writing your letter and updating your CV.

The main purpose of the letter is to motivate the recipient to read your CV as well.

Pose short questions or develop concise statements that entice the employer to turn the page and take a look at your CV.

- outline your current situation briefly, as well as the reason why you are interested in the job;
- emphasise the reason why the employer may want to meet and employ you;
- highlight your skills, achievements and possible contribution to the organisation;
- contain phrases that express your personality;
- ensure that the reader is left with the impression that you are a potential match for the job; and
- close with a polite and positive expression of interest in further dialogue with the employer or recruiter.

Get right to the point – assume that the reader is merely skimming your letter and looking for a good match for the vacancy.

Your goal should be to write something that resonates perfectly with that which is already on your reader's mind.

SAMPLES OF COVER LETTERS

- www.coverletterexamples.net/
- www.bestcoverletters.com/
- www.resume-resource.com/covers.html
- <http://susanireland.com/letter/cover-letter-examples/>
- <http://workbloom.com/cover-letter/cover-letter-samples.aspx>



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Your Curriculum Vitae

The Ultimate Marketing Tool

Your CV is your marketing tool and its focus should be on your skills that contribute to the position you are applying for. The following should be included:

Personal details:

Your name and surname should be prominent and could even be the title of the document. Telephone numbers should be current. If you use an informal or comical e-mail address, you may wish to create a new e-mail address that includes your name. It is not always necessary to include information relating to your nationality, age, sex, marital status, languages or health. Ensure that you are easily contactable at the address you provide and, if applicable, include information regarding your driver's licence.

Career objective:

An objective gives focus to your CV – the reader will know immediately what you are looking for and if you are a good candidate for the advertised position. This is the section in which you must state your career focus and impress the reader with your achievements and strengths.

Educational information:

List brief details of your academic qualifications, starting with the most recent achievement/qualification. List the degree, diploma, matriculation as well as the year and name of the institution. The older you are, the less important your school information will become. It might not be necessary to include the school subjects. Indicate your interest for the immediate future. What are you looking for now? It is also important to include everything you achieved while you were studying. List competitions won, awards received and leadership positions you served in, e.g. chairperson of committees. End this section with a short sentence about the extracurricular activities that you participated in.

Work-related experience:

List your most recent experience first, continuing in reverse chronological order. Use short sentences, positive language and highlight

relevant achievements. Mention the positions you held and companies you worked for, including the dates. Ensure that you include your part-time, volunteer and vacation work. Mention in detail the skills, abilities and experiences you acquired during your work. Because you want the reader to find information quickly, you will need to organise your experiences in categories. Possible category headers are the following: Relevant experience, Volunteer experience, Teaching experience, Lab experience, Community service, Clubs / Organisations, Awards, and Other achievements.

Skills:

It is important to match your skills to the job you are applying for. A CV that highlights relevant skills and experience will boost your chances of getting an interview. If you are going to apply for different jobs, you should tailor your CV to each job. Detail specific skills you have gained and also their relevance to the job you are applying for. The ability to work on a computer is a key skill. List all the programs you are able to work with, as well as your proficiency level on each program.

References:

If this is your first job, it would be wise to nominate tutors or mentors as your references. Always verify that references are willing to provide information about you before you include them in your CV. Your references should be able to answer questions on your achievements, work ethics and personality.

Presentation and layout:

The layout of the CV could already demonstrate whether you meet the skills specified in the job advert. The CV must be easy to read and visually appealing – avoid using excessive underlining, bold italics, long paragraphs and multiple fonts. It is a good idea to use bullet-point lists. Headings are useful for scanning and must be consistent in style. You can even use headings taken from the advertisement or job specification. First impressions matter – use quality paper and check for correct spelling and grammar.

CV style:

Which style of CV would be best for your job application?

The chronological CV is the most familiar CV format and outlines your

education, experience and achievements in reverse chronological order.

The skills-based CV focuses on evidence of your relevant skills. Use headings to present your skills, which should be focused on the needs of the employer.

The academic CV can be useful when you apply for an academic or research career. Use appropriate headings to explain your research interests, e.g. Dissertation, Research abstracts, Areas of expertise, Publications, Presentations and/or conferences attended, and Awards.

Do's & Don'ts

CV Don'ts

- Don't overuse the personal pronoun I.
- Don't send the same CV with every job application.
- Don't describe duties – focus on achievements.
- Don't use lengthy sentences; rather use a bullet list for an easy to read format.
- Don't exaggerate or lie.
- Don't leave gaps in your educational and employment history.
- Don't give relatives as references.

CV Do's

- Keep it short, concise, easy to read and straightforward – focus on content, not length.
- Check for typing, spelling and grammatical errors.
- Adjust your CV to fit the specific job you are applying for.
- Focus on the job and ensure that your CV is relevant. Make sure that the relevant experience and skills are prominently displayed.
- Keep the reader in mind.
- Be positive and relay your strengths.
- Include a career objective.
- Include a cover letter.
- Demonstrate that you understand the nature of the job being advertised and explain why you want to work in that area.
- Highlight briefly how your skills and abilities fit the vacancy.
- Research the company before you compile your CV.
- Print on quality paper and ensure that the layout is good. Print the cover letter on the same type of paper.

Curriculum Vitae

Example

AWESOME STUDENT

084 778 1234 | awesome.student@gmail.com

Postal Address: PO Box 1234; Mafikeng; 2531

1. Personal Information

Surname Student

Name Gifted Awesome

I.D.number 900101 0123 456

Nationality South African

Languages Tswana, Afrikaans and Engels

Driver's License Code A en B

2. Personal Profile

At least 10 words (adjectives) which will describe your personality, personal qualities or traits which will lead to success in the specific job/career, as explained in the CV workshop by the Career Consultant.

3. Career Goal / Objective

Explain what kind of a job you are looking for at what kind of a company. Show the prospective employer what you are looking for matches their job vacancy/company. You may include it only in your covering letter. Refer to: Functional area (job); level in the organization; type of organization; size of organization; eventual goals and specific skills sets.

4. Academic Background

- 4.1 List qualifications starting from highest and include only the subjects which are necessary.
Refer to academic record for all subjects.
- 4.2 Other courses attended and skills obtained.
- 4.3 Academic Achievements.

5. (Life) Experience

Remember: "VERBS & CONTEXT"

Typical headings are given below. It will be unique in your situation, as explained in the CV workshop by the Career Consultant.

- 5.1 CULTURE - Debating; Music; Singing; Dancing; Acting; etc
- 5.2 SPORT - Soccer; Tennis; Ballet; Athletics; etc
- 5.3 LEADERSHIP
- 5.4 COMMUNITY ACTIVITIES
- 5.5 ENTREPRENEURSHIP
- 5.6 ACADEMIC ACTIVITIES - Research; Data gathering/-processing; Student Instruction; etc
- 5.7 INTEREST AND HOBBIES - Photography; Gardening; Flower arranging; etc

6. Work Experience

Name of employer; period, job title AND a description of what you did.

Remember: "VERBS"

7. References

Employer:

Mr. P. Wessels; Sunshine Pharmacy;
Mafikeng.

082 123 4567

Lecturer:

Dr. J. Alison; Department of Statistics; NWU; Mafikeng.

082 234 5678

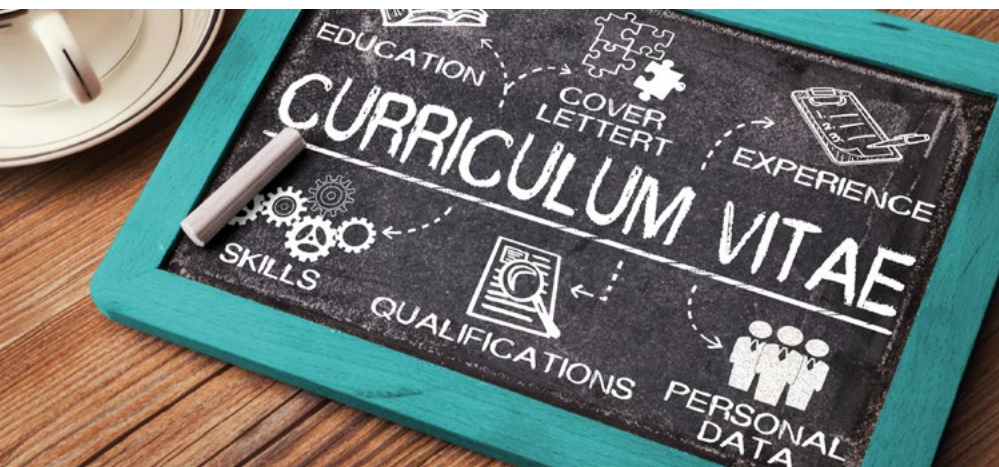
More CV tips:

- Font should be easy to read, size should be between 10 and 12. Avoid colour.
- Your address could also be in table format underneath your name and surname.
- Your email address should be professional. Avoid nicknames. Highlight briefly how your skills and abilities fit the vacancy. Organise your experiences in categories.
- Make sure you include the institution, degree, date of completion and main subjects. Start with the most recent qualification. It might not be necessary to include the school subjects.
- The older you are, the less important your school information will become.

Be Concise

Continue revising and fine-tuning your CV. Proofread! Don't rely on a spell-checker. Have two or three different people proofread your CV.

Ensure that your CV is well spaced and visually attractive. Check and recheck your CV for errors.



Curriculum vitae

Checklist

Check the list below against your current CV to make sure that you have the basics covered.

Your CV in General

- Does your CV look attractive? Would the reader be interested in you as a candidate?
- Is it well organised, concise and structured into one to three pages?
- Has the CV been checked for spelling, grammar and typing errors?
- Is the lay-out well balanced and the space used effectively with headings?
- Is it easy to read, with clear font and characters that are not too small?
- Does the most relevant information occupy the most space?
- Did you print your CV on good quality paper?
- Did you adapt your CV to suit this specific application?
- Did you create a cover letter to accompany your CV?
- Will the employer be able to contact you by using your personal details on the CV?
- Did you use action verbs & short sentences and phrases that are to the point?
- Are you sure your e-mail address is professional?
- Are the pages numbered?
- Does your CV include a cover page?

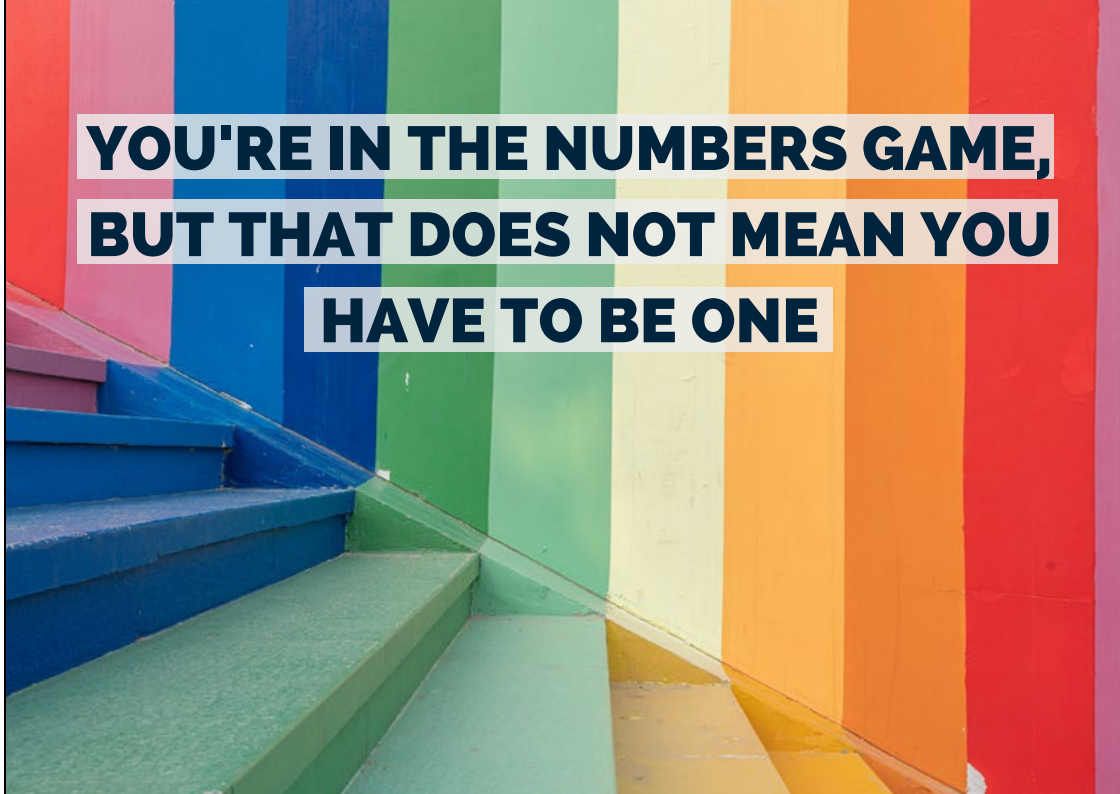
Your References

- Did you include contact details of your references?
- Have you asked your references permission to cite them in your CV?

Your Educational Information

- Except for your tertiary and secondary education, did you include additional training?
- Did you include all your qualifications, as well as the completion dates?
- Your Work Experience and Skills
- Did you list your experience chronologically?
- Did you list the most recent experience first?
- Did you emphasise the most relevant experience?
- Did you explain any gaps in your work experience chronology?
- Did you tailor your CV to the specific position you are applying for?
- Did you include your career objective and core competence?
- Does the career objective align with the position you are applying for?

Did you know that the average employer will spend approximately 10 to 20 seconds reviewing your CV the first time? You MUST, therefore, attract attention – make the seconds count!



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The Fourth Industrial Revolution

Introduction

The Fourth Industrial Revolution is known by different names, namely Industry 4.0, Industrial Revolution 4.0, and 4th Industrial Revolution (4IR). Later in this article, it will be explained why the most recent revolution is referred to as the “fourth”.

This fourth revolution generates considerable interest and debate among scholars, informaticists, educationists, and business leaders around the globe. The industry shift (change or turnaround, as the term revolution implies) we are noticing, experiencing and envisioning brings with it exciting opportunities, but also inevitable challenges to various

industries, professional practices and everyday life.

In 2016, it was predicted that by 2020, 4IR would bring us advanced robotics and autonomous transport, artificial intelligence and machine learning, advanced materials, biotechnology and genomics, as well as a change in importance in up to one-third of the skills that are deemed important today (World Economic Forum Report, 2016). Many more interesting things are predicted and we start to see evidence of it in every aspect of our lives.



What is an Industrial Revolution?

An industrial revolution is the process of change within industries, for example from an agrarian economy (growing food for own use with limited tools and implements) or a handicraft economy (e.g., building shelters, sewing clothes and weaving rugs for own use with limited tools and implements) to production processes that are dominated by technology, industry, process controls, computers and machines.

Before the first revolution, most people lived in widespread rural communities, making a living off the land. With the advance of technologies (e.g., implements and tools) and, eventually, commercial farms and factories, people began working for companies located in urban areas. The wages were often low and conditions were harsh. However, working for businesses provided a better living than farming.

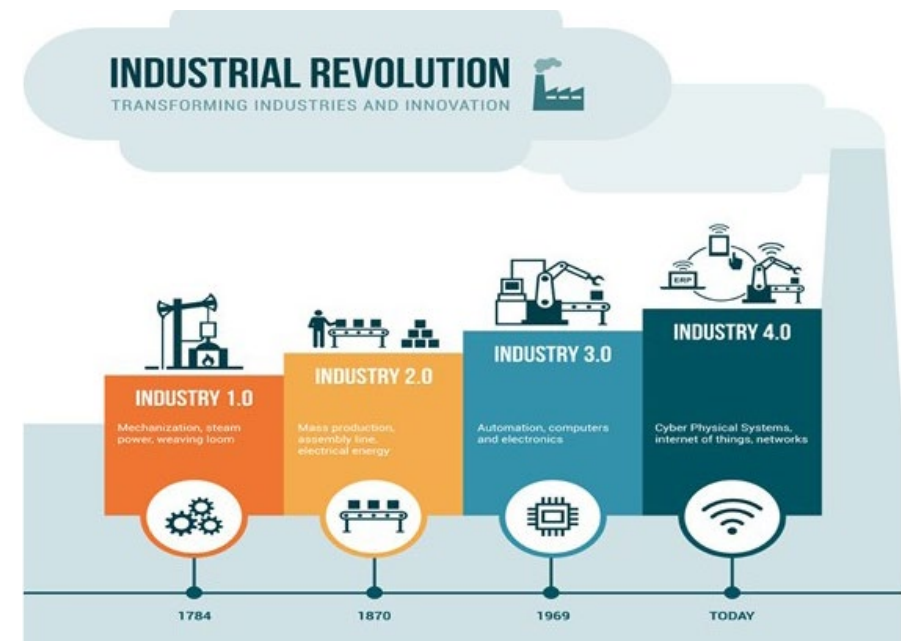


Figure 1: The four industrial revolutions

A Brief History of Industrial Revolutions

Industrial revolutions are more than eras in which new technologies are developed and introduced. Rather, they are times of technological change that have a particular set of characteristics that are connected to, and contemporaneous with, broader social transformation. These revolutions lead to changes that go beyond discreet technological capabilities and, instead, shift entire systems of power.

The First Industrial Revolution, which first emerged in the United Kingdom in the 18th century, brought with it both steam power and factory politics, as women were pushed out of manufacturing roles in favour of a male-dominated workplace culture. The combination of steam power and mechanised production created a step change in output. This dynamic increase in capacity and productivity led to urbanisation, the growth of regional and global market economies, the relevance of democratic governments, and a rising middle class in the Western Hemisphere.

The Industrial Revolution inspired scientific and technical pursuits and the revision of academic fields. It brought new forms of literature and, as state-funded science was not the

norm, stimulated entrepreneurial endeavours to spur further breakthroughs and gain new insights into emerging disciplines.

The 1st IR arose from harnessing water and steam power toward more systematic and efficient forms of manufacturing. Typical descriptions of the 1st IR mention steam engines applied to the mining in Cornwall and the role of steam power in enabling massive increases in the scale of manufacturing. In one of the earliest descriptions of the Industrial Revolution, the expansion of power and mechanical production became a revolution only from its coupling with a “political culture which was receptive to change,” including shifts in financial arrangements as well as other social progress.

The Second Industrial Revolution, dated between 1867 and 1914, was a subsequent wave of systems change that coalesced into the modern belief that science and technologies are the way forward to a better life and that progress is in many ways a destiny for humanity.

Entrepreneurs applied science in production processes, and the era saw a boom of products that were the direct outcome of science and

engineering. The revolution brought a step change in standardisation, technical complexity, and precision in manufacturing, as well as large-scale technological infrastructure such as electricity grids and new forms of public transportation based on the internal combustion engine. Alongside innovations such as the steamship, the telephone, the gas turbine, artificial fertilisers, and mass production, a far more mobile and cognisant international public was developing a desire for goods, travel and, perhaps most important for the next industrial revolution, information.

The 2nd IR is associated with new manufacturing technologies based on electricity, which triggered additional changes, launching what some have described as a “new economy.” The profound changes in society and education that arose from the first two industrial revolutions spanned several decades, lagging well behind the initial introduction of the catalysing technologies of steam and electricity.

The Third Industrial Revolution, which began in earnest following the Second World War, brought a step change in information theory and the power of data. It bloomed alongside

the discovery of the double helix, the space race, and the development of nuclear power. It shaped a post-war world that needed new economic structures and had shifting conceptions of the human place in the cosmos, the natural world, and the political order. It also connected the planet’s societies through infrastructure and applications, creating new flows of information and sharing that continue to shape values, knowledge, and culture.

The 3rd IR, which is generally attributed to computerisation and web-based interconnectivity that were developed in the 1980s and 1990s, is only now having its rippling effects upon society, politics, economics and education. One of the largest ripples from the 3rd IR was the move toward online education.

Governments and businesses recognised the power of computers in the performance of complex calculations and, eventually, for general-purpose use. Rapid progress toward increasing computational power led to a more interconnected and complex world in many ways and is still driving change across sectors and regions at the beginning of the 4th IR, just as the continuing

spread of electricity access is still bringing the benefits of the 2nd IR to communities around the world.

The Fourth Industrial Revolution, like the revolutions before it, provides incredible opportunities for individuals, industries, and nations. Artificial intelligence, the Internet of Things, and the potential of quantum computing promise the better optimisation of systems. Distributed ledger technologies - for instance, *blockchain** - are demonstrating utility far beyond the emergence of cryptocurrencies, for example the provision of secure, digital identification, managing fraud and externalities in value chains, and creating greater transparency in government procurement.

**A blockchain is a decentralised, distributed and sometimes public, digital ledger that is used to record transactions across many computers so that any involved record cannot be altered retroactively without the alteration of all subsequent blocks.*

Neurotechnologies are advancing quickly and may soon augment human cognitive and physical capabilities in ways that were pure science

fiction only a decade ago, while faster and more durable approaches to multidimensional printing will bring personalised, unique, and essential objects and structures into daily life.

The 4th IR is often described as the result of the integration and compounding effects of multiple “exponential technologies” such as artificial intelligence, biotechnologies and nanomaterials. One example of the emerging reality within the 4th IR is the development of synthetic organisms (life from DNA created within computers and bio-printed) manufactured by using robotic assembly lines, where nanomaterials provide immense improvements in the efficiency of production. The 4th IR extends the paradigm of industrial revolution into a future where many of the elements of what we might consider industry (fixed and centralised factories and massive labor forces within large corporations) will no longer exist.

In Summary

The **1st IR** is defined as the changes in manufacturing equipment.

The **2nd IR** is defined as the changes in manufacturing processes and transportation that began with fewer things being made by hand, using machines in larger-scale factories instead.

The **1st and 2nd IR** changed how we produced and consumed products.

The **3rd IR** changed how we communicate. The **4th IR** will change us! This IR heralds a paradigm shift in how people, processes, things, data and networks communicate and connect with each other. Schwab posits in his book *Will the Fourth Industrial Revolution Have a Human Heart?* that this revolution differs from the previous three revolutions in the fact that it is not based on breakthroughs in technology, but rather on communication and connectivity.

The main features involved in the first two industrial revolutions were technological and socio-economic, comprising cultural changes and improvements, which has implications for the Third and current Indus-

trial Revolution.

In his video *The best explanation of the Fourth Industrial Revolution ever*, Graeme Codrington explains that the **Second** and **Fourth Revolutions** are similar in a very specific way, and some lessons for our future can be taken from this insight. He states that the emphasis of the 2nd Revolution was not the creation of new technologies, but rather the processes of embedding, optimising and putting to work the technologies emanating from the 1st Revolution (e.g., steam, electric power and mechanisation), from factories to the everyday life of ordinary people. We should use the 4th Revolution in the same way. Most of the technologies of the 3rd Revolution regarding ICTs, Artificial Intelligence, automation et cetera (and of course those from the 1st and 2nd Revolutions) are at our disposal (although new technologies will continue to be developed). Our focus during the 4th Revolution should also be on the processes of embedding, optimising and putting to work these technologies for bettering our societies, economies and life in general.

What is so different about the Fourth IR?

The 4th IR involves a fundamentally different range of new technologies, fusing the physical, digital and biological worlds, impacting all disciplines, economies and industries, and even challenging ideas about what it means to be human. 4IR involves the adoption of cyber-physical systems such as the internet of things* and Internet of Systems*.

*The internet of things, also known as IoT, is a network of interconnected smart devices that allows each separate device to interact (i.e., send or receive data) from other devices on the network.

*The internet of systems consists of business-owned systems that can collect data from IoT networks to make independent decisions about your business' marketing campaigns, sales et cetera.

As the internet of things becomes more mainstream, smart devices will have more access to data, which could allow them to become more independent. Eventually, smart devices might have enough information to make decisions autonomously and control key business processes such as supply chains without human input.



Whether autonomous machines are a good or a bad thing depends largely on the opinion of the person you consult. As mentioned previously, some envision a dystopian, hellish world straight out of a science-fiction film, where robots have taken all the jobs, leaving humans unemployed and miserable. Without employment, our lives would become meaningless, leading to drug addiction, violence and widespread public unrest.

Most, though, believe that robots would eradicate the rather dull aspects of our work and allow humans to focus on more challenging, fulfilling tasks, leading to a happier and more productive society overall. Regardless, once the Fourth Industrial Revolution reaches full maturity, it will impact nearly every industry in every country.

The 4th Industrial Revolution is largely driven by four specific technological developments: high-speed mobile internet, AI and automation, the use of big data analytics, and cloud technology. Of these four technologies, AI and automation are

expected to have the most significant impact on employment figures within the global workforce.

Like the electricity we take for granted, the Fourth Industrial Revolution (4IR) is permeating all facets of our lives. We may not realise it, but 4IR encompasses many of our digitally connected products and services, advances in smart factories and cities, and the ever-increasing level of automation in our homes and offices. With some seven billion connected devices now in use, we are living in a hyper-connected world, one powered by essential technologies such as artificial intelligence (AI), the internet of things (IoT), advanced data analytics, and blockchain.

These transformations, if managed wisely, could lead to a new age of good work, good jobs and improved quality of life for all, but if managed poorly, pose the risk of widening skills gaps, greater inequality and broader polarization. World Economic Forum, 2018 Report

Conclusion

The concept of the Fourth Industrial Revolution affirms that technological change is a driver of transformation relevant to all industries and parts of society. Furthermore, it highlights the idea that, at certain stages in history, sets of technologies emerge and combine in ways that have impacts far beyond incremental increases in efficiency. Industrial revolutions are revolutions in the systems that surround us, step changes in the complex interplay between humans and technology, and transformations that result in new ways of perceiving, acting, and being.

Technologies such as robotics, advanced materials, genetic modifications, the internet of things, drones, neuro-technologies, autonomous vehicles, artificial intelligence, and machine vision, are becoming more integrated into our physical, social, and political spaces, altering behaviours, relationships, and meaning. The outcomes of ongoing research, development, and commercialisation and the adoption of emerging technologies are relevant far beyond the products that make

our lives easier, reflecting a fundamental set of shifts in human identity and a restructuring of the ways in which we experience the world.

On some level, workforce changes and technological advancements are normal and to be expected of any developing society. Some worry that the 4th IR could create a dystopian world in which robots could take our jobs and there could be a massive wealth disparity between those who own the robots and those who don't. However, automating key tasks could eradicate the more tedious aspects of our jobs and allow human employees to focus on more meaningful, fulfilling tasks, helping people across every industry in completing their jobs to a higher standard.

We prefer to think that the Fourth Industrial Revolution will have a mostly positive impact on the future of work and are excited about the upcoming changes; therefore, we are currently looking for ways to integrate AI technology into our workplace.

What Do Employers Want?

One of the most frustrating challenges in job-seeking and preparing applications for jobs is to determine exactly what skills and attributes the employers are looking for.

This article aims to equip you with knowledge of some of the skills that employers have indicated as being important to them, as well as skills that knowledgeable people write about.

In one survey, where a large group of employers were asked to list the most important selection criteria for graduate appointments (in addition to relevant academic qualifications, of course), the findings were as follows:

The most important quality for those employers is interpersonal and communication skills. This refers to your ability to communicate, interact and achieve goals with other people, and to act responsibly and professionally at all times. It includes listening skills, as well as positive body language, eye contact and gestures. Your verbal skills are rated by the way in which you ask or answer questions, give or receive instructions and speak to larger groups. Your written

skills are evaluated by the clarity and comprehension in your CV and cover letter, and your ability to write letters, memos, reports et cetera.

The second most important quality is drive, commitment and knowledge of the industry. This refers to your ability to convince the employer that you understand the job contents, the outcomes you must deliver and the contribution you are expected to make to the business (and even the industry). You must display a passion for doing this job and be prepared to invest your best effort in making a success of it.

The third most important quality is analytical thinking and problem solving abilities. Especially in positions where academic qualifications are required, employers expect you to have the ability to apply theoretical knowledge in practice, solve difficult problems, or improve processes and outcomes.

In her book, “What employers want – The work skills handbook”, Karen Holmes confirms these findings when she describes the following four skills as the most important ones for employers:

- Communication
- Team-working skills
- Problem-solving and decision-making skills
- Numerical and computer skills

This fourth skill refers to the confident use of electronic technology, rather than the understanding of typical mathematics. Employers value skills in electronic data-management, such as finding data, interpreting it, presenting it and storing/retrieving it. It also includes effective use of the internet, word processing, spreadsheets, presentation software and databases.

The author adds the importance of having the right attitude to the above four skills. The right attitude includes being passionate, focused, driven, committed, willing, determined, motivated, adaptable and devoted,

as well as reliable and polite. (For more on attitude, please refer to the article What makes you competent?)

Jeff Haden, in an article called “8 Qualities of Remarkable Employees”, takes it further by distinguishing between great and remarkable employees.

He says that **great employees are reliable, dependable, proactive, diligent, great leaders and great followers ...** They possess a wide range of easily-defined – but hard to find – qualities.

A few hit the next level. Some employees are more than great – they are remarkable, possessing qualities that may not appear on performance appraisals, but make a major impact on performance nonetheless (not only performance of the employee, but performance of the whole company).

Here are eight qualities of such remarkable employees:

1. They ignore job descriptions. The smaller the company, the more important it is that employees can think on their feet, adapt quickly to shifting priorities and do whatever it takes, regardless of role or position, to get things done. When a key customer’s project is in jeopardy, remarkable employees know without being told that there’s a problem and they jump in without being asked – even if it’s not their job.
2. They’re eccentric... Remarkable employees are often a little different: quirky, sometimes irreverent, even delighted to be unusual. They seem slightly odd, but in a really good way. Unusual personalities shake things up, make work more fun, and transform a plain-vanilla group into a team with flair and flavour. People who aren’t afraid to be different naturally stretch boundaries and challenge the status quo, and they often come up with the best ideas.
3. But they know when to dial it back. An unusual personality is a lot of fun... until it isn’t fun anymore. When a major challenge pops up or a situation gets stressful, the best employees stop expressing their individuality and fit seamlessly into the team. Remarkable employees know when to play and when to be serious; when to be irreverent and when to conform; and when to challenge and when to back off. It’s a tough balance to strike, but a rare few can walk that fine line with ease.
4. They publicly praise... Praise from a boss feels good. Praise from a peer feels awesome, especially when you look up to that person. Remarkable employees recognise the contributions of others, especially in group settings where the impact of their words is even greater.
5. And they privately complain. We all want employees to bring issues forward, but some problems are better handled in private. Great employees often get more latitude to bring up controversial subjects

in a group setting, because their performance allows greater freedom. Remarkable employees come to you before or after a meeting to discuss a sensitive issue, knowing that bringing it up in a group setting could set off a storm.

6. They speak when others won't. Some employees are hesitant to speak up in meetings. Some are even hesitant to speak up privately. Remarkable employees have an innate feel for the issues and concerns of those around them, and step up to ask questions or raise important issues when others hesitate.
7. They like to prove others wrong (especially doubters, pessimists and negative people). Self-motivation often springs from a desire to show doubters that they are wrong. Potentially, the kid without a college degree or the woman who was told she didn't have leadership often possesses a burning desire to pull other people down to his or her level. Remarkable employees are driven by a deep and personal belief in truth, honesty, positivity and perseverance.
8. They're always fiddling. Some people are rarely satisfied (in a good way) and are constantly tinkering with something: reworking a timeline, adjusting a process or tweaking a workflow. Great employees follow processes. Remarkable employees find ways to make those processes even better, not only because they are expected to... but because they just can't stop believing that continuous improvement is always possible.

These eight qualities give us a further insight into what employers might value and what they look for in graduates.

If you can present and emphasise these skills and attitudes in your CV, and you are able to speak about them with confidence in the interview, you are well equipped to "sell" your competences to the employer of your choice.

Most Sought-After

Skills, Competences and Traits

- | | |
|---|---|
| <input type="checkbox"/> Adaptability/Flexibility | <input type="checkbox"/> Judgment |
| <input type="checkbox"/> Analytical thinking | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Attention to detail | <input type="checkbox"/> Leveraging diversity |
| <input type="checkbox"/> Business acumen | <input type="checkbox"/> Listening |
| <input type="checkbox"/> Career motivation | <input type="checkbox"/> Negotiation |
| <input type="checkbox"/> Commercial awareness | <input type="checkbox"/> Numeracy |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Organisation |
| <input type="checkbox"/> Compliance | <input type="checkbox"/> Organisational awareness |
| <input type="checkbox"/> Conflict management | <input type="checkbox"/> Planning |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Problem solving |
| <input type="checkbox"/> Creativity/Innovation | <input type="checkbox"/> Public speaking |
| <input type="checkbox"/> Customer focus | <input type="checkbox"/> Resilience/Tenacity |
| <input type="checkbox"/> Decisiveness | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Dedication/Commitment | <input type="checkbox"/> Results orientation |
| <input type="checkbox"/> Delegation | <input type="checkbox"/> Risk-taking |
| <input type="checkbox"/> External awareness | <input type="checkbox"/> Sense of self |
| <input type="checkbox"/> Independence | <input type="checkbox"/> Sensitivity |
| <input type="checkbox"/> Influencing | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Information seeking | <input type="checkbox"/> Trustworthiness/Ethics |
| <input type="checkbox"/> IT appreciation | |
| <input type="checkbox"/> Instruction (give and receive) | |
| <input type="checkbox"/> Integrity | |

1

Things I wish someone had told me in my first year at university!

Bright-eyed and bushy tailed, I walked onto campus! Books were piled into my shiny new bag and I was wearing spanking-new jeans, clean All Stars and carrying a pencil bag with every colour highlighter you could imagine. I was ready to take on the world, one faculty at a time. Ambition was my name and a BA in Journalism was my game.

They gave me lists of books, classes, lecturers, maps... and a student card (with a dorky picture of me on it). What they didn't give me, though, was everything that I learned and earned in my first year:

- Smile on your student card photo – you don't want to look like a criminal for the next four years.
- Buy a pair of tekkies or flip flops for those flights of stairs.
- You won't make friends on your first day; you will be too worried about finding your lecture venues.
- Coffee is a prerequisite and it's cheap.
- Buy your textbooks second hand, because it's more economical than buying new ones.
- Remember, unless you decide to stand out, you are only a number to the lecturer.
- Join a society – you'll meet people, get involved in something you love and learn valuable skills.
- Your education is yours and yours alone. Don't expect any hand-outs.
- Love what you do; if you don't, no one else will.
- Most of all, be willing to grow in many other ways over the next few years, other than just your degree. Keep an open mind!

Don't be afraid to make mistakes, as they don't define who you are; varsity is so much more than textbooks and marks.

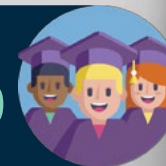
NWU CAREER CENTRE

2021 Graduate Destination Survey

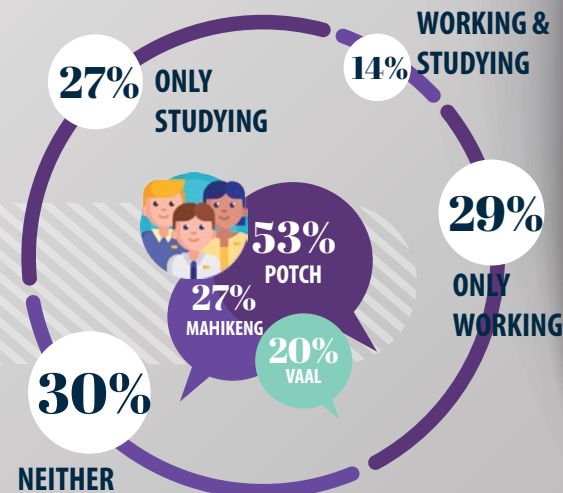
OVERVIEW

The purpose of the survey was to determine employment trends of NWU Graduates with regards to main activity (continued study or employment)

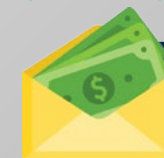
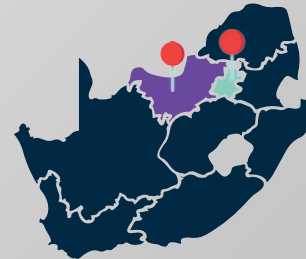
GDS SURVEY DATA
2,576 PARTICIPATED



MAIN ACTIVITY OF RESPONDENTS APPROXIMATELY
6 MONTHS AFTER COMPLETION OF STUDIES



66%
OF GRADUATES EMPLOYED
EITHER IN GAUTENG OR NORTH-WEST PROVINCE



R20 000
MONTHLY SALARY BEFORE DEDUCTION



80% **RETENTION OF NWU STUDENTS FOR CONTINUED STUDIES**
83% **SATISFIED WITH OVERALL EXPERIENCE OF NWU**



31% **DID VACATION WORK WHILE STUDYING**
66% **OF THOSE WHO DID VACATION WORK WAS RELATED TO THEIR STUDIES**



2021 RESULTS

Here's what 8 125 NWU students had to say



Female students' expected first salary



ZAR 266 223
Annually



Male students' expected first salary



ZAR 310 268
Annually

Top attributes associated with North West University

1. Safe campus environment
2. Educational excellence
3. Friendly and open environment



Students' most important attributes for future employment



1. Ethical standards
2. Leadership opportunities
3. Professional training and development

Most used career services at the university

1. Career/job/internship fairs
2. Career counselling
3. Trainings for resume/CV writing and interviews



Thank you for making your voice heard. If you have any questions, send an email to ask@careertest.universumglobal.com

OUR 2021 RESULTS



8 125
NWU Students



93 641 Students
Nationally



11
Areas of Study



TOP 3 PRACTICAL EXPERIENCES



1. Part-time job during studies
2. Volunteer service
3. Leadership role in student organizations



MOST IMPORTANT ATTRIBUTES IN A SCHOOL

1. Educational excellence
2. Safe campus environment
3. High quality of programs

TOP 3 CAREER PREFERENCES

1. Ethical standards
2. Leadership opportunities
3. Professional training and development



TOP 3 ATTRACTIVE INDUSTRIES

1. Banking
2. Education
3. Health, Wellness and Fitness



MOST USED ONLINE PLATFORMS

1. WhatsApp
2. Facebook
3. YouTube



Questions? Write us at questions@careertest.universumglobal.com

Online Application Tips

Recruitment on the internet is growing extremely fast. There are already thousands of recruitment agencies publishing vacancies on their websites. Newspapers, online publications and company websites also carry vacancy advertisements. If you neglect to use this vast range of potential vacancies, you will be missing out on potential opportunities.

Online job application advantages

A job-seeker

- can apply quickly and easily for many jobs;
- can store his/her CV online where potential employers might see it;
- has 24-hour access to vacancies;
- can track his/her applications;
- has fast response;
- obtains automatic notification of vacancies according to his/her profile; and
- finds job hunting easier and more effective.

Preparing for online job hunting

Most people prepare their CV by using word processing. Unfortunately, this may cause your CV to be unsuitable for the internet. It may happen that recruiters do not use the

same technology and are not able to process it. Companies receiving your CV may also use another method or computer and could therefore have difficulties in reading your CV.

In some cases, you will have to convert your CV to a text version that can be read on any computer. 'Plain' text (also called ASCII text) is the safest and most common Internet format. A .txt file will be recognised by any technology – it is also commonly used for email communication.

Plain text gets rid of italics, bullets and all fancy formatting.

The question now is: What can you do to enhance this plain text version?

Open your text (.txt) file in Notepad

(Windows) or Simpletext (Macintosh) and consider the following suggestions:

- For bullets, use asterisks, plus signs or dashes.
- For underlining text, use capital letters.
- Use a line of dashes or asterisks to separate sections.
- Redo all spacing, using only the space bar.
- End each line with an 'enter'.
- Check for special characters, as they may have been translated into symbols.

Recruitment sites

Some recruitment and job websites provide electronic forms that can be used for entering your CV details. The completion of e-forms can be very time-consuming. Consider the following tips:

- Cut and paste information from your text (.txt) file, not the word processor.
- It is not necessary to complete a field unless it is compulsory – just remember that the more
- information you add, the better

your chances of obtaining the position.

- If there is a field for a cover letter or notes, use this to write a short cover letter.
- If you want to keep some information private, compulsory detail can be noted as 'on request'.
- Remember to update your details frequently to keep your CV near the top if a date sort is used in the recruiter's database.

E-mailing a CV

Company websites do not always use online recruitment agencies to advertise their vacancies. Many of these sites request that you send your CV via e-mail.

What Makes You Competent?

Understanding Your Knowledge, Skills and Attitudes

If you want to be successful, you should try to absorb as much knowledge as possible, right? Well, not quite. At least, not only knowledge! I believe success, whether we talk on a professional or personal level, derives from three factors: knowledge, skills and attitudes. Most people, however, pay excessive attention to the knowledge component, while neglecting the development of the other two. Before discussing the argument further, we need to define what we mean by each of these factors.

Knowledge is practical information that is gained through learning, experience or association.

Examples of knowledge:

- Second-degree equations
- Human anatomy
- The rules of monopoly
- How to change a wheel
- The capital of Zimbabwe is Harare

Skills refer to the ability to perform specific tasks and to apply knowledge.

Examples of skills:

- The ability to communicate effectively
- The ability to write clearly
- The ability to play an instrument
- The ability to solve problems
- The ability to dance

Keep the following in mind when you e-mail your CV to a company:

- Use the content of the e-mail as your cover letter.
- State that you are attaching your CV in MS Word and also as a text file – name the
- attachments with your own name.
- Ensure that you have included your name and the job that you are applying for.
- The subject of the e-mail should already give an indication of the content, e.g. Application – Librarian, your reference job #76693.
- Job-hunting advice on the internet

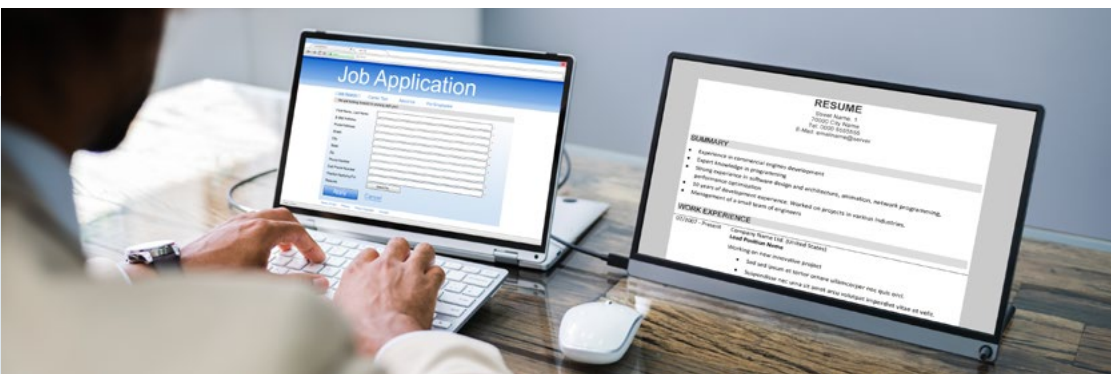
A job search strategy

- How to write a CV
- How to write a cover letter
- How to prepare for an interview
- Research companies

Beware! – security and privacy

You are giving personal details on the internet – never give references on your e-form CV. There can be no guarantee that your information will remain private.

(Some information was adapted from 'Job hunt on the net' by Julie-Ann Amos.)



Attitude involves how people react to certain situations and how they behave in general.

Examples of attitudes:

- Being proactive
- Being able to get along with other people
- Being optimistic
- Being critical towards other people
- Being arrogant

Now, if you can imagine a pyramid with three horizontal levels, and you picture attitudes at the base of the pyramid, skills in the middle and knowledge right on top, you will notice that attitudes form the important foundation. One should, therefore, focus on developing the right attitudes before attending to the skills and the knowledge.

If you take a look at the five attitudes we have used as examples, it is clear that one would desire to develop and acquire the first three, but not the last two. Distinguishing between a desirable and a problematic attitude is actually an easy task.

Why then do we fail to dedicate enough energy to the development of valuable attitudes? First, because we might think that attitude is affected by genetics, meaning that some people are born optimistic, while others are naturally pessimistic and that there is nothing one can do to change it. This is far

from the truth. While most people are naturally inclined to behave in certain ways – we call that personality – we can still change radically or develop specific attitudes at will.

Developing or changing an attitude will sometimes require more deliberate effort than developing a skill or gaining some knowledge, but that is exactly why it is also more valuable. The second reason why people fail to focus on attitudes is because they are not aware of the benefits they would derive from them. Common sense states that the more knowledgeable someone is, the more successful he or she will be. While this affirmation might be true, it is only so if that person also has the right attitudes.

After developing the attitudes – a lifelong process, by the way – one should focus on skills. Basic – general or common – skills, such as the ability to communicate and to solve problems, come before knowledge,

because they are sometimes necessary to understand the subject matter and can be applied to many different situations.

Job-specific skills, however, are the practical application of the knowledge that has been learnt, like preparing financial statements or drafting a contract, and are therefore developed simultaneously with the development of the knowledge.

The top part of the pyramid is the knowledge. Now, whilst I argue that prior to getting the knowledge, one should develop attitudes and competencies, I am not saying that knowledge is not important. Far from it, knowledge is essential. But if you consider the information and communication technologies revolution that we live in, you can see that virtually anyone in the world has access to all the information that has ever been produced.

I know that information and knowledge are two different things, but the process of transforming one into the other is not that complex. What I am saying, therefore, is that knowledge alone will not be sufficient. It does not represent a competitive advantage per se.

Consider two different men, John and Mark, working for a financial

services company. Both of them are eager to succeed, so they both spend lots of time trying to grow professionally. John uses his time gaining only knowledge and as much of it as possible. He studies balance sheets, financial reports, accounting practices, read financial news, and the like.

Mark, on the other hand, gets the knowledge that is necessary to carry out his job. Other than that, he invests time to develop his creativity and innovative thinking, to improve his insight into people's behaviour, to develop a more positive outlook on life, to improve his pro-activeness and to become more organised and goal focussed.

Should the financial services sector enter a downturn someday, who do you think will have a harder time to keep his job? I am sure you have guessed it.

In summary: Success at personal or professional level will inevitably derive from three factors: attitudes, skills and knowledge. Most people pay excessive attention to the knowledge component, while neglecting the development of skills and attitudes. Make sure that you are focusing on all three components – it is the best strategy in the long run.

Benefits of Attending Virtual Fair

ATTENDING CAREER FAIRS HAS BEEN MADE EASIER **DO NOT MISS OUT!**

How will I attend the virtual career fair?

A link with login credentials will be sent to all participants, requesting them to join the virtual platform. Companies will have up to 10 members in their booth, engaging with students who visit them there. Remember that there is no limit to the number of students whom they will interact with.

Students can login from anywhere in the world via smartphone, laptop or desktop. They also have an opportunity to visit as many companies as they wish and will have full access to the event until it closes.

At the end of the event, the Career Centre will be able to extract statistics that indicate the number of student visitors and this information can be analysed as required.

As a student, how do I connect?

Enrolled NWU students can secure the link to join the virtual fair a week before from:

- the Career Centre Facebook page;
- Efundi – The Career Centre page;
- Career Centre website;
- Academic Student Society WhatsApp groups; and
- many other NWU internal e-platforms.

Attending virtual career fairs is an important part of your job search strategy, because it opens up the opportunity for you to:

- join any booth chat and meet many people in the chat box from any company of your choice. Each booth represents a specific company with a set of career opportunities to explore;
- ask questions in the chat box (i.e., information about the employer) and form an opinion regarding the type of employers they seem to be;
- ask prompting questions on the chat box and gather relevant information about different career opportunities – jobs, internships and graduate development opportunities offered by the different employers; and
- be active in the chat box and gain knowledge regarding the various possibilities existing within the specific degree or study field(s) you have chosen.

The goals of virtual career fairs are to give students the opportunity to:

- get in touch with potential employers and contact persons in the future;
- learn more about companies and organisations;
- discover more about careers and potential job opportunities;
- have a good look at careers relating to their studies, as well as other fields and careers;
- receive advice on what employers are looking for;
- learn more about current internships; and
- gain valuable interview experience, get job search advice and possibly even obtain an invitation to an interview.

How do I prepare to benefit most from a virtual career fair?

- Be well prepared and make a good impression by greeting the person in the chat box and introducing yourself with your name and your field of study.
- Write down the questions that you want to ask before joining the chat box. It is helpful to reflect on what it is you want to achieve from this engagement with the employer: Do you want to find a job or an internship?

Are you looking for information about organisations? Do you want to build your network?

- Towards the date of the fair, please visit the NWU Career Centre page for a list of companies that are attending the fair; review and do research on those companies. Visit their websites to find out who they are and what they do. Gather basic information about the company (its size, organisation, location and products). Make a list of the ones you would like to approach. Be prepared – if you can ask focused and specific questions, it will impress the employer's representatives, because it shows a genuine interest.
- If you do get the opportunity for a follow-up or a one-on-one e-discussion, ask yourself how you will further introduce yourself. Develop a 30-second introduction to market yourself. Tell the person who you are, what makes you unique and the benefits you can provide. Be enthusiastic and explain your strengths, skills, experience and interests. Be prepared to answer questions regarding your career goals and prepare a few questions to ask the recruiters. In these changing times, employers are looking for graduates who are flexible and critical thinkers with superior cognitive abilities and able to adapt to the changes. It is important to show that you are flexible in your career prospects and are open to learning and relearning new skills et cetera.
- Remember to have a pen and paper at hand for jotting down contact information and notes, or to have your mobile phone ready to take a screenshot function to capture information that is shared.
- Ensure that your online/social media presence (especially LinkedIn, but also others such as Facebook, Twitter, Instagram etc.) is up to date; create a professional image of yourself. You must also make certain you know how to use LinkedIn optimally as the basis for the networks you will make and expand during the virtual career fair. Even before the date of the fair, link with the companies and their individual representatives.

Net-Etiquette

- Students should bear in mind that their net-etiquette should be of the same high standard of behaviour as when they would have been in an office or a professional physical space.
- Students can start with greetings and then introduce themselves to the persons in their choice of booth.
- Students must be mindful and show respect when replying to or engaging with companies in various booths.
- Students should pay attention when a person is speaking and should acknowledge that they have listened to what have been said.

Do not make mistake of

- not asking any questions;
- having a poor or unprofessional attitude or approach;
- not being willing to relocate;
- not being polite in your questioning; and
- not greeting the person when you join the chat box.
- lacking communication skills with inappropriate questions;
- asking about salary;

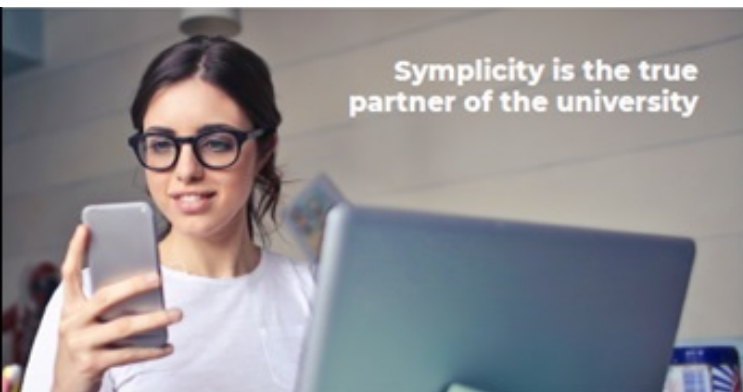




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WHAT OUR CLIENTS ARE SAYING

"Simplicity has formed a true partnership with our Career Center and as users we feel valued and heard."

Penn Sate University

YOUR STUDENTS, YOUR DATA

Simplicity firmly believes in protecting student data - whether it's now or five years from now. Our business model will never require students to give up their data in order to access a core university service. Our mission is to help institutions connect students with the people they need to launch successful careers. We do that by equipping institutions with an enterprise-scale employability platform they leverage to engage students, employers, staff, and administrators in the career-readiness process.

SUPPORTING YOUR BRAND

The platform and all branding belong to the university - not Simplicity. We feel this is completely critical to the success of the career center and the university at large in order for it to develop long-lasting relationships with students and employers. Since the enterprise layer allows CSM to integrate with countless other partner apps, every institutional office can use their own individual apps underneath the same umbrella of one system.

CONNECTING STUDENTS TO EMPLOYERS

At Simplicity, we believe the career center provides critical services and fosters lasting connections with students and employers. We have the largest network of students and employers in the space.

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CONNECT STUDENTS TO EMPLOYERS



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The Job Search is Just Like Dating:

Five tips for recent graduates

Most university students think about dating every day, some more often than they think about job search! Many have become experts in the process, because it comes naturally to them, while others are not successful, because no-one has ever told them how to go about it. When it comes to the job search, some new graduates can feel even more inexperienced than in dating.

Listed below are five lessons from dating that can help you to secure your dream job:

Your friends set you up, you search online or you look around for opportunities in your daily routine. Just like you do when you want to date, employers also look at their social networks long before posting a job advertisement. New graduates should network with their friends, professors, alumni and acquaintances about open positions in their desired field. The best way to do this is by having a complete LinkedIn profile, adding as many contacts as possible and asking people to write you a recommendation on your LinkedIn Profile page. Having several recommendations builds credibility and trust, both of which are very attractive to potential employers.

The supermodel icebreaker: Recent graduates should treat hiring managers and HR recruiters like supermodels or celebrities. The reason is that hiring managers, like supermodels and celebrities, get approached countless times each day and become very selective. One way to be noticed and remembered is to **give a gift**. In the job search, this equates to a portfolio, consisting of a cover letter, your CV, letters of recommendation and a sample project (where applicable). Such a portfolio does for the recruiter what a bunch of red roses does for your date. When a hiring manager receives a neat, relevant, easy-to-read and complete portfolio, they spend more

time looking through it. If all they receive is a CV (or worse, only their own application form), they spend on average only 10 to 15 seconds reviewing it. Let your portfolio be a surprising gift!

Tell amazing stories. On a first date, you should talk about common interests, experiences, passions and your background. In an interview, you need to tell stories about past educational and professional successes and experiences. The reason is that when employers are convinced that you were “amazing” during a project, an assignment, a group task or an internship, they will predict that you will be “amazing” with them. Your stories should always be relevant and interesting, just like on a date. In essence, you want to demonstrate that you meet the requirements of the job description and that you make a good “(work) partner.” Doing this will make you a strong candidate when decision time comes.

Make a good impression. Dress up and drop off your portfolio in person. Remember the supermodel comparison? You stand your best chance if you look your best and hand-deliver your portfolio. If this is not possible, send your dream employer a hard copy of your portfolio. If the application process only allows electronic submission via internet or e-mail, strive for a personal touch to the words you use in the e-mail or in any open field (i.e. “Type comment here”). Applicants who do this and create a positive and lasting first impression are the ones who get noticed, get the interviews and rise to the top of the applicant list. It’s also smart to be nice to every receptionist/agent you encounter, either in person or telephonically. Many times they are the ones who will distribute your portfolio to the hiring manager or HR representative.

Research your dream date. Find out as much as you can about your dream employer and know their mission. You will become an appealing and desirable job applicant by doing so. Less than

half of all job seekers do this and it’s an easy way to shine. Not knowing anything about your interviewer or his/her company makes you seem average and a “bad date.”

These five tips, namely network, **give a gift, tell amazing and relevant stories, make a good impression and research** work for getting a job or an internship, whether during your studies or right after graduation.

See, you are much more of a job-hunting expert than you thought! And it is not so difficult. Just remember to treat your dream employer like a special date and you will be a lot closer to securing a lasting relationship in your dream

job than you were ever before. In the process, there’s a good chance that you will become more confident and have a pleasant interaction – pleasant for both the recruiter and yourself.



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Sample Questions

Prepare a list of your own questions for your informational interview.

1. On a typical day in this position, what do you do?
2. What training or education is required for this type of work?
3. What personal qualities or abilities are important to be successful in this job?
4. What part of this job do you find most satisfying? And most challenging?
5. How did you get your job?
6. What opportunities for advancement are there in this field?
7. What entry level jobs are best for learning as much as possible?
8. What are the salary ranges for various levels in this field?
9. How do you see jobs in this field changing in the future?
10. Is there a demand for people in this occupation?
11. What special advice would you give a person entering this field?
12. What types of training do companies offer persons entering this field?
13. What are the basic prerequisites for jobs in this field?
14. Which professional journals and organisations would help me learn more about this field?
15. What do you think of the experience I've had so far in terms of entering this field?
16. From your perspective, what are the problems you see working in this field?
17. If you could do things all over again, would you choose the same path for yourself? Why? What would you change?
18. With the information you have about my education, skills and experience, what other field or job would you suggest I research further before I make a final decision?
19. What do you think of my CV? Do you see any problem areas? What changes would you suggest?
20. Who do you know that I should talk to next? When can I call him/her? May I use your name?

Interview Tips in a Nutshell

The information that is contained in your CV has created in the employer enough interest in you to want to meet you and find out more about you. An interview gives you the opportunity to showcase your qualifications, abilities and personality to an employer, so it pays to be well prepared.

Be prepared to explain everything that you have written in your CV in such a way that you convince the interviewer that your

- qualifications and knowledge are applicable and relevant to the position that you have applied for;
- experience in formal work, as well as in voluntary activities, has equipped you with the skills that are required in the position that you have applied for; and
- personality traits and personal drive, passion and interest will contribute to success in the position that you have applied for.

Personal appearance:

- Be well groomed.
- Dress appropriately.
- Do not chew gum.
- Make eye contact.

Preparation:

- Learn about the organisation.
- Have a specific job or jobs in mind.
- Review your qualifications and experience for the job.
- Be ready to describe your experience briefly, showing how it relates to the job.
- Be ready to answer broad questions, such as “Why should I hire you?”, “Why do you want this job?” and “What are your strengths and weaknesses?”.
- Practice an interview with a friend or relative.

The interview:

- Be early.
- Learn the name of your interviewer and greet him or her with a firm handshake.
- Use good manners with everyone you meet.
- Relax and answer each question concisely.
- Use proper language – avoid slang.
- Be cooperative and enthusiastic.
- Use body language to show interest – use eye contact and don't slouch.
- Ask questions about the position and the organisation, but avoid questions whose answers can easily be found on the company's website.
- Show your knowledge.
- Explain what you are able to do.
- Show what type of person you are, what it is that drives you and what you are passionate about.

- Avoid asking questions about salary and benefits during the interview. Leave those questions for when the job offer is discussed.
- Thank the interviewer when you leave and shake hands with him or her.

Do not:

- spend much time talking about money and fringe benefits;
- act uninterested in the company or job;
- act defensively when questioned about anything;
- speak badly about past colleagues or employers;
- answer with only a ‘yes’ or a ‘no’. Always motivate your answer;
- interrupt the interview, even if you have to use the bathroom; and
- let your cellphone ring or beep during the interview.



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Tips for Getting Hired After Varsity

Consider me a cautionary tale. I was one of many misguided university graduates who underestimated how difficult it would be to find a job after graduation. I didn't expect to collect my degree and walk into a sea of headhunters waiting to hire me, but I had no idea that it would take me a year after graduation to find a job in my field.

I thought I was doing things right. I took my classes really seriously, got good grades and built relationships with my professors. I paid my own way through school, so I had to balance a full-time job with being a full-time student. Unfortunately, my crazy schedule left no time for internships (or sleep).

My younger sister is at university now and I'm determined to make sure that she doesn't go through the same post-varsity struggles that I did. Varsity students, please heed the following advice (your wallet and your sanity will thank me later):



1. Don't wait until graduation to start your job search

It sounds obvious, but this is a common mistake. I told myself that I was too busy, which was true. But I should have made the time.

Job-hunting is a long process that takes patience. In fact, when I finally got an interview for my current job, it was after months of checking the company's website for an appropriate opening. I knew I wanted to work here, so I kept checking until a position opened up that I was qualified for. Start making your post-university career plans as soon as possible.

2. Show off your skills

A CV can only say so much, particularly when you don't have a lot of experience yet. Consider starting a blog, creating a website or making a video to show off your specific talents. Listing "strong writing skills" on your resume isn't nearly as effective as showcasing those skills with particular examples of your work.

To really capture a company's attention, try making your site or blog tailored specifically to your dream job. This will give you an opportunity to show how much you've researched the company and the requirements of your desired position.

For example, if you want a technical writing position, put together a sample proposal as if you already had the job. This not only shows what you can do, but also gives the company examples of the ideas that you would bring to the position.

3. Be an active intern

The "go get me some coffee" internship stereotype exists for a reason. Just because you're assigned menial tasks, doesn't give you an excuse to be passive. Ask for more difficult tasks. Offer your ideas. Find out about what the company's hiring process is like. Talk to your superiors and seek out a mentor. Get descriptions of entry-level positions within the company and work towards gaining the necessary skills to land them.

One of my friends from varsity had a company create a position for her after graduation because they were so impressed with her as an intern. It isn't enough to land an internship. Make yourself indispensable.

4. Apply high

One of my favourite professors advised me not be afraid to "apply high." She said this after I complained that every job I wanted required years of experience that I did not yet have. She told me that just because a job had specific requirements, didn't mean I shouldn't try for it if I believed I was capable of performing.

I admit, I thought my CV would get thrown away as soon as employers realised that I didn't meet every requirement. Yet, when I found out about the opening for my current position, I went for it, despite my minimal experience. I wrote a strong cover letter that got my application through the door. I came to the interview confident and well-prepared, and even though I didn't meet each job requirement on paper, I still got the job.

As a newbie to the workforce, you have to be ready to prove that you can do it – but it's well worth the fight.

5. Network here, there and everywhere

Though the job market isn't ideal right now, new graduates have an incredible array of networking tools at their disposal. Use every single one of them. Maximise every possible resource.

Streamline all of your social media pages to reflect your job search. Use your Twitter, LinkedIn and Facebook contacts to connect to new people in your field or people that work at companies that you're interested in.

Don't make the mistake of thinking that networking ends on the computer. Talk to anyone and everyone you can that might be able to help you. Use your internship, your job, your professors and the friends of your mom. Job-hunting is not the time to be timid.

6. Be a realistic dreamer

People always advise “do what you love” and students often apply this philosophy when deciding what to study. The truth is, certain majors are more likely to lead to a job. I believe that people should chase their dreams, but I’m also a realist. If you major in esoteric knowledge, your job options will be far more limited than those of someone who majors in accounting. You have to figure out a way to make your dream job work in the real world.

I majored in writing, so I’m no stranger to disdainful comments about my job prospects. If I had a rand for every person who made a writing major joke to me, I wouldn’t even need a job; I could retire early and work on my novel.

Though fiction is my one true love, I took every possible writing class while I was in college. By graduation, I had experience in fiction, nonfiction, technical writing, journalism, publication editing and design, writing for advertising, writing for public relations and writing for broadcast. I wanted to be as well-rounded as possible to increase my job options.

Though I now write in a corporate environment, I love my job. I might not be on the shelves of a big publisher (yet), but I am getting paid to write. I am pursuing my dream and paying my bills at the same time. It might have taken a year after graduation to get here, but I’m here now.

The lesson: Don’t wait for the perfect job to land in your lap. Work hard, network and don’t give up on your dreams – just be smart about them.



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