



Interviewing Skills

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Credits

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GLOSSARY

Electronic Resume: A plain text (ASCII), PDF or HTML document that provides an employer with information regarding a job candidate's professional experience, education and job qualifications and is meant to be read by a computer program instead of by a human being.

Branding Statement: A punchy "ad-like" statement that tells immediately what you can bring to an employer. A branding statement defines who you are, your promise of value, and why you should be sought out.

Resume: A document that provides a potential employer with a quick overview of employment history.

Active Listening: A process of analysing and evaluating what another person is saying in an effort to understand the speaker's feelings or the true meaning of the message.

Communication: The mutual process through which persons interpret messages in order to coordinate individual and social meanings.

Corporate Communication: The term covering all types of communication by a company to both external and internal audiences.

Interpersonal Communication: An exchange between two or more persons in close proximity using conversation and gestures.

Career Planning: A method of doing something that is worked out in detail before any career activity is actually

begun. The planning process usually includes the following steps: Self-Assessment, identifying and exploring career options; setting goals and planning action steps to achieve those goals; taking action in accordance with the career plan (e.g., write a resume).

Career Counselling: What counsellors usually ask the question "why." For example "why do you want to ride a bicycle? From a careers perspective, they may ask "why do you want to work in the healthcare industry?" Counselors are usually involved with career assessment and psychological aspects of one's career, which usually requires extensive education or specialized training to practice.

Channels: Methods and media used by a company to communicate and interact with its stakeholders.