



Get Hired 2013 Edition

# JUMPSTART YOUR CAREER!

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## INSIDE

### FEATURING SUNWAY ALUMNI

*Alumni of Sunway share their experiences, words of wisdom and a trick or two on excelling in the workplace!*


Jumpstart is a publication of PRePARE Career Services distributed to Sunway University and Sunway College students

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# INSIDE

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## Let's Get Hired!

Greetings from PRePARE Career Services!

Our annual career highlight is back- Get Hired 2013! To get the ball rolling, we have published this commemorative edition with the aim to explore further on career preparatory areas.

Employment issues remain the same given the challenging economic outlook. Employers continue to hunt for good talent who are all-rounders with outstanding soft skills. Students need to rise up and pursue more than just their books. They need to get involved in campus activities to develop their leadership, communication and teamwork skills.

We hope that through Get Hired 2013, especially the Career Network Tea, we are opening doors for you- be it for internship or full-time employment. Take full advantage of this! *[look out for our publicity buntings, emails blasts and more, or email [prepare@sunway.edu.my](mailto:prepare@sunway.edu.my)]*

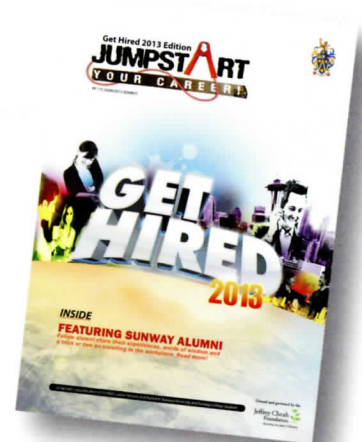
I am proud to say that this is also a unique edition because the content is mainly contributed by various Sunway Alumni. Did I tell you that I am a Sunway Alumnus too? I graduated from Sunway A-Levels in year 2000 and pursued part of my degree in Victoria University. Coincidentally, this edition of Jumpstart is also designed by my fellow alumnus and colleague Terence Lim (Intake 10, WMU Twinning Programme, 1991).

I hope this edition proves to be beneficial and enlightening to you as you glean from the experiences of your seniors and their wisdom found in the following pages.

Lastly, don't forget to be part of Get Hired 2013!

**Judith Chan**

PRePARE Career Services



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# RESUME A TO Z



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Use 'action' verbs e.g. Accomplished, Designed, Led.



Don't lie.



Maximise space by using single line spacing not 1.5 or double line spacing.



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Elaborate key details sufficiently.



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Reverse chronological order.

**Judith Chan**  
A-Levels (2000)  
Sunway Education Group



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**MOK ZI YI**

B. Sc in Actuarial Mathematics and Economics, University of Michigan

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**JOANNE TENG POH LI**

B. Sc Biotechnology (Enterprise), University of Manchester

**TODAY, I CAN BE WORKING ON A PRODUCT LAUNCH. TOMORROW, MY WORK COULD MAKE HEADLINES!**

**NORSHAHIDA BT ISMAIL**

B. Sc (Hons) in Actuarial Science, University of Illinois

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**MURAIN SHUNMUGANATHAN**

Masters in Management, University of Bristol

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**AHMAD RIDZANOEL BIN ZULKIFLI**

B.E in Chemical & Biomolecular Engineering (Minor in Engineering Management), Vanderbilt University

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# ENSURING THE PERFECT START TO YOUR CAREER

A photograph of three athletes in starting blocks on a track. The athlete in the center is glowing with a purple light, while the others are in shadow. The background is dark, and the track is a reddish-brown color.

Choosing the right career path can be very difficult, especially for those that just don't know what they want to do even after university. As most university grads have not experienced the highs and lows of a specific industry or role, it is very hard to make a big decision as your career. I was lucky as I did not have to make that choice immediately thanks largely to being part of an entry-level management trainee programme.

I began my career as an intern in General Electric (GE). As a curious intern that was hell-bent on being successful and graduating from university soon, I started asking around on what the perfect starting job of my career should be. After speaking to a few people, I instantly realised that the best place to start would be to be part of an entry-level management training programme. I immediately interviewed and was surprisingly accepted into GE's prestigious management programme.

The next few years of my life was a roller-coaster where I endured significant pains and struggles coupled with intense learning and concentrated personal development. I spent two years as a management trainee working tirelessly balancing a job, studies and huge expectations. It was a tough period but as I look back, not only did I learn significantly, I transformed into a leader.

The best management training programmes enable participants to learn and grow in multiple ways. They are extremely intense in nature, forcing you to push beyond your limits. Generally, the best

management programmes include the following items:

- Rotations at various departments or business units – having various rotations in HR, IT, Finance, Operations and other areas of the organisation enable you to learn the business, understand how things tick and build a strong network of friends across the business
- Networking at all levels of the organisation - formal networking which includes mentorships with senior leaders are crucial for your growth and promotions in the future
- Functional/technical skills training
- Leadership development and training – Everyone needs to learn and become a leader regardless of position
- Project management skills
- Management exposure – You will have constant interaction and visibility with key leaders in the organisation
- Constant feedback and appraisals – Getting constructive feedback is critical to your personal development
- Live Projects – You have the opportunity to make a real difference in the organisation



Many companies and industries have differing entry-level management positions. The training can vary from company to company. Each company and industry has their own requirements. However, in general, they should all provide you with a number of diverse divisions or departments within a short time frame. This exposure drives your growth as the more experience you gain in different areas, the more holistic your development. So how do you decide on which company to work for?

My advice is to try to get a role with a company that has a sincere "Promote From Within" policy. From my experience designing, developing and implementing management training programmes in numerous organisations, the most successful programmes are those that hire smart, talented university graduates and grow them in the system. They nurture, develop and push these young grads to success by internally promoting them to challenging roles and enabling them to navigate through the organisations. Companies who have a genuine management trainee programme generally have its senior leadership highly involved in the programme.

Management training programmes can accelerate you but you need to do your part. Some of the things you can do to further accelerate your career are the following:

- Always go over and above your job duties. Strive for excellence in everything you do.
- Ask questions and never stop learning every day of your life.
- Learn the business and find ways to improve the business, even if it's small improvements.
- Be proactive. Offer to take on extra projects if possible.
- Always be willing to learn and learn from everyone you come in contact with
- Develop genuine relationships with people you interact with regardless if it's the CEO or the janitor.

**Roshan Thiran**  
CEO, Leaderonomics

*This content is courtesy of Leaderonomics from their weekly career pull-out. For other great articles on leadership and careers, go to [www.leaderonomics.com/articles](http://www.leaderonomics.com/articles)*





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VS



# Extra-Curricular Activities (ECA)

# TOP GRADES

## SECURING AN “EMPLOYMENT OF CHOICE”

Time and again when I address undergraduates on employability, one of the common concerns would be the importance of Extra-Curricular Activities to an Employer and if recruiters even bother to read that section on your resume. My immediate challenge to them in return would be:

*“Do you think that jobs will come knocking on your door just by being an A+ or a 1st class graduate?”*

Think again. In fact, having extra-curricular activities on your resume might well put you ahead of the game.

I say this because our country, on an annual basis, churns out a great pool of top class graduates entering the workforce. So, the question is how do employers differentiate and choose, seeing that they have a big pool to choose from? And what gives a graduate the edge over others to make him or her an Employee of Choice?

Do not be surprised that being a 1st Class graduate is not good enough and does not necessarily give one direct entry into an organisation. Academic grades is only one of the many qualities employers look for.

As a recruiter myself and through my experience of screening through hundreds of resumes on a daily basis, here are some tips on the areas we would pay attention to:

- Education Background & Grades
- Work Experience - Internship or related work experiences would be beneficial
- Extra-Curricular Activities

Extra-Curricular Activities provide an avenue for students to develop their character and build confidence. This is where recruiters would look out for qualities like:

- Leadership: Whether you have the potential to lead, work with others, manage conflicts and take on responsibilities
- Interpersonal communication skills: Your ability to communicate with others effectively (verbally and in writing)
- Time Management: Are you able to juggle between your studies and extra-curricular activities? This proves your ability to multi-task and take on different job responsibilities when you are in a work environment.

Lastly, here is a quote to ponder over-  
*“The difference between WHO you are and WHO you want to be is WHAT you do”.*

**Nancy Wong**

*American Degree Transfer Programme (1997)  
Associate Director, HRP Solutions*

# STEPPING STONES



An internship is one way for students to 'test the waters', especially if they are unsure of the career route to take. For some, it is a good platform to gain insight into the industry or profession that one is aiming to venture into. And that is how it all started for Choong Kar Wai- a Sunway Alumnus who graduated with a Bachelors of Business Management in 2010.

While on campus, Kar Wai always had an interest in the Food and Beverage (F&B) industry and dreamt of setting up his own restaurant. So when it was time for him to do his internship, he decided to apply to work under another Sunway Alumnus, George Ang, who was in the F&B business too. In that company, namely, Revenue Valley (Franchiser of Tony Roma's & Manhattan Fish Market), Kar Wai had the privilege to experience a bit of everything including procurement, marketing, franchising, accounting, finance, HR, operations, and store development.

PREPARE Career Services recounted an article Kar Wai wrote on his internship experience in a past publication. Here's what he shared [extracted from Jumpstart Your Career Bulletin Oct 2010 edition]:

## Lessons Learned

Managing people and expectations, and developing effective communication skills. To speak positively and never have a victimised mindset.

## Culture Shocks

Working people have less time- Less time to sleep, hang out, enjoy meals and even go to the toilet!

## The Job Offer

After my internship, I kept in touch with my boss, George Ang (Group MD). We went out for a drink and discussed various business opportunities. Subsequently, I was given the opportunity to work with him in his new business. We

built the first 2 stores in Malaysia and I am very proud to share in this success. Together with contractors, suppliers, electricians, plumbers, graphic and interior designers, carpenters and all related external parties, we built the stores from ZERO.

## Advice To Juniors

- 1) Don't be afraid of making mistakes. And of course, don't repeat your mistakes!
- 2) Never point fingers at your colleague(s) even if it is their mistake! Look for solutions!
- 3) Difficult colleagues - Make friends, not enemies! Show extra love and care - Buy them a meal, take them out for a drink (you pay of course), or give them a little gift! IT WORKS LIKE MAGIC.

Today, about 3 years after his internship experience, Kar Wai is the proud owner of CoffeeSociété together with his brother Kar Heng. CoffeeSociété (in Publika) has established itself as one of the top hangouts in Kuala Lumpur. The café boasts of its coffee brewed from the richest of beans. Other than world-class coffee, CoffeeSociété serves up their specialty: home baked cakes by their mother- Red Velvet or Carrot Walnut. The difference between CoffeeSociété and other coffee joints is their working culture. Kar Wai and Kar Heng ensure that they always meet two important priorities; staff must be happy working and the customers must be happy dining.

It sure looks like Kar Wai has learnt a trick or two from his mentor George Ang during his internship and work experience. All the best Kar Wai, and we hope to hear more success stories from CoffeeSociété soon!

## Choong Kar Wai

*Bsc (Hons) Business Management (2010)*

*Owner, CoffeeSociété*





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# AN EYE-OPENING EXPERIENCE

I was fortunate enough to be granted an opportunity to intern at Accenture, a renowned consulting firm. My whole journey in Accenture was like being on an adventure ride because it was always full of surprises. I have learned more than I ever thought I could from these experiences. I went in with the expectation of having a monotonous desk job but it was totally different. Every week I was presented with different challenges and introduced to different tasks. Furthermore, Accenture believes in challenging their employees to continue learning. For instance, I was placed in an IT team on an IT project. At first I was apprehensive because it was not the job I had expected but when I learned to accept it, I started learning more and more and was rewarded in turn by my supervisors giving me more tasks to handle. This was such an eye opener to me because it taught me that I should never limit myself to only doing things that I know. When I let myself go and learned to be more open, I was able to grow by expanding my skill set and knowledge.

Apart from that, I have never been a team player all these years but one of the most significant lessons I learned here was the importance of teamwork. I always took for granted teamwork in school because I believed the purpose of teamwork was merely to reduce the number of assignment marking sheets. Moreover, I also believed that too many brains

working on one solution was unproductive, just like how the English expression goes: "too many cooks spoil the broth". However, during one phase of my internship, I had difficulty catching up with my tasks as I was the only one without an IT background in the team. My teammates helped me out with the whole process and eventually I managed to finish my work on time. We sat together and discussed the difficulties I was facing and they guided me step-by-step to overcome the obstacles I was facing. I had a breakthrough and finally understood the true meaning of working together as a team. Every member played an equal role and had the same influence in making the team a success.

In conclusion, I would like to advise any future interns to keep an open mind and never limit yourself. The sky is the limit as they say, and it is true. As for choosing a place for internship, choose a place that suits you and you will be able to learn. Do not resort to following the crowd. Be different. As for the internship itself, be yourself and stay professional. Speak up and stand out. Most importantly, be willing to learn.

**Karlisyle Lum Ern Ai**  
Graduating Student,  
Bsc (Hons) Accounting and Finance



Karlisyle and her Accenture colleagues celebrating Chinese New Year

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# UNSUCCESSFUL APPLICATIONS?

Still no calls from the company after a long wait? Before you blame others, consider some of the possible reasons for unsuccessful applications...

## RESUME ISSUE...

Could it be...

- 1) A poorly written resume in terms of your usage of language?
- 2) Your resume is not presented clearly and orderly?
- 3) Your resume was more than 2-3 pages?
- 4) Your contact details were wrong, hence the employers couldn't get through?
- 5) The tone of your resume was inappropriate? Too desperate, rude, unprofessional or lacking confidence?

Employers receive thousands of resumes daily and any discrepancy in resumes or a poorly-written resume will definitely go into the bin.

## QUALIFICATION & SKILLS ISSUE...

Could it be....

- 1) You do not possess the skill sets employers are looking for?
- 2) You do not meet the qualification /academic requirements they are targeting?
- 3) You could be excellent academically but not active in extra-curricular activities?

Employers are clear on who they want to hire for a particular job and will advertise the skills sets and qualifications accordingly. As an applicant, do not send out a wave of resumes with duplicated cover letter. Rather, tailor-make each application to meet the specific job and employer according to the requirements advertised.

## COMPETITION ISSUE...

Could it be...

- 1) The job applied for is highly sought-after among graduates, hence you are competing with a pool of other talents?
- 2) The job you applied for has limited opportunities, hence the selection procedures are much more stringent?

- 3) You do not have a competitive edge compared to other talents eg. work experience, extra curricular experiences, leadership or communication skills?

Some areas of employment are highly competitive and the number of applications could run up to the thousands. Coupled with a slowdown in recruitment due to the financial crisis, employers are more selective.

## JOB-FIT ISSUE...

Could it be....

- 1) You applied for a job that you are definitely not qualified or fit for?
- 2) You limited your application to big MNCs and prestigious companies, which may have recruitment criteria you can barely meet?
- 3) You restricted your application to jobs directly related to your studies, but the opportunities could be few? You may want to explore more broadly?

Consider where you stand in light of a thousand other talents in the country as well as the demands of the job market. Strategically apply and explore your opportunities wisely to know where you can be an asset.

If you feel that you have submitted a good application and still haven't been shortlisted, seek feedback from another person who can assist. It could reveal something else which you are not aware of or provide useful tips for future applications! Finally, don't give up!

**Judith Chan**  
A-Levels (2000)  
Sunway Education Group





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(WORKING)

A WHOLE  
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I haven't quite gotten over the fact that those three years just shot past me! My university years have truly been the best because of the testing ground we were placed on, holistic learning experience and of course not forgetting, FREEDOM! I'm grateful for the valuable experiences throughout my journey in university life that have prepared me in facing the working world. So, here I am, sharing with you my 'after-uni' life.

Upon entering the workforce, I realised that the 'protective' and relatively lenient environment had faded. One of the first things that struck me was the strict discipline I had to adhere to – the timing, hierarchical boundaries and required compliances with Securities Commission's regulations. Another thing I encountered was the frustration during the beginning of my employment at not being entrusted with much responsibility given my lack of experience and limited supervision. Tasks were merely 'dripping' in and at that point, it was demotivating because I felt redundant, as if I wasn't any help to my team.

But then again, challenges certainly spice life up and learning now is a thoroughly fulfilling one. One of the key lessons I'm still building up is independent learning with a core ingredient being resourcefulness, which I found useful in carrying out my job. Also, learning is never instant and thus requires patience and persistence in following through with my company's systems and SOPs. Following this, I began cultivating a positive attitude, in that everything is a 'can do'. Hence, although my workload now is far more in weight and spectrum than bargained for, it is something I actually look forward to every day!

To all of you back in Sunway, study and play hard, maximise opportunities, stretch your boundaries, make mistakes and enjoy life. A wise friend of mine named Candy summed it up best: 'studies are a passport to a job, but your skills and attitude will carry you far' and here's why. People say that studies during academic years are rarely applicable in the working world. From my viewpoint however, studies are highly applicable, depending on the way students were taught to learn. I graduated from the Business School, where I discovered that most lecturers have extensive

industrial experience. The piles of assignments, numerous presentations and bulky syllabus I admit, were not always welcome because of their extensive research scope, insufficient time and my personal fear of facing audiences. But truthfully, I realised that 75% of my job scope is exactly what I had done and learnt in the course!

Uni life is what you make out of it. Ms. Elizabeth Lee said two things which I haven't forgotten, which are firstly, 'Sunway University will be like your second home,' and it was true. During the semester, being in uni was for studies while during semester breaks, it was for activities. Her second point stressed on building networks, particularly with international students. As it is, I have been blessed with wonderful friends who have helped me develop as an individual by building my character and broadening my mind.

I'm truly glad my parents chose Sunway for me. Sunway has given me a lot, and I hope to be able to contribute back one day. Looking back, I do miss uni life, but life is moving forward in motion. While I love my current job very much, I still remain proud to be a Sunway-ian. I thank God for moving me from one wonderful phase of life to another and I pray the same will be for all of you.

**Sonia Lim**

*BSc (Hons) Accounting and Finance (2012)  
Research Assistant (Ratings),  
Malaysian Rating Corporation Berhad*





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**FREQUENT FLYER**

There are some jobs in this world that offer tremendous travelling opportunities while building up work experience and technical skills. Such is the attractiveness of the GE Financial Management Programme (FMP). Chan Yung Mun, or better known as Jet,



- 1) GE Energy Asia Pacific, FP&A, Malaysia
- 2) GE Healthcare ASEAN, Controllershship, Malaysia
- 3) GE Corporate, Financial Reporting, Fairfield, U.S
- 4) GE Capital ASEAN, FP&A, Singapore/Thailand

What do you find most challenging when moving from one rotation to another?

The fun part is seeing new places and feeling the culture of new cities. The not so fun part is not having your close ones with you.

Always be proactive. Take initiative to get to know the people, places and the culture. One of my lecturers used to share a story of a group of guys who went to Australia for their tertiary education. A few years later, the lecturer met them again and asked them what they did outside of university life. They responded "mostly play mahjong".

Send a text to or call my loved ones.

I travelled through 17 states in 6 months in the United States.

The experience strengthened me to be more global, as I am able to work with individuals from multiple nationalities. Working with internationals also allowed me to understand their strengths and adopt them in my working style.

*Jet is currently based in GE, New York and still gets to travel a lot. Keep it up, Jet!*

22



# The experience that stays with you



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Liyana, Bachelor of Commerce, Accounting and Commercial Law,  
University of Auckland, 2009

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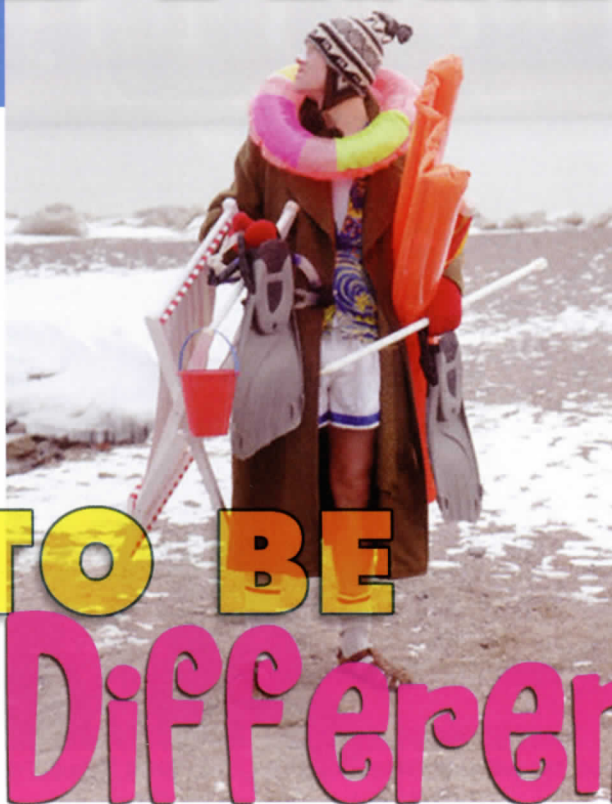
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- \* Malaysia's Graduate Employer of the Year (2012, 2011, 2009),
- \* #1 in the Accounting and Professional Services Sector (2012, 2008-2010),
- \* #1 in the Consulting Sector (2011)

# DARE



"Come on, let's do it! Everyone is doing it". Beware of such words. It may seem fairly innocent but the power of peer pressure is mesmerising. Without us realising, we seek comfort in numbers. It may be getting punished in class or drinking, the more the merrier. Herd mentality is the reason why there are trending topics on Twitter or fashion trends. In every crowd, there will be a leader and followers, in some situations less obvious than others. Ultimately, this is how we function as social beings.

Researchers at Leeds University discovered that it takes a minority of just 5% to influence a crowd's direction – and that the other 95% follow without realising it.

The term herd mentality describes how people are influenced by their peers to behave in a certain way. It is how people in large groups, thus the term "herd", act in the same way or along the same lines. How is it that people operate on the same frequency in a large group when it is very difficult to see eye to eye otherwise? This is simply because there is a huge number of followers in a group. It only takes a small group to lead and everyone follows.

This mentality is why rallies are successful. People feel the common consensus and are led simply by the numbers. It is easy to see why the like-mindedness helps to build a rapport between the people. However, mobs and violent protests are also a result of the herd mentality. Aggression spreads like wildfire and the general discontentment is mutually felt by everyone once there is a group. Riots often take place when a spark of anger explodes throughout the group of people creating havoc and chaos. The hatred propels violent behaviour which can become dangerous.

So the million-dollar question will be, "Is the herd mentality a boon or a bane?" Will it be a stumbling block or a wingman for young leaders in our society? As we know, teenagers strive to be a part of a group; they crave for a sense of belonging. This explains the need to dress in a certain way or be hip. If you notice a group of teenagers or tweens hanging out, there is a high chance of them looking like clones a la K-Pop bands. This is one of the manifestations of the herd mentality.

Have you ever been in a situation when you are in disagreement with the overall sentiment? It could be hearing a sexist remark or listening to complete nonsense. Do you voice out your opinion or remain silent? Silence is often treated as agreement. Would you stand up for what you believe in? Having the courage to stand up for what you believe in is the mark of a true leader. Andrew Jackson, the seventh US President once said, "One man with courage makes a majority". Leaders are courageous enough to defy the norm for what is right in their eyes. If Martin Luther King did not stand up for the rights of the Blacks in America, they would still be treated as second-class citizens. When Rosa Parks was arrested for refusing to give up her seat, King stood up for ending racial segregation. King intelligently used the herd mentality to his advantage, starting the famous Montgomery Bus Boycott. He did what others thought of but never had the courage to execute. A milestone in human rights and anti-discrimination would not have been achieved if King did not have the courage to make a stand.

Sometimes, the right decision is the unpopular one but someone has to call the shots. It takes a true leader who is not swayed by peer pressure to do it. Being able to make such decisions requires a steady amount of self confidence in a person. You can only make others believe



in what you are doing if you believe in it yourself. King's decision was not only unpopular but against the law at that time. His insurmountable courage and guts to stand up against discrimination reflected his belief and confidence in himself and his cause.

Our education system and society in general encourages conformity. In school, students may be subject to punishment for not complying with the general consensus. Society appreciates those who think along the same lines or keep their differing opinions to themselves. This is generally an Asian attitude, which is slowly shifting towards a more open mindset. In the West, people have enjoyed freedom of speech which demonstrates their tolerance for non-conformance.

Arguably a more conservative nation promotes the herd mentality, where toeing the line is highly valued as opposed to expressing discontentment.

For a youngster, defying the herd mentality could mean choosing a future career off the beaten track. Many youngsters are pressured into a career path by their parents, teachers, friends and other well-meaning people. Ultimately, deciding against the common choices because they do not suit you is a tough but important decision. You may see yourself as a graffiti artist or scientist but "everyone else" is not doing it. Sometimes, albeit unknowingly, we simply follow the crowd and do what everyone else is doing. If everyone is heading for A-Levels, that shall be it then. Teens fail to understand that sometimes the popular choice is not the right choice for them. As individuals, going with the flow seems safer but not necessarily better.

Looking at the bigger picture, when today's youth are trained to be mere puppets of the environment, there will be no change. Progression ultimately comes from change. If the future of our society lies in the hands of youngsters trained to conform, it is scarily disturbing. What happens when people no longer voice their concerns over issues that matter? Being able to speak out for what you believe in does not happen overnight, it takes confidence and faith. Being able to divert from the herd mentality is important because the mainstream is not always right.

There are always two sides to a coin. Defying the herd mentality could translate into rebellion. Riots and chaos could ensue as history has shown us. When people are against the consensus for wrong reasons or approach the matter violently, it could be deadly. Rulers and governments would be knee-deep in the problems arising from discontentment.

Peace could be at stake when riots occur and hatred is widespread. This can be a bigger problem to solve. Peace will be compromised and this will pose to be a problem for society.

Teenage rebellion could have catastrophic results such as bullying, substance abuse and a downward spiral. The ugly side of non-conformance is pointless defiance. Constantly challenging the common understanding may seem cool but does it really serve a purpose? Sometimes your anger and belligerence at others is a result of your personal inadequacies. It is always easier to blame others instead of yourself. So before putting the blame on your parents, friends, teachers, government, retrospectively analyse your position. Ask yourself, "What am I really against?"

The herd mentality is prevalent in our society whether we realise it or not. It is up to you as an individual whether you decide to stand up for what you believe in. It could be a human rights issue that you are passionate about or choosing a non-traditional career path. Leaders are proactive in any situation. They take it upon themselves to do something about the issue at hand. Being proactive and standing up requires confidence which radiates from leaders. Think about the times when you had the opportunity to do something for the better yet decided to follow the crowd. Would you go back and change it? Would you dare to be different? Remember the old adage, "Just because your friend jumped off the bridge, would you do the same?"

*This content is courtesy of Leaderonomics from their weekly career pull-out. For other great articles on leadership and careers, go to [www.leaderonomics.com/articles](http://www.leaderonomics.com/articles)*



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# 101 tips to get that job



## *Keeping your goal in sight*

### **I know (kind of)...**

1. What I want to do
2. What I would like to do
3. What I am good at doing
4. Why I want to do something
5. Why I want this job
6. Why I would like to work here
7. What I like to do in my free time
8. Where my interests lie
9. Where I want to be in x years
10. What I need to do to get there



## *Letting yourself shine*

11. Creative résumé
12. Neat looking résumé
13. "Proper" email address
14. Provide relevant information
15. Being succinct
16. Indicate career objective and passion
17. Show interests and personality
18. Provide "tasters"
19. Be pleasant
20. Be polite

21. Be respectful
22. Be punctual
23. Greet the interviewer
24. Be conversational
25. Look well put-together and clean
26. Sit up straight
27. Let your personality shine through
28. Understand professional boundaries
29. Take some time to think
30. Attempt curveball questions
31. Maintain composure
32. "Answer" the question
33. Be able to elaborate on items in résumé, when asked
34. Ask intentional questions
35. Make the connection
36. Ask appropriate questions
37. The interviewer is not an old friend!



## *Not having tunnel vision*

38. Be guided by passion
39. Be aware of what you can do with your talents
40. Do not rely only on job portals
41. Explore and understand various opportunities
42. Secure a job of your choice before final exams
43. Identify what's important to you and prioritise
44. Be willing to put up with inconveniences
45. Be able to see long-term career prospects
46. Do not be held back by public perception
47. Do not be scared off by hard work





### *Be proactive*

48. Think 2 steps ahead
49. Provide creative input
50. Understand the purpose of your tasks
51. Understand how your work fits into the big picture
52. Make an extra effort to learn
53. Be ready and willing to accept new daunting tasks
54. Ask questions
55. Don't be afraid to make mistakes
56. Take ownership
57. Inject personality
58. Take notes
59. Speak up at meetings and discussions
60. Be attentive
61. Be motivated
62. Don't give up



### *Build credibility*

63. Double-check your work
64. Check on format, grammar and spelling
65. Take pride in work
66. Meet deadlines
67. Provide updates
68. Do not make the same mistakes twice
69. Personal presentation
70. Greet co-workers, clients

71. Knowledge of your work
72. Awareness of co-workers roles
73. Understanding of overall business
74. Professional email conduct
75. Professional communication
76. Be helpful
77. Volunteer
78. Complete your work
79. Take on random work
80. Be resourceful



### *Take charge*

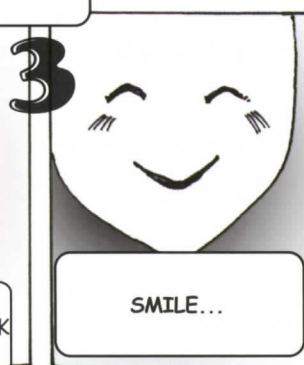
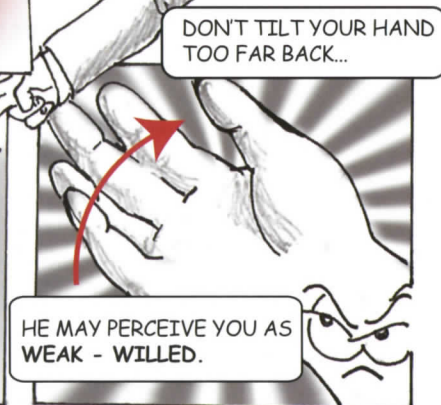
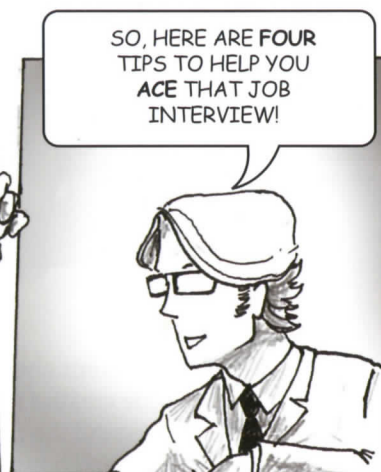
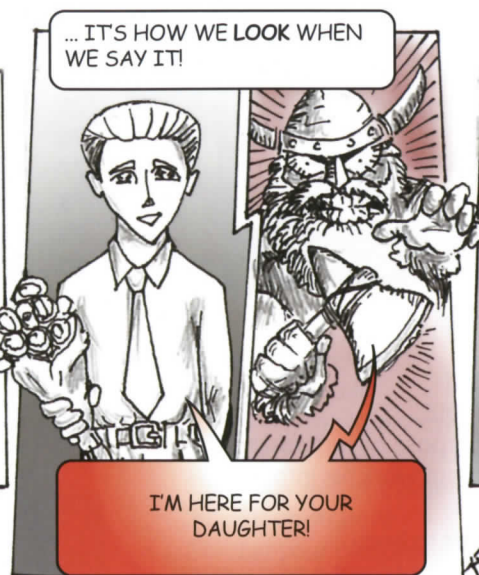
81. Know what is expected of you
82. Seek regular performance feedback
83. Use performance reviews to do better
84. Set personal and career targets & goals
85. Have a mentor
86. Manage and exceed expectations
87. Understand career progression path
88. Be aware of what it takes to get to the next level
89. Perform at the next level
90. Heed advice
91. Broaden your network
92. Get to know your colleagues
93. Participate in company events
94. Be aware of what others are doing
95. Ensure your boss knows what you're doing
96. Ensure your boss knows your aspirations
97. Ensure your boss knows who you are
98. Know what you want
99. Be aware of what's out there
100. Think like a business owner
101. See the 'big picture'

### **Chia Su Ching**

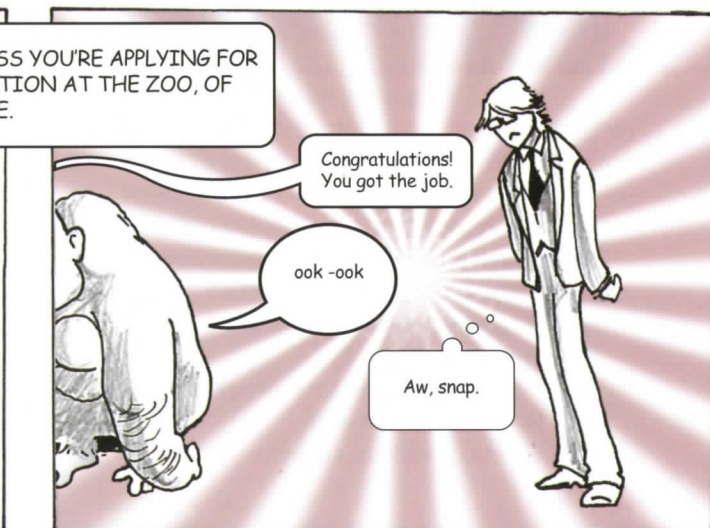
*A-Levels (1997)*

*Managing Director, Piceri Sdn Bhd*

# BODY LANGUAGE 101



ALWAYS LOOK AT YOUR INTERVIEWER WITH THE **SOCIAL GAZE** - CASUALLY LOOKING AT THEIR EYES, DOWN TO THE NOSE, THEN BACK AGAIN. THEY'LL BECOME MORE RELAXED TOWARD YOU!

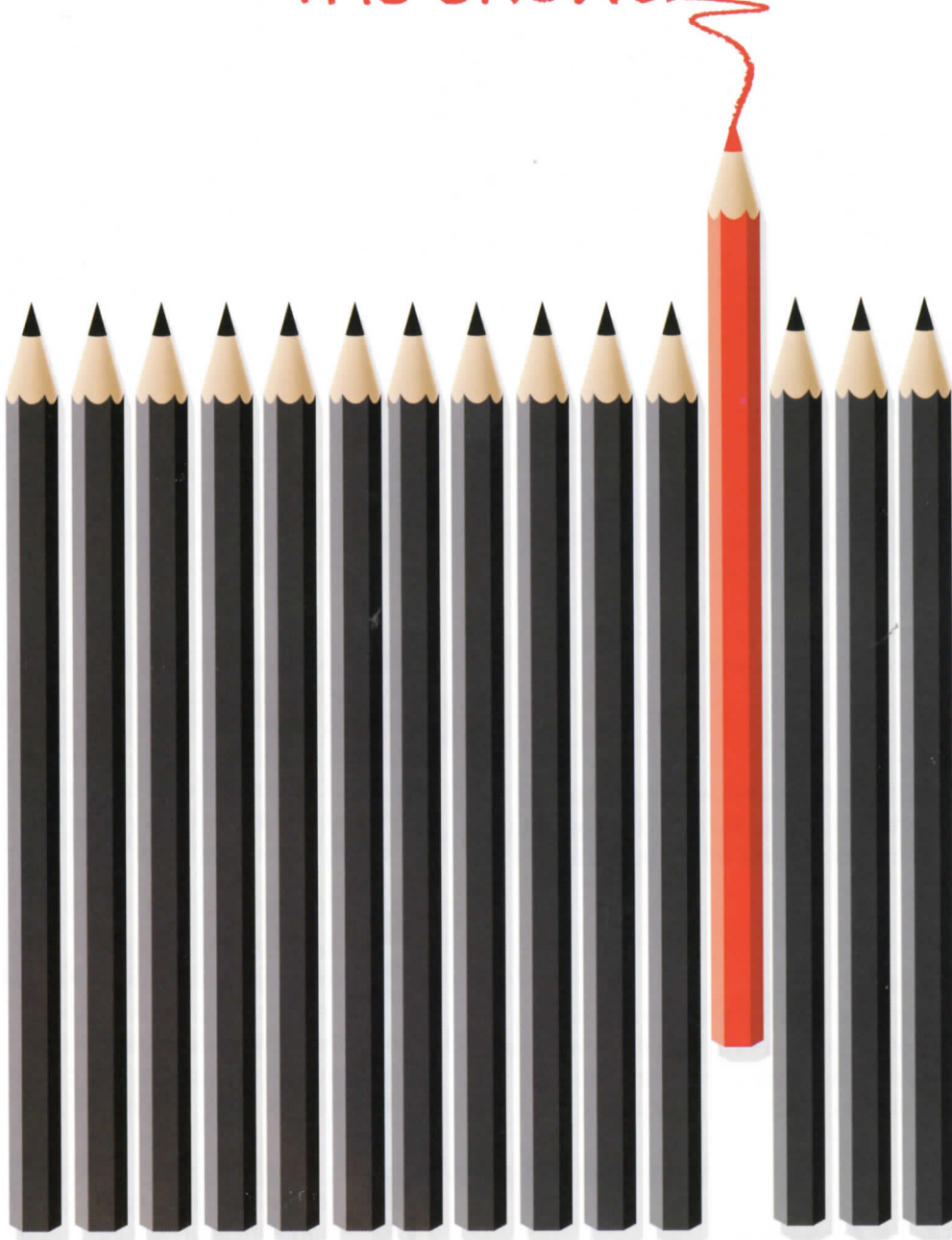






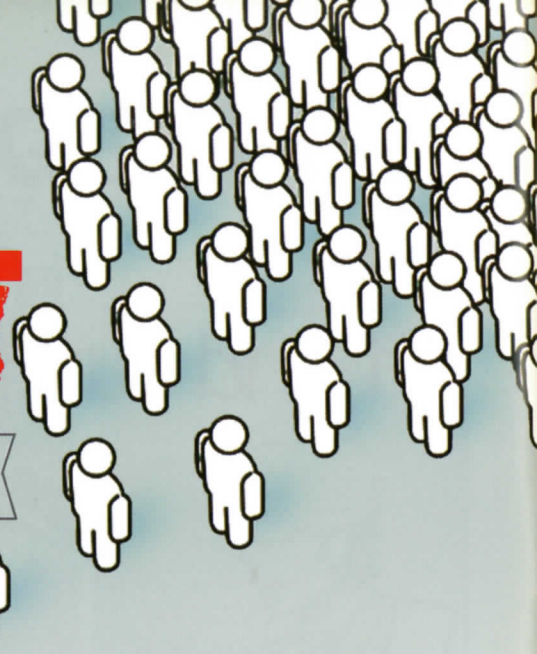
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# TOP 10 WAYS TO STAND OUT AT WORK



**1** **Never Bad-Mouth The Company You Work For**  
This may not only result in your downfall as news spreads fast, but will generally demotivate you as a person. Thoughts transform into actions and if you have negative thoughts about your company, there's very little good that can come out of the situation. Instead, be inspirational and optimistic.

**2** **Be A Team Leader**  
Take the opportunity to stand out and impress your bosses with your leadership skills and ideas. Being a leader gives you the opportunity to transform your ideas into reality and get noticed as a person who can get things done well.

**3** **Dress The Part**  
This is probably the easiest way to get noticed in the workplace. When you dress the part, you feel it. The confidence you project will make you a natural leader.

**4** **Be An Initiator**  
Take initiative to help out with the cleaning up after the office party or help plan the annual day out. Your initiative is always appreciated within the company and it will reflect your positive attitude.

**5** **Play A Role In A Committee**  
Join a safety committee or a club in your company where you can contribute significantly. These can be special interests or skills that are not prominent in your day job. Being an outstanding employee includes having a variety of skills that will make you indispensable to the organisation.

**6** **Be Proactive**  
It is always better to factor in problems that may arise with future plans. Think of suggestions to solve these problems so that in the eventuality they arise, you will be able to wow everyone with your foresight and provide a solution to the problem.

**7** **Be The 'Go To' Person**  
Being helpful goes a long way especially in building rapport with new colleagues and managers. You may also gain new skills along the way in areas outside your job.

**8** **Do More Than What Your Job Requires**  
For example, if you work in customer service and someone needs help, go beyond offering "standard help". Go beyond your duties to ensure that the customer is satisfied. Customers like to commend companies on great service and your managers will be hearing about the excellent job you are doing.

**9** **Be A Leader In Meetings**  
In every meeting, there are leaders and followers. Leaders always make high level contributions. Management always take notice of the contributors as they tend to provide suggestions that can take the company to greater heights.

**10** **Let The Ideas And Suggestions Flow**  
Start with your own job and you can suggest ways to do it more efficiently. Even if your manager balks at it. Keep making suggestions.

*This content is courtesy of Leaderonomics from their weekly career pull-out. For other great articles on leadership and careers, go to [www.leaderonomics.com/articles](http://www.leaderonomics.com/articles)*



# Alumni

alum•ni \ ə - 'lem -ni \ plural of alumnus

: a person who has attended or has graduated from a particular school, college, or university

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According to the 2010 compilation of Malaysia's leading graduate employers, three of the Big 4 accounting firms ranks as the most popular employers among graduates. As accountancy will remain a growth industry for many years to come and with Malaysia transitioning into a high income economy, opportunities for advancement will definitely be available to those with the right qualifications.

ICAEW works with many leading companies around the world to provide training for our ACA students, and we are proud that 11 of our 34 Authorised Training Employers (ATEs) are ranked among the top 100 graduate employers of Malaysia\*. Students are trained both in leading accountancy firms as well as within the management and finance divisions of businesses, offering them a career path that is unparalleled by any other qualification.

### MISPERCEPTION ABOUT ACCOUNTING

The accounting profession has always been misunderstood by many. It is generally perceived by some as just bookkeeping, with accountants assumed having to be stuck in offices, hovering over calculators and tabulating numbers all day.

However, accountancy, particularly as an individual advances in seniority, becomes less about numbers and more about decision support, business strategy, and communicating with senior business leaders.

ICAEW understands this, with many of our members being senior business leaders as well as heads of accountancy firms. That is why our renowned pedagogy consists of a well-rounded approach that lays the groundwork for our candidates to excel in careers, in whichever function or industry they choose.

### ICAEW HELPS CHART YOUR CAREER PATH

If you are considering a career in accounting, it is time to ask yourself these questions:

- Want to start a professional qualification that has higher pass rates than any other UK based professional accountancy qualification?
- Want to be in demand and have your salary reflect this?
- Want to have the opportunity to double your salary by the time you qualify?
- Want to reach senior positions in multinational corporations, accountancy firms, banks or government bodies?

If you answered yes to any of these questions, the ACA is the professional qualification for you. ACA gives you the skills to reach high levels in your business career, which is why more CEO/CFO/Chairs are ACA qualified, more than other accounting qualification. And why there are more ACAs than MBAs in the UK.

### ACA OPENS DOORS TO THE BUSINESS WORLD

Attaining the ACA means that you will be eligible to become an ICAEW Chartered Accountant, join a prestigious institute with over 134,000 members who work in over 160 countries, 1,800 of whom are based in South East Asia.

Since launching the ACA in Malaysia in 2004, the ICAEW has welcomed top graduates to the world of international accountancy and finance. Notable members in the region include Malaysian business giants such as Tan Sri Dato' Mohamed Hassan Marican, Past-Chairman of Petronas, Johan Mahmood Merican, CEO of TalentCorp and Tan Sri Dato Seri Tony Fernandes, CEO of Air Asia.

To find out more about the qualification, which employers are authorised training employers in Malaysia or have any other queries, email [pat.aw@icaew.com](mailto:pat.aw@icaew.com), call +6 03-2171 6022 or visit [www.icaew.com/southeastasia](http://www.icaew.com/southeastasia) for further information.





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## **CAREER NETWORK TEA**

Date: 16 April 2013

Time: 12pm - 5pm

Venue: University Hall

## **START-UP FORUM**

Date: 17 April 2013

Time: 4.30pm - 6pm

Venue: Hall 1, Graduate Centre

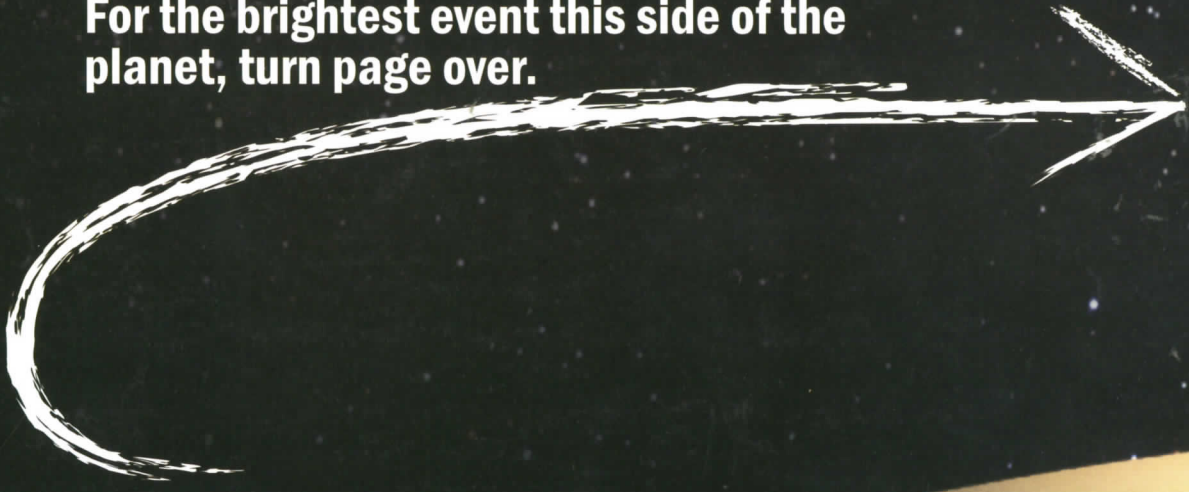
## **CEO FORUM**

Date: 18 April 2013

Time: 12.30pm - 2.30pm

Venue: Hall 3, Graduate Centre

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