

JUMPSTART YOUR CAREER!

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The Glass Ceiling

The so-called 'Glass Ceiling' is the perceived barrier that women face, particularly in the corporate world, to achieving positions of responsibility, and in facing opposition due to their gender even if such a position is attained. This is reflected in the vastly lower number of women in high executive positions. The 'Glass Ceiling' phenomenon is sometimes applied to minority groups in addition to women.

Malini Tharumalingam is one of those rare women who have managed to surpass the Glass Ceiling, so we asked her what she thought of it.

Q: Are you aware of what is commonly termed the 'Glass Ceiling'?

"Yes, I am aware of the term. I know it exists but I believe that the prevalence of this has reduced somewhat in many organisations."

Q: As a highly successful executive surpassing the 'Glass Ceiling', what would you say were your most defining traits that helped you accomplish this?

"I don't think I'd label myself as highly successful. Personally, I don't think it was my traits that have helped me surpass the Glass Ceiling. I believe that you need to be in the right organisation, or rather an organization that doesn't discriminate against female employees and also supports the needs of women in the workplace. There are many organizations now that understand that women have a lot to contribute but also have the challenges of managing home and child care."

Q: Do you still encounter this phenomenon in the marketplace?

"Definitely."

Q: Do you think any parties are at fault for the 'Glass Ceiling'?

"I don't know that you can blame any single party. There are various factors that cause this. Many cultures still impede the ability for women to progress in the workplace. There still seems to be a general perception that women bosses are nasty. Many companies also find it too difficult (or just don't want to focus on) setting up policies that help support work life balance whilst still allowing career progression. These sorts of things help both men and women as many men are now actively involved in parenting as well."

Q: What actions might be taken, in your opinion, to alleviate or destroy the 'Glass Ceiling'?

"This is a tough one. I think it will be a long time before the 'Glass Ceiling' is completely removed from all workplaces. If companies are serious about this, they have to ensure they work on removing any form of bias that exists and create programmes available to allow women to progress."

Q: Any advice for young working women?

"Contrary to common belief, you don't need to be ruthless to succeed."

"Focus on what you want to achieve – there will always be challenges but what's most important is to believe in yourself. Contrary to common belief, you don't need to be ruthless to succeed. Success in my mind is not a position or title but making sure that the journey to what you want to achieve is travelled in the best possible manner. Priorities change at different stages in our life and whilst focusing on your careers don't forget the most important people in your lives."

Ms. Malini is currently the Senior Regional HR Director for Pfizer.

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Ace that first

INTERVIEW



Okay, so you're not a walking sewer and your nose-hair doesn't reach your feet. Fashion alone won't get you the job though. Here are some things to keep in mind for that all-important first impression session:

- * Posture! Body language says so much about you before you even open your mouth. Be confident but not arrogant, and let it show in your stride and handshake.
- * Smile! It's too easy to forget to do this, and again too easy to have a frozen 'The Joker' grin. Both are bad. Be sincere.
- * Breathe! Jitters can screw up your entire interview plan. Take your time and speak slowly and clearly.
- * Initiate! Don't just sit there and wait to be asked questions. Do your homework and find out about the firm so that you can ask smart questions and show that you are proactive. Be careful not to be overbearing, though.

So you've attended multiple resume writing workshops, mastered the art of job searching, crafted a masterful CV complete with a cover letter that looks like it belongs in the Louvre, and now..

You actually have an interview!

...So, what happens next?

Employers have shown in studies that they are far more likely to hire job candidates who conduct themselves in a professional manner, sometimes even over someone more qualified! That isn't to say that your good grades are meaningless, but grades don't give a very good indication of character or personality, which companies value highly.



Guess which one
gets the job >

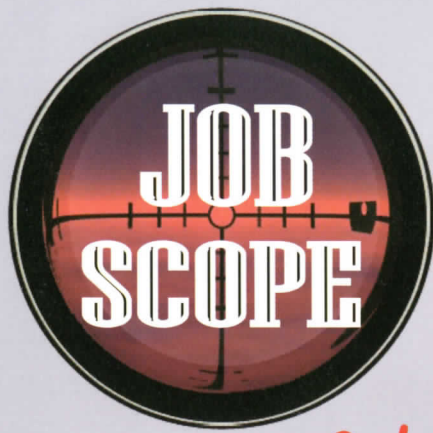
Some Favourite Interview Questions:

- * Can you tell me about yourself?
- * Where do you see yourself in five years?
- * Why did you choose to apply for this job?
- * Why should we hire you?

Remember: Every question has a motive behind it, that is to test YOU as the job candidate. It is not a social question when the recruiter asks about hobbies. They want to know how you function as an individual and whether you'll fit in or not. Keep this in mind as you answer each question. Don't lie, but answer in a way that affirms your compatibility with the job.

Checked by

Fmy
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Aren't *Advertising* and *PUBLIC RELATIONS* (Corporate Communication) the same thing? Not quite - it's a matter of intent and scope.

PUBLIC RELATIONS

(CORPORATE COMMUNICATION)

Advertising

- ... is paid-for promotion of an organisation.
- ... is 100% controlled by the sponsor.
- ... is (generally) one-way communication.
- ... is a very competitive field and requires great passion.
- ... is art.
- ... requires creativity and a sense of visual as well as aural aesthetics.
- ... requires excellent dexterity with words.
- ... has a bottom line, ie. sales/money.

tl;dr -> Advertising is making cool ads to get people to give your firm lots of money.

- ... is advocacy of an organisation.
- ... is guided, not controlled.
- ... is (ideally) two-way communication.
- ... is a very relational field and requires great diplomacy and tact.
- ... is an art.
- ... requires an understanding of how groups of people think.
- ... requires exceptional dexterity with words.
- ... is not directly concerned with profit.

tl;dr -> Public Relations is cultivating and maintaining relationships with stakeholders, whether or not they give you money.

Communication. Investor Relations. Stakeholders. Design. Media Channels. Corporate Social Responsibility. Ethics. Ten-Point Plan. Laura Mulvey. Image Management. Layout. Media Research Methods. Corporate Identity. Copyright.

Must have...

- * A bachelor's degree in Mass Communication or Communication.
- * Visual and Language skills. Ability to communicate is your bread and butter.
- * Creativity.

Should have...

- * A Major in Public Relations, Advertising, Graphic Design, etc.
- * Familiarity or expertise with relevant technology such as Adobe Photoshop for graphics, Final Cut Pro for video editing, etc.
- * Familiarity with popular culture (especially for advertising) and Sociology.

Jobs?

A career in the field of communication, which both Advertising and Public Relations fall under, always involves PEOPLE. If you hate people, communication is probably not for you. If you are a people-person though, these are some of the jobs you can expect to apply for (or get promoted to):

- * Broadcasting journalist (see CNN)
- * Advertising artist/designer
- * Media buyer
- * Company Spokesperson
- * Art Director
- * Advocate (see NGOs)
- * Diplomat
- * That guy/girl on TV

Are you **PR*e*PAR*e*D?**

Have you attended...

***Mock Interview Sessions**

Resume writing workshops*



Career Assessments*



- *Get your resume critiqued
- *Rehearse using mock interviews
- *Apply for scholarships/internships
- *Decide on a career with counselling
- *Use career assessment tools
- *Attend job-skill workshops
- *Train for internships
- *Explore careers via company visits

***LEAP Activities**

Do you know...

- * Completing the LEAP programme gets you a nifty LEAP certificate
- * Over 40 companies attended the previous Career Fair looking to employ Sunway students (That's you!)

...What's coming up?

Job Shadow Day *
Employability & Entrepreneurship Event*
More LEAP events and training*



Need help?

Careers,
Resumes,
internships,
and MORE.....

Visit us at our office in
Student Services Department
or contact us via email:

prepare@sunway.edu.my