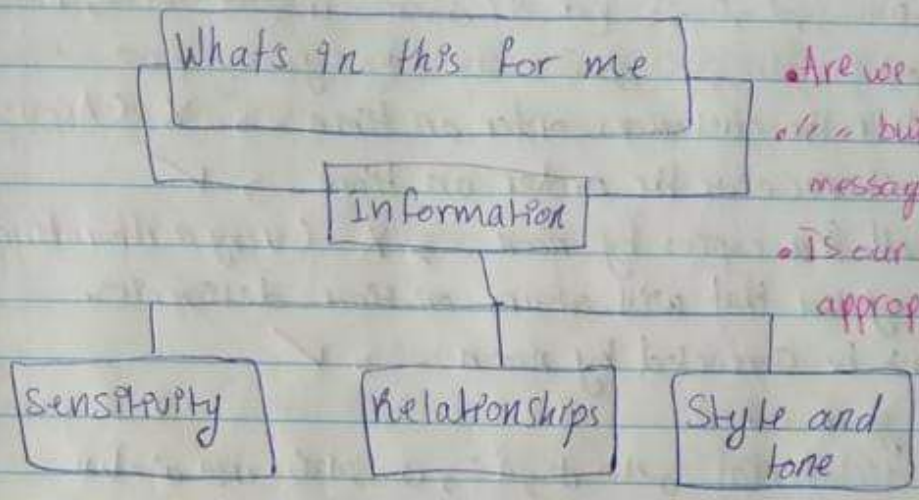
Chapter 6: Writing business messages

Adapting to your audience:

التأقلم مع الجمهور

بعد التخطيط planning يكون عندنا draft أولية لفقرة، نكتب، يكون عندنا فكرة عن الموضوع و الأفكار.

1. Sensitivity



- Are we being sensitive to their needs?
- Are we building relationships using our message?
- Is our writing style and tone appropriate to their needs?

Expressing great ideas clearly and persuasively starts with adapting to audience needs.

مهما كانت الفكرة عظيمة، لفقرة، تعبير عنها، وتنظيمها لازم نأخذ احتياجات الجمهور بعين الاعتبار

Whats in it for me? ← الجمهور أول ما يجي يقرأ رسالة بيسأل حالو (الجمهور Selfish)

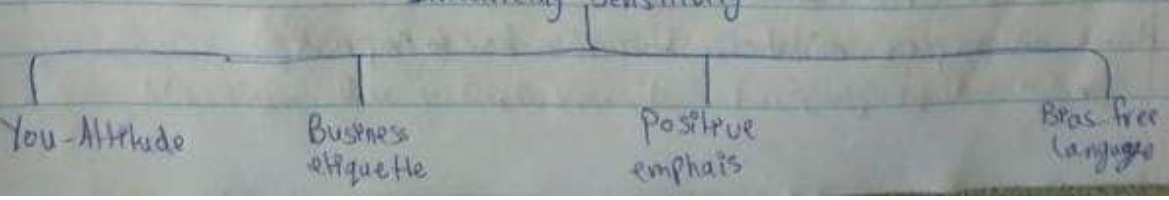
If the audience feels the message doesn't apply to them/meet their needs, they won't listen

إذا الجمهور حس إنو الرسالة ما بتنطبق عليهم أو بتلبي حاجتهم أو إذا بيحس إنها حكي فاضي/ما بيهم بالو وبتا حاجتهم ← ما رح يستمعولك

[If it benefits me I'll listen]

To improve audience sensitivity: ① Adapt "you-attitude"
② Maintain etiquette
③ Use positive, bias-free language

لتكون Sensitive أكتر تجاه الجمهور لازم نراعي هاي الأمور



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1) Using the you-attitude.

Expressing your message in terms of the audience's interests & needs.

[Speaking & writing in terms of your audience's preferences]

[Try to put yourself in their shoes]

بدل ما نقدم "we" "I" عشان ما نبين Selfish، نقدم "you" بالرسالة ليحس الزبون/العميل إنو هو محور الاهتمام، بس مش دايمًا لازم نستخدم "you" في حالات تبين كأنو بنلقي اللوم على الطرف التاني مثل:

1. You failed to deliver the customer's order on time → X (Accusing)
   - The customer didn't receive the order on time → ✓
2. You must correct all five copies by noon → X (very authoritative)
   - Let's figure out a system that will ensure on-time deliveries.
   - All five copies must be corrected by noon → ✓

Avoid using you & your when:

- It makes you sound dictatorial بدنا نبين ديكتاتورين، وبنأمر كل الناس
- Could make someone feel unnecessarily guilty ما نحكي الشخص بالذنب
- It's inappropriate for the culture بعض الثقافات ما بتفضل زي Collectivist
- Goes against the org's style بعض الشركات بتفضل "we" بالرسائل

مش دايمًا استخدام كلمة "you" بيراعي Sensitivity أو بيعبر عن تعاطف

2) Maintaining standards of etiquette:

be diplomatic, courtesy & consideration are important

If you know your audience well → less formality

- you're talking to higher levels/people outside organization → Be formal

Express your thoughts in a kind thoughtful manner instead of being brutally honest

3) Emphasizing the positive

- There's a difference between delivering negative news and being negative.

Emphasizing the positive doesn't mean we're denying the problems.

- It is impossible to repair your laptop today. X
- Your computer could be ready by tuesday. Would you like a loaner until then? ✓
- Give constructive criticism

don't dwell on people's mistakes, show them how to improve

إلا في ضرورة للتعديل بكون بناء، ما بدقش على أخطاء الشخص

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Use euphemisms
مرادفات إيجابية
equivalent words that express a thought in milder terms.
Ex:
. Senior citizens ✓
"old people ✗
كلمات مرادفة لطيفة، بدل ماتقول "إنت ختيار" بتقول "إنت كبير بالعمر"

[4] Bias-free language:
Avoid setreotypes, prejudices & unfair categorizing
بتبعد عن الصورة النمطية و وضع الناس بفئات بناء على العمر، الجنس، الحالة الأصل ...

Biases to avoid

Gender bias	Racial & ethnic bias	Age bias	Disability bias
Don't be sexist (لا تكون متحيز جنسيًا)	Don't identify people by race (لا تذكر لون البشرة والعرق)	only mention age when relevant (بس ضروري تذكر العمر مثلاً، السن ..)	. Never mention it . If necessary mention the person then the disability . don't say "retarded" (لا تذكر الإعاقات الخاصة + ماتقل "متخلف")

Don't bring up any of those unless there's a reason to mention it. (بس ضروري تذكر هاي المواضيع إذا مالها علاقة مباشرة بموضوعنا)

Adapting to your audience:
[2] Building strong relationships:
- Establishing your credibility
- Projecting your company's image

لتقدر تبني علاقة قوية مع جمهورك عبر الكتابة في خطوتين

1. Establishing your credibility:
بناء مصداقية بشخصك
A measure of your believability based on how reliable you are and how much trust you evoke in others
مقياس لمدى صدقك بناءً على "هل بيركنون عليك" و مدى ثقة الآخرين بك.
Credibility إلى درجة ما، بين الجمهور القديم و يلي تتعامل معك، أنك تكون باني للجمهور الجديد يلي ما صار لسا بيتكون للزوم تبني مصداقية قدامهم ليقدروا

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يلا خلوا ويتقبلوا رسالتك.
الصداقة مهمة على مستوى الفرد عشان السمعة سواء بشتغل عند حاجي الشركة أو رحت لشركة تانية السمعة بتفل معي.

Inhancing your credibility

Honesty	Objectivity	Awareness	Credentials
Endorsements	Performance	Confidence	Communication
Sencerity			

① Honesty: الصدق
Demonstrating honesty will earn you the respect of your audience even if they don't always agree with your messages.
لا تكون صادقين مع الجمهور رح يحترموا حتى لو ما بوافقوا الرأي..
حتى لما نكذب عليهم ونكتشفوا هالحكي منيح رح يردوا علينا ولا يوثقوا ولا حتى يسمعولنا.

② Objectivity: الموضوعية
look at all sides of an issue
be fair and listen to everyone

③ Awarness of audience needs: إظهار فهمك لاحتياجات الجمهور
Let the audience know that you understand what's important to them.
أكون صاحية وواعية لاحتياجات الجمهور وأفهمهم هاد الحكي.

④ Credentials, knowledge & expertise. الخبرة والمعرفة
Show them you got what's needed
Ex: education, special training, you've done you research
يعني انت بأي مرة عم تحكي مع الجمهور؟ هل عندك المعلومات اللازمة؟ هل بفاعلك كلي معي بموضوع إذا انت معك شهادة؟

⑤ Endorsements:
A statement on your behalf by someone who's accepted by your

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audience as an expert.

يعني هو أصلًا عندو مصداقية وموثوق فيه، يطلع ويقول إني أنا عالم عندي
مصداقية
- زي ما طلع أوباما عل endorsement لـ Nike، وهكا للناس صوتولو.
- زي ما نلاقي مايكل جوردن نفس يلبس Nike فالناس بتقول إي عندو Nike
مصداقية

⑥ Performance: الأداء

Demonstrating your skill isn't enough, people need to see.

أقول للناس عندي مصداقية وما شاطر، وأجيب هو يقول عني إني شاطر...
مش كافي، لازم الجمهور يأكد، يشوف بعينو إني أنا هو زي ما صح حالي

⑦ Confidence: الثقة

Believe in yourself and your message

لما تكون واثق بحالك، الناس بتشوف هاد الإشي عنك

⑧ Communication maybe, seems, not sure ما نستخدم مصطلحات زي
هون بنبين مش واثقين وبالتالي الجمهور ما بيوثق فيّ

⑨ Communication

Clear honest ethical communication, also used form of communication

⑩ Sincerity:

- be genuine, don't be a hypocrite
- Don't use hyperbole → ما نبالغ

ما نفضل نبالغ زي ما نقول لحد طابخ مقلوبة "هاي أزكى مقلوبة أكلها حياتي"
و شخص تاني و تالت هون بنبين كذابين

* Credibility takes a long time to establish and can be wiped out in an instant.

2. Projecting your Company's Image

- You represent your company → be a spokesperson
- Follow guidelines
- Observe experienced colleagues

الموظفين بمثلوا الشركة و ضروري ننتبه على تصرفاتنا عشان ما نأثر على سمعتها

Adapting to your audience:

[3] Controlling your style and tone

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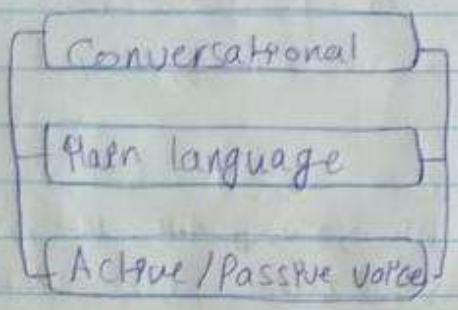
• Communication style: Could be: forceful, colorful, dry, objective, personal
Choices you make to express yourself
(the used words, how you build paragraphs...)
• Tone:
Overall impression in your message:
- Communication style creates a certain tone.
[Picking a style depends on - message's nature
- your relationship with the reader

Nature of the message



Relationship with reader

• tone, style طبيعة الرسالة وعلاقتنا مع القارئ / الجمهور يتأثر على

1 Using a conversational tone:

Business messages' tones

Informal | Conversational | Formal

Guidelines to be conversational:
- Texting vs. writing
- Pompous language
- Preaching/bragging
- Intimacy / Humor

Formal → with superiors & customers ✓
with close colleagues ✗

Conversational tone:
• warm style but businesslike
• (not too stuffy, not too laid back)
• تقدم له بطريقة ودية ومهنية في نفس الوقت، على اذا كان
يكون لطيف ولبق في Communication لكن بنفس الوقت
conversational لا يكون unprofessional ليكون عندي بين
easy going

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Guidelines for a conversational tone:

1. Understand difference between texting and writing:
you can't write business messages like you text. It's not professional.
ما بنقدر نكتب الرسائل المهنية متل ما بنكتب لأصحابنا ، اللغة بتختلف

2. Avoid stale and pompus language:
don't use complicated and cliché sentences
الجملات المعقدة / المتل عاقي إلها طاقي
we don't wanna seem like we're bragging.

3. Be careful with intimacy and humor: لا تكون جدي زيادة / لتكي تكتب
. Avoid personal details and casual unprofessional tones.
إلا إذا العلاقة جدية مع الجمهور متل teams بتكون اللغة تتغير intimate tone
. Humor can backfire and divert attention from your message.
لازم نتجنب المزح برسائل عالية إذا ما بنعرف الجمهور وإذا كانوا من ثقافة تانية

4. Avoid preaching and bragging
no one wants to listen to know-it-alls
ما حدا بدو يسمع حدا + ما تتكبر

Using plain language: استخدام لغة بسيطة
. present your information in a simple understandable style
. This makes companies more productive and profitable because people spend less time trying to understand the message
ما منا بدنا نقرأ جملات كتيرة ومعقدة وبصعب على القارئ إنو يفهم

Selecting active or passive voice:
كيف نختار ال approach المناسب ، بترتيب الكلمات وتركيبها
يعني "صوت" الرسالة.

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مبني للمعلوم
Active voice
Subject + verb + object
↓
Direct
Concise
(أكثر حيوية) Vigorous

مبني للمجهول
Passive voice
Object + verb + Subject
↓
Indirect
Tactful
Reserved

- mostly : active voice is the best choice.
Sometimes using passive voice helps demonstrating the you attitude.
في بعض الأحيان نستخدم passive voice

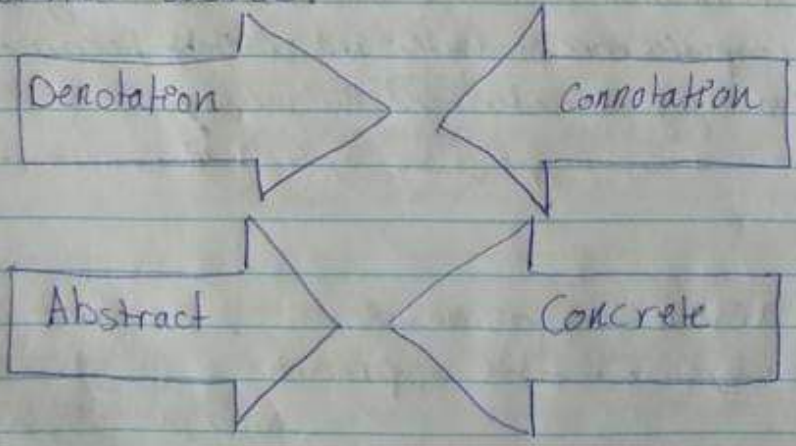
- When pointing an error.
You've made a mistake ✗ → للمعلوم
A mistake has been made ✓ → للمجهول
less of an accusation الطريقة دي بتبين كأنو بنتهم الطرف التاني

- When you don't want to take credit / blame
الطريقة دي بتركز الاهتمام على الحدث اللي صار وعن على الشخص اللي قام فيه (بتكون أكثر humble)

- When you want to avoid personal pronouns to create objective tone.
في التقارير الرسمية

Composing your message: Powerful words / Effective sentences / Coherent paragraphs

1. Choosing powerful words:



Finding words that communicate well

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[1] Understanding denotation & connotation:

• Denotation:
literal meaning [meaning in dictionary]
(explicit) معنى حرفي

• Connotative:
All feelings and associations evoked by the word.
(implicit) معنى ضمني
We should avoid words with negative connotation like:
Fail
Balancing

[2] Avoiding abstract & concrete words

• Abstract:
معاني مجردة غير ملموسة
expresses a concept / characteristic
غالبا في كلمات تكون وصفية.
ex: love, honer, beauty, progress, productivity, quality...

• Concrete:
ملموسة
Something you can touch, see or visualize.
ex: chair, table, red, blue...

يفضل استخدام Concrete كمثال ما يمكن في موضوع تعلم أو غلط
بدلا

• Save abstraction for ideas that can't be expressed any other way.
ex: Sizeble loss ✗
we lost $500000 ✓

[3] Finding words that communicate well
- Strong words
- familiar
- no clichés
- be careful with jargons

1) Choosing strong precise words:
بدل ما نستخدم 100 كلمة مترادفة نستخدم كلمتين قويتين يعبروا عن الفكرة

2) Choose familiar words:
كلمات مألوفة للقارئ

3) Avoid clichés and use buzzwords carefully.

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using buzzwords could make you appear an insider.
BUT using them in their late life cycle makes you an outsider
4) Use jargon carefully. الكلمات المتخصصة
Only use it if your audience is familiar with it.
(BUSA) ← Business Administration عشان كلنا نعرف هاد الاختصار وبعناه

Composing your message:
2) Creating effective sentences:
- Choosing a type
- emphasize key thoughts

i) Choosing a type:
- Simple sentence
- Compound
- Complex
- Compound-Complex

أنواع الجمل

. Simple sentences:

جملة كاملة بتعبر عن فكرة

One main clause.
Ex: profits increased in the past year.

. Compound sentences:

جملتين مربوطات مع بعض مع but / and / or

has two main clauses
Ex: wage rates have declined by 5 percent, and employee turnover has been high
① ②

بتربط جملتين Simple لازم علاقة ببعض

. Complex sentences:

جملة وزعت

One main clause, one subordinate clause.
Ex: Although you may question Gerald's conclusion, you must admit that his research is thorough
① ②

Subordinate
يعني فاي الجملة من مفكرة لو انقلت لحالها بتضل مبينة لحالها ناقصة

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- Compound-complex sentences.

two main clauses, one subordinate (at least one)

Ex

Main Subordinate

profits increased by 25 percent in the past year], so although the company faces long-term challenges], I agree that its short-term prospects look quite positive) main

- We should balance using all 4 types.

2) Using sentence style to emphasize key thoughts.

- In messages some ideas are more important and we need to emphasize them

to emphasize ideas:

- Devote more words to them

- Put them at the beginning or at the end of a sentence.

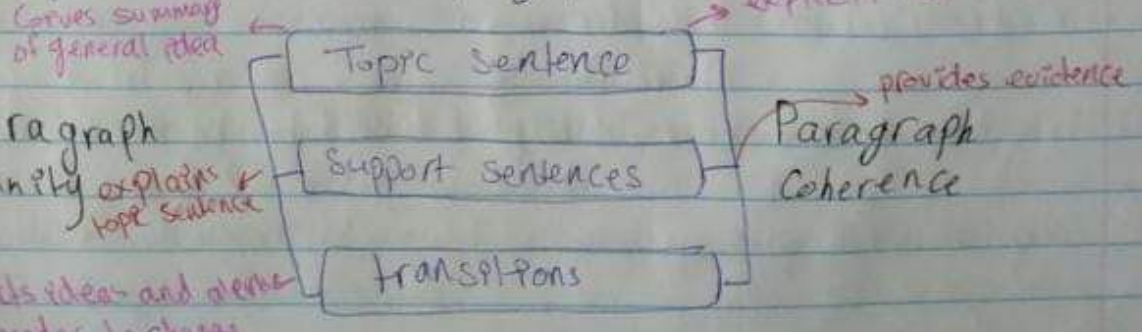
- Make them the subject of a sentence

- Add dependent clause at the beginning, middle, or end of sentence

Composing your message

[3] Crafting unified, coherent paragraphs:
- Creating the elements of a paragraph
- Choosing a way to develop each one

1) Creating the elements of a paragraph



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2) Choosing the best way to develop each paragraph:

- Illustration
- Classification
- Cause and effect
- Problem & Solution
- Comparison or contrast.

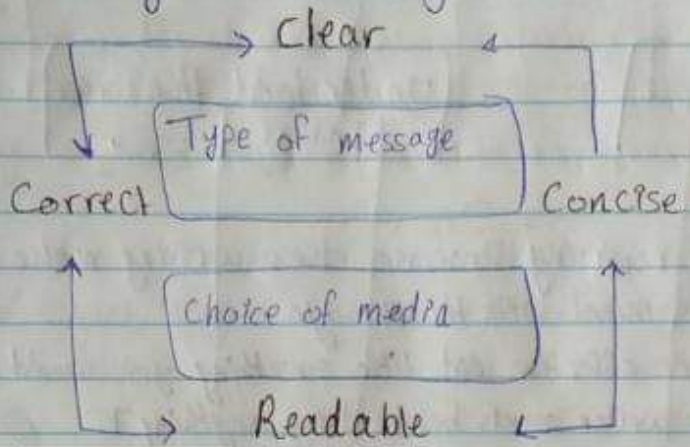
} Approaches

Chapter 6 : Completing business messages

Completing

Revising | Producing | Proofreading | distributing

[1] Revising your message: evaluating first draft



time required for revision varies from moment to days depending on the type of message and the chosen media

* When you write well, audience thinks you think well

Content and readability

First draft (planning) → Working draft (writing) → final draft (completing)

Clarity and conciseness

Evaluating your message:
- Content
- Organization
- Style and tone

- We want accurate content that will satisfy audiences needs, with balanced general & specific information.
- We want a well organized message by logical organizing of details and giving key ideas more space

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- We want appropreate tone, do we need a formal? Conversational?
- The beginning and end of a message usually have the greatest impact on readers, so we need to make them very clear and concise.

غالبًا أول جزء وآخر جزء بيتأثر عليهم القارئ أكتر حتى عشان كده لازم يبقوا كتير مظبوط وواضحين ومختصرين قد ما يقدروا.

Evaluating (editing) & revising the work of others:

help the writer succeed	Understand the writer's intent

Before evaluating & revising someone else's writing, make sure you understand the writer's intent with the message.
[Make the piece more effective, not like something you would've written]
[Understand what the writer wants before doing anything]

إذا بدأنا نعدل على شغل حد الشخص واخد منه فاضيين ممكن يزعل منك ويرفع عليك (or effective) تخرب الورق، وتغير

Revising to improve readability:

Readability indexes	Document skimming
what it measures: • Word length • Number of Syllables • Sentence length • Paragraph length	techniques: • Sentence length • Paragraph length • lists and bullets • Headings / Subheadings

- Improving readability benefits: 1) Reader → less time
  2) Writer → Gains a good reputation
- Readability indexes to measure readability [limited to what they can measure]

لما بيقدروا يعبروا عن كلامهم [فقط الأكثر] , ما بيقدروا يعبروا عن تفاصيل تانية زي Structure , design , وكمان مش بيأثروا على جودة الكتابة زي Smooth transitions , proper word usage

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the 'you' attitude

• Improve readability by making the document easy to skim and interesting.
key ideas, recommendations, conclusions

[1] Varying your sentence length:
Use a mix of short, long and medium sentences.
Short → Up to 15 words → Easier to translate → Choppy writing?
Medium → 15-25 → Shows relationship between ideas → not informative
Long → Over 25 → Conveys complex ideas → Harder to understand & skim

[2] Keeping your paragraphs short
• long paragraphs are scary. A 100 words paragraph is good.
• It boosts readability.
• Helps emphasize ideas
• Transition between ideas

[3] Using lists to clarify and emphasize:
- to highlight and simplify material } we use bullets, letters or numbers.
- to emphasize key points
- Provides visual breaks

• ما تحول كل الفقرات لقائمة اذا هيك بتروح المعلومات وبتفقد قيمتها

[4] Adding headings & subheadings:
• Headings:
Brief title that tells readers about the content of the section that follows
العناوين الأساسية
مثل عنوان الشابتر

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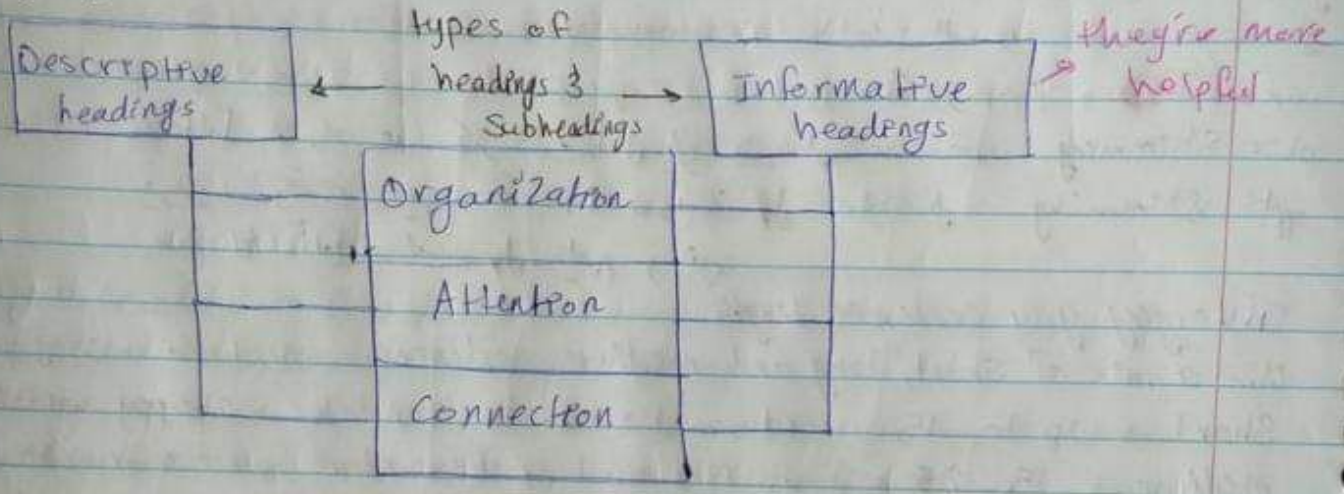
- Subheadings: عناوين فرعية
Indicating subsections within a major section
Importance of headings & subheadings:
- Glance of the material
- Emphasis of important points
- Highlights Connection & transition



Editing for: Clarity, Conciseness

1) Editing for clarity:
- Break up overly long sentences
إذا لقيت جملة 4، 5 أسطر إذاني فيها تتخلص من ال rambling وتكون أوضح وأحسن
- Rewrite hedging sentences.
/seem هي كلمات اتركها، إذا بدي أقول شي متأكدة منو بقول might / may بتقلل من مصداقيتنا.
- Replace camouflaged verbs.
يعني كلمة عم تعمل الجملة مثل نزلنا upon
- Clarify awkward refrences.
referring to the above-mentioned أكثر شي بقول specific

2) Editing for conciseness:
- Delete unnecessary words & phrases

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- Sharing long words & phrases.
- Eliminat redundancies.
  Visible to the eye ✗
  Visible ✓
- Recast "It is / there are" starters:
  We believe that ✓
  It's believed that ✗

Using technology to revise your message: كيف التكنلوجيا بتساعد في مراجعة رسالتنا

- Revision tools
- Spell checker
- thesaurus
- Grammer checker
- Style checker

Completing

Revising ✓ | Producing ↓ | Proofreading | Distributing

[2] Producing your message

production الطريقة لتوصيل الرسالة

Production quality

↓

Effectiveness

↓

Professionalism

↓

Importance

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Chapter 15: Building Careers & writing resumes:

When crafting your personal strategy, remember these guidelines:

Get organized | start now and Stick to it

[1] Get organized تنظيم وترتيب الوقت وتفاصيل عملية البحث

Job search is a long process that involves many contacts, we must keep the details straight not to miss opportunities or make mistakes such as losing someones email / forgetting an appointment

• لازم نجمع معلومات عن حالنا، نحو بنتميز ؟ عملوا راه ؟ شو اشتغلنا؟ وبناءً على هاي المعلومات بنقدر على فرص ملائمة لقدراتنا ورغباتنا

• إذا قدمنا لأكثر من وظيفة لازم نفضل متعينين عشان إذا قبلوا الأقل نقدر نتواصل معهم، عشان نقدم طلب ونختفي.

[2] Start now & stick to it: ابدأ الآن

Prepare yourself & start planning now to have a competitive advantage

نبلش نشتغل على Resume من هلأ عشان نختفي آخر لحظة لنتوظف و نفضل نعمل Update عشان ما يجبر لازم نقدمها، تكون مرتبة و إلها أولوية على باقي ال Resumes.

Finding your ideal opportunity إيجاد فرصة العمل الأمثل

Write your story | Find opportunities | Think like an employer

Build your network | Do your research | Seek Career Counsel

Define your potential | Avoid mistakes

8 key steps to find the ideal opportunity

[1] Write your story

Employers want to know where you've been & where you want to go

Present yourself in a concise way.

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[2] Think like an employer:

When hiring, employers risk:
- that the employee won't meet expectations
- that they missed a better candidate

لازم لما رح تتقدم لوظيفة باخد بعين الاعتبار مخاوف الشركات من وجهة نظرهم، لا تحط حالو عالم وبفكر عالم تعبير بتركز عن شو بيحتاجوا بالزبط لهيك بقدر بوفرلهم اياه

Employers judge their recruiting efforts by "quality of hire"

Quality of hire
A measure of how closely new employees meet the company's needs

شبيهة بـ person-job fit

Present yourself as a low risk, high award choice

لازم اظهر حالي بدهم جربة ومسؤولية بس مو اكتر شي طبيعي ما بتاقي، بدهم كمان شخص بيحترموا، انو قابل للتغيير، teamwork ...

[3] Researching industries & companies of interests

Research the company you want to work for, learn about the industry, their competitors, what's their mission, stay updated on business news.

Research helps you get familiar with jargon & buzzwords in the field.

لازم نعمل بحث عن الشركة يلي بدنا نشتغل فيها ونتعرف عليها وعلى الصناعة تاعتهم ولازم نعمل بحث عن حالنا، شو عملناه، شو اشتغلنا؟

[4] Define your potential

Translate your general potential to a specific solution to each employer.

عندك مؤهلات ومهارات طيب؟ كيف رح تقدر تطبقها على ارض الواقع الخبرة والشهادة يلي اكتسبتها كيف رح تنفع الشركة؟

Customize your resume to each job opening to show employers you're a good fit.

[Understand how your capabilities will match those needs.]

[5] Taking the initiative to find opportunities.

يعني بدل ما تستنى زي كل الناس يعلنوا وظيفة وتقدم ع انت

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مواقع، بدل ما تستنى الفرصة تجيلنا، احنا نروحلها.
يعني إذا في شركة معينة في بالي بدي اشتغل فيها بس لسا
عندهم opening، بروح عندهم بحكي معهم وبعرفهم
Contact info أقدر و شو ميزاتي و بتركلهم ال Contributions
عشان يفكروا فيي قبل ما يطلعوا opening أصلًا عن وظيفة
شاغرة بشوف معلوماتي وعم بعتدون

Ask to be considered if any opportunities come up.

• هون مش لازم نقدم لفرصة واحدة فقط، كل ما قدمنا لوظائف أكتر
منح أكتر زادت إمكانية إنو نختار الفرصة الأنسب.

[6] Building your network:

Networking:

The process of making informal connections with mutually business contacts

It happens whenever & wherever people communicate.

You can get connections through:

- Social media
- Getting company recruiters to notice you

لازم نبني شبكة network بدنا، تحكي علاقاتنا منيحة مع الكل
لنكون عنا معارف و أشخاص بيعرفونا بوصل لي بدنا إياه.
فيها علاقة أخذ و عطى مش بس بدي استفيد لحالي، لا
لازم أفيد الطرف التاني كمان.

- Networking is about people helping each other NOT just about other people helping you.
- Have networking etiquette
- Most companies ask for recommendations, this is why networking is important

أغلب الشركات بطلت توظف عشوائيًا، لما يكون في opening
بيسألوا اذا حدا بيعرفهم/موظفين عندهم recommendations عشان هيك
الواسطة مهمة

- The more people who know you, the better your chance of being recommended for one of those hidden job openings

كل ما زادت معارفك، كل ما زادت فرصتك إنو حدا منهم فيك تطرح
لبالك الوظيفة

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7] Seeking career counseling

Counselors provide advice on career planning, providing workshops, resume preparation, interview techniques

pointers: ليطول, ... مشورة عملية, شو عم لازم نعمل resume, شو عم لازم نعمل بمقابلة, شو عم لازم نحكي بالطريق العمل حتى حاكي الوظيفة الك, حاكي عم الك

8] Avoiding mistake:

- Avoid grammar mistakes, or showing up late for an interview.
- You don't want to appear careless, clueless or disrespectful.

Planning a resume:

Planning →	Writing →	Completing
Analyze situation	Adapt to audience	Revise
Gather information	Compose the message	Produce
Select medium	keep it honest	Proofread
Get organized		Distribute

- Analyze your purpose & audience تحليل هدفك, جمهورك
- The purpose of your resume not to get you a job, but an interview.
- Your audience (employer) expects a brief persuasive business message that will stimulate their interest in meeting you & learning more about you.

لا تعرف انو الهدف من resume الحصول على مقابلة فقط وإنما الحصول على وظيفة, لازم تعرف شو لازم عم تحكي بالمقابلة, لازم تعرف شو عم يحكي الشخص اللي عم يقابلك.

Resume:

A structured summary of a person's education, employment background and job qualifications

resumes, لازم تعرف انو الشخص (my audience) رح يقرأ عدد كبير من لازم أولي واحترم وقتو لهيك لازم الـ resume يكون قصير وما يكون طويل عم إذا كانت طويلة غالبًا عم رح يتم رميها أصلًا

عم نحاول نتعرف على الشخص قبل ما نروح عالمقابلة عم من الإنترنت, عم نحاول نتعرف شو الشخص بدو أكثر شي, لازم الـ resume يكون effective أكثر بقدر من خلال حاكي المعلومات

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. Gathering pertinent information جمع المعلومات اللي لازم نعرفها
. Gather accurate information about yourself. (with dates accomplishments...)
المقصد منه اننا نبدأ نجمع معلومات و نحضر ال resume و جاهز، بس
بدنا المعلومات هي اللي مهمة مباشرة بالوظيفة، ممكن الجزء وعلى أساسه
كتيرة حياتي بس منه بالضرورة بدنا علاقة بالشغل اللي بدي أتقدم
. Gather school / volunteer activities related information
[Learn about yourself, hiring manager & the company]
• Selecting the best medium
Are you going to print your resume? PDF? Word?
• Organizing your resume around your strengths كيفية تنظيمها

You can organize it in { Chronological / Functional / Combination }

(The right choice depends on your background & goals)

① Chronological resumes:
- Most common
- Work experience section dominates
- Employers prefer it
- For fresh graduates, they can put educational section before work
- Start from most recent

② Functional resumes
- For people with limited / spotty employment history
- Employers sus it
- Known as skills resume

③ Combination resumes:
- Skills focus with job history focus
- Focuses capabilities when you a short unsteady employment history without being sus.

Areas of concern:
there are issue that will concern employers, what can we do about it?
① Frequent job changes: تغيير مكان الشغل بشكل مستمر

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- a lot of short-term jobs could go under one heading
- If you lost your job due to layoffs & merger, mention it subtly.

[2] Gaps in work history
If gaps exist, mention any related experience to fill it in.

[3] Inexperience:
Mention Courses, internship, volunteer work.

[4] Overqualifications
Tone it down focuse on experience related to the position.

[5] Long-term employment with one company.
Show professional growth and increasing responsibility by mentioning the different positions you occupied.

[6] Job termination for cause
Be honest and address their concerns with proof.

[7] Criminal record
If you're asked about it, answer truthfully, then emphasize your commitment to being a law-abiding trustworthy employee.

Writing your resume:

- Keeping your resume honest
- Employers have seen every trick in the book & it's very easy to uncover resume frand.
- If your lies are uncovered you won't get the job.
- Adapting your resume to your audience
- the more you look like a good fit, the better your chance of securing interviews.

يعني عنا معلومات كثيرة ← resume لازم نغير ال ← الوظيفة.

[Customize your resume to each job opening]

- Composing you resume
- Use a simple direct style
- Short phrases
- Avoid using "I"
- Use active statement (فعل)
- offer proof
- No small details
- Quantify the results
- Use relevant keywords

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Elements of traditional resume:
1. Contact information
2. Introductory statement
3. Educational background
4. Employment history
5. Activities & achievements
6. Relevant personal data

Completing a resume:
- Revising
revise it to catch common errors and minimize the length
- Producing.
- Use a simple design.
- You might need to produce your resume in multiple forms:
  - Printed traditional resume
  - = Scannable
  - Electronic plain-text file
  - Microsoft word file
  - Online resume / Multimedia resume / Social media resume
  - PDF file
- Avoid adding your photo
- Proofreading your resume
- Check heading & lists
- Check your grammar
- Check personal data
- Ask someone else to read it
- Distributing your resume
follow the requirements listed by your employers.
- Mailing printed resumes:
take care of the packaging
- Emailing your resumes:
Some employers want an included text, others prefer the file solo.
- Submitting your resume to an employers website

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- Posting your resume on job websites

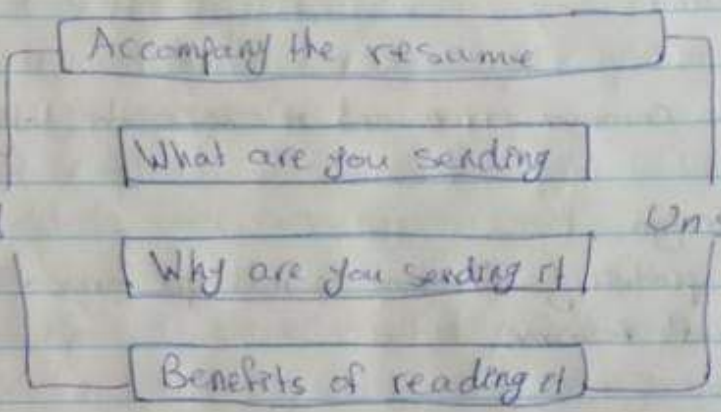
Chapter 16: Applying & interviewing for employment:

Submitting your resume:

لما بدك تقدم ال resume لشغل ما بتقدر تقدم بدون ما تكتب رسالة تغطية

Application letter / cover letter

Writing Application letters. كتابة رسالة التغطية



لازم نرفق رسالة التغطية لحتى القارئ يفهم شو بعتنا وليش بعتناه و كيف رح ينتفع من قراءة هاد الشغل.

- An application letter motivates the recipient to read the resume

رسالة التغطية تعمل اغراء [تشويق] على قراءة السيرة الذاتية.

Using an approach for A.L depends on
- Solicited application letter
- Unsolicited application letter

- Solicited → Applying for an identified job opening
  Unsolicited → Applying for an unannounced job opening

- هلأ Solicited لما بدك تعلن الشركة فعليا بتكون تعلنة عن الوظيفة عن المؤهلات Qualifications لي بتلزمها برسالة بتقدر لي متقدم طلب يعرف يكتب الرسالة بطريقة بتبين ال match بين المؤهلات عندك و لي عندو.
- ال Unsolicited أصعب شوي عشان ال target مش واضح و لا المؤهلات فلازم انت تحط وتشوف شو المؤهلات لي بلزم إياها

Tips for writing application letters: نصائح لكتابة رسالة التغطية

بعض النظر إذا كانت مرسلة لوظيفة معلن عنها أو على سبيل المثال بتساعد بكتابة رسالة التغطية.

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Avoid Gimmicks

Illustrate Company Knowledge

Show personality

Address a person

Don't volunteer Salary

Project Confidence

Be clear & specific

Keep it Short

[1] You don't wanna be manipulative

لا تلف و تدور ، كون واضح و مركز

[2] If the name's mentioned, address it

dear Mr name لـ dear hiring manage لا تقول يعني

[3] Clarify the opportunity you're applying for

مثلاً هنا Scope الوصف و اذكر هو الفرصة اللي انت متقدم فيها

[4] تأكد marketplace بتعلم إنك متقدم لـ شركة و باحث عنها و تفهم ال

[5] If not asked about previous salaries, don't mention it

[6] 3 paragraphs.

[7] Maintain a business appropriate tone while showing personality

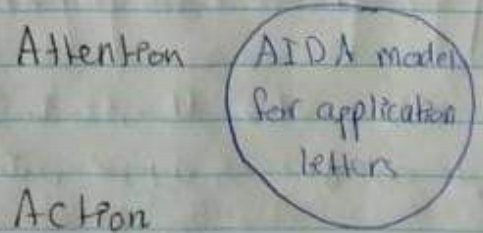
تظهر شخصيتك خلال الرسالة بلباقة من غير "انا شخصيتي حلوة" راعي اختيارك للكلمات وكون ذكي.

[8] Project confidence without looking arrogant

في خط رفيع بين الغرور والثقة اعرف الفرق وبيّن واثق من حالك ومؤهلاتك

[Application letters are persuasive messages]

AIDA Model:



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هاد النموذج لازم علينا نكتب رسالة التغطية بالإنجليزية

[1] Getting attention:

The opening paragraph should contain:

1) Clear reason of writing سبب كتابة الرسالة

2) Give the reader a reason to keep reading أعطي القارئ سبب يكمل قراءة

هنو مميز رسالتك من ال 100 رسالة اللي بتوصله اليوم attention grabber يعني لازم إنك عندك طريقة بتخلي القارئ

[2] Building interest & increasing desire

- The middle section of the letter expands your opening by emphasizing your strongest points.
- It builds interest in you and a desire to meet you.
- be specific
- Use evidence
- Don't mention salary unless they do. إذا كانت الوظيفة Solicited أذكر المتطلبات موجودة بالإعلان

[3] Motivating actions:

Final paragraph should:

1) Ask the reader for a specific action [An Interview]

2) Facilitate a reply

نلفت انتباههم يتواصلوا معنا وكيف يتواصلوا معنا.

Following up after submitting a resume:

Update the application	Demonstrate interest
Show persistence	Underscore Commitment → In updating your skills

بعد ما كتبنا و ارسلنا رسالة التغطية لازم علينا نعمل متابعة، في أدوات Communication ما بدنا نكون كتومين زي نعمل بدون علم هاد رح يأثر على ال Evaluation تبعنا

بس هلا بدنا نرجع نتواصل معهم بس إنو هاي لازم نعمل معرفين وبدنا نشتغل هاد

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Understanding the interviewing process:

Employment interviews: في مقابلة العمل
A formal meeting during you & the employer exchange questions & information.

Organization's objective	Applicants objective
Find best talent to fill job openings	Find right match according to your goals & capabilities

- The interviewing process takes time, prepare well. تحضير جيد للمقابلة
- Don't limit your options, look for more opportunities. لا تحدد خياراتك كن مرن

The typical sequence of interviews: مراحل مقابلة العمل

[1] Screening stage. مرحلة الغربلة
Filtering unwanted applicants.
Keep your answers short and unique
[2] Selection stage. مرحلة الاختيار
Identifies top candidates.
- Show how your skills & experience relate to the organizations needs.
- Ask insightful questions to indicate you've done research.

[3] Final stage. المرحلة الأخيرة
Interviewer decides you're a good candidate & gives you the job on the spot/ later on
- Could call you in for a final evaluation
- Purpose is to sell you on the advantages of joining the organization

Common types of interviews: أنواع المقابلات

Structured | Panel | Behavioral | Working | Open-ended | Group | Situational | Stress

- Structured:
We ask all applicants the same questions, answers are easy to compare.

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- Open-ended
Interviewer adapts questions according to your answers/questions
[Feels like a conversation]
- Panel
You meet several interviewers at once
- Group interview
- Many interviewers, many interviewees at the same time
- Aims to observe how the candidates interact with potential peers
- Behavioral
- Most common
- You're asked to relate to specific incidents/experiences from your past.
- Better success predictor than traditional interview questions
- (How did you handle previous situations?)
- Situational
-(What would you do in a hypothetical situation?)
- Working
- Most realistic type
- You get engaged in the business environment and actually preform job-related activities.
- Stress
- Most unnerving type
- Very uncomfortable questions and environment
- Aims to see how you'll handle stressful situations
- Collect your thoughts before answering

Interview media:

Telephone (Voice tone)	Email & instant messaging (You can edit response)	Video interview (Get ready as always)	Virtual online (أسئلة وأجوبة/اختبارات)

face-to-face مقابلة عبر هاتي أو رسائل غير

What employers look for in an interview: ما يبحث عنه أرباب العمل في المقابلة

What employers seek

organization fit
Personal Background
Attitudes
Style

Job qualifications
Education
Experience
Skills

Suitability for a specific job is judged on:
- Academic preparation
- Work experience
- Job related personality traits

Preemployment testing and background checks:
Employers do preemployment evaluations and investigations

لكي يراقبوا هل الموظف يعطوا تقييم لهم صحيح ويتحققوا في أعمالهم وهي على هذه الاختبارات والـ assessments:

[1] Integrity tests
[2] Personality tests
[3] Job skills tests
[4] Substance tests
[5] Background Checks

[1] Measures how truthful & trustworthy you can be
[2] Measures work attitudes, motivation, commitment, interests
[3] Do you have the required skills & knowledge for this position?
[4] Income statement يعني يطلبوا منه كشف حساب بنكي زي تريح عاشية يطلبوا منه يجيبوا لهم كشف حساب بنكي وبيشوفوا عن طريقه عاشية [knowledge]
[5] drugs and alcohol tests for safety, productivity and protect companies from lawsuits
الشركات تستخدم هذا الاختبار لأنه مهم في الموظفين يعتبروا أنهم مسؤولين ومضمونين

[4] criminal records, credit record or a simple online search
[5] Cognitive tests.
How good are your analyzing, processing, acquiring, using & remembering info skills
زي الاختبارات والتحاليل والتحاليل اللي تعمل

These aspects are controversial as some aren't reliable

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Preparing for a job interview: التحضير للمقابلة

Preparation starts with: يبدأ التحضير قبل المقابلة بـ

* Learning about the organization & your interviewer: التعلم عن المؤسسة والمقابل
- Demonstrate your knowledge about the company & the industry
- Learn about their problems
- Search about your manager /interviewer and try to connect with them without being too personal.

* Think ahead about questions

Planning for employer's questions
- Hardes decision you had to make?
- Greatest weakness? hmm
- 5 years from now, where do you want to be? hmm
- Dislikes of your previous jobs?
- Something good about yourself?

[No personal answers + no disrespect]

[Use 30-90 sec stories]

Planning for your own questions
- Insightful questions
- questions that'll show your qualifications
- You're expected to ask questions

* Building your confidence:
- Don't dwell on your weaknesses, focus on your strengths
be prepared

* Polishing your interview style
- Foundation of interviewing style: Competence + confidence
- Poise, Manners & good judgment enhance them.

* Adapting and developing style:
- Mock interviews
- Minimize answers length, no fillers
- Evaluate nonverbal behavior
- Evaluate voice tone

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*Presenting a professional image:
you need to sense the unspoken rules.
- Appropriate clothes
- Grooming
- Appropriate behavior → Don't be a rebel
* Being ready when you arrive
- Carry the documents you need
- Turn off your phone
- Be on time
- Respect everyone you encounter

Interviewing for success: Warm-up / Question-and-answer session / The close } Three Stages

[1] The warm up stage:
- Many interviewers make up their minds within the first 20 seconds.
الانطباع الأولي كتير مهم فلازم نكون بأحسن صورة وسلوك
- Body language is important
كيف واقفين، التواصل البصري، كيف بنلبّي عليهم
- Social skills
لا تقعد قبل ما حكولك "تفضلوا"

[2] The question-&-answer Stage:
Consumes greatest part of the interview
- Dealing with questions
- Let them lead - Avoid one-word answers
- Don't interrupt
- Listen to the interviewer
- Pay attention to their verbal & nonverbal messages
- Be aware of how they receive your answers
- Handling potentially discriminatory questions
- Some questions are illegal
- If unlawful questions are asked you can answer/not answer or figure out the question behind the question

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[3] The Close Stage:

A chance to correct misconceptions & emphasize your value to the org.

- Concluding gracefully:
  - Notice the signal, thank them for the chance and ask subtly what will happen next.
  - If an offer is made thank them and ask for time to consider it.
- Discussing Salary
  - Let the interviewer bring it up and when it happens negotiate based on salary range in the industry & geographic region
  - If it's not negotiable, negotiate benefits package

Interview notes

notes for following up [appointments / contact info]

Following up after the interview:

بعد المقابلة بنبعت رسالة بنشكر فيها على وقتهم ونعبر عن اهتمامنا بالوظيفة

[1] Thank you message

[2] Inquiry message

[3] Request for a time extension

[4] Acceptance letter

[5] Declining a job offer

[6] Resignation letter

[1] Write it within 2 days → letter / email

[2] Write it to request information → email

بنكتب هاد الرسالة لما نبغى نسأل عن معلومات معينة عن الشركة أو نأكد على معلومات قبل ما نقبل العرض

Services / products

[3] If you need more time to make a decision

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