

# 12 Week Program for Undergraduates & Graduates

## WHAT'S INSIDE

1. Breakdown for the next 12 weeks
2. Top 10 steps to find internships
3. Top 5 personality characteristics employers look for

## WEEK 1

### Overview

The first and most important part of the program is to start refining the companies you would like to work for through research. The purpose of researching companies is to raise your awareness of the industry you wish to work for.

### How – LinkedIn video training is provided plus notes

- We use LinkedIn to find companies, in addition to Google, Yellow Pages and White Pages and other sources
- Break companies into size: 1-10, 11-50, 51-100, 101-500 etc. This is demonstrated on video and online.
- Target small to medium sized companies in categories listed above. Although the general consensus is to target large companies, you need to be aware that large companies have the specialists in their sectors and small to medium sized companies provide excellent places to learn and grow professionally.

### Why

- Learn organisational charts: who to target and why. Video Training Provided.

## WEEK 2

### Overview

- Need to learn project phases, pre-feasibility, feasibility, project execution and commissioning.
  - Learn to speak like an engineer.
  - Produce a list of 6-10 companies to target based on what you found.
  - Prepare all written materials to prospectus companies you want to contact.
  - All templates for contacting people with influence provided.
  - We find the right people with LinkedIn and BING. It will provide full name and details, and from here we use phone techniques to get contact details or alternatively revert to faxes. All videos and notes provided.
  - Track all contact with clients with your tracking sheet, indicate when you are going to call and when you are going to follow up.
- We are trying to AVOID HR until we meet the people with real influence.

**15%** of jobs are advertised (SEEK)  
**85%** of jobs are filled by people in  
your NETWORK

**“THIS IS WHERE WE PLAY”**

## The Key to Getting Work is “Knowing Your Industry” (THEM) & “Knowing Yourself” (YOU)

### WEEK 3

This week we start further refining what we are looking for from each company by trying harder to understand what they do. Follow Method A to assist.

#### NOTE: Positive Response

The people who get positive responses back from individuals within companies have aligned correctly with the companies and what the companies do, and they have cleverly worked out what they can potentially offer.

#### Waiting for Response

Those who do not have positive responses often find they haven't done the research to get involved with the companies and require additional researching and effort around the industry they are targeting. Refer to METHOD A Week 4:

#### Additional Ideas to Assist - change your focus intentionally

Look at alternatives to what you are looking at. For example, you might find that you have focused on consultants in HVAC or energy, so deliberately diversify and look at operational roles or a different role outside of your capital city. See if you can raise awareness of you and what you offer. **Being proactive is extremely attractive to employers, and being persistent is seen as a valuable commodity to employers.**

Keep moving towards companies that look enjoyable to work for and remember that bigger does not mean better. Bigger companies tend to have more impressive websites, so the smaller companies are simpler to follow and produce simpler work, which allows you to align with what they do more easily.

#### Repetition - contact 3 NEW people this week and track

Get into a routine of calling 3 people per week, either on one day or over 2 days, BUT before calling get motivated. Do it first thing in the morning and be ready with everything on hand to refer to. Speak out loud a few times to hear yourself, as you will find you will simplify your words more and more as you practice.

#### Practice Makes Perfect - phone practice - videos provided. What to say and what not to say.

Practice is the key. If you find yourself putting it off, set a 30 minute timeline to call someone and practice for those 10 minutes out loud. Remember it takes about 10 minutes to perfect a simple call, and then execute it. Then repeat for all of them.

#### Once You're On a Role, Keep Rolling!

Each day, do this practice first - even when you don't think you need to practice. It's a common mistake. Remember, practice makes perfect.

#### Lesson Learnt From Other Graduates

I have prepared hundreds of graduates to call an engineer and most are never prepared. They always say they are, BUT they GET LAZY and use their FEAR to call - the FEAR controls them on the phone and they come across unprofessional...So watch the videos and practice.

## WEEK 4 - End of Month 1

### So to Recap:

- Continue with contacting (2-3) new people this week.
- Start experimenting with different segments.
- Also use your instinct; ask yourself regularly what is it you would really love to do - what is your NASA?
- If you find you're getting confused, you're over thinking it. Go back to basics: call people and meet people, and through your meeting it will help clarify what you are looking for.

Refine your researching skills and look to align yourself with their **services or projects**, use Method A to help you align correctly.

- **Questions to ask the right people are provided. All questions must be in context.**

### What is alignment:

Alignment is when you as an undergraduate understand what you are going to be doing in the workplace and then articulate this sufficiently both in word and more importantly in face-to-face contact with your peers. It makes you sound professional and easy to engage.

- **You don't need to know everything - just enough to make the first meeting memorable.**

- For those who have a **positive** response from a client, expect to be meeting the right people either this week or over the following 2 weeks, people are not always available when you want them. **"Become more patient"**.

- For those with **no responses** at all, simply refine what you know about the companies you have targeted, look at what they do and ask yourself what you can do within this company. If you cannot answer the question, you're not aligning with them. So look harder about what services they offer, dig a little deeper, Google any service in more detail and try to clarify what they offer. **"Become more reflective"**.

- This month we are talking like an engineer and by Month 3 we will sound like a well seasoned engineer, you will sound convincing and this helps gain work, it helps you differentiate yourself from others.

# Job Search Cycle

The more knowledge you have, the more opportunities you create



## GOALS ACCOMPLISHED FOR MONTH 1

- Contacted 8 people in total this month in writing and 2 face to face.
- Expect to have been introduced to 2 other professionals from the first month contacts, which is a total of 4 engineers.
- NOTE: No matter what, **DON'T GIVE UP**. If you are struggling look back on your effort and recognise what you are achieving and make sure you reward yourself for your efforts.
- Dealing with rejection & **time frames** associated with the process of finding a project (internship) or (actual work):
- **How to deal with rejection** by monitoring simple exercises to do that will keep you in a positive mindset to maintain momentum. THIS IS CRITICAL - some people quit right before all their efforts start to pay off.
- **All exercises provided and new video materials to keep you motivated.**

The first month sets the TONE for month 2 and month 3, so if you have done the work and prepared all your materials proactively, plus sent some online applications, at this stage you will have contacted approximately 16 people. You should expect 3-4 positive responses, followed by lots of preparation and learning about the industry and what they offer.

Expect to have met approximately 1-2 people by now.

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## WEEK 5 - WEEK 8

- In month 1 we used LinkedIn, Google and a range of method to find COMPANIES. Now we know more about the industry you can do more.
- NOW we **chase** the WORK, however you need to know about specific project phases, such as prefeasibility, feasibility, and project execution. **So this month we approach the market completely differently and proactively.** This month the real momentum starts - we move away from conventional methods to finding WORK, not just companies. **All information is shown via VIDEO on the HOW and most importantly WHY.**
- You need to continue to contact (2-3) people this week.

**NOTE:** From the first month, what normally happens is the first people will often give you other people to talk to if they enjoy your company in a face-to-face meeting. So for every 1 person you could easily get another 1-2 people which you will be introduced to. So 1 person leads to at least 2 in total. It's not uncommon for one person to introduce you to 2 -3 people.

• We call people weekly. Prior to calling we have researched them well, (use METHOD A) and in each case we are **over prepared** - better to be safe than sorry.

**NOTE:** If you cannot find information about a client, look for ones who have information about them, but still try to meet them anyway.

**NOTE:** Keep comprehensive notes of what the clients say when you call them or meet them face-to-face. Each person you talk to helps you build your knowledge and understanding about the industry. Graduates or undergraduates who get hired typically know what they're going to be doing - they KNOW THEIR INDUSTRY. It's easy to do and give yourself sufficient time to learn, but learning comes from taking action.

**Learning "HOW" comes from taking action and living the experiences; not from READING or WRITING to someone. Experience comes from life EXPERIENCE, TACTILE experiences, hence why we MUST meet people in our industry. Additional notes provided.**

The more preparation you do, the better it makes for in-depth and meaningful conversations for the clients.

THIS MONTH, you would have refined your knowledge of the industry.

# MONTH 3

## WEEK 9-12 MOMENTUM GROWS

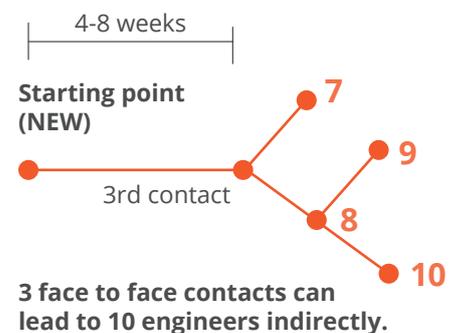
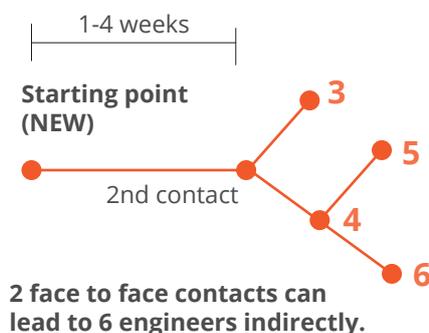
- Your rhetoric gets BETTER when you target specific industries that suit you, and you will have found industry segments that suit you.
- By now you will have met 4-6 more people from these emails because you're more specific and targeted.
- At this stage you will notice online jobs will seem EASY due to preparation you have been doing.
- Time to check everyone you originally called and review status from week 1 to week 12.

**NOTE:** Remember, you're trying to find a project to get involved with. The original 4 engineers can also be contacted again and they will keep you abreast of the industry as well as projects coming up. Plus the original 4 can introduce you to other people if you ask, so ASK.

NOW you need to continue to **nurture** your network once it's established and now you're ready to gain employment in the industry you targeted.

**NOTE:** Total of 6-8 professionals in your sector. Each engineer will help you if you got along with them and met them, BUT they won't if you DON'T meet them. Refine your researching skills and look to align yourself with their services or projects.

### Diagram of a Network - FROM YOUR NETWORK YOU GAIN WORK EXPERIENCE OR EMPLOYMENT



### WHAT'S NEXT

#### Additional Support

If you continue to struggle, seek more individual assistance and coaching. Set yourself up for some more refinement around your industry and before you SEEK additional HELP, make sure you have tried HARD to meet someone in the industry.

#### WHY

There is nothing better than talking with someone who genuinely has questions they want answered and it's around a specific business. DONT BE LAZY. Take your career seriously and deliberately create it to suit what you want. Remember the engineers will help you find work. This is the key to the hidden job market.

# 10 Steps to Finding an Internship Summary

1. List companies to target. (6-10 first week, 2-3 each week afterwards for 12 weeks) demonstrated with online materials.
2. List people targeting, their position and contact details, including fax numbers. All steps demonstrated.
3. List industry segment (record on your tracking sheet).  
(Some examples: Councils (Government), Construction, Oil (Energy), Manufacturing, Minerals, Coal, Environmental etc.)
4. Prepare emails or faxes all shown with the ONLINE program.
5. Use supporting research questions below to prepare yourself.  
**METHOD A - Getting aligned.**  
**So alignment** is when you as an undergraduate understand what you are going to be doing in the workplace and then articulate this sufficiently both in word and more importantly in face-to-face contact with your peers. It makes you sound professional and demonstrates a great attitude. You don't need to know everything - just enough to make the first meeting memorable.
6. Preparation before calling: practice out loud, either call someone and practice on them or talk out loud to yourself. When you hear yourself it helps refine what you will say, and also it gives you the confidence that you are prepared before you call.
7. Once you have (Emailed/Faxed) + Phoned + Meet engineers = Work (Internships, or work experience).
8. Change your resume + cover letter to suit a potential position. You always need to demonstrate certain key attributes on your resume. Look at my top 5.
9. Look at volunteer positions you can work on in the immediate future while you are trying to secure work in a particular industry segment. There are numerous charities you can work with, and there would be numerous established engineers who also volunteer for these charities. The key is being AUTHENTIC.
10. What does being "Authentic" mean? If you are going to donate your time to something, be honest with yourself and volunteer with an organisation you would like to work for. For example "Engineers Without Borders"

**NOTE:**

When you capture your efforts in writing it supports you when you are not immediately successful from week 5-8. It gives you a sense of optimism when you can see you are doing the work and it's only a matter of time before you succeed. We allow 3 months to successfully find work.

## Top 5 characteristics employers look for:

### APTITUDE

Employers seek raw talent with lots of aptitude or skills rather than hire people who think they know the business. In interviews and on resumes, employers look for clues that suggest aptitude like the ability to create rapport quickly, handle rejection and willingness to follow a proven process.

### ATTITUDE

It's a small thing but makes all the difference. Some people look at problems as proof that they're victims while others consider problems to be challenges. Some people contact employers proactively or walk in off the street. They're keen and determined to succeed, no matter what obstacle gets in their way and they are determined to reach their goal.

### INTELLIGENCE

A person's ability to come up with creative solutions. We all have budget and time constraints. Can you point to examples where YOU have found a way past, through or around a problem? Most industries suffer self-imposed limitations of "it can't be done because it's never been done before". Have a can do attitude.

### INTENSITY

Employers look for people who embody the Zen principle of 'Be here now.' In other words, work when you're at work. Compete to be the very best and be impatient to reach your goals.

### INTEGRITY

This is people's ability to do what they say they will do. If you say you're going to complete the work in 30 days, then clients or employers expect it to happen in 30 days - not 29 or 31. Employers expect employees at any level to show up for meetings on time.