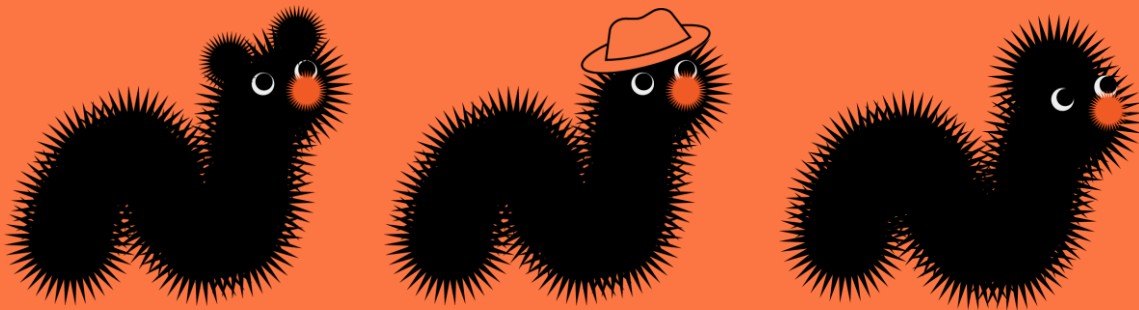


# EFFECTIVE COMMUNICATION & NEGOTIATION



# Today's tools for effective communication

1. CV Expo – making positive impact in recruitment
2. Storytelling and compelling presentations
3. Simulation of value proposition introductions



**CV  
Expo**





# Getting your dream job

## 1. What IS your dream job?

- What activities do you like to do
- How does it match with your values

## 2. Short-term and long-term perspective

- Learning goals
- Career goals
- Balance of life

## 3. How do you add value to your ideal company?

- Skills, capabilities
- Behaviors, attitudes
- Compact & compelling references

# Practical tips for job hunting



Cover Letter, customize



CV, resume, personalize

1. Do thorough homework on the company
2. Show your motivation
3. Tailor your messages
4. Differentiate
5. Be compact and clear
  1. CV is 1-2 pages
  2. Cover letter 1 page
  3. Contact email to fit the screen

## Example of a "cold contact" email

# Be clear, compact and make it easy to answer!

Hi Hanna,

It was great to see your delightful recent post about onboarding new young workers in LinkedIn!

I became instantly inspired to get in touch, as would you be interested in becoming a panellist here at Aalto for the international students in material sciences studying in an EU program? We are holding a "Compelling Communications" training session for them.... Canatu would be an interesting growth company in the materials sector for this audience. I'd find your extensive and international background in various organizations also very valuable, as entrepreneurship is one of the focus areas for this student group.

The panel will be held on Monday November 14th from 15:30 to 17 here in Otaniemi. If you're interested, and this would fit into your schedule, or to a schedule of another Canatu leader with recruitment experience, I would be happy to provide more details, perhaps over the phone. (Contact details included..)

Kind regards,

Sonja

Remember !  
Concrete  
email title



# Typical interview questions

1. Tell us about yourself?
2. Why are you interested in this role / our company?
3. What is the most significant accomplishment of your career so far?
4. Describe a situation, time when...
5. What else would set you apart as an ideal candidate for this role?

**BE SPECIFIC!**



# Chat GPT as a helper?

## Sharing of practices / insight

“I am applying for job in <job title, job industry>. Help me provide an outline and/or structure of a related resume and cover letter.”

“<copy job description from LinkedIn, Glassdoor, Indeed>, help me provide an outline and/or structure of a related resume and cover letter”

### CV Structure:

#### 1. Personal Information:

- Full Name
- Contact Details (phone number, email address)
- LinkedIn profile (if available)
- Optional: Personal website or portfolio

#### 2. Professional Summary:

- 3-4 sentences highlighting your expertise and passion related to startups, innovation, and investment.

#### 3. Education:

- University degree details (as they've mentioned Business, Chemistry, or Engineering).
- Relevant coursework or certifications.
- Any extracurricular activities or leadership roles taken during university.

#### 4. Professional Experience:

- Start from your most recent job and work your way backward.
- For each role:
  - Job title
  - Company name
  - Duration (e.g., January 2020 - December 2022)
  - Key responsibilities and achievements, focusing on experiences related to startups, investment, and innovation.

#### 5. Skills:

- Highlight skills mentioned in the job posting: detailed and analytic approach, initiative, problem-solving, understanding of startup dynamics, etc.

#### 6. Languages:

- Mention fluency in English and any other languages known.

#### 7. Network & Affiliations:

- Active memberships in startup ecosystems, incubators, investor networks, especially in the Nordic and Baltic regions.

Regenerate

Send a message





## Home assignment

# Recruitment video

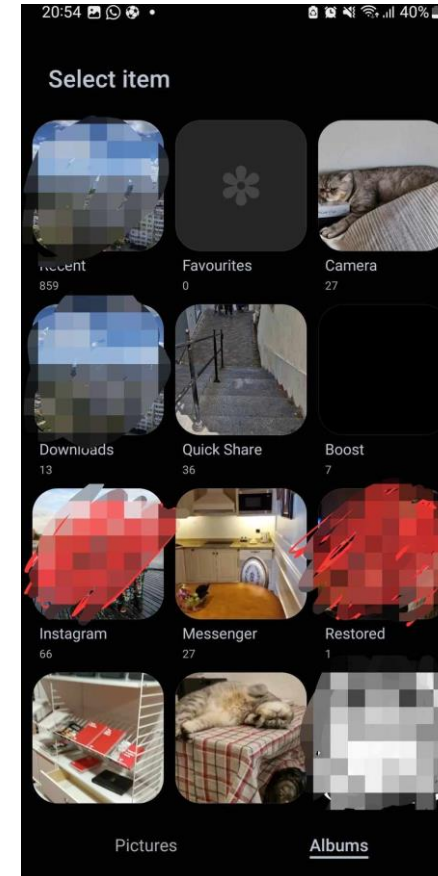
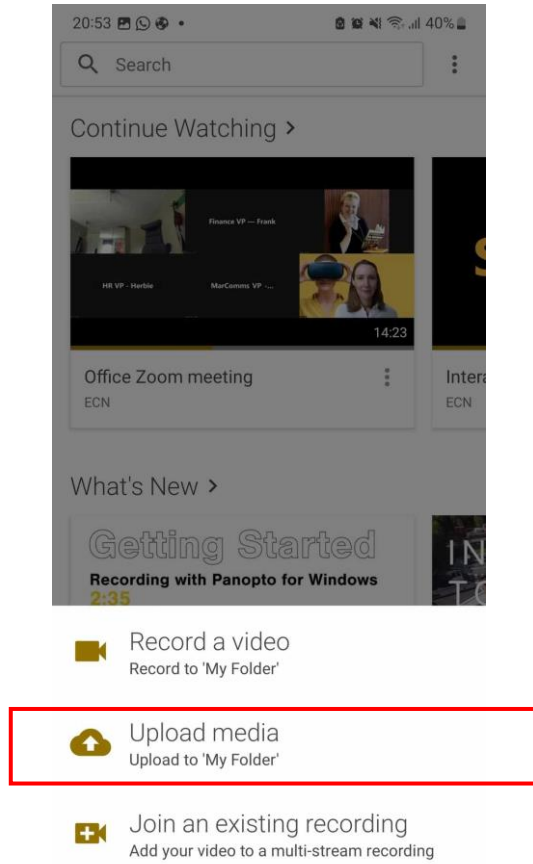
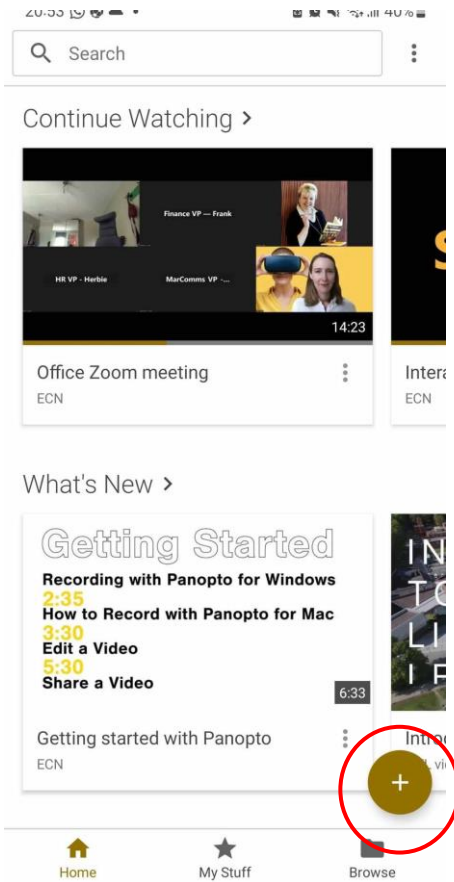
1. Introduction of yourself / first impression
2. Link to the company – what you can do for them, not what they can do for you
3. Show your interest & contribution
4. Relevant evidence
5. Call to action – availability, question, keen to discuss more

## Technically

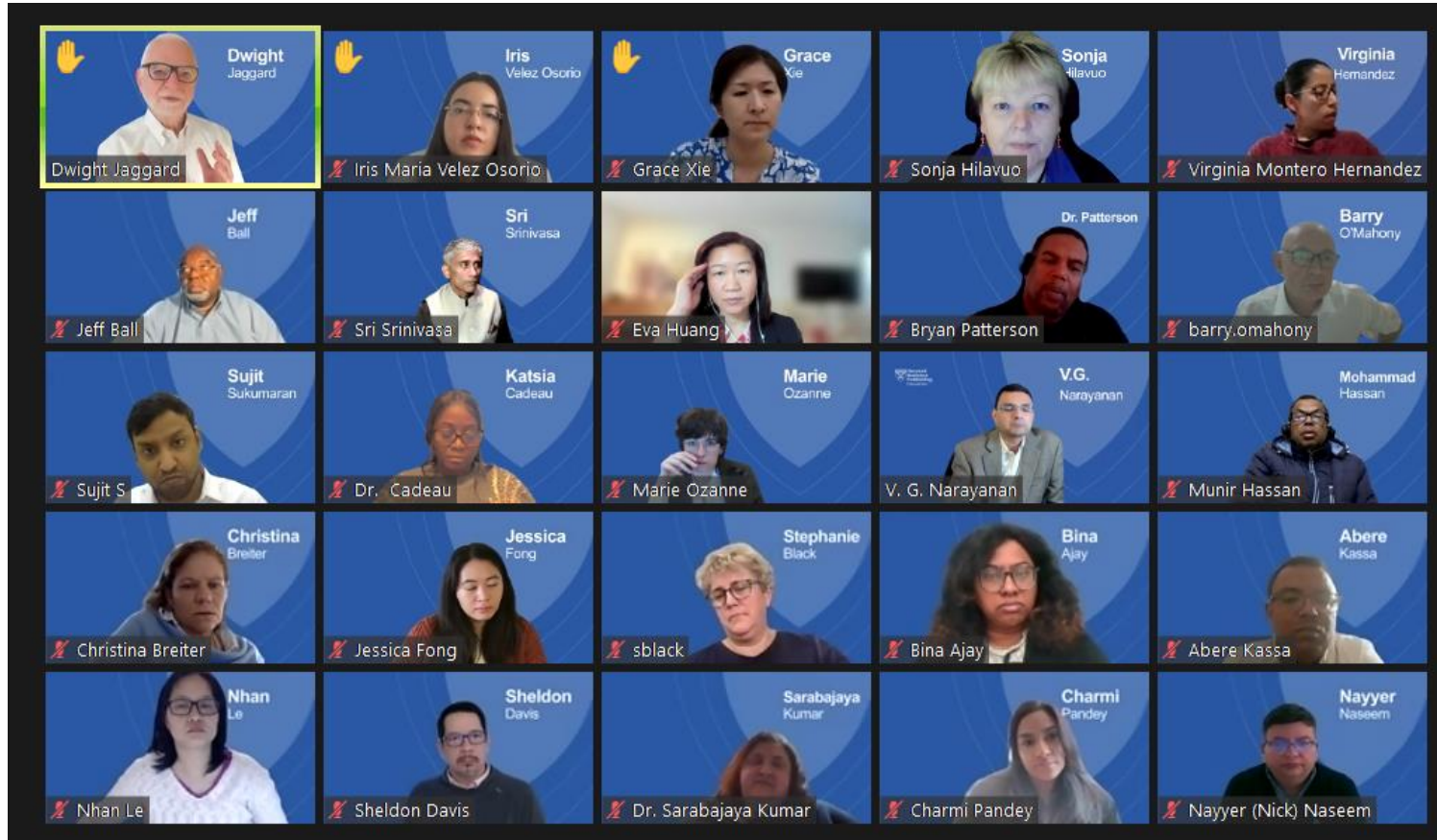
- 60-90 seconds, mobile phone is perfect, check audio
- Movement / stationary, background, framing
- Make a script and then forget it 😊



# How to upload on Panopto from your gallery



# Tips for virtual meetings



- Cameras ON
- Active listening
- Background matters

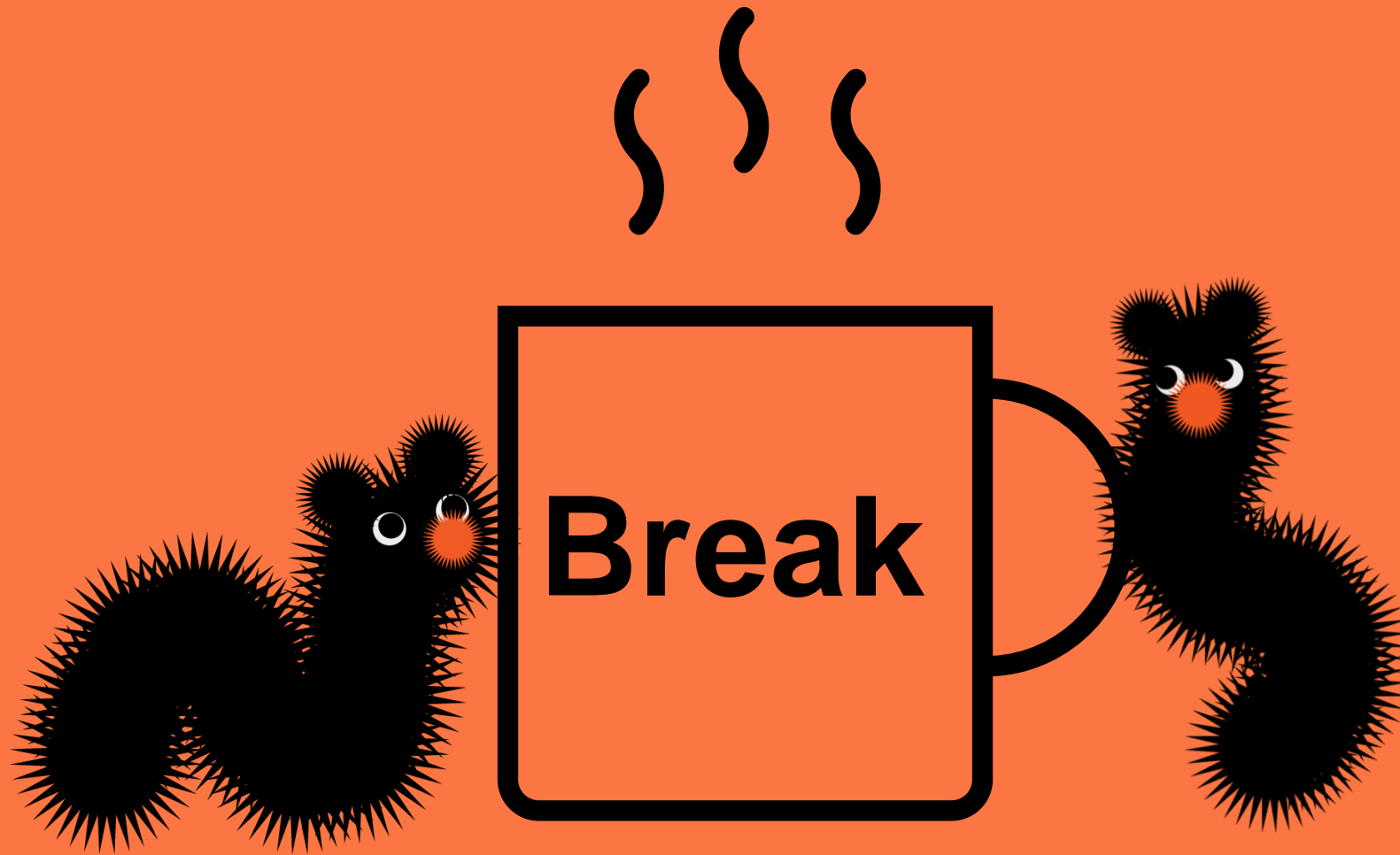
Research on backgrounds: <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0291444>

# Exercise on Group interviews on May 15-17



Every one books into one 45min session in Room Meadows (K3)

1. Wed 15/5 at 10-11
2. Thu 16/5 at 13-14
3. Fri 17/5 at 11-12





# Understand your audience



What suits one customer  
might not suit the next



# What are common learning styles - how do people absorb information?

- **Auditive**
- **Visual**
- **Kinesthetic**

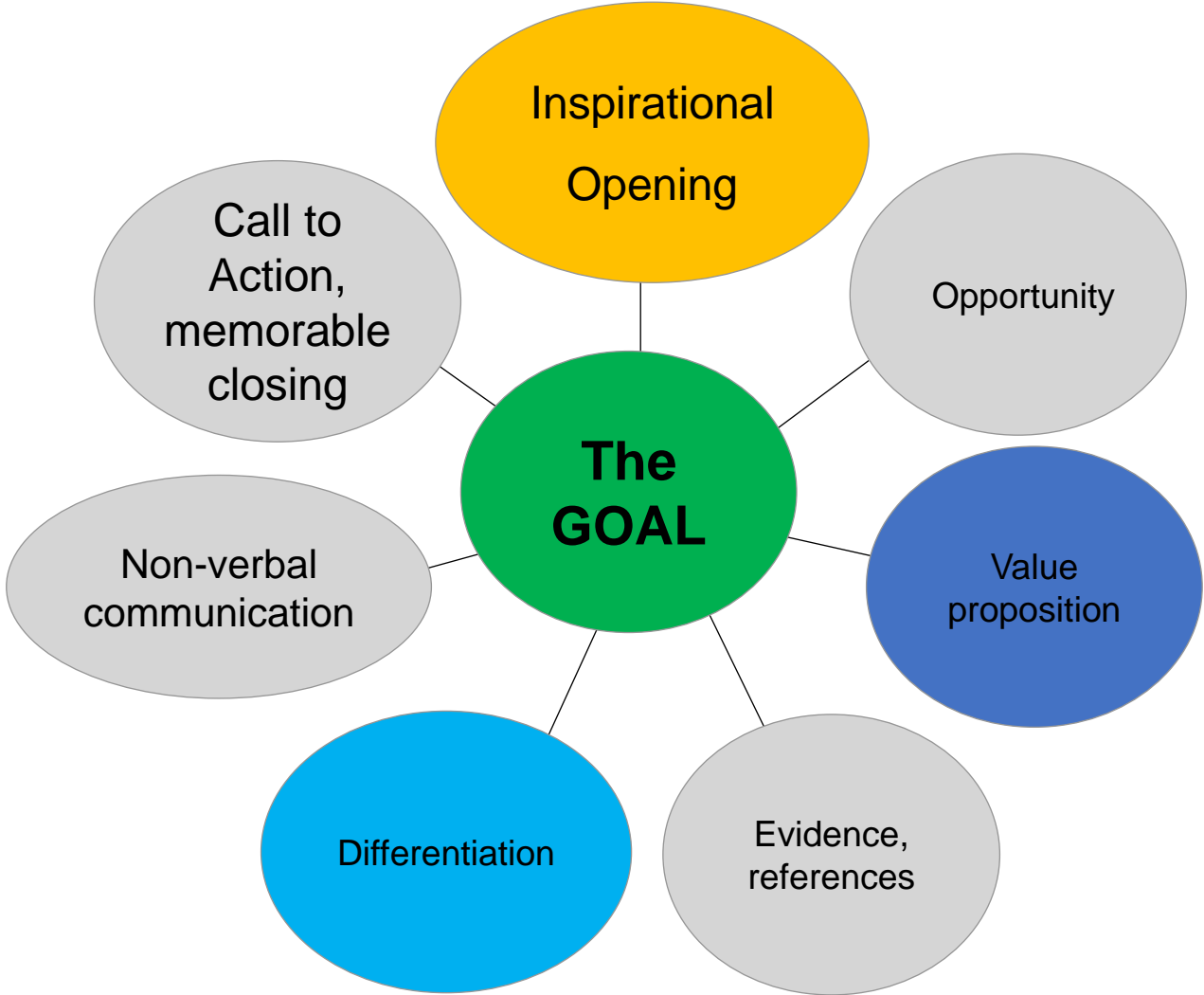


**Understand – adjust – apply!**

# Anatomy of powerful messaging/presentations



**Build your story**



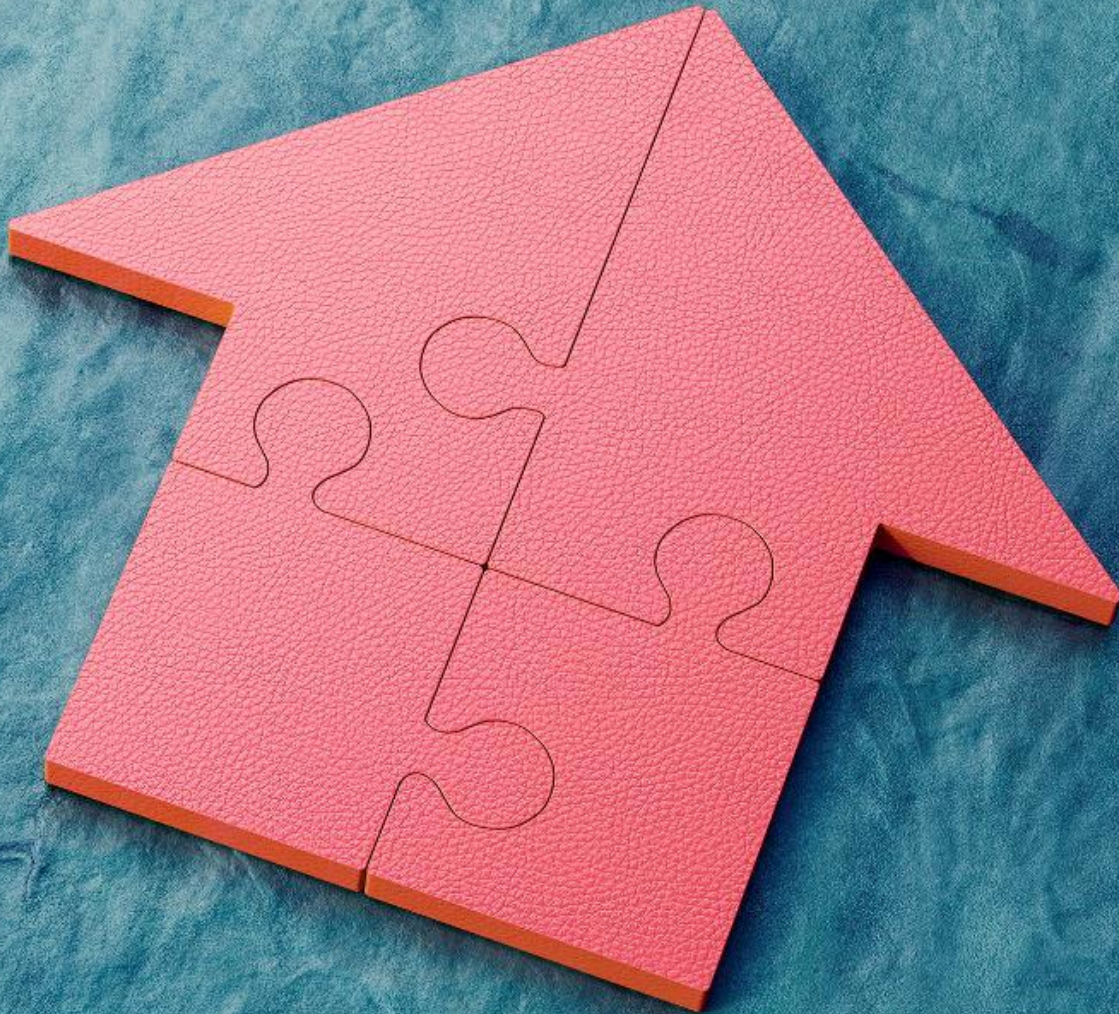
**ETHOS  
PATHOS  
LOGOS**



# Story is worth telling forward

**Story** = Meaning + Emotion

Story packages meanings





# The four truths of a storyteller

1. Truth to the Teller
2. Truth to the Audience
3. Truth to the Moment
4. Truth to the Mission

Source: Harvard Business Review article "The Four Truths of the Storyteller", P.Gruber (HBR 2007)





**Message positioning  
practice**

# Template: One slide visual story

## Verbal component

- Surprise, humour → emotion
- Metaphor, anecdote
- Speak value

## Textual component

- Demonstrate value
- Include ideally a number
- 3 points indeed often enough

→ SIMPLIFY + visualize + PRACTICE





# Show your evidence

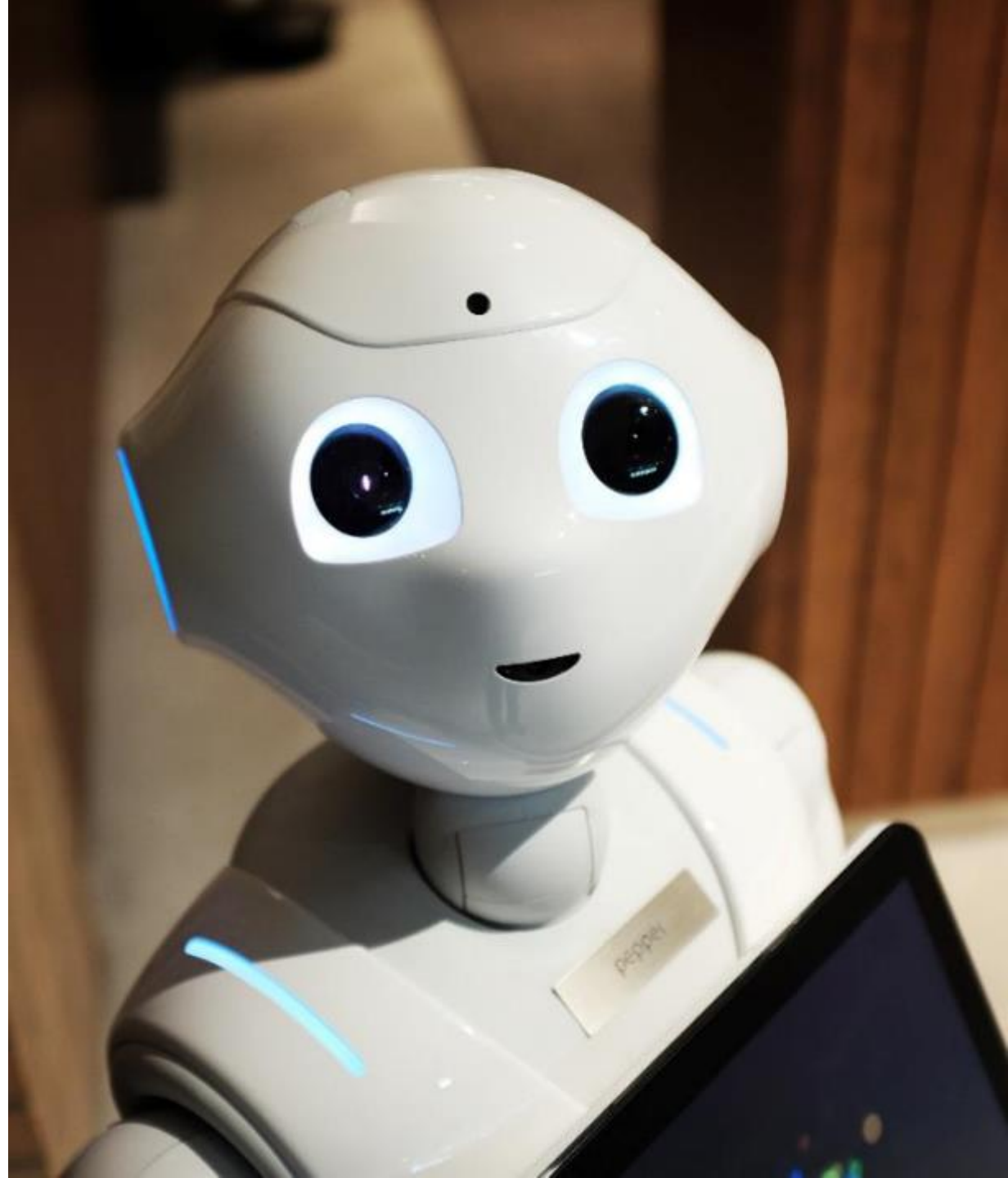


- Lab evidence, visual evidence, infographics
- Can you mention relevant past successes?
- Reference points?
- These build logic (logos) and credibility (ethos) to your message

# Compelling presentations

- Target your audience
- Key message(s) clearly
- As few slides as possible
- Photos, icons, comics, charts
- Colors, consistency
- Large Fonts (20+ points)

Close with **Call to Action**



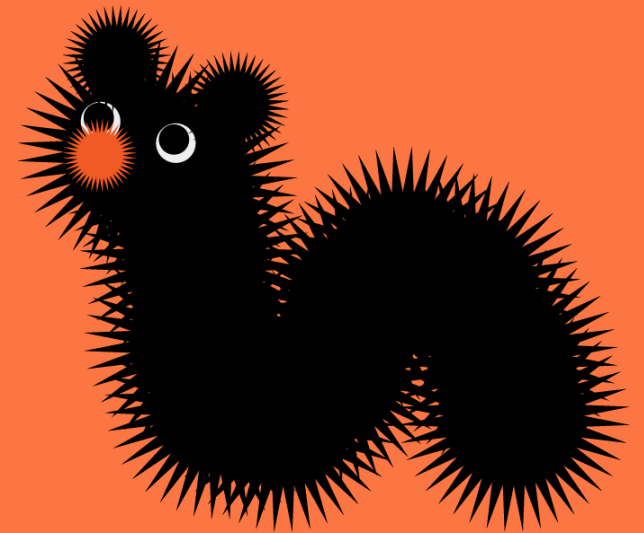
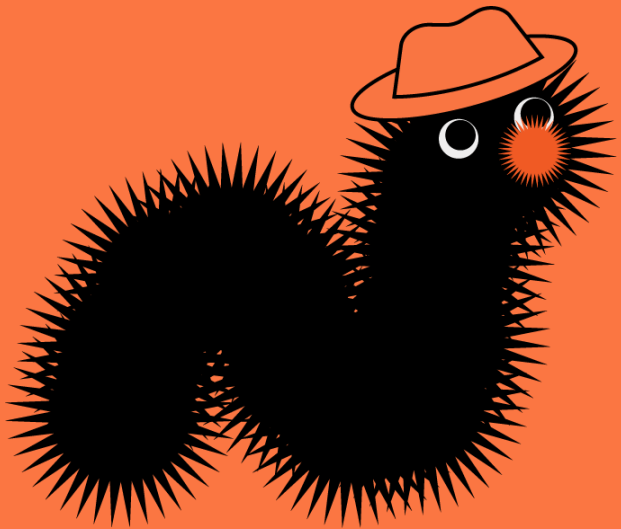
# Rhetorical techniques

1. Question
2. Quotation
3. Metaphor
4. Story
5. Repetition
6. Audience activation
7. Scenarios & contrasts



For the next session:

**Company  
introduction  
meeting**





## SMALL GROUP SIMULATION

# Introducing a value proposition

### 1) **Decide your company (“what do you sell”)**

- Can be a completely imaginary company, invent a name
- Or a company with simple offering like Wolt, Apple, McKinsey consulting, HarperCollings book publisher etc

### 2) **Introduce a new or enhanced value proposition to your customers**

- Is it a product or a service?
- Use the presentation techniques to create a compact introduction to your customer
- Duration 2-5 minutes only !!!

### 3) **Simulate the introduction situation**

- Some of you are the sellers and some are your customers

Present a “beginning of a customer meeting”

# Make a compact discussion opener

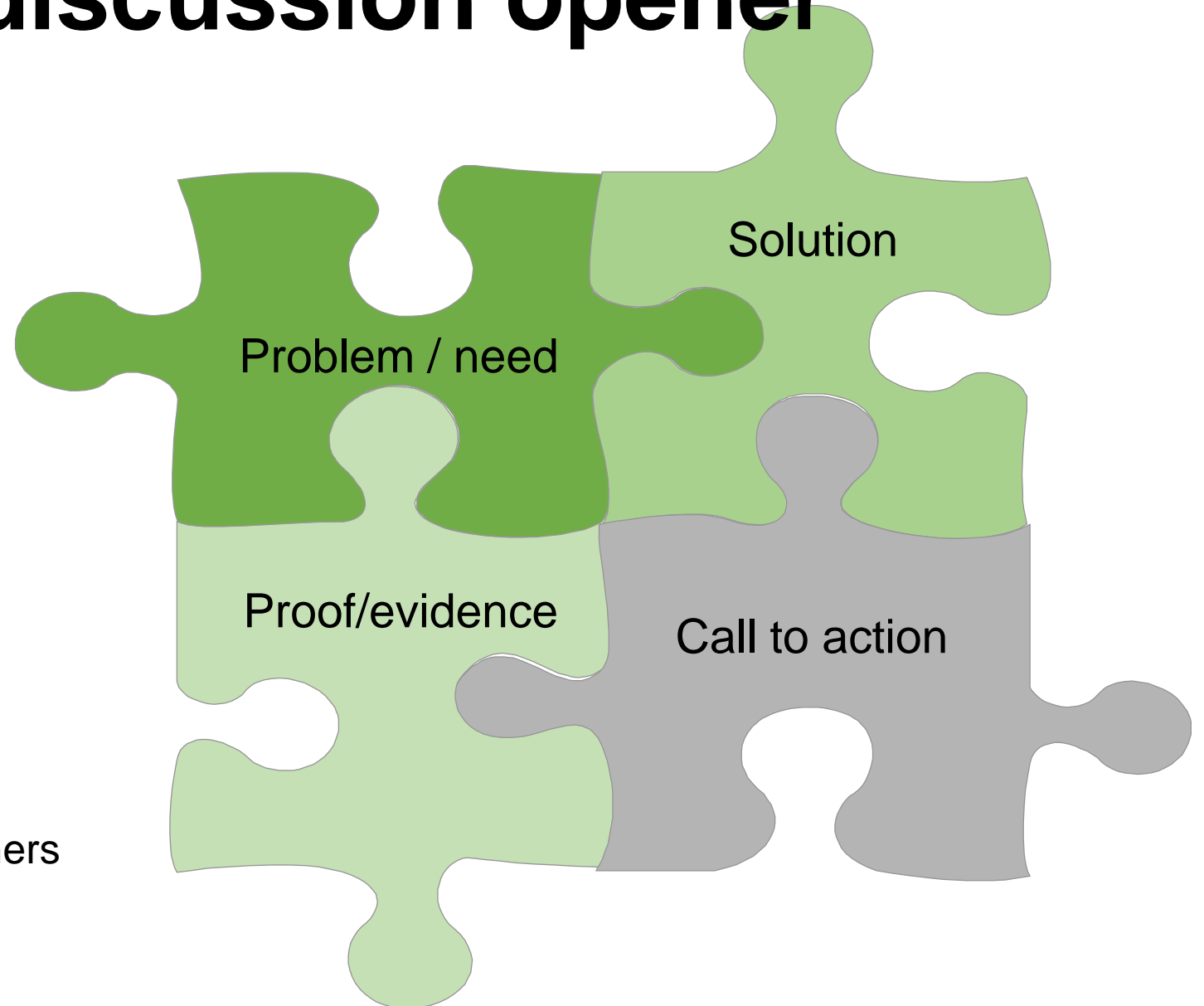
## The seller(s)

1. Compelling opening and closing
2. 1-3 slides / drawing / other
3. Include a number
4. Include a metaphor or quote

## The customer(s)

1. Present two questions
  1. An explorative one
  2. A tricky one

**Be creative & practice the simulation, others are just audience**





# Prepare for a recruitment meeting

## 1. Think of a company that is of interest to you

- Review their web pages
- Establish why you would like to work for them, and in what type of a role
- Crystallize your value proposition – what will you bring to them, why should they employ you?

## 2. Prepare a short application video

- Duration ca 60-90 seconds only
- Mobile phone camera and any format will work
- Upload the video to MyCourses
- Only the teacher will see your video, and you will get personal feedback

## 3. Deadline on Monday May 13th 20:00 in MyCo

- Upload video to MyCo / (or send an email with link to video) to Sonja

