



- ▶ JOBS..... 3
- ▶ EMPLOYMENT  
GLOSSARY.....2



- ▶ TRADERS TROPHY..... 2
- ▶ FNB UBC SA..... 5



- ▶ SKILLS SHORTAGE A  
MAJOR CONCERN ..... 6

# Career *focus*

ADDRESSING THE NEEDS OF GRADUATES AND PLANTING THE SEEDS FOR CAREER DEVELOPMENT.

## Getting Involved in your Career Planning

It's the beginning of the year, and I keep hearing that hopeful job applicants are very busy sending out CV's in every direction. I hear, "I send at least 15 CV's out a day". "I have my friends and family helping me by emailing my CV to everyone they can think of." If this is your modus operandi for finding a job - please think again!

Allow yourself to think of Yourself and your Skills as "your brand". You are a product or service that someone who has a need might consider hiring to solve a problem or realise an opportunity. If this is the case What do you have to offer? Why would a company listen to you? Consider the market or audience that would want to hear from you. "Who is your market?"

Marketing and advertising companies spend a lot of time researching, exploring and considering what the market needs. When they know who needs what they have, and why they believe they need it - they can then accurately and specifically communicate their message to this audience. So my question to job seekers is - "Is your job search any different?" Knowing what a company is looking for and being specific about what you can do for them in this regard will not only help you communicate your value better, but will also draw their attention to the fact that you could solve their problem. In this way, a more convincing and meaningful message can be created in:

- how you word your covering letter
- the way you highlight areas in your *Resume*
- how you demonstrate your edge as the person that is right for their role

As you get more involved and continue to take ownership of your *job search*, and consider all the options and challenges that this process presents, it should become clearer to you what is right for you, and what you are going to make

happen in your career.

### Ten Things To Consider In Your Job Search

- What do you want? - target an organisation and write an individual cover letter for each target organisation
- Where would you like to be doing this? - target an industry.
- Who do you know that could give you a referral? - reference comments provide an effective proof source to include in your communication
- Who do you know who could give you an introduction / referral? - use any advantage you can to get a foot in the door for an interview
- Research the organisation! - be interested and knowledgeable about the company
- What is the culture of the company? (The all important "X-Factor Fit" )- know the company's mission and values and how these relate to what is important to you
- Write a letter directly to the company - get proactive and demonstrate your work ethic
- Plan for your interview!
- Interview the company as you are being interviewed - Conduct a needs analysis during the interview. If you know what their needs are you can discuss how you can solve those problems.
- Send a thank you note to each interviewer within 24 hours of the interview.

And most important of all, smile and look forward. Good luck!

Author: [Cindy Bell](#)





## Traders Trophy worldwide 2010 in South Africa

*Take the opportunity to experience the atmosphere of being a trader.*

### What is Traders Trophy?

The competition is situated within a virtual dealing room created by connecting computers into a network. Each computer represents the desk of a trader, behind which you have access to news, phone lines and graphs of the traded securities.

You can compete for the top spots even without any prior knowledge of trading. The Traders Trophy is open to students from all faculties.

### The qualification rounds

The qualification rounds are held locally, at, or near, your university. During the qualification round, you get instructions, perform a 'dry run' of the system,

After the session you will receive your results. Generally two or three of these rounds are organised per university.



*"The Traders Trophy is open to students from all faculties".*

During the qualification session you will trade one equity. You will have the possibility to buy or sell in a virtual market, or contact other participants to request or provide prices. If you want to try the simulation software for a demonstration, please visit [www.traderstrophy.com](http://www.traderstrophy.com)

### The Final

If you are amongst the top traders of your university, you will

earn a spot in the local final. During this final you will compete with the best traders of the other participating universities.

You will be trading not one, but three equities from different industries. The winner will receive the title best student trader in South Africa. The best traders in the South African final will also qualify for the world final in Amsterdam in early 2011.

### To enroll

If you have an interest in Trading and would like to participate in the qualification rounds, visit [www.traderstrophy.com](http://www.traderstrophy.com) to enroll.

**SHOW YOUR TALENTS AND WIN!**

traders trophy worldwide

### Sponsors



### 3 May 2010

UP Qualification Rounds  
Sessions available  
Morning 08:00 - 10:00  
Midday 10:30 - 12:30  
Afternoon 13:00 - 15:00

### 11 May 2010

Final, JSE Johannesburg

# EMPLOYMENT GLOSSARY

This glossary of job-, career-, and employment related terms was designed by Quintessential Careers to give job-seekers a quick definition of terms used in the job market. Each newsletter will cover five terms with explanations.

**Career Branding** Helps define who you are, how you are great, and why you should be sought out. Branding is your reputation. Branding is about building a name for yourself, showcasing what sets you apart from other job seekers, and describing the added value you bring to an employer.

**Career Objective** An option part of your resume, but something you should contemplate whether you place it on your resume or not. It can sharpen the focus of your resume and should be as specific as possible—and written in a way that shows how you can benefit the employer.

**Career Passion** One of the most important elements of personal happiness is being passionate about your career and your job. If you no longer have - or never had - personal and professional fulfillment from your job, there is always time to discover a career for which you do have passion.

**Career Vision Statement** A set of career goals that a job-seeker sets for the long-term, typically five years or more. The purpose of a career vision statement is to give you a clear direction for the future; it is a vision that has been committed to paper to guide you in making future choices.

**Case Interviews** Used primarily by management-consulting firms to determine how well suited you are to the consulting field. Case interviews measure problem-solving ability, tolerance for ambiguity, and communication skills along several dimensions. The idea is to find out how well you identify, structure and think through problems.

## Jobs Currently on the Career Portal

- 1 **Research and Development/Technical Services**  
None at Confidential  
  
Graduate position in the Manufacturing, Production & Trades sector at Confidential in Johannesburg in South Africa (Gauteng). Posted by University of Pretoria on 14/04/2010 , Ref Prosta6.
- 2 **VoIP Systems Engineer**  
R6,000-15,000 Per Month CTC at VoIP  
  
Permanent junior level position in the Telecommunication sector at VoIP in Pretoria in South Africa (Gauteng). Posted by University of Pretoria on 26/03/2010 , Ref 690.
- 3 **Part time traveling tutor**  
R2,000-4,000 Per Month Basic Salary at Genius Specialised Education  
  
Contract position in the Education sector at Genius Specialised Education in Pretoria in South Africa (Gauteng). Posted by Genius Specialised Education on 25/03/2010.
- 4 **Waiter**  
R16-20 Per Hour at InnStaff  
  
Contract position in the Hospitality & Restaurant sector at InnStaff in Pretoria And Johannesburg in South Africa (Gauteng). Posted by Innstaff on 25/03/2010 , Ref Waiter.
- 5 **Brand Ambassadors/Promoters**  
R40-50 Per Hour at Resource Agency  
  
Casual entry level position in the Marketing sector at Resource Agency in Johannesburg in South Africa (Gauteng). Posted by University of Pretoria on 09/03/2010 , Ref 685.
- 6 **KPMG Graduate Recruitment**  
Market Related CTC at KPMG - Applications  
  
Learnership entry level position in the Financial sector at KPMG - Applications in Across South Africa in South Africa (Gauteng). Posted by University of Pretoria on 09/03/2010 , Ref 678.

are you sharp?



**RAiN is a razor sharp firm  
looking for equally sharp candidates**



**contact us if you want to grow**



**or become Sharper**



**we look forward to hearing from you**

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A member firm of MSI Global Alliance one of the world's leading international alliances of independent legal and accounting firms, with over 250 member firms in 100 countries.

[www.rain-ca.co.za](http://www.rain-ca.co.za)



Visit the Career Portal for these and other job opportunities.

- Go to [www.up.ac.za](http://www.up.ac.za)
- Log in with your student number and password
- Click on My Career & CV (left-hand menu)

Or [CLICK HERE](#)

# Events

**3 May 2010**  
**Conference Hall 100**

## Traders Trophy

**4 May 2010 12:30 - 13:30**  
**IT 2-27**

## ABSA Skills Workshop

**11 - 12 May 2010 09:30 - 14:30**  
**Rautenbach Hall**

## career EXPO

**26 July - 12 August 2010**  
**IT 2-27**

## career week

**18 August 2010**  
**IT Building Foyer**

## IT career Day



**FNB UNIVERSITIES BUSINESS CHALLENGE 2010**

**The premier undergraduate business competition in SA  
It's time to knock UCT off its perch**



**Get-ahead students should not miss the experience in 2010!**

**FNB UBC - How to Participate**

*Register your interest now for FNB UBC South Africa 2010...*

The FNB UBS SA invites teams (consisting of a maximum of 5 and minimum of 3 students) to participate in this career-enhancing event.

FNB are sponsoring 60 teams at 12 universities!

**Step 1** Please know who your team members are before registering and take note of the criteria below.

**Step 2** Please complete and submit the first University Details registration form on [www.za.ubcworldwide.com](http://www.za.ubcworldwide.com).

**Step 3** You will then receive an email reply from the FNB UBC SA Management Team

acknowledging your registration and requesting your team member details.

**Step 4** The Team Leader will receive a confirming email whether you have been awarded one of the FREE sponsored team places at your university.

**Information about team members**

- A student in 2nd year, 3rd year or Honours of their studies (the majority of members should be in final year)
- Completing a university degree from the BCom, BSc, BEng or BA Faculty.

**Important** Teams must consist of 3 - 5 members and can have a maximum of one (1) team member who is an International student.

**Registration Closes  
30 June 2010**

# Timetable

**ROUND 1**

**Trail Trading Period (TTP)**

*Practice Round*

7 - 14 July 2010

**Trading Period 1**

16 - 21 July 2010, 10 p.m.

**Trading Period 2**

23 - 28 July 2010, 10 p.m.

**Trading Period 3**

30 July - 4 August 2010, 10 p.m.

**Trading Period 4**

6 - 11 August 2010, 10 p.m.

**Grand Finals Announced**

12 August 2010

**ROUND 2**

**Grand Final** - run live over one day

- Top 8 Teams from Round 1 go through to Round 2 - run live in over one day at a regional location (in 2008 the Grand Final was held in JHB and in 2009 in Cape Town) - with the winning team being hosted at a special event by FNB
- Scheduled for the week commencing 23 August 2010 (exact date and venue to be confirmed).

Lead sponsor:



[www.za.ubcworldwide.com](http://www.za.ubcworldwide.com)



# BUSINESS REPORT

## Skills Shortage a major concern for CEO's

Some of the biggest challenges currently facing organisations include the availability of finance, changing risk requirements, market adaptability and the capacity to respond to new customer demands, PricewaterhouseCoopers' (PwC) 13th Annual CEO Survey shows.

The survey tackles significant questions that could impact the Human Resource (HR) function in a range of global and local companies.

While some big employer brands collapsed at the end of the "noughties" in terms of people strategies, insights from the survey suggests that CEOs are prioritising the people agenda as a means to recover and grow.

Some aggressive organisations used the downturn as an opportunity to poach skilled individuals from competitors that failed to ring-fence top performers.

According to Gerald Seegers PwC South African director of human resource services, stimulating employees and executives with the appropriate skills and experience will be critical to operate and compete effectively in the emerging environment.

As the population ages, organisations' and countries' depend on an increasingly limited number of talented people producing wealth, justifying CEOs concerns about having the right people in the business.

Seegers says: "The unanticipated scale of cost-cutting, head count and redeployment changes required by organisations during the downturn meant some existing processes could not support the rapidly evolving needs."

"This brought human capital failures to the surface, begging the question whether HR did its job in terms of reward models and its availability to cultivate an agile and flexible workforce during the downturn." 73 percent of South African CEOs responding to the survey voiced unease about the availability of key skills in the market.

This concern is echoed by 80 percent of respondents in Africa, while 68 percent of US CEOs are not concerned about skills shortages at all.

Addressing the challenges facing HR effectively will largely depend on the Governments support to create a skilled workforce and how heated the political debates around education and remuneration become.

However, when asked if Government was effective in helping create a skilled workforce, 70 percent of South African CEOs strongly disagreed.

63 percent of South African respondents noted that long-term investment decisions related to leadership and talent development will be significantly increased.

57 percent have indicated they will place an increased focus on creating personal accountability and reward structures for good risk management.

Compensation has been a persistent and prominent focus of public distrust in many parts of the world.

Yet, the full impact of negative sentiment around executive pay does not appear to have registered with CEOs.

Overall only 30 percent of CEOs in the UK who recognised a decline in public trust said they would change compensation practices, while 90 percent of South African CEOs will be making

minor or no changes to remuneration levels.

The CEO Survey highlights three major human capital failures which were brought to the surface as a result of the downturn:

- Existing reward models are broken. Whether as a result of regulatory pressure or public pressure, reward models are seen as not fit for purpose in many parts of the world.

This is not just confined to financial services as criticism of reward models are increasing across most sectors.

- CEOs were unable to move talent around quickly when the crisis hit. This led to large-scale layoffs to save cash but also left crucial 'talent gaps'.

Organisations will have to find more agile ways of deploying and reallocating talent to where it is most needed. Doing this while keeping employees engaged and motivated is vital.

- Employees lack the key skills needed to operate and compete in the new emerging environment. For example greater risk awareness, market adaptability, change management capability, responding to new customer demands.

CEOs in many parts of the world also believe that governments have largely failed to supply a workforce with the right skills.

Preparing for the economic upturn presents HR with opportunities to refocus on managing through change and engagement programmes as talent gaps need to be closed and roles clearly defined.

Seegers concludes: "Given the strong focus CEOs appear to be placing on people management strategy and processes, we expect to see significant changes to HR models in the next decade." - I-Net Bridge 09 April, 2010.