

# UNITE SCHOLARS SCHOOL CLUBS PROGRAM

## WHAT IS UNITE ALL ABOUT

Unite the World With Africa Foundation (Unite) is a USA-based charity established in 2014  
to serve, educate and empower the poor.

- **Our Vision:** A world in which people unite in service, crossing borders seen and unseen, so that every human may live with dignity and opportunity.
- **Our Mission:** Empowering extraordinary-yet-impooverished and marginalized youth & women with quality education, health, leadership & business development programs to foster independence, dignity, and long-term success.



# INTRODUCTION TO UNITE SCHOOL CLUBS



- *The Unite Scholar School Clubs' mission is to empower and motivate youth to become self-actualized and self-aware young men and women who consistently act as the best version of themselves at school, at home, in their communities, and in their future careers.*

## OBJECTIVES OF THE UNITE SCHOLARS SCHOOL CLUBS

**1**

*Prepare secondary school students to become effective leaders and global change makers.*

**4**

*Equip secondary-school students with essential soft skills necessary for them to excel in accomplishing their goals.*

**2**

*Encourage secondary-school students to think independently and develop their own solutions to life's challenges.*

**5**

*Help secondary-school students enhance their understanding and appreciation of diversity.*

**3**

*Assist secondary-school students to set SMART goals and strategize properly on how to achieve them.*

**6**

*Help secondary-students envision, manifest, and achieve their BIG dreams.*

# MODULES OF THE UNITE CLUBS

1

Introduction

2

Personal Branding

3

Communication Skills

4

Active Listening

5

Feedback & Criticism

6

Time Management

9

7

Self Awareness

8

Social Media

9

Networking

10

Presentation Skills

11

Leadership

10

MODULE  
TWO



# PERSONAL BRANDING



What comes into  
your mind when  
you see the  
following images?

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## WHAT IS PERSONAL BRANDING?

- Personal branding is a process that involves creating a unique name and image for yourself.
- Personal branding aims to establish a significant and unique presence or image in the society.



## WHY IS PERSONAL BRANDING IMPORTANT ?

# IMPORTANCE OF PERSONAL BRANDING

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- Personal branding helps establish trust and credibility.
- Personal branding helps distinguish a person from the competition.
- Personal branding helps boosting an individual's self-confidence.

# IMPORTANCE OF PERSONAL BRANDING

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- Personal branding is a stepping stone in building connection in different fields or areas of specialization.
- Personal branding creates a sense of admiration, trust, and respect. As a brand, people will tend to look up to you as their role-model and will therefore want to learn from you.
- Personal branding helps a person be authentic. As a brand, one will always want to practice what they preach and lead by example. They will always want to be professional.

# TIPS OF BEING A PERSONAL BRAND ●



## BE CONSISTENT

In order to become a brand you need to maintain a similar style of how you present yourself. Avoid being someone with many different personalities or contradicting values as this will confuse people.

## IDENTIFY YOUR STRENGTHS

Know your strengths. This will help you determine what makes you stand out from the crowd. Use your strengths to your advantage so that people can easily recognize you.

## BE POSITIVE

There are always a thousand reasons to be negative, but to be a strong and impactful brand, you ought to have a positive attitude 24/7. When you are positive, people feel good being around you.

## KNOW YOUR AUDIENCE

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Your audience can be your classmates, your teachers, your school staff, or others. To represent yourself well, report to class on time, pay attention, and respect everyone regardless of who they are or their ranking in the community.

## BE ORGANIZED

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The only way you can be consistent is by being organized. Being organized also helps you appear tidy, which people will always notice you from afar. It will help you be a point of reference for every one regardless of the circumstance.



DID YOU  
KNOW?

- All Unite Scholars are a unique brand representing Unite.



## EXERCISE DELIVERABLE:

Attempt this exercise on a piece of paper and submit



What are the benefits of Personal branding?



What are my superpowers and what makes me stand out from my peers?



Who do I want to be when I grow up?



How would I like to be identified by my classmates and teachers?

## CONCLUSION

There is a reason why people say “building” a brand and not “making” a brand. This is because it takes time, patience, and a lot of hard work to become a brand. Remember to follow the tips in this lesson consistently and over time to become a powerful and positive brand. Brands are not built overnight.



## MODULE THREE

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# COMMUNICATIONS SKILLS

## WHAT IS COMMUNICATION?

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- **Communication** is the process of sending and receiving information between two or more people. The person sending the message is referred to as the sender, while the person receiving the information is called the receiver. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions, and even emotions.

## TYPES OF COMMUNICATION

✓ Verbal Communication

✓ Non-Verbal Communication



## VERBAL COMMUNICATION

Verbal communication is the spoken or written conveyance of a message. As an educated man or woman in this world, it is expected that you should be able to speak clearly and intelligently at all times. All communications should have excellent English/Swahili with perfect grammar. Write in full sentences and never use CAPITAL LETTERS or emoticons (emojis).

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## NON-VERBAL COMMUNICATION

Non-Verbal Communication includes gestures, body language, facial expressions, eye contact, etc. Oftentimes it's what you don't say that tells the most about you. When you meet someone for the first time, you want to communicate confidence and a great attitude. You want them to grasp the positive aspects about yourself. It is very important to be aware of your body language.



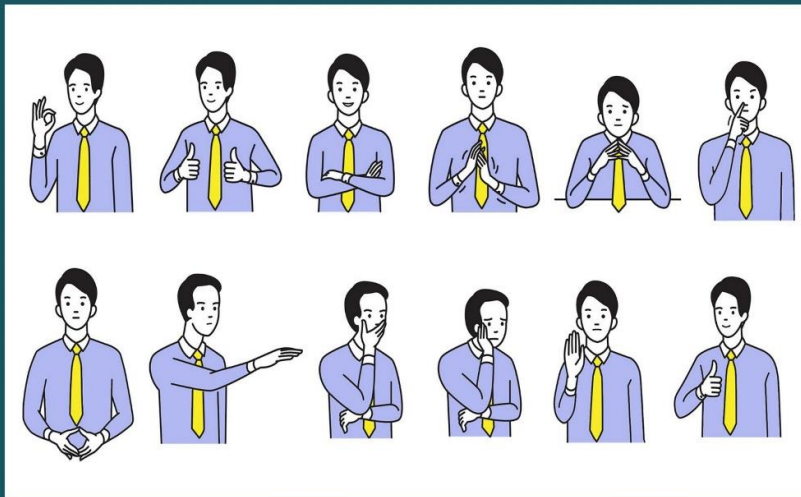
## WHAT DO YOU NOTICE FROM THE FOLLOWING PICTURES?



*Body language as a form of non-verbal communication tells a lot about your audience. Notice the postures of the audience in the picture? What does their body language say?*

6

## GROUP EXERCISE



What message is the person on the picture trying to convey? E.g.

1. Perfect
2. Very good
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

7

# ELEMENTS OF COMMUNICATION

*For effective communication to have happened, the following elements or steps must occur:*



## ✓ **Source/Sender**

The source is the person or thing attempting to share information.

## ✓ **Message**

The message is simply the information you want to communicate.

## ✓ **Encoding**

This is the process of assembling the message into a representative design so that the receiver can understand.

## ✓ **Channel**

An encoded message is conveyed by the source through a channel. A channel could be the paper on which words are written, or the Internet acting as a model that allows the receiver to get the message.

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## ✓ **Decoding**

The process of the receiver interpreting the message. Reading or listening are a part of decoding the message.

## ✓ **Receiver**

The receiver is the person for whom the message is intended. The receiver is responsible for decoding or interpreting the message.

## ✓ **Feedback**

Feedback ensures that the receiver understands the message in the way the sender wanted the message to be understood.

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## **EXERCISE/DELIVERABLE**

- What is effective communication?
- What are the importance of having good and effective communication?
- What are the barriers/obstacles that can hinder effective communication?
- Do you ask for clarity when you do not understand something?
- Do you pay attention to other people's gestures and body language?
- From what you have learned about COMMUNICATION, what advise would you give your fellow peers about the importance of communication?

A young man in a white t-shirt with the UNITE logo is shown in profile, listening intently. The background is blurred, showing other people in similar attire.

**WHAT IS ACTIVE LISTENING?**

Active listening is the process that requires that the listener fully concentrate, understand, respond and then remember what is being said.

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- ❖ Paying attention through verbal and non-verbal cues such as eye-contact, nodding your head, leaning forward, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_  
(fill in other three gestures that tell you if someone you are talking to is listening actively)

## ACTIVE LISTENING INVOLVES;

- ❖ Paraphrasing what has been said (for example you visit a nurse and explain to them that your tooth hurts when you eat, afterwards, the nurse says “So what you’re saying is when you eat you feel pain on your tooth”)

- ❖ Summarizing the content of what the speaker was saying. In summarizing we use general phrases like
  - “Overall it seems that..”
  - “From what you said...”
  - “Reviewing what you said so that we are clear...”

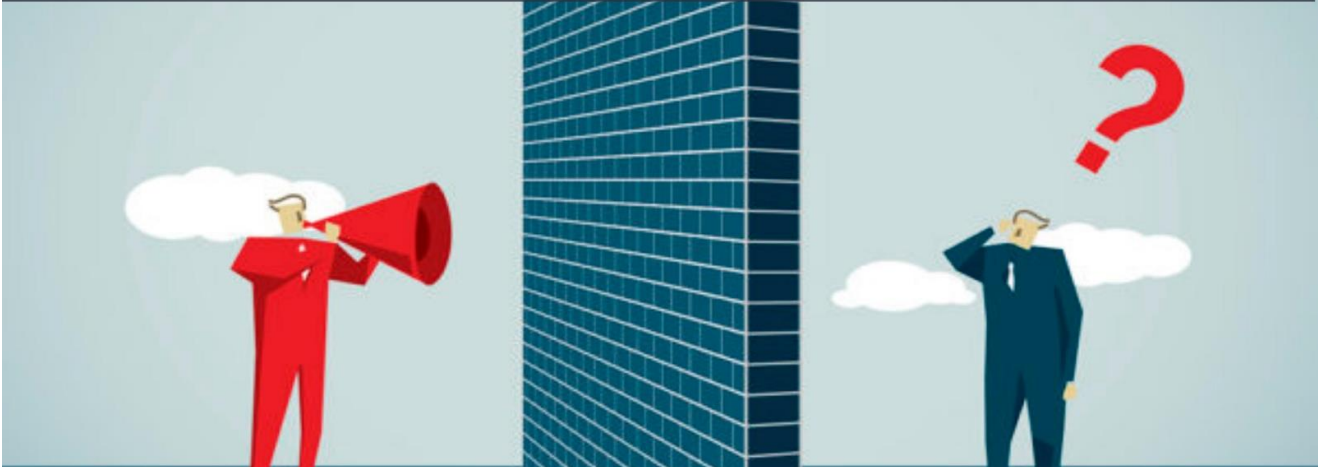
- ❖ Interpreting;

This refers to your ability to receive the message and explain it in your own meaning or understanding. You may use statements like “I get the impression that...”

- ❖ Reflecting/acknowledging feelings of the speaker by showing them that you understand how they feel.
  - “You sound so upset about it”
  - “This has made you angry...”



# BARRIERS TO ACTIVE LISTENING



- **Physical barriers**

Unfavorable conditions such as too much noise, hunger, cold, etc draw away the attention of the listener because they make him or her uncomfortable eventually distracting their attention.

- **Physiological barriers**

The physical state and disabilities of the listener affects their listening. Hearing process starts with listening thus, any kind of hearing disability automatically affects the listening mechanism of the listener.

- **Psychological Barriers**

These have to do with the attitude and behaviour of the listener. If the listener does not like the speaker, they are unsure of the speaker and his content then they will not pay attention to them.

- **Language barriers**

The use of technical terms (jargon), unfamiliarity of the language used by the speaker, use of slang or offensive words may also affect the ability of the listener to listen attentively.

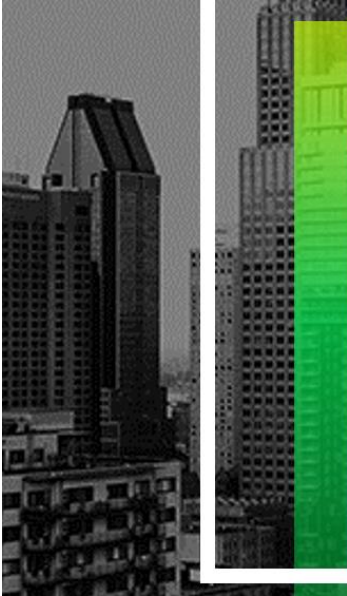
## TYPES OF LISTENERS

- People-oriented listeners

Listeners who demonstrate people-oriented preferences show care and concern for others' feelings and emotions. They try to find areas of interest between themselves and the speaker like telling a personal story to calm down audience members who may be upset and angry. For example, an audience is crying after listening to the history of Mother Teresa or a documentary about genocide. This shows that the audience's concern was on what happened to the people in the topic which made them cry.

- Action-oriented listeners

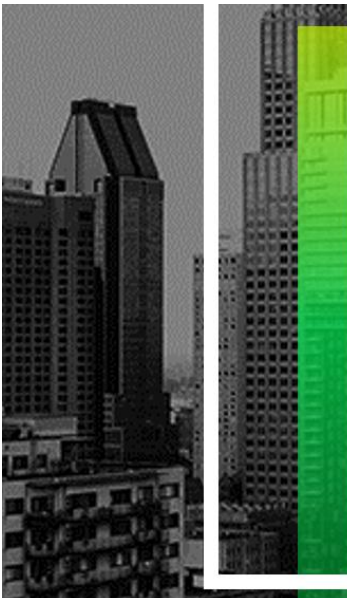
Listeners demonstrate action-oriented preferences when they jump ahead to get the point quickly. They give clear feedback concerning expectations. They also encourage others to be organized and go straight to the point. They don't want speakers to beat around the bush. For example, when you are speaking to a manager or CEO of a company and want to pitch your idea in 2 minutes, you have to speak in a way that you express the key points in the given 2 minutes.



- **Content-oriented listeners**

Listeners demonstrate content-oriented preferences when they test or evaluate facts and evidence. They pay more attention to technical information rather than general information. Content-oriented listeners enjoy receiving complex or challenging information. They are very careful to evaluate information before forming an opinion about the information by asking questions.

For example, an audience member just raises his hand and asks the speaker to provide a concrete factual example regarding the issue/topic.



- **Time-oriented listeners**

Listeners demonstrate time-oriented preferences when they let others know how much time they have to listen or tell others how long they have to meet.

**For Example:** Listeners may ask how long will it take for you to finish speaking or they may even give cues to others when time is being wasted.

## QUESTIONS/DELIVERABLES

- What type of a listener are you?
- How many other types of listeners have you ever encountered
- Are you flexible enough to switch from one type of listener to another? If yes, which one?
- Why is it important to be an active listener?
- What barriers do you encounter when listening to your teachers in class?

# MODULE FIVE

# feedback

## WHAT IS FEEDBACK?

Feedback is the information given to an individual or group about aspects of behavior and the effect of this behavior. The purpose of feedback is to maintain and improve performance, to solve problems, and to build relationships.

## TYPES OF FEEDBACK

### **Positive Feedback:**

This is the kind of feedback where one shows appreciation for positive behavior to encourage that behavior.

For instance when your group does a good presentation on an assignment, the teacher would say something like "Keep it up" or "That was excellent."

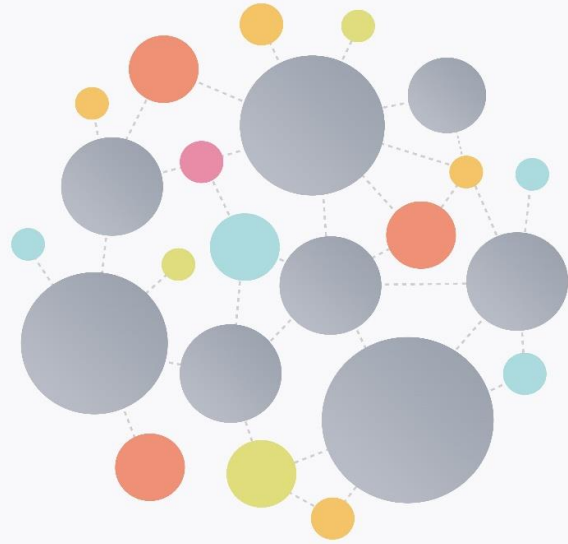
### **Constructive Feedback:**

This is the kind of feedback that implies that someone did a good job but needs improvement.

For instance when you try to solve a question in front of the class and don't get the right answer, the teacher might say "You got the wrong answer, but if you keep doing X,Y, or Z, you will get there."

# GROUP ACTIVITY

Invite a few members of the group share his/her experiences or discuss specific times they when he/she received or gave positive feedback and constructive feedback.



## WHAT IS CRITICISM?

Criticism is the expression of disapproval about someone or something on the basis of perceived faults or mistakes. Criticism can be regarded as a form of judgement and is often negative and hard to receive.

## TYPES OF CRITICISM

### **Destructive Criticism:**

Destructive criticism is often just thoughtlessness by another person, but it can also be deliberately malicious and hurtful. Destructive criticism can, in some cases, lead to anger and/or aggression. Destructive criticism can hurt one's pride and have negative effects on his/her self-esteem and confidence.

### **Constructive Criticism:**

Just like feedback, constructive criticism is the kind of criticism that is designed to point out one's mistakes, but also to show him/her where and how improvements can be made. Constructive criticism should be viewed as useful feedback that can help one improve oneself rather than a put down.

	FEEDBACK	CRITICISM
1	Feedback is well timed, often given on-the-spot or immediately.	Criticism is normally delayed and may be given after a very long period of time has passed.
2	Enables personal growth for the one who is receiving the feedback.	Criticism lowers one's sense of self-esteem and confidence. It therefore does not lead to personal growth.
3	Feedback is normally asked for or requested. One may willingly ask someone for feedback to see where he/she can do better.	Criticism is imposed. Oftentimes people give criticism without being asked.
4	Feedback is normally descriptive with the aim of pointing out what was observed or noticed.	Criticism is harsh and judgmental.
5	Feedback is very specific and describes specific actions or events.	Criticism is often general and will not point out specific areas for improvement.
6	The goal of feedback is for improvement in the future.	Criticism is based on blames of the past. Oftentimes when people give criticism they point out something from the past.

## TIPS ON HOW TO RECEIVE FEEDBACK

1. Listen carefully to what the other person has to say. Make sure you understand the feedback and ask questions if possible

3. Express appreciation after receiving the feedback. Ask more questions if necessary so that you can do better next time.

2. Remain open and be calm. Always try to accept the feedback in a positive manner. Try not to be defensive or aggressive.

4. Make a sound decision on whether to take or reject the feedback. Think about what you can learn from it and improve.

## TIPS ON HOW TO GIVE FEEDBACK

1. Always start with positive feedback and then share the constructive feedback. Your tone should be nice and friendly.

3. Be specific and use examples. Instead of saying "It was good," give clear reasons why you think it was good.

2. Focus on specific observed behaviors of the person. Avoid general judgements.

4. Time your feedback, and be sure to give it at the right moment when the person is relaxed and receptive.

## QUESTIONS/DELIVERABLES

01

Do you often give feedback or criticism? If yes, what type of feedback or criticism do you give?

03

How do you react when someone gives you negative and destructive criticism?

02

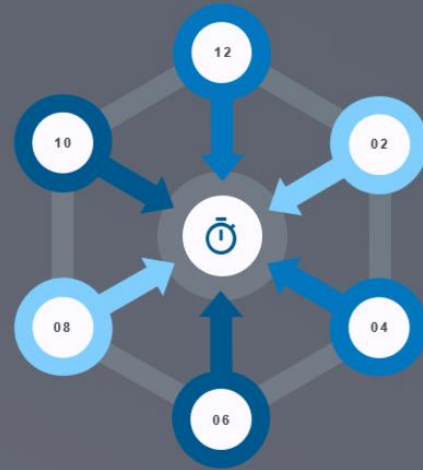
What type of criticism or feedback do your peers give to you?

04

In what ways can you positively deal with criticism?

## MODULE SIX

# TIME MANAGEMENT



## WHAT IS TIME MANAGEMENT?

Time management is the process of managing time effectively so that the right amount of time is allocated to the right activity. Time management refers to making the best use of time as it is always limited. Ask yourself, "Which activity is most important and how much time should be allocated to do it?" Know which work should be done earlier and which can be done a little later.





# BARRIERS TO EFFECTIVE TIME MANAGEMENT

## 1. Too many tasks on your schedule

There are always more tasks that we need to do than we think there are. You can solve this problem by identifying the time required to finish each task before jotting them down on your schedule. Thus, you will be able to distribute the tasks over your schedule as per their time meter.

## 2. Lack of priority

Some tasks are important but not urgent. Prioritize your tasks accordingly. The urgent tasks would be at top of your list, then the important ones. Without having priorities, you might end up consuming your time on something less urgent and less important.

## 3. Too many interruptions

This is the worst enemy of time management. Phone calls, unscheduled visits, and being distracted by minor issues are some of the most common kinds of interruptions that we encounter. Working is like driving a car, the more time you spend constantly on a task, the more effective you become. Stop these interruptions while you are working and you will see the magic.



## 4. Lack of organization

This might be the lack of organization in setting the agenda based on urgency, or a lack of proper task distribution, or a lack of organization in your work environment. The more organized you can be, the more focused you will become. And the more focused you are, the more you will accomplish in a specified period of time. Start organizing your life today.

## 5. Lack of strategic direction

A lack of a strategic direction can overwhelm any person facing a number of daily tasks. If you have any task on your list that can be done by someone else, delegate it. If there is a task that is not a priority, delay it. If there is a task that is neither urgent nor important, delete it from your list.

## BARRIERS TO EFFECTIVE TIME MANAGEMENT

### 6. Procrastination

By delaying any of our tasks for tomorrow, we are losing our time of NOW and TOMORROW! When you delay a task, remember that you will then inevitably delay another task off of tomorrow's list. Start working on your urgent tasks now. Think about which tasks you are delaying for tomorrow, and how you will compensate the time.



## BARRIERS TO EFFECTIVE TIME MANAGEMENT

### 7. Fear of failure

When we are afraid of working on a task, two problems will occur; first, we will tend to delay it, and second, we will keep thinking about it, which will consume a lot of our mental energy. There is a golden rule that says: "The tasks that we are supposed to finish but are not working on will make us more tired than if we just work on them!" Since you must do the job, just do it on the right time.

### 8. Unable to say "NO"

Lack of courage to say "NO" to some tasks can present a big problem for effective time management. In most cultures, saying NO is not a common or expected answer. However, if you keep saying YES to everyone's needs and wants, you will end up getting nothing done (or at least not well). Next time before you accept a challenge, think about how much time you have and where you can fit it into your schedule.

## WAYS OF EFFECTIVE TIME MANAGEMENT

*Time management plays a very important role not only in our studies and academic affairs but also in our personal lives.  
It is important to manage time well.*

### **a) Practice effective planning**

Plan your day well in advance. You can have a “To Do List” or a “Task Plan” where you write down the important activities that need to be done on that particular day outlining the times when each activity should be accomplished.

### **b) Set goals and objectives**

Working without goals and targets in your life would be similar to a situation where the captain of the ship loses his way while out at sea. Yes, you too would be lost. Set targets for yourself and make sure they are realistic and achievable.

*“A man who dares to waste one hour of life has not discovered the value of life.”*

~Charles Darwin

### **d) Set realistic deadlines**

Set deadlines for yourself and strive hard to complete tasks ahead of your self-imposed deadlines. Do not wait for your superiors or your teachers to ask you every time if you have completed your assignment. Learn to take ownership of your work.

### **e) Delegate duties and responsibilities**

This works best in group tasks. Don't do everything on your own. There are other people involved as well. Roles and responsibilities must be delegated per interest and specialization of team members in order for them to finish tasks within deadlines.

*“Lost time is never found again.”*

~Ancient Proverb

### **e) Learn how to prioritize tasks**

Prioritize tasks as per their importance and urgency. Know the difference between important and urgent work. Identify which tasks should be done within a day, which should be done within a week, a month, and so on. Tasks that are most urgent and important should be done earlier.

### **f) Spend the right time on the right activity**

Develop the habit of doing the right thing at the right time. Work done at the wrong time is not of much use. Don't waste a complete day on something that can be done in an hour or so. Also keep some time separate for personal relaxation and free time. After all a human being is not a machine.

## QUESTIONS/DELIVERABLES

01

What is your day to day routine in school? (Share with your Unite club members what you do from the time you wake up till you go to bed).

03

What efforts do you have in managing your time effectively?

02

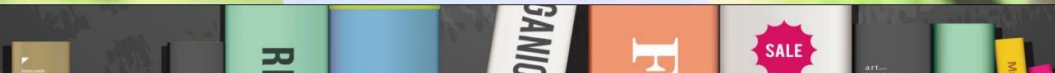
Identify the key things that you think contribute in wasting your time.

04

In your experience or opinion, what are the benefits of time management?

MODULE SEVEN

# SELF AWARENESS



*Before beginning the session, every club member should answer the question “Who am I?”*

- ❖ Self-awareness is an awareness of the self whereby “self” refers to what makes one’s identity unique. These unique components include thoughts, experiences, and abilities.
- ❖ It is the ability to see yourself clearly and objectively through reflection and introspection.
- ❖ When you are self-aware, you can objectively evaluate yourself, manage your emotions, align your behavior with your values, and understand correctly how others perceive you.

## WHY IS SELF-AWARENESS IMPORTANT?

- **Increases your social abilities.** People who are self-aware are very successful when creating relationships because they are able to realize exactly what they want in each person they meet. That certainty comes from knowing one’s own abilities and challenges. *“Are you self-aware?”*



Same Boys' High School students in their Unite groups.

- **Promotes versatility and open-mindedness.** Knowing yourself can be very crucial to affecting the approach that you have on issues. Self-awareness in itself is the ability to actively seek to listen to the body and mind to know your natural response to change. This consciousness can help you have a clear focus when dealing with issues and when accepting opinions, feedback, and criticism from other people without being subjective. Ultimately, it enables you to find multiple solutions to a single problem.
- **Promotes productivity.** People who are self-aware are fast thinkers. They understand themselves and are able to focus on the challenges of the day without hindrances. Without understanding yourself, there is a big challenge when you are held back by uncertainty. This results in the waste of precious time due to the pondering of various courses of action even when a swift decision is needed.
- **Improves leadership skills.** One of the most important attributes of a good leader is swift decision-making. A leader should also be impartial and confident. Knowing yourself helps you manage internal fears, and it allows you to focus on important matters.

HOW DO YOU KNOW  
IF YOU LACK  
SELF  
AWARENESS?

*Discuss among your group members and add more reasons;*

- Your emotional reaction does not match the situation.  
A person overreacts over small situations
- You make excuses rather than taking responsibility.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**GROUP ACTIVITY/EXERCISE: Tick where appropriate**

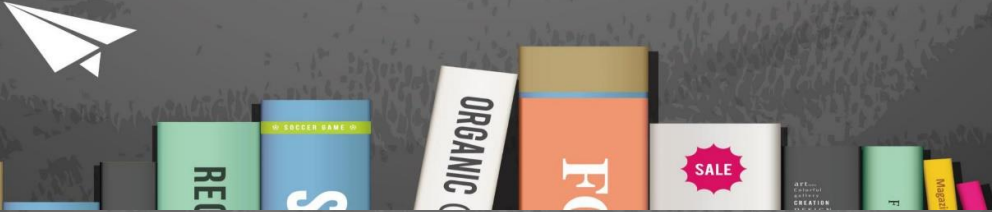
**PERSONALITY AND SELF AWARENESS TEST**

S/No.	SKILLS	I DO THIS WELL	I NEED TO DEVELOP
<b>1</b>	<b>Acting as a role model (being positive and professional)</b>		
	I am always on time.		
	I actively contribute to the positive image of my school/company/family/community/etc.		
	I do not let personal issues interfere with my studies or the job that must be done.		
<b>2</b>	<b>Asking questions of others</b>		
	I use different types of questions (open, closed, leading, limiting).		
	I ask open and probing questions.		
	I postpone my judgment by first asking questions for clarification.		

<b>3</b>	<b>Listening Actively to others</b>		
	I pay attention verbal and non-verbal cues (e.g. nodding and eye contact)		
	I paraphrase to gain more clarity (e.g Can I check what you just said...)		
	I summarize what I have heard.		
<b>4</b>	<b>Considering non-verbal communication and reacting to it</b>		
	I smile when listening to others.		
	I use open gestures in conversations.		
	I look at the messages of a person's body language.		
<b>5</b>	<b>Good use of voice and tone</b>		
	I use a friendly, polite, and sincere tone.		



# 5 WAYS TO CULTIVATE SELF AWARENESS

- 
- 1. Create space for yourself.** When you are in a dark room without windows, it is fairly difficult to see things clearly. The space you create for yourself is that crack on the wall where you allow light to come through. Leave yourself some time and space every day, perhaps first thing in the morning or half an hour before sleep, when you stay away from the digital distractions and spend time reading, writing, meditating, and connecting with yourself.
  - 2. Practice mindfulness.** Mindfulness is the key to self-awareness. Through mindfulness practice you will be more present with yourself so that you can “be there” to observe what’s going on inside and around you. It is not about sitting cross-legged or suppressing your thoughts. It is about paying attention to your inner state and emotions and feelings as they arise. You can practice mindfulness at any time you want, through mindful listening, mindful eating, or mindful walking.

**3. Keep a journal.** Writing not only helps us process our thoughts but also makes us feel more connected and at peace with ourselves. Writing can also create more head space as you let your thoughts flow out onto the paper.



- 4. Practice being a good listener.** Listening is not the same as hearing. Listening is about being present and paying attention to other people's emotions, body movements, and language. It is about showing empathy and understanding without constantly evaluating or judging. When you become a good listener, you will also be better at listening to your own inner voice and become the best friend of yourself.
- 5. Gain different perspectives.** Ask for feedback. Sometimes we can be too afraid to ask what others think of us, and while yes sometimes the feedback may be biased or even dishonest, you will be able to differentiate this from real, genuine and balanced feedback as you learn more about yourself and others.



# SOCIAL MEDIA

MODULE EIGHT

List the names of icons that you recognize from the picture.

1. Whatsapp

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



# DID YOU KNOW?

WORLD STATISTICS



**4.5 Billion**  
Internet Users Worldwide



**91%** of active users access social media via mobile phones



On average a person has an account on nine different social networks

SOURCE: [100 Mind-Blowing Social Media Statistics and Facts 2020](#)

## TANZANIA STATISTICS

### MOBILE OWNERS

44.1 million Tanzanians own a mobile phone, and 52% of mobile owners own mobile phones with access to the internet (smartphones), including our Unite Scholars.

### INTERNET USERS

There were 14.72 million Internet users in Tanzania as of January, 2020. This number had increased by 3% from December of 2020.



### MOST POPULAR SOCIAL MEDIA

Facebook is the most popular social network in the world. In Tanzania Facebook is followed by Instagram, Youtube, Twitter, and LinkedIn.

### SOCIAL MEDIA USERS

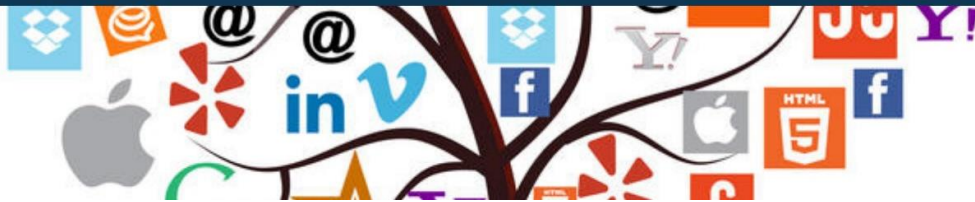
Tanzania had a total of 4.5 million active social media users in January 2020. 99% of these users access social media through their mobile devices.

SOURCE: [DIGITAL 2020 TANZANIA BY DATAREPORTAL](#)



# WHAT IS SOCIAL MEDIA?

Social media refers to web-based sites that allow people to create and share content as well as to interact with each other. This is called social networking.



## STORYTIME

Grace and Mary were called for a job interview one morning at a large, well-respected company in the country. During the interview Mary answered all the questions correctly, her CV was on point, and she was sure that she was going to get the job over Grace. Grace, on the other hand, was a “fresh from college” graduate with not much experience, but she had completed a few internships. The interviewers then asked for their social media accounts. While Grace was very decent and kept a low profile, Mary had just posted photos of herself partying, smoking, and drinking by the beach. Once the interview results were out, Grace, who had little experience, got the job and not Mary.

Question: Why do you think Grace got the job and not Mary?

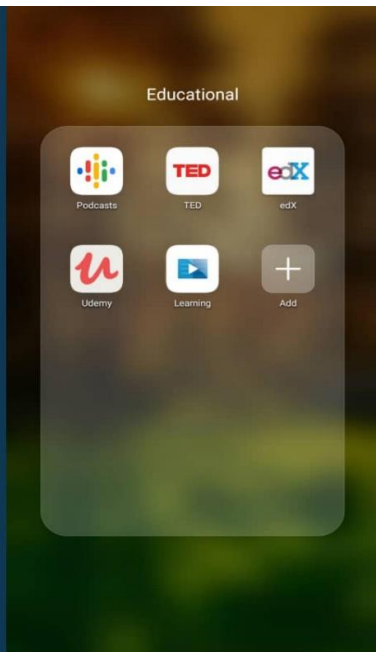


*Before meeting physically, the Unite team and partners communicated extensively and developed a connection using technology and social media.*



**Social media can help develop and maintain new relationships.**

*With the help of social media, we can connect with our friends and colleagues easily. We can also find people who have similar interests to our own and build healthy relationships with them.*



*A screenshot of a few educational apps that empower people to learn online.*



**Social media can be used to enhance one's knowledge.**

*Students and teachers can get expert advice from many social media websites. Students can also learn about complex subjects by watching videos and collecting pertinent study materials. Teachers can hold discussions with the other qualified lecturers and get ideas to improve their teaching methods.*



Social media business page for "Love Cakes Bakery"



Social media can be used to promote a business.

*The business sector can benefit greatly through the development of their websites and social media outlets. These online channels are excellent opportunities for businesses to engage in free marketing and advertising. They can use social media to increase their brand impact and awareness and to connect with the customers in international markets around the world.*



Provide information about the latest trends.

*In today's competitive environment, it is necessary to stay informed about what is happening around the world on a timely basis. This is made possible through the use of social media platforms. For example, with COVID-19 we have been informed about new cases, victims, and trends through various social media outlets.*



Develop creativity.

*Social media outlets are a place where people can share their own creative passions and pursuits. By posting stories and poems online and/or blogging and by posting photos and videos of our artistic creations (drawings, paintings, sculptures, songs, dances, etc.) we can challenge ourselves to further develop our creativity all the while gaining appreciation, feedback, and encouragement from the global audience.*

# NEGATIVE IMPACTS OF SOCIAL MEDIA



1

## Damaged reputations.

*The reputation of an individual or a business organization can be easily ruined through the misuse of social media platforms. Whether it is a false accusation or not, news travels far and wide – and very quickly – via the internet. People and businesses can both suffer major losses due to bad images spread through social media platforms.*

2

## Adoption of bad habits.

*Social media promotes cultural diversity which in turn exposes youth to other cultures, which includes such harmful habits as drug addiction and alcohol consumption. Youths using social media may be tempted to use drugs or adopt to other bad habits due to peer-pressure.*



3

## Addiction to social media.

*A social media addiction is as real and harmful as a drug addiction. It is most common among teenagers who tend to spend a lot of their time on social media doing unproductive things. Research has revealed that a teenager spends nine hours a day online and two to three hours each day on social media alone.*

4

## Cyber-bullying.

*This is one of the most common negative impacts of social media. The accounts we create online can be easily hacked and our information can be misused by bad people. With the freedom to create anonymous accounts, people can easily steal identities, and verbally abuse and body-shame others.*



## QUESTIONS/DELIVERABLES

- ❖ *Mention any social media platform that you are familiar with.*
- ❖ *Which social media platform do you prefer and why?*
- ❖ *How often do you use social media outlets when you are at home?*
- ❖ *Has social media made your life better? How? Has it made it worse? How?*
- ❖ *Have you ever met and connected with someone through social media? What was your experience?*
- ❖ *What should we and should we not post on social media?*

## MODULE NINE

# NETWORKING

## WHAT IS NETWORKING?

**Networking** is the exchange of information or services among individuals, groups, or institutions with a common profession or special interest, usually in an informal social setting. It is the cornerstone of any effective career exploration. Networking often begins with a single point of common ground.

**IT'S NOT WHAT YOU  
KNOW OR WHO YOU  
KNOW, BUT WHO  
KNOWS YOU**

SUSAN ROANE



## HOW CAN YOU POSSIBLY BUILD YOUR NETWORK



*Anyone you know personally can be your network. Your friends, your classmates, your teachers, neighbors and so forth can be your network.*



*Professionals working in your field of interest. Once you graduate and get a job, the people you work with or those in the similar fields become your networks.*



*The contacts of your personal connections such as your friends, colleagues, neighbors, family and so forth are your potential networks too. People tend to trust a referral from a person they trust*

## HOW TO GROW YOUR NETWORK

---

### **+** Make your presence noticeable.

*You have to make sure people know what you are doing and what you have in the works otherwise nobody will ever know. Keep in touch with your professional contacts via email, social media and face-to-face meetings. A simple, “Oh, I actually know somebody you should contact” can occur simply because you kept your presence noticeable.*

### **+** Attend networking events — online & offline.

*Every industry has conferences and trade shows that provide great networking opportunities. There are also local meet-ups and local organizations that hold regular events that are great for building your network. Social media such as LinkedIn and Twitter are a good place to network.*

**+ Hang out at the same places the people you want to connect with hang out.**

*This applies to both online and offline. LinkedIn groups and Twitter chats are great places to connect online. Offline places could be a particular lunch spot or a restaurant. Frequently visit the places where the people you want to connect with can be found. Be friendly and social always.*

**+ Don't always take — give as well.**

*When networking don't always make it about you, make sure to share your knowledge and expertise and offer to help when you see an opportunity. Helping other people will often come back to you tenfold. Helping someone is going to give them extra incentive to return the favour. The key takeaway: don't be selfish and think of how you*

**+ Be a good listener.**

*When out networking don't always try to dominate the conversation by talking about yourself - instead, listen to other people talk. First, people naturally love to talk about themselves, so if you can show that you are genuinely interested in what they have to say it will help to build that connection.*

**+ Never be afraid to ask.**

*This one is short and sweet — if you want something you can't be afraid to ask for it.*

*Want an introduction? Ask for it.*

*Want a meeting? Ask for it.*

*Want advice or feedback? Ask for it.*

**+ Always think about long-term relationships.**

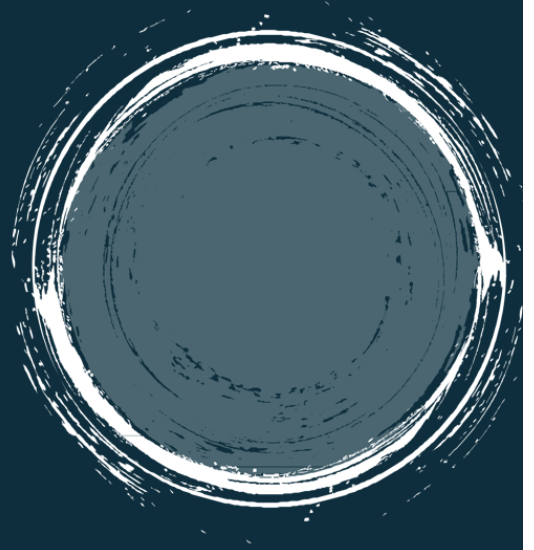
*Making a connection and exchanging business cards is a foot in the door, but it's long-term relationships that lead to business deals. Concentrate on forming long-term relationships that are mutually beneficial for both sides. Make a conscious effort to establish a two-way street for all of your professional connections.*

**+ Follow up with everyone you connect with.**

*Make sure that you follow up with every connection you make. If you come home with a few business cards make sure to take a few minutes the next morning and send an email letting the person know it was a pleasure to meet them. This is also a great time to let them know they should reach out to you in the event that you can ever help them in any way.*

## Exercise/Deliverable

- Make a list of everyone you can think of that can be in your network.
- List 10 important reasons for networking



MODULE  
TEN

# PRESENTATION SKILLS

## WHAT IS A PRESENTATION?

*A presentation is a speech or talk in which a new idea or piece of work is shown and explained to an audience. It is typically a demonstration, introduction, lecture, or speech meant to teach, inform, persuade, inspire, motivate and present a new idea.*

Have you  
ever done a  
presentation?



*Unite Original Scholar David Sichone presenting before his fellow scholars during training.*

# WHERE CAN YOU POSSIBLY GIVE A PRESENTATION?

01.

In the classroom.

02.

At a conference hall.

03.

In a meeting.

04.

\_\_\_\_\_

05.

\_\_\_\_\_

06.

\_\_\_\_\_

07.

\_\_\_\_\_

08.

\_\_\_\_\_

09.

\_\_\_\_\_

*(Think of other environments with the group members and fill the blanks by writing them down on a piece of paper)*

## GROUP ACTIVITY

*The group leader should pick two members and assign them a short one-minute presentation on how they feel about being a member of the Unite Club. The rest of the group should pay attention and give comments and feedback when the presenters are done.*

## TIPS FOR GIVING A GOOD PRESENTATION

What should you do to give a perfect presentation?

### 1. Be Prepared

*Being prepared is by far the most important element. Preparation before hand will help you get an accurate picture of how you speak.*

**Quick Tip:** *Spend about 3 hours of preparation and rehearsal time for every hour you will be speaking.*

### 2. Use personal examples and experiences

*Be sure to use examples from your personal and professional life to make or clarify your point. As a speaker, you should be willing to give some of yourself to the audience by sharing your stories and experience.*

**Quick Tip:** *Make sure that your stories match your message. In other words, your stories should help emphasise, support or clarify your point.*

### 3. Be Confident

*You may be well prepared but if you are not confident enough, no one is going to want to listen to you. Confidence will give your audience a picture that you are an expert in the topic that you are talking about.*



*The audience will want to hear more of what you have to say because your confidence tells them that you have credible information*

### 4. Use hands and body gestures

*As you practice your presentation, look for scenarios where you can use gestures. Establish positions where you will stand and practice not only how you move but where and when do you move as you give your presentation. .*



*Dr. Salma Suvedi, a Unite Volunteer giving a presentation using hand gestures*



## 5. Pay attention to all details

*Make sure you have all the details before hand. Know the location of where you are presenting, how large is your audience, do you need to use a projector and so forth.*

*Find out how long does it take for you to arrive at the venue. It is important to arrive early and cross-check everything so that you can make final adjustments if need be.*

***Note:** As a speaker, it will be very unprofessional for you to arrive late and have the audience to wait for you.*

## 6. Attend other presentations

*Attending other presentations will help you see how others are presenting and notice what and where to improve when giving yours. It will also give you experience and a knowledge of the Do's and Don'ts for your own presentations.*

*Quick Tip: Watch other people present in public. What did they do that was engaging and what did not work out*

## EXERCISE / DELIVERABLE

- *Why is it important to have good presentation skills?*
- *What will you wear when you are asked to give a presentation?*
- *How will you assist your fellow classmates to improve their presentation skills?*
- *What do you notice in someone when you meet them for the first time?*




MODULE  
ELEVEN

# SITUATIONAL LEADERSHIP




## QUESTIONS FOR REFLECTION

- *Do you always do your best and lead by example?*
  - *Do you consider yourself as a leader?*
- 



## What is Leadership?



- ❖ **Leadership** is the art of motivating a group of people to act towards achieving a common goal.
  - ❖ **Leadership style** is a leader's method of providing direction, implementing plans and motivating people.
- 



# CHARACTERISTICS OF A GOOD LEADER

*Here is how our Unite Scholars  
define a good leader.*



WITNESS MBISE

ZAINABU MIJANIA

STELLA MOSILA



PENDO ANTHONY

LOYCE LUCAS

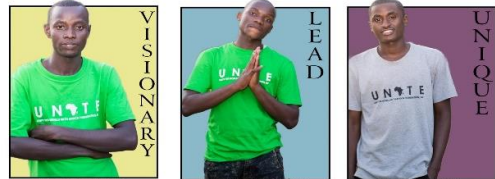
ANETH ALPHONCE



ASHURA AMIRI

PILI BIDA

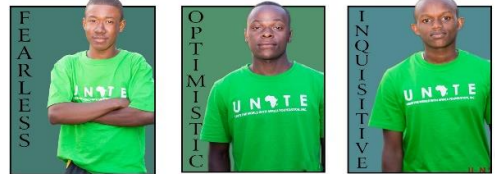
ANDIA RUBAI



IMANI FAUSTINE

EPHRAIM THOMAS

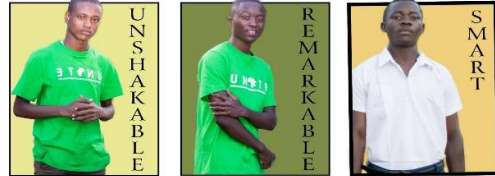
DAVID BITAHO



JOHN MASHIMBA

WINSON MAIENGE

LUTHER KAVISHE



MICHAEL CHARLES

LAZARO FREDRICK

ISAAC MOSES



GRACIA DIDAS

NEEMA PAUL

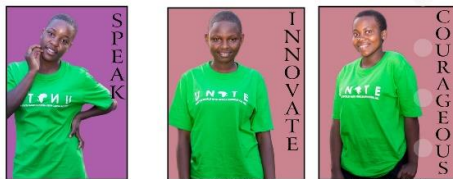
MARIA KANGWA



ALISTIDIA MUHOZI

KHADJIA MKOPI

LUCIA KUNAMBI



ZAITUNE MIJANIA

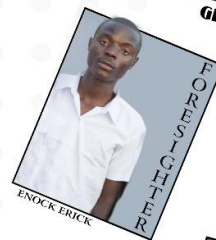
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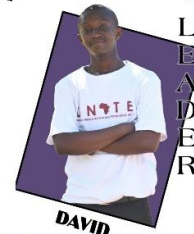


GLORIA

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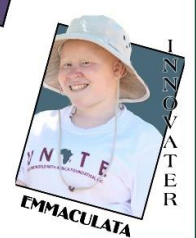
ENOCK ERICK



DAVID



ZAINABU



EMMACULATA

# SITUATIONAL LEADERSHIP

*“Good leadership consists of showing average people how to do the work of superior people.”*

*-John D. Rockefeller-*



**Situational leadership** is a flexible and adaptive leadership style which adapts to the needs of the team, group or organization. It is not based on the specific skills of the leader; instead, the leader has to modify his or her leadership style to suit the requirements of the group, team or organization.

**Situational Leadership** is the model of choice for institutions around the world that want to:

- Develop people and workgroups
- Establish rapport and to bring out the best in their people


## STEPS FOR SITUATIONAL LEADERSHIP





## STEP 1 TELLING/INSTRUCTING


In this style, the leader is dealing with beginners or people with low competence in given tasks. The leader has to lead by:

- Preparing clear instructions or user manuals
  - Giving clear instructions with checklists
  - Asking test questions if instructions are understood correctly
  - Supervising closely and checking progress regularly
- 



## STEP 2 SELLING/COACHING


In this style, the leader is dealing with competent people who lack commitment. The leader must lead by:

- Explaining clearly the task and what should be done
  - Emphasizing the correct execution and exactly what the leader expects
  - Asking for suggestions or ideas on how alternatively to do the task
  - Setting an agreement about expected results
  - Giving corrections and feedback to encourage and drive behavior
- 



## STEP 3 PARTICIPATING


In this style, the leader is dealing with people who have mastered the tasks and who are also committed. In this case the leader:

- Listens to the members and works together to finding the problem
  - Collaborates with the members to look for possible solutions
  - Gives and asks for possible solutions and ideas to solve the problem
  - Makes decisions on the desired outcomes with team members
- 



## STEP 4 DELEGATING

In this style, the leader is more of a manager. The people under him are highly committed and highly competent. The leader leads by:

- Clearly describing the tasks to be done and by whom
  - Expressing trust and explain why the team needs to work on the task
  - Providing the team with the necessary resources
  - Stepping back, monitoring and guiding the team as necessary
- 



# LEADERSHIP TEST

*This leadership test is designed to help the students clearly understand what type of leader they are. The students should read the description on the left side of the table and then rate their answers based on the given scale of 1 to 5. They can write their answers in exercise books.*



Please use the scale to indicate how often you practice the following behavior		
(Hardly ever) 1 2 3 4 5 (Very often)		
		Mark
1	I often listen to the personal problems of people around me.	
2	I solve problems in a creative manner.	
3	I clearly define my responsibilities and those of my fellow students.	
4	I am completely devoted to my daily studies, assigned tasks and classwork.	
5	I show and express strong motivation for my studies and my duties.	

Please use the scale to indicate how often you practice the following behaviour		
(Hardly ever) 1 2 3 4 5 (Very often)		
		Mark
6	I like to ensure that there is consistency on how I perform daily tasks.	
7	I show compassion and care when dealing with my fellow students, friends and peers.	
8	I clearly formulate goals and targets for myself and for my team	
9	I search for new innovative ways to do my tasks and improve myself personally as well as my work.	
10	I try to maintain an influential network of contacts.	

**MODULE 12**



# GETTING READY FOR JOB INTERVIEWS

*Group Task:*

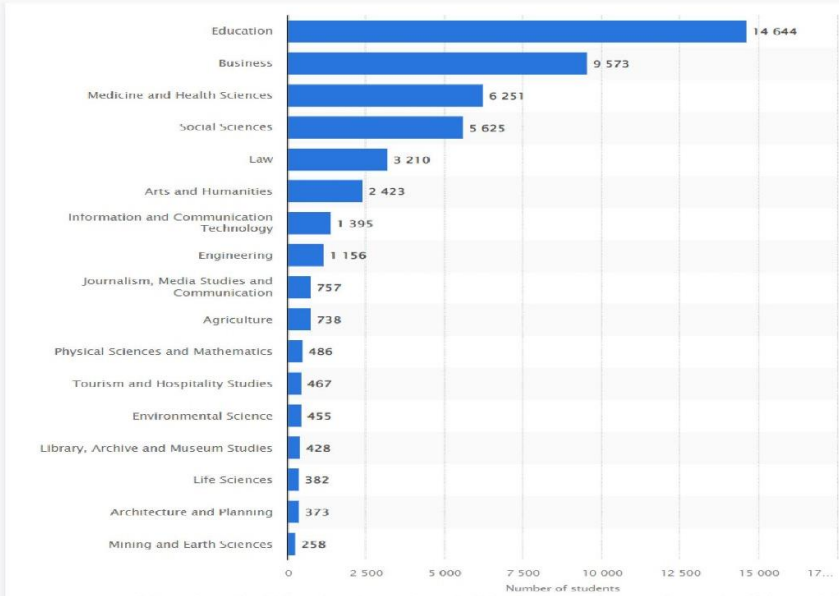
Make a list of several professions that you know and write them in your exercise books.  
(See a few examples below)

- |                   |           |
|-------------------|-----------|
| 1. Lawyer _____   | 6. _____  |
| 2. Doctor _____   | 7. _____  |
| 3. Engincer _____ | 8. _____  |
| 4. _____          | 9. _____  |
| 5. _____          | 10. _____ |

What career would you like to pursue when you and why?

*(Let club members answer this question in turns.)*





*More than 50,000 university students in Tanzania graduate each year in different fields including education, business, social sciences, and the arts.*



*With thousands of graduates each year, there are not enough jobs for everyone. The question is: what do you need to do to stand out and beat the rest?*

## WHAT IS A JOB INTERVIEW?

- A job interview is a meeting during which an employer obtain information from a potential new hire. According to author Gary Dessler, an *“interview is a selection procedure designed to predict future job performance based on applicants’ oral responses to oral inquiries.”*
- The job interview serves as the primary means for an employer to collect additional information about an applicant in order to decide whether that individual should be interviewed further, hired, or eliminated from consideration.
- Job interviews are considered as an extremely important part of the selection and hiring process. The suitability of the applicant can be clearly assessed through this process.

# TYPES OF JOB INTERVIEWS

TYPE	WHAT TO EXPECT
Telephone Interview	A call from an employer to eliminate candidates based upon essential criteria. An employer may call you without an appointment.
In-Person Interview	Used instead of a telephone screening interview. Provides an initial impression of attitude, interest, body language, and professional style.
Selection Interview	In-depth questions to evaluate one's qualifications for a position and one's ability to fit in. There may be more than one interview at this stage.
Behavioural Interview	The interviewer may ask questions that require a candidate to describe how her/she has handled work-related situations. This provides more information about personality, emotional intelligence, and character.
Video Conference Interview	Uses technology for a "person-to-person" interview by video. Allows people from different locations to interview without traveling.



*In-person interview*



*Video interview*



# HANDLING

# JOB INTERVIEWS



*An interview is the most critical component of the entire job selection process. It is imperative that you know what to do and what not to do.*



# HANDLING JOB INTERVIEWS

## DURING

*Present yourself well. Know what questions to ask and how to answer common questions.*

**01**

### BEFORE

*Prepare. Prepare. Prepare.*

**02**

**03**

### AFTER

*Key follow up steps to stand out and build rapport.*



## BEFORE AN INTERVIEW

**U N A F R I C A T E**  
UNITE THE WORLD WITH AFRICA FOUNDATION, INC.



### BE A DETECTIVE

Find out everything you can about the company (and interviewer) before the interview to ensure you arrive with knowledge and confidence. Thoroughly review the job description, read the company's entire website, scroll through all social media posts, and review all recent press releases to familiarize yourself with the company's mission, work, challenges, and strategic goals. Then be ready to discuss how your background makes you a great fit.



### PRACTICE, PRACTICE, PRACTICE

Think beforehand about how you can best demonstrate your skills and experiences in the interview. Prepare answers to such common question as: *"Tell me about yourself, and why are you interested in this role with our company?"* Find someone you trust or who has experience in interviewing and conduct a mock interview. Come prepared to ask questions, and welcome any and all feedback about how to improve your performance.

## BEFORE AN INTERVIEW

**U N A F R I C A T E**  
UNITE THE WORLD WITH AFRICA FOUNDATION, INC.

### PLAN YOUR JOURNEY

Spend time prior to the interview working out how you'll get there. Look up public transport routes and timetables, or find out where you can park. Plan how long the journey will take. Do a practice run, if necessary. Aim to arrive about 15 minutes early. Arriving too early can confuse the employer and create an awkward situation. On the other hand, arriving late creates a bad first impression and may doom your chances right off the bat.

### PREPARE STORIES TO TELL

Part of a successful job interview is your ability to market your experiences and skills as they relate to the job described, and a great way to do just that is by telling stories to illustrate your experiences and successes with those skills. Stories are engaging and allow you to show off your personality and demonstrate good communication skills. The job description, combined with your research, should tell you which skills the employer values most.

# BEFORE AN INTERVIEW



## DECIDE WHAT TO WEAR

Interviewers are human – so, like everyone else, they are inclined to first impressions. One of the first things an interviewer will see is how you're dressed. Make a good impression by choosing an outfit that is relatively formal. Do not wear jeans, T-shirts, or sneakers. Make sure your clothes fit well, are not visibly worn out, and are comfortable (so you don't fidget). If possible, wear dark or neutral colours and keep accessories to a minimum. Avoid tight clothes.

## Interview outfits

### DO

#### Business casual

This interview look would be appropriate for these industries: IT, startups, teaching, entry-level government positions, environmental engineering, aerospace (non-management), architecture, health-care/life sciences research, social media, advertising/PR and retail.

Detail adds interest but doesn't distract

Sweater and pants fit well

Casual, yet polished

Pants are appropriate length for heels

Blouse color, collar style go well with the suit

Minimal jewelry

Jacket not too short, not too long

Tip: Check yourself in the mirror before leaving the house

Could wear heels rather than flats to increase formality

### DON'T

#### Business professional

This more formal interview look works for these industries: health-care management and sales, hospital administration, biotechnology, banking, personal financial services, academic administration, hospitality, pharmaceutical sales and aerospace management.

Necklace too large

Tip: Avoid any bright or patterned clothing that may be distracting

Too tight

Cotton capris too casual

Too informal: this would be a better outfit for shopping at Pike Place Market (with different shoes)

Meet the experts

Local career experts Lisa Quast, CEO of Career Women, Inc. and Josh Warborg, district president of Robert Half International, provided critiques of these outfits.

"Appropriate attire depends on the industry and company in which you will be interviewing, the geographic location and time of year."

Quast Warborg

"Suits in conservative colors such as black, gray or navy, paired with light, solid-colored shirts are a safe choice."

PHOTOS COURTESY OF OFFICETEAM

## UNITE

UNITE THE WORLD WITH AFRICA FOUNDATION, INC.

### THE MEN'S INTERVIEW DRESS GUIDE

#### TECHNOLOGY / START UP



#### CREATIVE / DESIGNER



#### SALES



#### GOVERNMENT



#### HEALTHCARE / DOCTOR



#### FINANCE



### BOWS-N-TIES

## UNITE

UNITE THE WORLD WITH AFRICA FOUNDATION, INC.



Interview Outfits for Men

# BEFORE AN INTERVIEW

## PREPARE YOUR QUESTIONS

Interviews are a two-way street. Employers expect you to ask questions: they want to know that you're thinking seriously about what it would be like to work at their company. Try to think of less obvious but interesting questions that will set you apart from other candidates. Some of these questions may include: Can you explain some of the day-to-day responsibilities this job entails? What are the characteristics of someone who you think would best succeed in this role?

*(See more questions.)*



## Questions for the Interviewer

- Can you explain some of the day-to-day responsibilities this job entails?
- How would you describe the characteristics of someone who would succeed in this role?
- If I were in this position, how would my performance be measured? How often?
- What departments does this teamwork work with regularly?
- How do these departments typically collaborate? What does that process look like?
- What are the challenges you're currently facing in your role?
- What strategic solutions would you want someone in my role to bring to the company?

*(The group can think of more questions and add them to the list.)*

# BEFORE AN INTERVIEW



## DECIDE WHAT TO BRING

After you've decided what to wear, think about what you should bring along with you to the interview. It is best to assemble the items in a briefcase or similar professional-looking organizer. Remember, your first impression should be as a neat, organized, and prepared individual. Prepare an interview checklist.

## CHECKLIST OF WHAT TO BRING

- ✓ Copies of your Resume (CV)
- ✓ Notebook and Pen
- ✓ Reference List
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

*(Fill in the blanks with more things to bring)*

## DURING THE INTERVIEW

### BE ON TIME

On time means five to 10 minutes early. If need be, drive to the interview location ahead of time so you know exactly where you are going and how long it will take to get there. Take into account the time of your interview so you can adjust for local traffic patterns at that time. Give yourself a few extra minutes to visit the restroom, check your outfit, and calm your nerves.

### STAY CALM

Try to relax and stay as calm as possible. Remember that your body language says as much about you as your answers to the questions. Proper preparation will allow you to exude confidence.

When answering questions, maintain eye contact with the interviewer. Pay close attention so as not to forget the question, and listen to the entire question before you answer. Avoid cutting off the interviewer at all costs, especially when he or she is asking questions. If you need to take a moment to think about your answer, that's totally fine.

## DURING THE INTERVIEW

- **Score a success in the first five minutes.** Studies indicate that interviewers make up their minds about candidates in the first five minutes. Make the most of the “tell me about yourself” query.
- **Start off with a positive comment.** For example, *“I’ve really been looking forward to this meeting.”*
- **Be assertive.** Don’t make the mistake of waiting for the interviewer to ask you more questions to find out your potential. It’s your responsibility to make sure the interviewer walks away knowing your key talents and selling points.
- **Make your selling points clear.** Don’t bury your selling points in long-winded stories. Instead, tell the interviewer what your selling point is first, then give the example. Be clear and precise.
- **Close on a positive note.** Tell the interviewer that you would very much like the job and list three reasons why you are a great fit for the position. Thank the interviewer for his/her time.



*Maintain eye contact and maintain a positive, friendly, and resilient attitude.*

## AFTER THE INTERVIEW

### REVISIT THE INTERVIEW

Assess what happened during the interview. What were positive areas that you can reinforce and what areas need to be addressed further or improved upon? Use these details to write a thank you letter that is well considered and relevant to the specific job interview.

### WRITE AND SEND A THANK YOU NOTE

Send a professionally written thank you letter within 24 hours of the interview. Use the note to reinforce your suitability for the job and to address any questions or concerns that may have come up during the interview. Express your enthusiasm. The reality is that a large percentage of job interview candidates neglect this vital step.

## AFTER THE INTERVIEW

### CONTACT YOUR JOB REFERENCES

The company will probably contact one of your job references to do a telephonic reference check. Alert your references and give details about the job and the company so they are well prepared to provide the best reference possible. Follow up with an email to find out how the reference check went and thank them for providing the reference.

### CONNECT ON SOCIAL MEDIA BUSINESS SITES (LinkedIn)

If you're on any business networking social sites, ask to connect with your interviewer after the interview. If they accept your request, it could be an indicator they are interested in learning more about you. This is an essential part of growing your personal network. Even if you end up in a different position with a different company, growing your network is always beneficial.



## **AFTER THE INTERVIEW**

### **SEND ANY SUPPORTING DOCUMENTS**

If there are any supporting documents required, send those post-interview. This could be a page of references, a written assessment, or maybe even consent forms to run various checks as part of the pre-screening process. Make it a priority to get these back in a timely fashion.

### **MAKE THE FOLLOW-UP CALL**

It is advisable to follow up with a call or email after a couple of days. If you have been given a specific time frame, work within that. Do not wait for the company to contact you.

There is nothing desperate about making a professional follow-up call after the interview to ask about the status of your application; rather it demonstrates enthusiasm and tenacity.

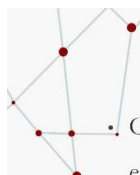


*Thank the interviewers for their time as you leave the room.*



## HOW TO ANSWER INTERVIEW QUESTIONS


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### ANSWERING INTERVIEW QUESTIONS

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- One of the most important parts of interview preparation is being ready to respond effectively to questions employers typically ask.
- Hiring managers will expect you to be able to answer common questions smoothly and without hesitation.
- In this module, you will find some of the most frequently asked interview questions and sample answers. Prepare your responses based on your experience, skills, and interests. Remember that it's less about providing the “right” answers and more about demonstrating that you're the best candidate for the job.



**TIP:** *You don't need to memorize your answers, but you should think about what you're going to say so you're not put on the spot.*



## COMMON INTERVIEW QUESTIONS WITH SAMPLE ANSWERS

### 01 Can you tell me/us about yourself?

*Ans: This is one of the first questions you are likely to be asked. Be prepared to talk about yourself, and why you're an excellent fit for the position. Answer questions about yourself without giving too much, or too little, personal information. You can share some of your personal interests and experiences, a favourite hobby or a brief account of where you grew up, your education, and what motivates you.*

### 02 Why should we hire you/why are you the best candidate for the job?

*Ans: The hiring manager wants to know whether you have all the required qualifications. Be prepared to explain specifically why you should be hired. Your response should be confident, concise, and focused. Explain what you have to offer. Craft a response that addresses the specific qualifications and the requirements in the job listing.*

## REFERENCE VIDEOS



[\*Click here to watch this video\*](#)



[\*Click here to watch this video\*](#)

## COMMON INTERVIEW QUESTIONS WITH SAMPLE ANSWERS

### 03 Why do you want this job?

*Ans: What would you bring to the company if you were hired? Show the interviewer what you know about the job and the company. Take time beforehand to thoroughly research the company, its products, services, mission, and culture. Be specific about what makes you a good fit for this role, and mention aspects of the company and position that appeal to you most. They need to see you as a solution to a challenge.*

### 04 How has your experience prepared you for this role?

*Ans: Hiring managers use this question to learn how your previous work experience and educational background fit the job. To prepare to respond. Make a list of the most relevant qualifications you have and match them to the requirements listed in the job description. You don't need to memorize your answers, but do be ready to share what you've accomplished in your previous roles.*

## REFERENCE VIDEOS



[Click here to watch this video](#)



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## COMMON INTERVIEW QUESTIONS WITH SAMPLE ANSWERS

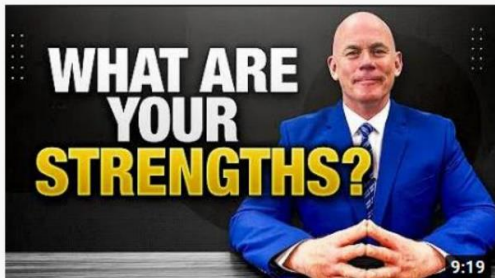
### 05 What Is Your Greatest Strength?

*Ans: When you are asked about your greatest strengths, it's important to discuss the attributes that qualify you for that specific job, and that will set you apart from other candidates. When you're answering this question, remember to "show" rather than "tell." For example, rather than stating that you are an excellent problem solver, tell a story of a previous situation that demonstrates your strength.*

### 06 What Is Your Greatest Weakness?

*Ans: This question is also another opportunity to show the hiring manager that you're well qualified for the job. In addition to learning whether you've got the right credentials, the hiring manager wants to know whether you can take on challenges and learn new tasks. Do your best to frame your answers around positive aspects of your skills and abilities as an employee, turning seeming "weaknesses" into strengths.*

## REFERENCE VIDEOS



[\*Click here to watch this video\*](#)



[\*Click here to watch this video\*](#)

## Exercise/Deliverables

- Club members should prepare themselves for a job interview role-play. Have club members choose various companies (real or imagined) and various positions of their choosing for the role-play interviews.
- Club coordinators and club leaders can select a few members to act as the interviewers and a few to act as interviewees. Have the pairs practice on their own and then perform in front of other club members so their fellow students can assess what was done right and what was done wrong.
- This task will prepare club members and will help build confidence for future interviews.

*NB: Remember to record the role-play and send to Unite.*

**“Do what you can,  
with what you have,  
where you are.”**

**—THEODORE ROOSEVELT**