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ABOUT ME

- MY APPROACH TO CAREER DEVELOPMENT, AND HOW I AM APPROACHING TODAY'S KEYNOTE
- WHAT WE WILL COVER:
 - THE SKILLS YOU HAVE AS A RESULT OF VOLUNTEERING WITH ABA
 - HOW TO QUANTIFY YOUR SKILLS AND KNOWLEDGE
 - HOW TO TALK ABOUT THEM IN AN INTERVIEW OR JOB APPLICATION
 - TIME FOR QUESTIONS AT THE END—USE THE CHAT FUNCTION TO SEND A QUESTION

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Mary opened the conference with these challenges for the ABA:

- Financial
- Psychological: bushfires, drought and COVID-19
- Communication: using online platforms, app, the power of social media to connect for meaningful conversations and education

Mary also mentioned a meme team! Media / PR, marketing, membership and financial teams

WHAT SKILLS ARE IN DEMAND RIGHT NOW?

• ACCORDING TO BUSINESS INSIDER IN JANUARY (BEFORE THE COVID-19 CAME):

- CREATIVITY
- TEAMWORK
- PERSUASION
- ADAPTABILITY
- TIME MANAGEMENT

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ABOUT THESE 'SOFT SKILLS'

- SOFT SKILLS – CAN WE THROW THIS TERM IN THE BIN?!
- PEOPLE AND COMMUNICATION SKILLS; CRITICAL THINKING AND PROBLEM SOLVING SKILLS
- ADAPTABILITY: HOW WOULD YOU DEMONSTRATE HOW ADAPTABLE, RESILIENT AND FLEXIBLE YOU ARE AS A WORKER/EMPLOYEE?

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"HARD" SKILLS

- BLOCKCHAIN
- CLOUD COMPUTING
- AI
- SCIENTIFIC COMPUTING
- UX DESIGN
- ANALYTICAL REASONING
- TRANSLATION
- INVESTOR RELATIONS
- CUSTOMER SERVICE SYSTEMS
- COMPETITIVE STRATEGIES

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SKILLS SETS FROM ABA VOLUNTEERING

- COMPETENCY-BASED KNOWLEDGE AND SKILLS SPECIFIC TO BREASTFEEDING EDUCATION
- LEADERSHIP
- COMMUNITY ENGAGEMENT AND ADVOCACY

Margaret also reiterated advocacy at a strategic level including government, and getting mentions in parliament.
Consider too events like Welcoming the Babies.

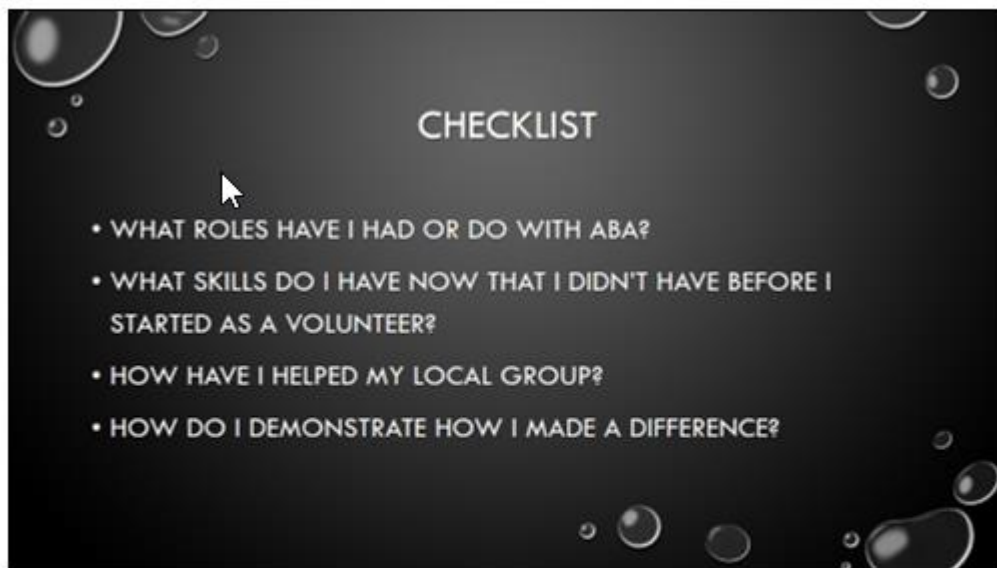
AUDITING YOUR SKILLS

- IF YOU STRUGGLED TO BRAINSTORM, USE THE CHAT TO SEE WHAT OTHERS SUGGESTED
- ALSO, USE POSITION DESCRIPTIONS AND ABA DOCUMENTATION AS INSPIRATION TO AUDIT YOUR SKILLS

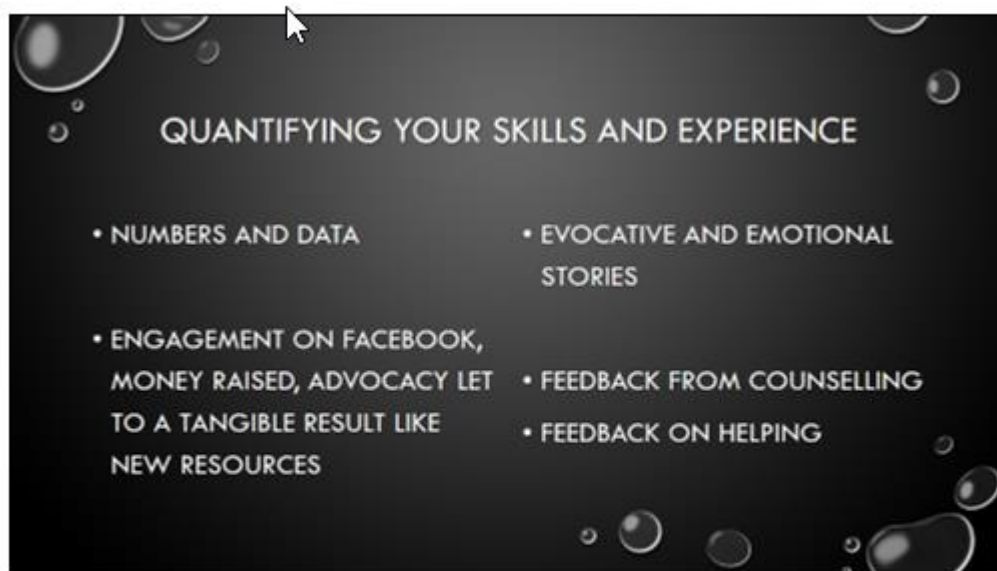
Use the strategic documents to help audit what you do on an individual level.



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Bonus question:
How do I contribute to ABA's strategic areas?



Stories about those you help is ALWAYS ANONYMOUS: you know this but it's always worth saying again to reiterate how important that is

APPLYING FOR JOBS: TWO EXAMPLES

- FUNDRAISING:
 - BOOKING THE WIGGLES FOR A CONCERT AT A CHURCH/SCHOOL HALL
- WRITING AND EDITING:
 - WRITING STORIES FOR ESSENCE MAGAZINE

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ON YOUR CV

- WRITE YOUR VOLUNTEER EXPERIENCE AS YOU WOULD A JOB
- YOU CAN INCLUDE IT AS A SEPARATE SECTION AS VOLUNTEERING OR IN A SECTION HEADED 'WORK HISTORY'

Work history or work experience—the title of the section doesn't matter. It's what you put in it

Make it clear when you started in your volunteering role and when it ended, or if still current

If you want to include it in a section called Volunteering or Community Involvement, I encourage you to write it as you would a paid job, with responsibilities and duties, and any results or achievements that you and your local group, or committee achieved.

Writing it as a job with responsibilities brands your involvement with ABA to an employer as valuable experience and skills

ON A COVER LETTER

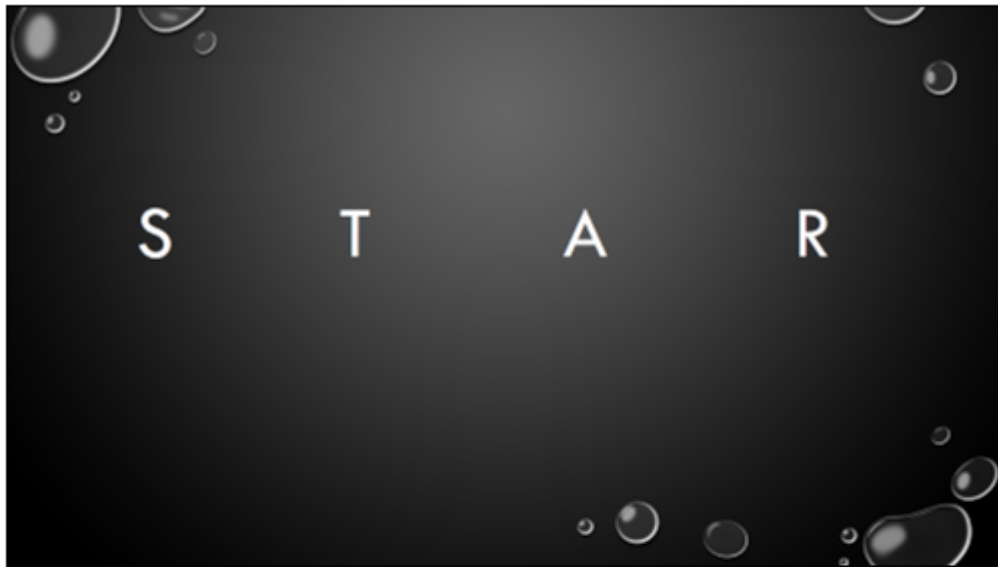
- IF YOU WANT TO SHOW AN EMPLOYER YOU HAVE SKILLS FROM AN ABA ROLE THAT IS RELEVANT FOR THE VACANCY... MENTION IT IN YOUR LETTER!
- THIS IS WHEN YOU NEED TO DEMONSTRATE YOUR SKILLS TO SOMEONE WHO POTENTIALLY HAS NO EXPERIENCE WITH ABA AND HOW A LOCAL GROUP MIGHT WORK

Tell a story using data and feelings.

Cover letters and job applications are essentially telling a story about you.

And you're the best expert about you.

If your social media profiles are public, and you are happy to share a link to them, you could include these to show how you administer/manage your local ABA group. Use engagement stats too.



STAR is a great acronym to remind you how to structure examples on a cover letter or application, and how to answer interview questions.

S is Situation—sum up what the problem or situation was you faced.

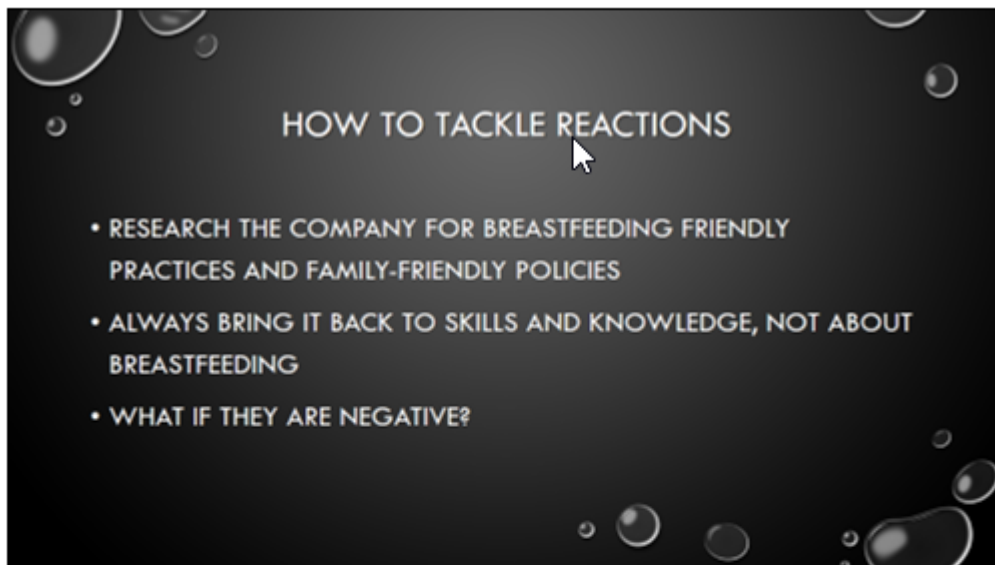
T is Tasks—what did you identify you needed to do

A is Actions—this is how you did the tasks

R is results—what was the end result of you undertaking the actions you did? How can you show results when there is no data? Think about the difference you made to someone who was distressed/upset and you helped them find a solution for their breastfeeding problem. Think about how you may have contacted local politicians for a donation to buy a resource. Think about how you helped fundraise.

STAR follows the fundamental story arc of a yarn, a tale. Think of Snow White, Shrek, Die Hard: these movies follow this structure.

You can't waffle when you use STAR because you end your story with the end. It's a natural time to stop talking. And that means the interview panel heard about the results last, too—a powerful technique with memory.



What if they are?

Let me lead from the front: job search these days is tough. Unemployment is up, and we are in a recession.

You are also in a position to assess them as a good fit for you. You don't have to work for them either.

This is why research of the company before applying is important – see if they have values and policies that match yours.

If you do get a negative reaction, be professional. Reiterate your skills learnt from your role, and reiterate again skills you have learnt from other jobs and volunteer roles too.

Because it's not about boobs: it's about the skills and knowledge from ABA that is relevant to the job.

You may be asked how are you going to balance your time with the position and volunteering. Be prepared to answer about how you can manage your time effectively and what flexibility you have for the paid position.

INTERVIEW THEATRE SPORTS

- PUT ME IN THE HOT SEAT!
- I NEED A VOLUNTEER TO ASK ME A QUESTION AND I WILL TAKE 30 SECONDS TO THINK OF MY ANSWER USING S-T-A-R
- USE CHAT TO WRITE A QUESTION FOR WRITING OR CAREER DEVELOPMENT TYPE ROLE

How did I do?

Did I move around? Was I distracting?

Was I engaging? Was my answer clear in how I answered with my skills and experience?

Video Chat interviews are hard—they feel stilted, they feel a little awkward—who hasn't waved at the end of a Zoom meeting?! I have even waved to people on Facey Lives and they can't see me!

The same rules apply for video interviews and many companies were using this before COVID came. Practice with a friend. Ask them to interview you—a full dress rehearsal. Practice lighting, background, your outfit, make-up: all of it. Practice makes it more likely you will perform.

See the separate PDF where I have copied many questions you wrote in Chat—they were fantastic and great to use for interview practice.

FURTHER EDUCATION AND TRAINING

- DISCIPLINES HAVE BEEN IDENTIFIED FOR REDUCED FEES OR FREE TRAINING AS PART OF FEDERAL GOVERNMENT INITIATIVES TO HELP THOSE AFFECTED BY COVID-19 TO UPSKILL
 - [HTTPS://WWW.DESE.GOV.AU/NEWS/JOBTRAINER-PACKAGE-ANNOUNCED](https://www.dese.gov.au/news/jobtrainer-package-announced)
 - NO UPDATES SINCE 23 JULY. KEEP AN EYE ON THAT
- QLD LINK: [HTTPS://WWW.QLD.GOV.AU/JOBS/EDUCATION/COVID-19-TRAINING](https://www.qld.gov.au/jobs/education/covid-19-training)
- CHECK OUT SHORT COURSES: FOR EXAMPLE [HTTPS://ONLINE.RMIT.EDU.AU/](https://online.rmit.edu.au/)
- MICRO-CREDENTIALS: [WWW.FUTURELEARN.COM](http://www.futurelearn.com) AND [WWW.EDX.COM](http://www.edx.com)

If you have the CERT IV in Breastfeeding education (counselling), have you sought recognised prior learning for further education?

Apologies for the very Queensland reference in my slides, but my intention is to use this as an example of what is available in all states.

Coincidentally, RMIT's link matches up perfectly to the hard skills in demand right now. RMIT has also been advertising heavily on social media for a Grad Cert in Digital Communication: this might be perfect to give you a credential that compliments your volunteering experience managing and hosting your local group online.

[Futurelearn](http://www.futurelearn.com) is a great online provider of free courses from universities all over the world, predominantly UK [unis](http://www.unis.com) but also Deakin pops up and other institutions.

[Edx](http://www.edx.com) is similar and has many of the Ivy League universities with short courses. These are both great to explore a topic in a little more depth and get a feel for the institution. Also practical tips for example social media management and using data analytics from social media platforms.

Acknowledge that you may not be in the right mindset to study right now with lockdown, COVID etc.

ASK ME ANYTHING – TO THE CHAT!



See the summary in a separate document of interview questions and comments made in the Chat function during the keynote.

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AND
THE PODCAST—FIND US ON FACEBOOK AND INSTA



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