



# CGI Digital Career Planner



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# We are CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. Our employees (who we call members) are our greatest asset, and we provide support throughout their careers at CGI to help them develop their own personal brand.

We have put this brochure together to share exclusively with the Girls in Tech network. It provides some useful tips and guidance on preparing for a new job or getting ready to take the next step in your career.

To find out more about what it means to be a CGI member and the great work we do, check out some of our online material below:

[CGI Careers webpage](#)

[Recruitment brochure](#)

[Our Member benefits brochure](#)

[CGI's Careers in Australia video](#)

[The power of ownership at CGI](#)



# Updating your CV

Your CV is more than just a list of roles and responsibilities, it is a sales and marketing document that will help you get the job you deserve and advance your career.

Here are our top tips to help you produce a CV that represents the best possible version of you!

## Have I got your attention?

The first few sentences on your CV should be an 'attention-grabbing' introduction to your profile. It is your opportunity to sell yourself and make the reader want to find out more.

Aim for 1 to 2 paragraphs. If you find yourself writing more than this, re-read and omit the fluff.



## Buzz off

Avoid commonly used buzzwords or clichés, such as hardworking, highly motivated and reliable. These characteristics are implied. You're not going to tell your future employer that you're unmotivated, are you?

## Show don't tell

When you describe your strengths or personal characteristics, show how you have demonstrated these skills.

For example:

*X has proven her drive and motivation for a career in Project Management by successfully completing her PMBOK certifications.*

NOT

*X is a hardworking, highly motivated Project Manager with 9 years of experience.*

## Stand out from the crowd

Recruiters will receive hundreds of CVs for some roles. We want to make sure when they see your CV, they know straight away that you are a good fit for the position. Including an experience snapshot that is relevant to the job you are applying for will help with this. Make sure this is the first thing they see when they open your CV.

## Make it easy to read

Use headers, formatting, bullet points and short, easy to read sentences. Don't be afraid to use white space - it's not the end of the world if your CV spreads over the mythical 3-page CV boundary (who

invented this rule?). Give the reader the opportunity to skim read your CV before they go into a deep dive.

## Add impact

When listing roles and responsibilities, don't forget to include your contribution to the role or project. For example, how did you solve a problem, add value, generate revenue, save time or make improvements?

# Get ahead on LinkedIn

So you've created a LinkedIn profile, added your previous employment and connected to a few colleagues, but now what?

The recruitment industry is constantly changing and evolving and it has never been more important to be online. Sure, you could keep on applying for roles on job boards, but making yourself 'discoverable' to future employers could fast track you to your next dream job. Here are our top tips to get your started.

## **Use your keywords**

What is the most important keyword for your brand? The answer might surprise you! It's actually your professional name. Keep this the same across all of the platforms you are using if you want to be found. For example, make sure you're Joseph Bloggs on LinkedIn, Twitter and Facebook, rather than Joey Bloggs on LinkedIn, Joe Bloggs on Twitter and J. Blogg on Facebook.

You can optimise your LinkedIn Profile URL in the top right hand section of your profile page. The likelihood is that your name was already taken before you joined the platform. Instead of adding random numbers (that may be interpreted as your birth year) try adding your profession or qualifications e.g. janesmithmba

## **Stand out (for the right reasons)**

According to LinkedIn, having a profile picture makes you 21 times more likely to be viewed but choosing the wrong photo might put potential employers off. Select the image that portrays you and your personal brand the best. Make sure your face fills 60% of the frame and

don't use a distracting background. Chose an image that looks like you. After all, if you network at events like Girls in Tech, you need people to be able to recognise you!

## **Use your Tagline**

After your profile picture, your tagline is the first impression you make on people. Your tagline will default to your current position but you can change this to anything you want. It's a great opportunity to sell yourself and your brand. You have 120 spaces so use your keywords, make it SEO-friendly and catchy.

## **Your mission statement/ summary**

Think of your LinkedIn summary as your mission statement or personal elevator pitch. Who you are, what do you want to be known as, your goals and vision. Don't waste this space with an introduction to your current company. Their corporate pages do that. Make this all about you!

And don't forget to use all of the tips we shared in the CV writing section for your LinkedIn profile too.

## **Link-in**

Don't just treat your LinkedIn profile as an online CV. The clue is in the name; LinkedIn is all about linking or connecting with people in your industry. The thought of going out to an event and introducing yourself to strangers might be daunting, but what if you could do that from the comfort of your own living room? Start building your network through co-workers, clients, university alumni to start, and then ask your new connections to introduce you to other relevant contacts. Join groups by industry, skill, job title or general interests to find new, relevant connections.

# Attending an interview

At CGI we believe the role of the interviewer is to not only find the right person for the role but to also create an environment where the interviewee can show the best possible version of themselves.

To make sure you shine in your interview, check out these tips below.

## Be prepared

Now this might sound like 101, but it's probably the most important tip. The question is, how do you prepare for an interview without knowing what questions you will be asked?

Start with preparing what you do know. The interviewer has a copy of your CV, so make sure you know it inside out, including your key projects, achievements, certifications. Be comfortable in talking through all of your recent experience and providing detail where needed.

Also review the job description so you know exactly what they are looking for (and what they're likely to assess). Most interviewers aren't there to catch you out and should be focusing on the skills they need for the role.

## Get to know your interviewers

Before going for an interview, you can use LinkedIn to research your interviewers to find out about their background, interests and the connections you have in common. You can leverage this information

during your interview to create relatability and show that you've done your homework. And, if you have your LinkedIn profile set to public, they can see that you're keen and prepared.

Disclaimer: But don't take this too far e.g. maybe don't mention the dog they owned in high school that they haven't mentioned on social media in years. We're going for curious, not creepy!

## It's your interview too!

Interviewing runs both ways. Yes, the focus is going to be on you and your suitability for the role, but you also want to make sure this is a company where you want to work. Make sure you prepare your interview questions in advance. Avoid questions that you could easily find out from their website (this shows that you didn't do your homework). Worse still would be to show up without any questions at all. Even if your questions have been answered during the interview, make sure you highlight this at the end of the interview. A great question for when you run out of questions is to turn it back on the



interviewers – ask 'is there anything further you would like to ask me? Is there anything I can clarify?'

## Video interviews

The great thing about the move to video interviews is that it puts you in control of so much more. There's no chance of missing the bus, getting caught in the rain or showing up at the wrong address. You're in an environment you are comfortable in. You can check your tech, the sound, your camera angle and lighting in advance. But don't get too comfortable. Dress to impress, keep eye contact, and listen, nod and smile to show you are engaged. It might be worthwhile putting the dog in the backyard too! Also remember to look at the camera, not at the screen – this will make you appear more engaged.

# Bonus tips for Graduates and entry level candidates

If you're sitting there thinking 'but I don't have any content for my CV or LinkedIn profile!', then you couldn't be further from the truth.

Everybody has something to offer, you might just need to be a little creative with it.

Most entry level roles won't require any work experience, but they are looking for somebody who can add value to the team and company culture.

Check out these guidelines to make sure you stand out from the crowd!

## Think Transferable

Start with looking at a job description for your dream role. What are the key characteristics, behaviours and skills they are looking for?

Now think back to your university projects, assignments and extra-curricular activities (you gain many important skills in other areas of your life). What skills and behaviours did you learn or demonstrate? Is there any links you can find between these and what the job description asks for? You gain many important skills in all areas of your life, not just through work experience.

Remember to demonstrate why you have put this on your CV and why this is relevant to role you're applying for, but make sure you show, don't tell.



For example :

*In 2019 Charlie volunteered at the local animal shelter charity event and was responsible for managing the donations for the charity raffle. This involved contacting local companies and asking for donations, utilising their strong negotiation, influencing and communication skills*

## Show you're willing to learn (without telling them you're willing to learn)

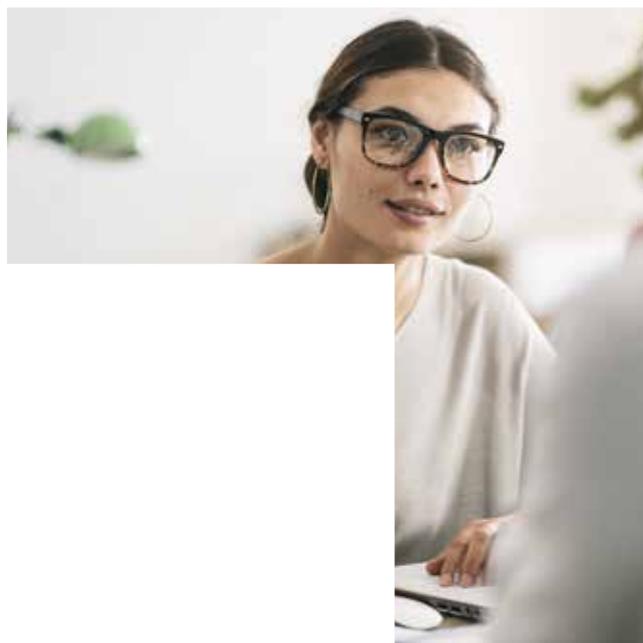
In addition to your school or uni studies, make sure you highlight your self-taught experience. Even if this didn't result in a certification, it's still relevant to demonstrate what do you do in your spare time to ensure your skills are up to date. This is relevant for all active candidates, not just for graduates. How have these new found skills added value or helped you achieve success? Don't forget your soft skills development too.

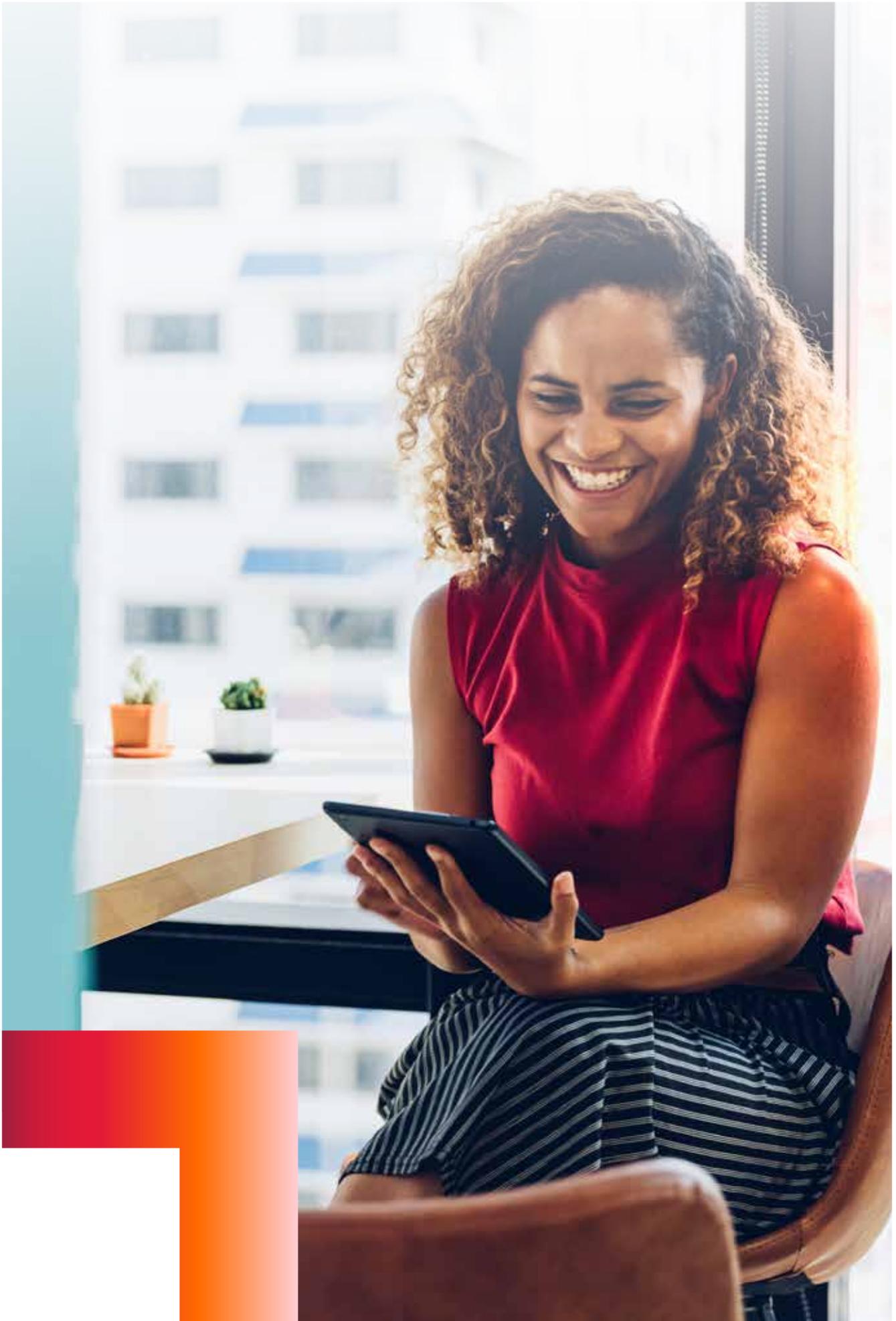
### **Use your elevator pitch/opening statement**

You may not have too much to say about your previous experience, but you can use your opening statement to focus on where you're going versus where you've been. If you do this right you can also use this section of your CV to demonstrate (by showing, not telling, of course!) all of those characteristics your new employer is looking for ... drive, passion, great attitude. Remember to keep this concise and to the point – if your elevator pitch/opening statement is more than a few sentences long, rework it. You want to highlight your best features and accomplishments, not hide them behind too many words.

### **Ask for help**

Don't be afraid to make new LinkedIn connections and ask for their advice. Connect to the thought leaders in your industry, those that are active on LinkedIn and have stories to share. People love talking about their career journeys and lessons learnt along the way and most will be flattered that you see them as someone who can help you get started with your own career journey. If you can, organise coffee catch-ups with a few of your connections so you can learn from their experiences first hand, and continue to keep any key connections updated with your progress.





# Career planning tools

## Make it happen!

On the next few pages you will find a number of templates to help you plan and prepare for your own career journey. We hope the Girls in Tech Australia conference has inspired you to put pen to paper, set your own goals and determine your top priorities.

### **My Career Development Plan**

Whether you're just starting out on your career journey or you've decided now is the time to make changes (big or small), this handy tool can help get you started. Speak to others and get their advice. From thought leaders in your industry to the friends and family that know you best. Self-reflection isn't as easy as it sounds, so don't rush this task. Give yourself time to work out what makes you happy and where you want to be. After all, we spend a lot of our lives at work, so we should enjoy it!



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**What are my career aspirations?**

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**What skills, traits and behaviours do I need to get my dream job?**

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**What are my strengths and what do I enjoy doing?**

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**Where do I need to improve and develop?**

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**How do I get to where I want to be?**



If there's something stopping you achieving your goals, work out a plan on how you can fix it.

#### **Goal setting worksheet**

Work out what's most important to you. Even if it's just 5 goals you want to achieve this year and nothing else. They can be big, small, short or long term.

Review your list regularly and make sure your shortterm goals are helping you work towards your longterm ambitions. If there's something stopping you achieving your goals, work out a plan on how you can fix it.

It's important to share your goals with others to help you stay motivated. Let them know how they can help you stay on track.

**What is your goal?**      **Why is this important?**      **How will you achieve it?**      **What's stopping you achieving your goals?**      **What do you need to do to fix this?**

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Goal 1:

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Goal 2:

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Goal 3:

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Goal 4:

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Goal 5:

**Getting it done - Quarterly Planner**

When you effectively prioritise, your productivity is improved and you're able to achieve what you need to. Check on your to do list regularly and remind yourself how this is helping you achieve your long term goals.

Top 3 priorities this Quarter	Top 10 actions to achieve my goal	Monthly short-term goals
	1. ....	Month 1
	2. ....	
	3. ....	
	4. ....	Month 2
	5. ....	
	6. ....	
	7. ....	Month 3
	8. ....	
	9. ....	
	10. ....	

**How will this help me achieve my long-term goal?**

**Quarterly wrap up**

What have I achieved?

What can I do better next quarter?

### Getting it done - Weekly Planner

A weekly plan will help make sure you stay on task and make the most of your time. When you achieve your goals you can feel accomplished knowing that you completed what you set out to do.

Take time at the end of the week to celebrate your successes and reflect on what you can do better next week.

#### To do list

#### This week's goal

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

**What have I accomplished this week?**

**What can I do better next week?**

At CGI, we pride ourselves on our ownership culture. We view our professionals as company owners, and this ownership mentality is woven into all aspects of our management approach. It's why CGI professionals are called "members." Most of our members are shareholders, and all have the freedom to drive their careers, make decisions in the best interests of clients, take part in the continuous improvement of our business, and benefit from a job well done.

Our ownership culture has created a working environment where our members are empowered to shape their careers and take on new responsibilities. At CGI, your work is what you make it.

Every day is a new opportunity!







## About CGI

### **Insights you can act on**

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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