

A photograph of a wooden desk with a light-colored wood grain. On the desk, there is a brown leather notebook with a gold-colored embossed logo, a black ruler, and a pen. The background is a solid orange color.

CEREER PREPARATION

Analisa Widyaningrum, M.Psi., Psi

Psikolog RS JIH

Trainer & Public Speaker

Direktur Analisa Personality Development Center

“Choose a job you **love** and you
will never have to work a day in
your life”

(Confucius)







MISTAKE

apa saja **kesalahan** *jobseeker* dalam mencari pekerjaan?

- Not knowing your **market value**
- Not preparing well enough for **job interviews**
- “Just **any** job”
- Forget about **networking**
- **Giving up** too soon



Personal Branding

mie instan?





air mineral?

sepeda motor?





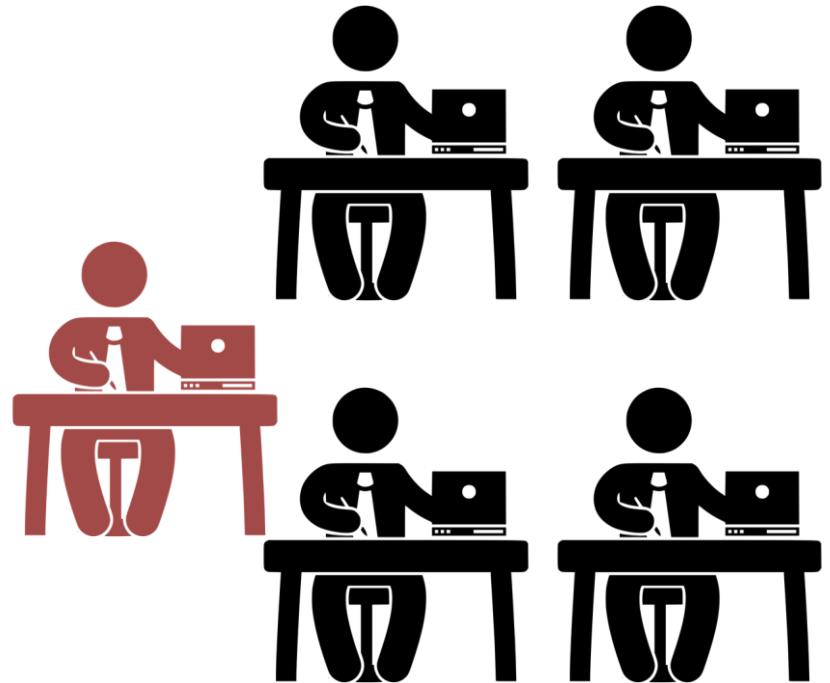
pasta gigi?

“Your personal brand is what
people say about you when
you’re not in the room”

(Jeff Bezos)



1 dari 5 perusahaan menggunakan **sosial media** untuk meriset para kandidat





how to build your
personal branding?

1. Discover your brand

Passion

Vision

Mission



PASSION

What is passion?

How to find it?



Passion is a strong feeling of **enthusiasm** or **excitement** for something.



HOW TO FIND YOUR PASSION?

1. Determine what do you love to do
2. Determine what are you good at



VISION

What is vision?
Characteristics?



vision is a description of an improved future. It **motivates** people to **take action** in the right direction



CHARACTERISTICS OF VISION

- Vividly imaginable
- Compelling
- Realistic
- Focused
- Easy to communicate



MISSION

What is mission?

What's needed?



Mission is a strategy



What do we need to run the mission?



HARD COMPETENCY

Technical competencies including knowledge and skill to accomplish a task



SOFT COMPETENCY

Work ethics, attitude, communication skills, emotional intelligence and other personal attributes

2. Create your brand

Curriculum Vitae
Portfolio
LinkedIn Profile
Email Address

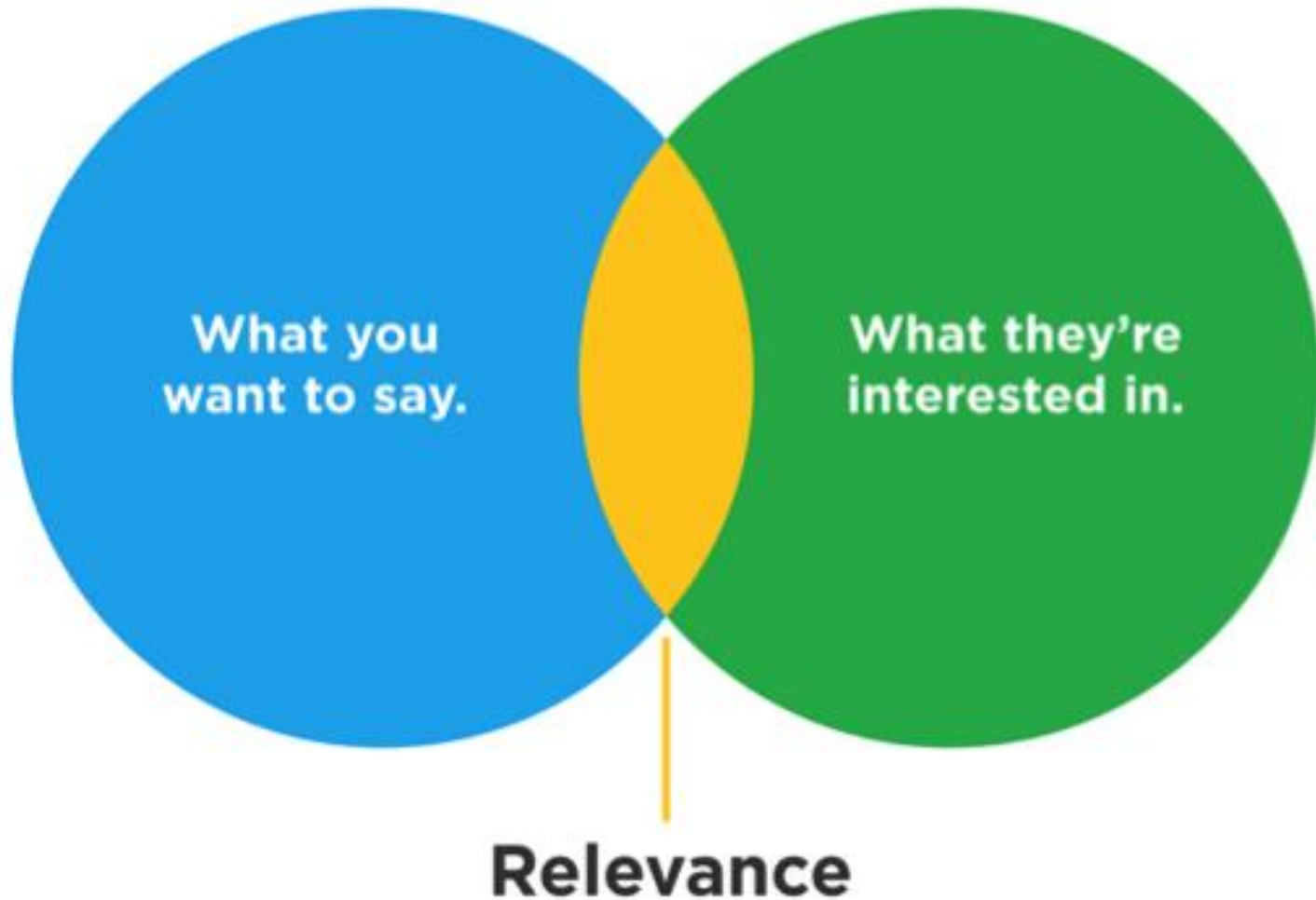


Curriculum Vitae

- *Background* pendidikan
- Pengalaman kerja atau organisasi
- Penelitian
- Pencapaian/prestasi
- *Skill*
- *Reference*



Make it **short** and **relevant**



First.
Impression

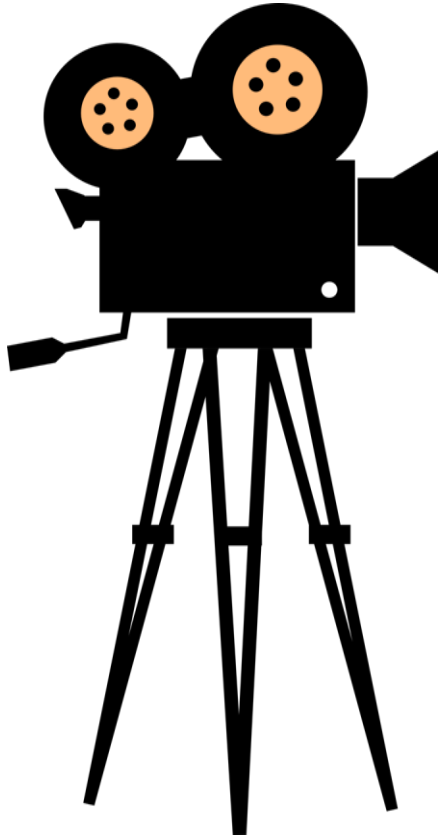
A photograph showing two individuals from the waist down, sitting at office desks with laptops. The person on the left is wearing a dark jacket, light blue denim jeans with large rips, and black work boots with yellow laces. The person on the right is wearing a light blue dress shirt, a patterned tie, and light-colored dress pants with black dress shoes. The scene is set in an office environment with a wooden floor and a white wall.

apakah **first impression** itu penting?



Kesan apa yang didapatkan?

why making a good **first impression** is important?



Check this video out!

“You never get a second chance to make a first impression”



BENEFITS OF GOOD FIRST IMPRESSION

- Penampilan tampak menarik & memikat
- Kepercayaan diri meningkat
- Mendapat respect & trust dari orang lain



how to make a good first impression?

Impression = grooming + greeting

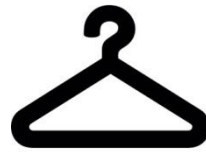
grooming adalah penampilan diri seseorang yang *presentable* secara keseluruhan, dari ujung rambut hingga kaki.



menjaga penampilan dengan baik menunjukkan bahwa Anda **menghormati diri Anda sendiri dan orang-orang yang Anda temui.**



Grooming meliputi...



Cara Berpakaian



Cara Berdandan



Cara Berbicara



Cara Berjalan

HAL YANG PERLU DIPERHATIKAN



AROMA TUBUH

Kenakan parfum/anti prespirant untuk menghambat keringat berlebih



KULIT

Jaga kesehatan dan kebersihan kulit



RAMBUT

Pilih style yang sesuai dengan Anda dan lingkungan pekerjaan Anda



GIGI & MULUT

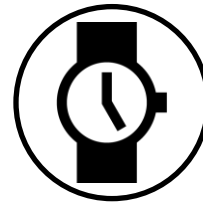
Jaga kesegaran aroma mulut dan kesehatan gigi

HAL YANG PERLU DIPERHATIKAN



PAKAIAN

Jangan gunakan pakaian yang terlalu ketat dan terlalu tipis



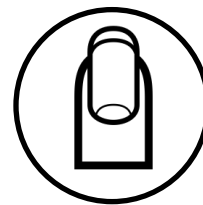
ASESORIS

Hindari penggunaan asesoris yang terlalu mencolok (warna & ukuran)



MAKE UP

Gunakan makeup dengan warna-warna natural



KUKU

Pastikan kuku terpotong rapi dan terjaga kebersihannya

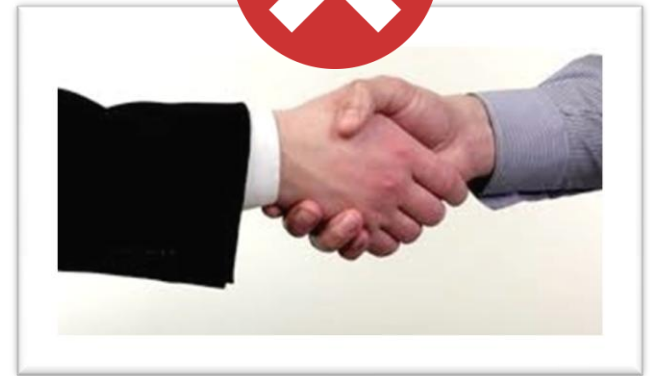
Greeting meliputi...

Senyum

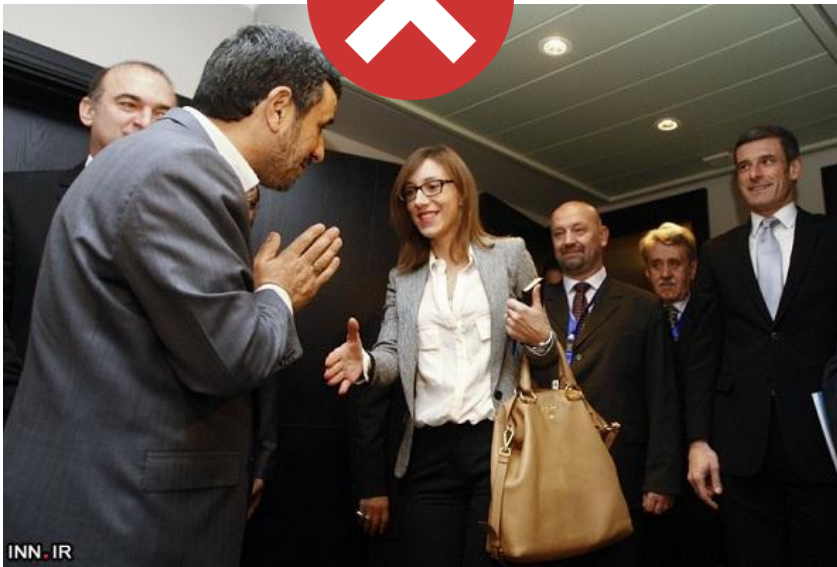
Salam

Sapa

CARA BERJABAT TANGAN



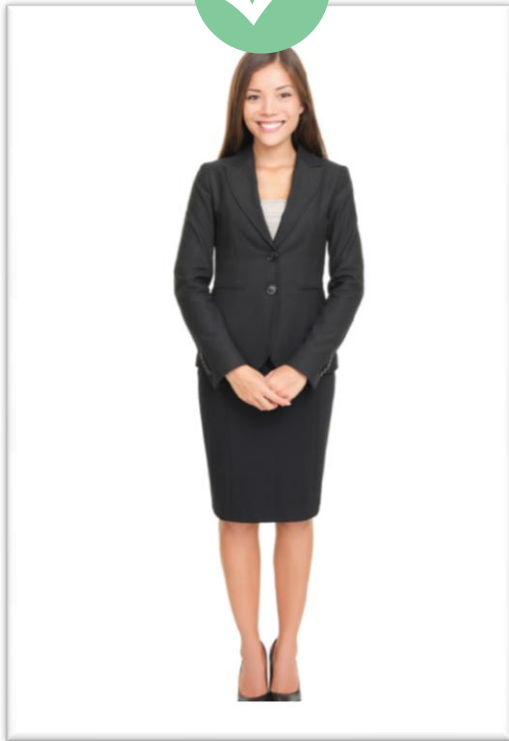
CARA BERJABAT TANGAN



KONTAK MATA



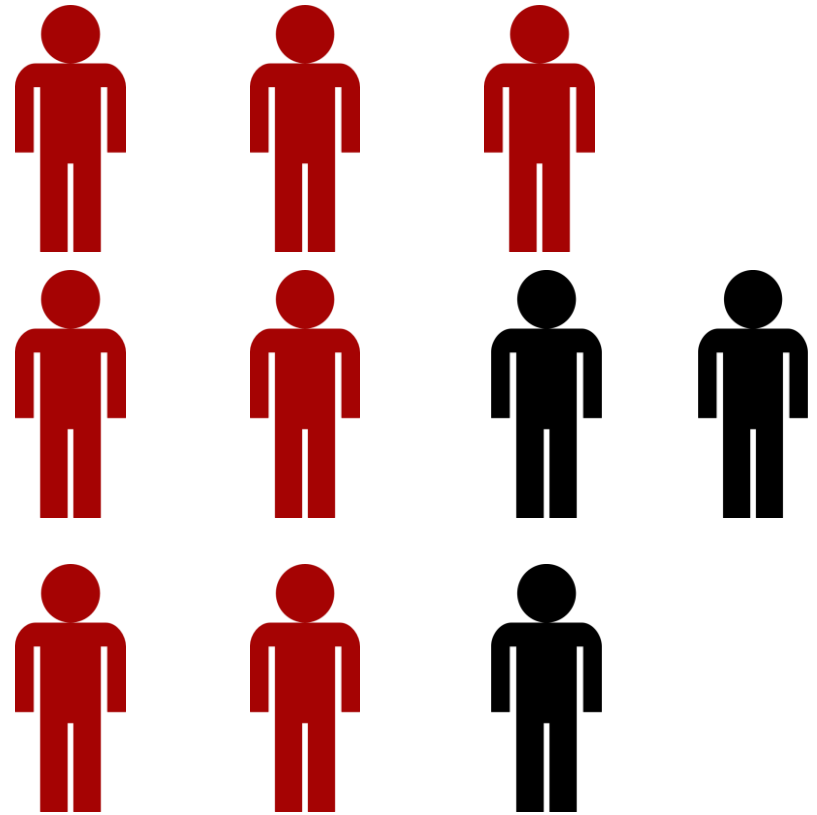
CARA BERDIRI



Communication

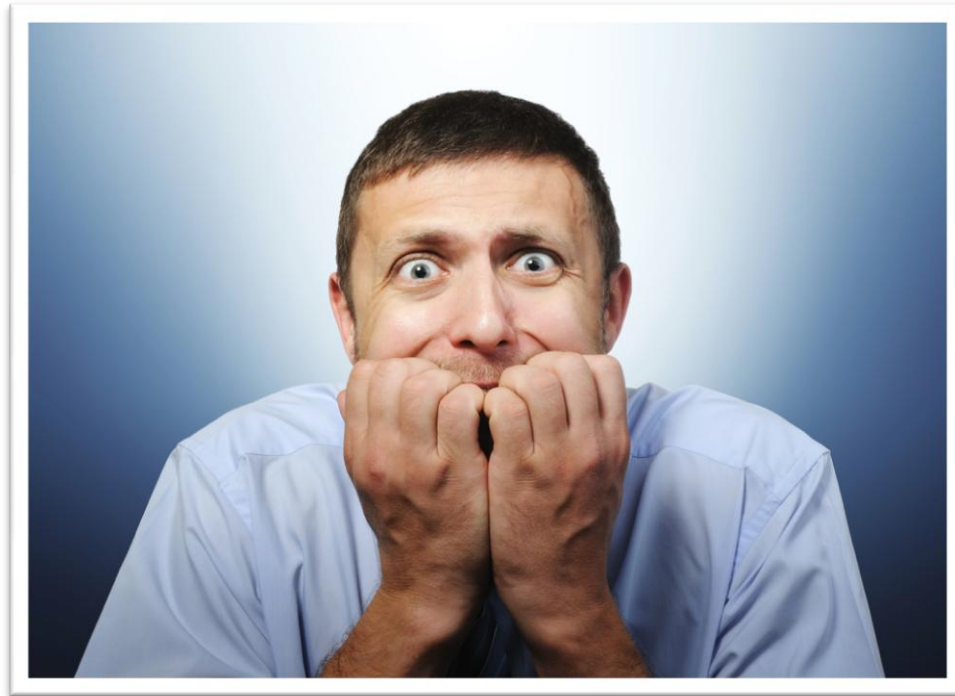
skill

7 OUT OF 10 PEOPLE
ARE **AFRAID** OF DOING
PUBLIC SPEAKING



Apa **ketakutan** Anda
ketika berbicara di depan umum?

NERVOUS



BLANK



DON'T GET THE ATTENTION



cara memiliki **communication skill** yang baik?

Communication Skills

Words
(7%)

Non-verbal
communication
(55%)

Vocal variety
(38%)



Non-Verbal Communication

Good posture

Balanced upright posture with shoulders down and relaxed



Abdomen tucked in

Poor posture

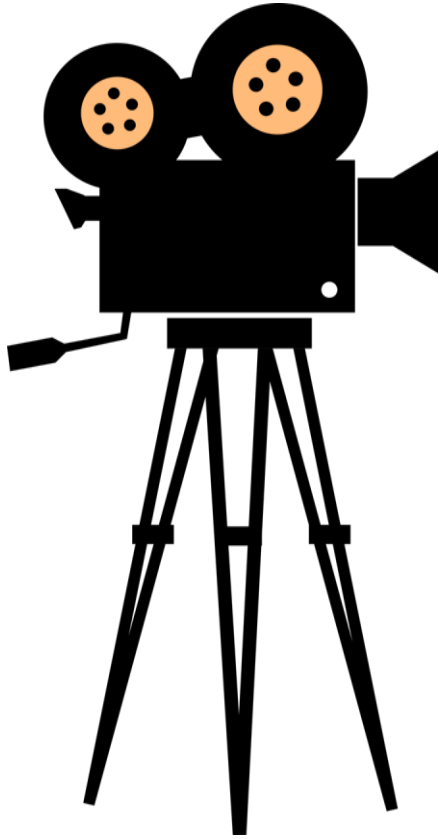
Sway back posture with rounded shoulders and over arched spine



Abdomen protruding

Facial Expression



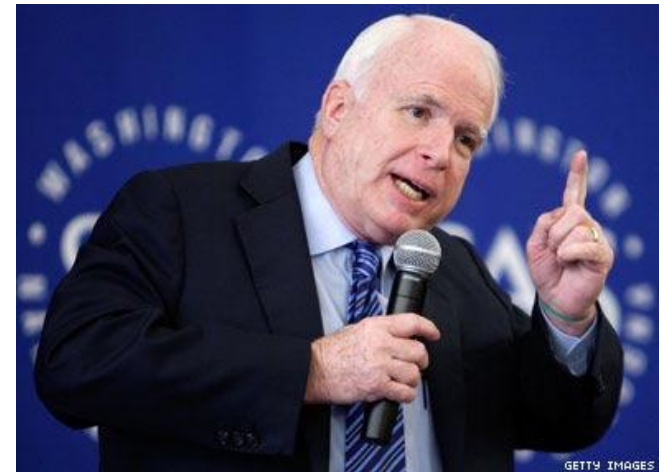


Check this video out!

Hand Gestures



VS



Verbal Communication

Kejelasan Suara

speed

pitch

volume

intonation



Pemilihan Kata

Pilihlah kata-kata
sederhana untuk
menjelaskan sesuatu
kepada klien



are you **ready** to pursue your
dream job?



Thank You

ANALISA

Personality Development Center

Contact us:

0877-2969-2050

apdcindonesia@gmail.com

Ruko Seturan Square No. 9, Yogyakarta



@apdcindonesia



@apdcindonesia



Analisa Personality Development Center