



CAREER SERIES

NURTURING BUSINESS RELATIONSHIPS

After watching the video complete the exercises below to put what you have just learnt into practice.

SCENARIO

Part 1: Congratulations! The end is near. You are in your last year of university studying a Bachelor of Commerce, majoring in Accounting and Finance. It is February 2018 and you are aware that Mad March (when lots of employers open up graduate recruitment) is nearly here. You need to find a job and want to ensure that you have met employers, recruiters and have a great insight to the roles that are available for an accounting graduate.

You have spoken to your career services and lecturers and they have advised that one way to get your name in front of the right people is to attend various on campus and off campus events and presentations. But there are so many to choose from. Professional bodies, employers and tertiary events – what ones are most relevant to your career journey?

There are three key events that you are keen to attend. However, you have checked your upcoming current work, study and test commitments and calculated that you can only attend two of these three. How do you decide which two to attend?

Review the below three events

Research online, people attending/presenting, what type of student can attend, purpose of event.

Notes:

- When considering and researching events, please disregard the location of the event. Consider the content, employers, speakers etc most relevant to your decision. The purpose of providing you with four different events is to give you an indication of the types of events/presentations that you might be able to go to during this time or at other crucial recruitment times.
- Some of these events have already taken place so information is limited but use what you can find.

1. Chartered Accountants Australia and New Zealand Employment Evening

a. <https://www.younlimitedanz.com/get-connected/employment-evening>

b. https://www.facebook.com/pg/charteredaccountants/photos/?tab=album&album_id=10155075383253491

2. Future Business Leaders Special Interest Group



Managing your Career and Employability

Join Andrew Copeland, Commercial Director at the Profile Group for an insightful session that will include:

- How to effectively manage your career and employability;
- How to produce and present a market driven CV
- Real life insight from four high profile panelists
- Q & A session

About the panelists:

Leon Brazier – CFO at Southbase

Originally from the UK, Leon has worked his way up the ranks in Public Practice and the Corporate Sector to get to where he is today as CFO at Southbase.

Mark Ford – NZ CFO at Fulton Hogan

Working with Fulton Hogan for over eight years, Mark has worked his way from Finance Manager to become a key part of the senior leadership team. Whilst developing his career, Mark also had some great OE experiences in the UK and Australia.

Chris Kinraid – Group Financial Controller at Kathmandu

With a hugely decorated CV, having worked for Kathmandu, Tai and Boots (UK) in Financial Controller and senior finance roles, Chris is a great example of what can be achieved early on in your career with ability and drive

Paul Burns – CFO at Craigmore

Originally from Ireland and having spent a lot of his working career in London, Paul has recently become CFO of one of the fastest growing and high profile Agri-Investment businesses in the South Island.

Andrew Copeland – Commercial Director at Profile Group

Profile Group focuses exclusively on Accounting and Finance recruitment across Christchurch and the wider South Island. Andrew has recruited Accountants and senior finance roles for over 12 years and works with Accountants in Career planning.

charteredaccountantsanz.com

FUTURE BUSINESS LEADERS SPECIAL INTEREST GROUP

Venue

Novotel Christchurch
52 Cathedral Square
Christchurch 8011

Course Details

Date Thursday 6 July

Registrations 4.30 – 5pm

Presentation 5 – 6pm

Cost

Member
Standard

CPD 1 hour

Presenters

Leon Brazier – CFO at Southbase

Mark Ford – NZ CFO at Fulton Hogan

Chris Kinraid – Group FC at Kathmandu

Paul Burns – CFO at Craigmore

Andrew Copeland – Commercial Director
at Profile Group



CHARTERED ACCOUNTANTS
AUSTRALIA • NEW ZEALAND



JOBSTARTER EVENT

LINKEDIN PHOTOS | CV CHECKS | LEADERS
LOUNGE | MOCK INTERVIEWS | FOOD & DRINKS

16 AUGUST 4.30 – 7.30 PM

MEZZANINE FLOOR RH

ALL COMMERCE
STUDENTS WELCOME

WIN GREAT PRIZES

SIGN UP THROUGH CAREER HUB

PART 2:

You have just researched the information about the Chartered Accountants Australia and New Zealand Employment Evening – this is one of the events you are extremely keen to attend due to the range of employers attending and purpose of the event.

You have identified that at the event there are three people from three different companies that you would like to speak to. These people have been showcased in the video you have just watched.

1. Felicity Hill, Associate Director, True Advisory
2. Eli Tagi, Director, WE Accounting
3. Michael Turner, Client Advisor, Q2 Limited

You want to speak to each of them but have no idea how to start up a conversation with them.

Put yourself in this position, imagine you are about to speak to them, You walk up to them, move your right hand forward to shake theirs and freeze..... heart rate has risen and you can't get any words out. What do you say? How do you get to know this person and start to build rapport?

Use the information you have learnt about them in the video that played earlier, and the handout provided "10 ways networking can help you find a job" and answer the questions below:

- How do you build rapport with this person? Use two key tips on the handout provided to tailor some questions to the person you are speaking to
- What open ended questions would you ask this person to find out more about them?
- Can you remember a part of their presentation and press for further information or more insight?
- How do you introduce yourself? What is your elevator pitch? What impression do you want to leave the person you are speaking with?
- What information do you want to know about the person you are speaking to?





CAREER SERIES

10 WAYS NETWORKING CAN HELP YOU FIND A JOB

Ever heard the term 'business networking'? It's often used as a way to gather information and research quickly, provide new business leads, and keep in touch with what the industry is doing.

It's also a great way to get a job.

Think of networking as something like Facebook. Over time you add friends and build a social network. Now imagine that in real life and with a business focus.

With almost three-quarters of job opportunities going through word of mouth, the roles you see publicly advertised are just the tip of the iceberg; you don't want to miss out. As they say, it's not what you know but who you know.

How to start networking – It can seem daunting to start when you feel like you have no existing network, so here are some tips: You already have a network. Think of all your friends, teachers, your friends' parents, ex-students, alumni organisations, the people at your part-time job – and your own family. They're the foundations of your network. Ask around if anyone works at a Chartered Accounting firm, or in the industry of your choice. With the rule of 'six degrees of separation' there's bound to be someone in your network who can put you in contact.

NETWORKING IS A TWO-WAY STREET

If someone you know has been looking for a role or a contact and you hear about it, let them know. They'll remember that when they hear about something that could help you.

JOIN LINKEDIN

LinkedIn is to business networking what Facebook is to social networking. You'll also often find forums and blogs on industry websites.

BUILD RAPPORT

Rapport is a state of understanding with another individual or group that enables greater and easier communication. In other words rapport is getting on well with another person, or group of people, by having things in common, this makes the communication process easier and more effective. Remember the basics:

- **What is the person's name?** Smile, listen, be interested rather than interesting.
- **Create shared experiences:** Ask open ended questions to show genuine interest in the person you are speaking to. Get to know who they are as a person to find out if you share any similar hobbies or interests.
- **Common experience:** Talk about things that refer back to what the other person has said. Find links between common experiences.