



e-Sessions via e-ESO.net
Your free education is just a click away!
©2021 The European School of Oncology

Welcome

The live session will start
at 18:15 hours CET

Please note that this activity is CME accredited.
At the end of the presentation, you will be able to access the CME evaluation and multiple-choice test directly.

To share your e-eso experience use:

#e_ESO

Tips on Presenting yourself (CV, Cover letter, Interview, Clinical case)

Expert: **Dr Assia Konsoulova**, Complex Oncological Center, Burgas, Bulgaria

Discussant: **Dr Simona Volovat**, Grigore T. Popa University of Medicine, Iasi, Romania

Extract from the e-ESO policy

The website contains presentations aimed at providing new knowledge and competences, and is intended as an informational and educational tool mainly designed for oncology professionals and other physicians interested in oncology.

These materials remain property of the authors or ESO respectively.

ESO is not responsible for any injury and/or damage to persons or property as a matter of a products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions or ideas contained in the material published in these presentations. Because of the rapid advances in medical sciences, we recommend that independent verification of diagnoses and drugs dosages should be made. Furthermore, patients and the general public visiting the website should always seek professional medical advice.

Finally, please note that ESO does not endorse any opinions expressed in the presentations.

Tips on Presenting yourself

CV, Cover letter, Interview, Clinical case

Assoc. Prof. Dr. Assia KONSOULOVA

Comprehensive Cancer Center – Burgas, Bulgaria

Curriculum Vitae or CV

Course of life

Definition: A written description of education, achievements and previous employment, used esp. to show someone who may be employed in a new job, or to be qualified for an honor

Name - CV

Contact Details: Save space by keeping short

Profile: 4-6 lines summarising yourself
Include: Skills, Experience, Industries, Tools
Avoid: Meaningless clichés

Core Skills: 6-8 short bullet points that highlight your main offerings: e.g.

- CV Writing
- Customer Service

Roles: Company – Role Title - Dates

Start with a 2-3 line **Summary**

- List your **Responsibilities**
 - Show the impact you have made
 - Lots of details in recent roles, less in older roles
- End with some **Key Achievements**, using facts and figures to really impress employers

Education & Qualifications:

Simple list format – Include dates and governing bodies – only include the relevant & important

Interests: Optional

- **Length:** ideally 2 pages
- **Simple fonts** – the reader should easily find the information they need
- **Separate text** in bullets with white space between



Anything from this line up will be the first thing the reader will see upon opening the CV – use key words to grab the attention

- The two-page rule: time on a second page is the same as on the first and decreases on subsequent pages, regardless of how engaged the recruiter is on the first and second page

Curriculum Vitae

F or E
pattern

Clear, simple layouts with clearly marked section and title headers. Recruiters spend more time focusing on job titles than on any other element

Separate different sections and list with clear formatting: headings and subheadings and

Use reverse chronological order with current positions
Align your content to the left to make it scannable

Personal Profile
'Accomplished Primary School Teaching Assistant with a proven track record supporting teachers in the education and development of pupils'

With extensive experience working within primary schools as a teaching assistant, I have the organisational skills to assist with the planning and preparation of successful lessons, monitor children's learning and assess pupils as well as the ability to encourage children to learn through motivation and positive behaviour. I have a good knowledge of primary school policies and procedures including welfare and safety standards as well as a creative attitude towards teaching and the self awareness to lead by example in showing children how to be socially responsible.

Core Skills

- Teaching Support
- Early Years & KS1 Curriculum
- Level 3 Supporting Teaching & Learning
- Safeguarding & Welfare
- Behaviour Management
- Classroom Preparation
- One-to-one & Group Support
- EAL & SEN Support

Career Summary

Nov 2013 – Present	School
Year 1 Teaching Assistant	

Big Clear Headings

Jill Morgan
Sales Representative

Phone 212-555-0104 LinkedIn linkedin.com/in/jillmorganzety
E-mail jill.morgan@zety.com

Results-oriented sales representative for over 5 years with 2 years of experience as a sales manager for industrial supplies and products. Skilled at maintaining profitable client relationships and developing ambitious sales targets. Achieved over \$500,000 in sales in each fiscal quarter from 2019 until the present. Seeking to join Acme Corp to help deliver all your key sales metrics and boost ROI.

Experience

2018-09 - present Senior Sales Representative
McKinsey Industrial Supplies, Brooklyn, NY

- Managed organizational sales and group of sales representatives in selling industrial equipment and maintaining large construction and contractor business relationships.
- Worked with the data analysis team to develop sales targets based on extensive market research and analysis.
- Tracked individual sales rep sales goals and individually mentored any representative deemed to be falling behind.
- Managed largest 5 corporate construction and industrial client accounts.

Key Achievement
Achieved over \$500,000 in sales in each fiscal quarter from 2019.

2016-09 - 2018-08 Customer Relationship Officer
XYZ Inc., Philadelphia, PA

- Acted as liaison between XYZ Inc. and corporate clients to facilitate and maintain healthy business relationships.
- Checked in on clients on a weekly basis to ensure needs are being met and supplies are being filled.
- Managed database of clients and potential leads in a customer relationship manager (CRM) program.

Key Achievement
Maintained positive and happy client relationships with 15 corporate customers.

2014-07 - 2016-06 Part-time Retail Associate
ABC Shopping, Philadelphia, PA

- Assisted customers on the sales floor with questions, advice, and physical issues when requested or upon initiative.
- Operated the POS and credit card machine when front lines call for additional assistance to the checkout lanes.
- Organized shelves, end caps, and bargain bins out on the sales floor.

Education

2016 BSc in Marketing, Major in Professional Sales
Penn State University, Philadelphia, PA

Relevant Coursework: Professional Selling, Sales Management, Advanced Sales & Selling Techniques, Cloud-Based CRM Systems.
Minor: Leadership & Communication.

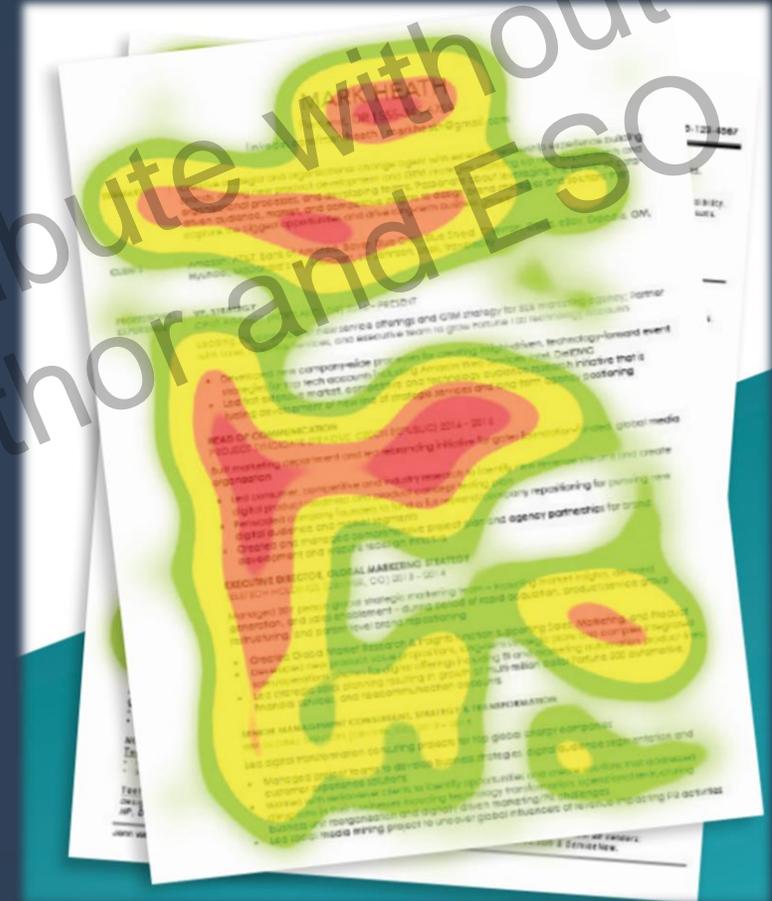
Skills

- Lead Qualification & Prospecting
- Salesforce & Hubspot CRM
- Optimizing MRR
- Contract Negotiation

7.4 seconds to make an impression

When asked directly, individual recruiters report that they spend up to **5 minutes** reviewing each individual resume

4 seconds attention to 1) job titles, 2) companies you worked at, 3) start/end dates and 4) education



Seconds of Resume Review Means Recruiters See Very Little

Single error will always be seen

- **When seeking a job:** 43 to 61 % automatically **dismiss** a CV because it contains **typos** (Careerbuilder) or spelling **errors** (Adecco)
- The use of an **unprofessional email address** will get a CV rejected **76%** of the time (BeHiring): [first name] + [last name] @ email provider.com” format
`bigmax97@abc.nl` vs `max.verstappen@abc.nl`
- Dates that show that **you are not currently employed** may also get you prematurely rejected by many companies

Scannable format

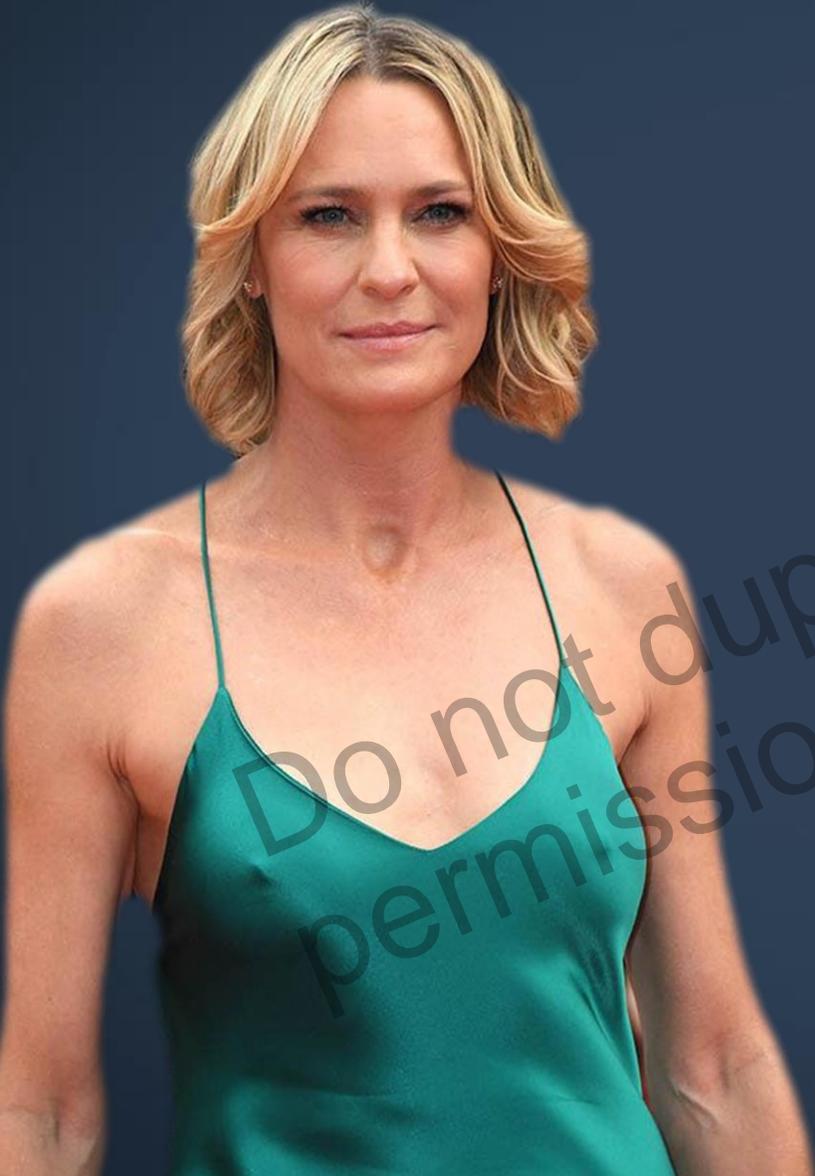
- Just organizing the information in a ‘scannable format’ will improve the rating of a CV by **60%**, without any change to the content (**6.2** vs 3.9 usability rating for the less-professionally organized CV).

PROFESSIONAL STATEMENT

It describes the candidate's relevant experience, skills and achievements. The purpose of this career summary is to convince the reader to read further

- Explain clearly and briefly in 3-5 sentences
- Write it on the top to be seen
- Use words that are related to the intended job or position
- Short declarative statements are easier to process than paragraph-length descriptions

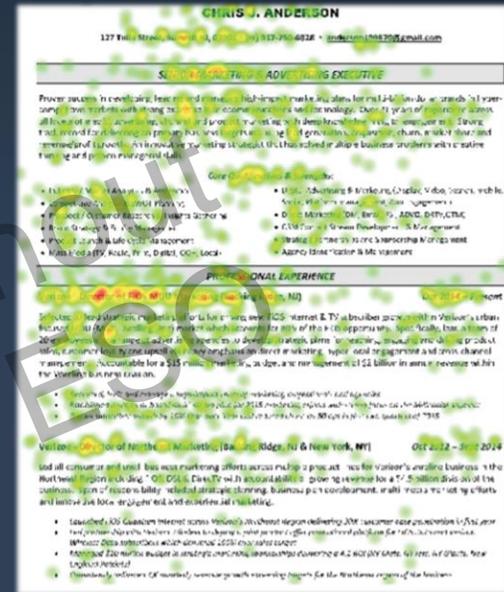
With or without a photo?



Appearance matters!

Similarities between worst performing CV

- Cluttered look with long sentences, multiple columns, and very little white space
- Poor layout that did not draw the eye down the page (e.g. little use of section/job headers to catch the eye)
- Evidence of keyword stuffing - while this strategy can help for automated resume screening, applicants should keep in mind that a successful resume will ultimately be read by a real person. As such, keywords should be presented in context.



A CV only gets you to an interview



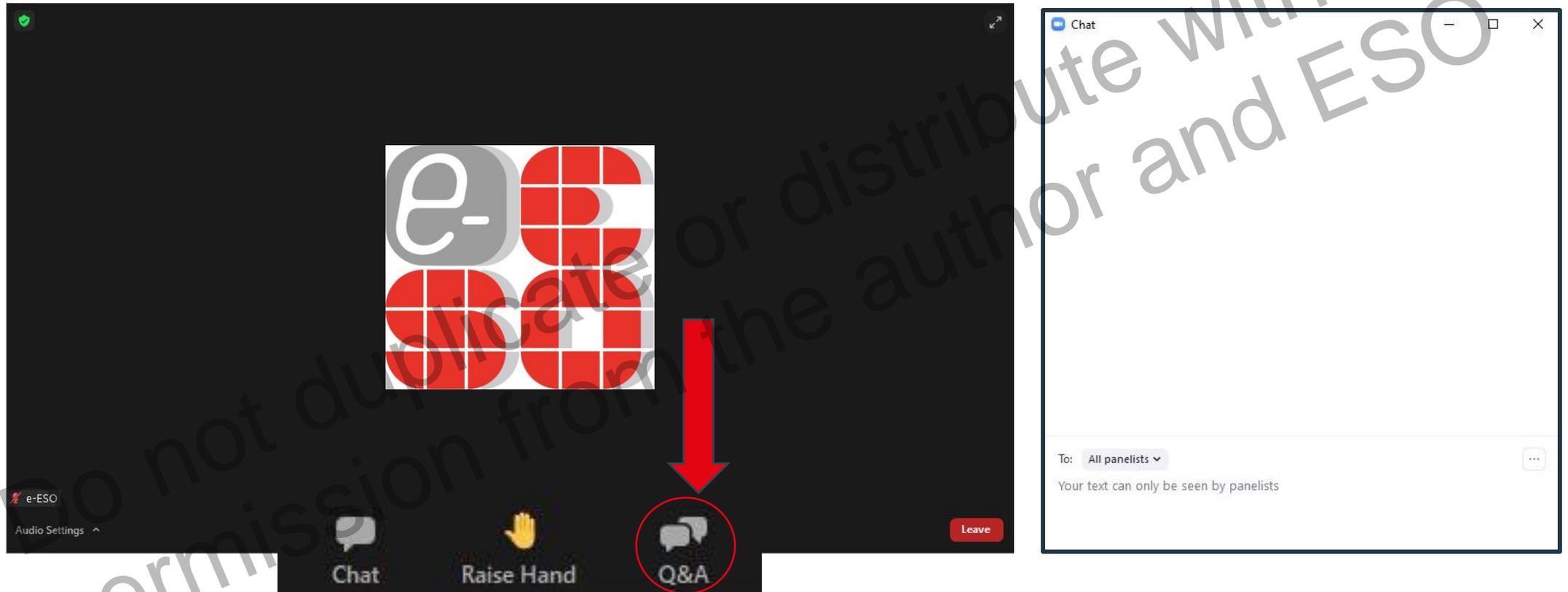
- First task of a reviewer is to scan if there is a **reason to reject** a CV and not to go further
- If you link a social profile (LinkedIn, Facebook, etc.) make sure **it fits the intended task**
- Do not lie or exaggerate
- Referred by an insider increases the chances
- Next step: a telephone interview, in-person interviews

There is no second chance to leave a first impression!

Summary

- **Contact details:** up-to date, short with professional mail
- **Clear fonts** (Verdana, Arial, Helvetica) with **10-12 points size** with **left alignment** – make it easy to read with **headings** and **subheadings**
- **Reverse chronological order** with **strategic** use of ***bold***, ***caps*** and ***italics***
- List **relevant information** if possible from last years
- If you **link a social profile** (LinkedIn, Facebook, etc.) make sure it is relevant
- **Do not lie** or exaggerate
- Chose a format that gets your **strongest information closest to the top** of your CV
- 2-page rule

Your views are important!
Remember that you can ask questions and send comments at any time.



Click on the Q&A button
to send your questions and comments

Cover letter

Motivation letter, letter of statement

Do not duplicate or distribute without permission from the author and ESO

Cover letter

One-page document (250-400 words) to be submitted with a position application (alongside a CV or a Resume)

1. **Salutation**: A professional greeting that addresses the reader by name
2. **Introduction**: An attention-grabbing opening paragraph that introduces yourself and your intention to apply for the open role
3. **Body paragraph(s)**: One or two paragraphs describing your relevant professional experience, achievements, skills and education
4. **Closing paragraph**: A cover letter ending that contains a call to action (CTA), asking the hiring manager to invite you in for an interview

Step 1: chose a format

- A good cover letter convinces the reader to read in details and consider your CV
- Find and read other cover letters
- Introduce yourself briefly and summarize your professional background and motivation



Creating a matching cover letter and a CV grabs the attention!

Step 2: make a structure

1. Contact Details

2. The Hiring Manager / Department Information

3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

4. The Body

Describe what are your major achievements and how will you help them solve their current challenges. Mention why you are the right person for the job

5. Closing Paragraph

6. Formal Salutation

John Doe
Digital Marketer

john.doe@gmail.com

202-555-0166

New York, USA

john-blog.com

linkedin.com/in/john.doe

@john.doe

To:
Elba Solutions Aps
Erling Kare, CMO
Frederiksberg, Denmark
erling@elbasolutions.dk

21 August, 2019

Dear Mr. Erling Kare,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Marketer. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3,8% in the last year.
- Created over 5 new social media campaigns which increased the engagement (shares and comments) of our users with over 700%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year targets in the first 10 months.

In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target markets, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow up on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,
John Doe

Step 3: Contact Information section

Start the cover letter with a Contact Information section, including the essential information



- Full Name
- Phone Number, professional Email, social media and personal site links

Address it to the reader: (double check the spelling of the names)

- Date
- Name of the hiring manager / their professional title or position
- Name of the company you're applying to

Step 4: Continue with a *Greeting*

Greet the hiring reader with their name : Dear Mr. / Mrs. /Dr. / Prof....

Not the use “Dear Sir or Madam” – search in advance in the professional website, Linked in...

Possible greetings if no name provided

- Dear [Department] Manager
- To whom it may concern
- Dear [Department] Team

Double check titles and spelling of the names!

Step 5: Write an Attention-Grabbing Introduction

There is no second chance to leave a first impression!

It's never too late to make a fool of yourself!

- Catch the attention from the **very first paragraph**.
- Most cover letters start with a generic opening paragraph: *My name is ... and I have worked as ... for ... years.*
- How about: *My name is ... and having worked as ... I am motivated to apply as I think I might be beneficial for the team ...*

Step 6: body of the letter

1. Explain why you're perfect for the position
2. Give a proof that you're a good fit for the team or the company
 - Identify the most important requirements and responsibilities for the position
 - Underline your professional skills to convince that you're a better fit for the position than all the other applicants
 - Do not write generic sentences as: *"I think I'd be a god fit into the great ESO team"*
 - *I really admire how ESO promotes quality evidence-based education as I perceive myself as a believer in quality care in medicine.*

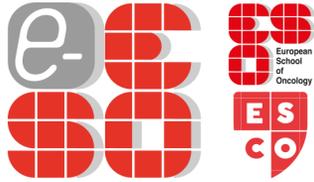
Step 7: wrap-up and call to action

- **Wrap up any points you couldn't in the previous paragraphs.**
- Mention anything that could help you stand out in front of other applicants
- **Thank the reader for their time**
- **Finish the cover letter with a call to action.** The very last sentence in your cover letter should be a call to action. You should ask the reader to take some sort of action.
- Use a **formal closing**
 - Best Regards,
 - Kind Regards,
 - Sincerely,
 - Thank you,

Check for typos or errors and give it to someone else to read it!

Summary: cover letter check list

- **Does your cover letter heading include all essential information?** (Full Name, Professional email, Phone Number, Date, Relevant Social Media Profiles)
- **Do you address the right person?**
- **Does your introductory paragraph grab the reader's attention?**
- Did you mention 2-3 of your top achievements?
- Did you use numbers and facts to back up your experience?
- **Do you successfully convey that you're the right pro for the position?**
- Did you identify the core requirements?
- Did you successfully convey how your experiences help you fit the requirements perfectly?
- **Do you convince the reader that you're passionate about the position you're applying to?**
- Did you identify the top 3 things that you like about the company?
- Did you avoid generic reasons for explaining your interest in the company?
- **Did you conclude with a call to action?**
- **Did you use the right formal closure for the cover letter?**

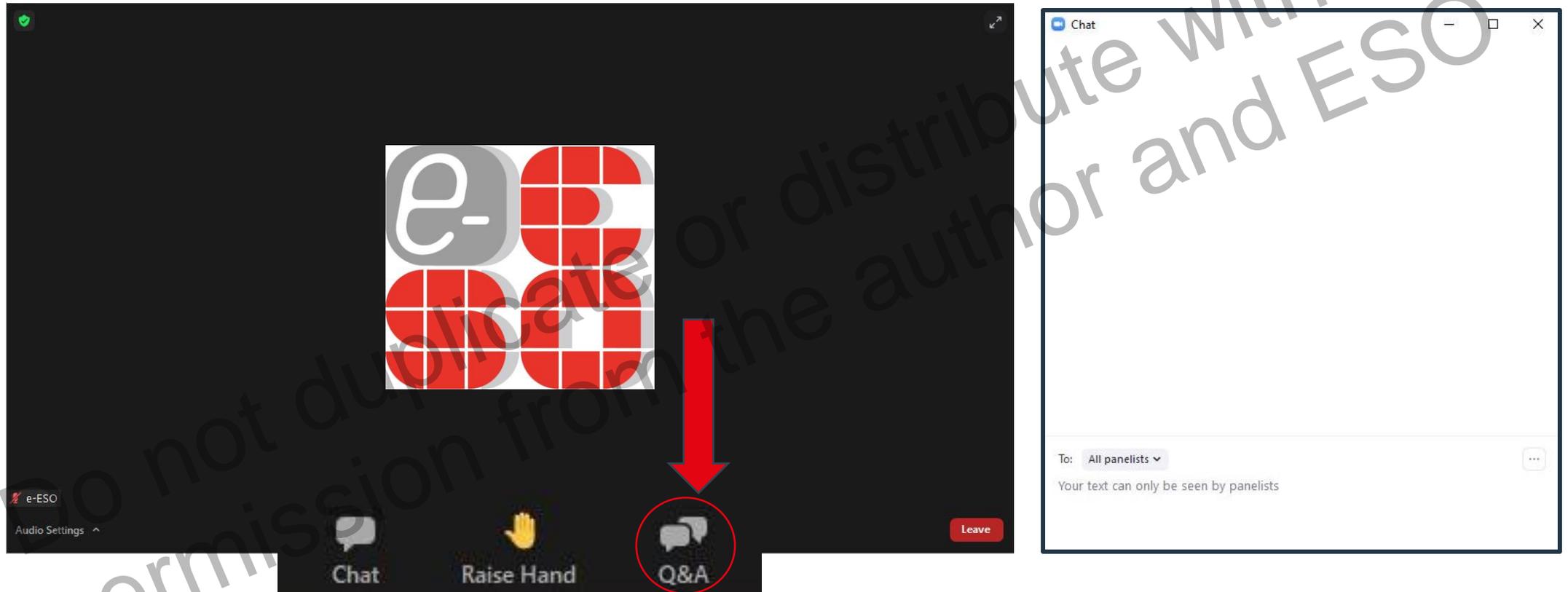


To share your e-Eso experience use:



Your views are important!

Remember that you can ask questions and send comments at any time.



Click on the Q&A button
to send your questions and comments

Interview

for a job, position

Do not duplicate or distribute without permission from the author and ESO

Before the interview

- Prepare for the interview (search the position, the company, the history, potential advantages of the structure you are applying to, etc.)
- Prepare in advance 3-5 points that may best “sell” you – what makes you the best candidate, beneficial skills with examples from your career
- Prepare for common interview questions (lists available): why you like the position, why you decide to quit your previous position, why should we chose you?
- Think of some intelligent questions for the interviewer that demonstrate your knowledge of the company as well as your serious intent. Interviewers always ask if you have any questions and you should have one or two ready.
- Practice before stage: the best improvisation is the learnt one!

Before the interview

- Make sure your attire is consistent with the company culture
- Make sure you're well groomed
- Accessorize appropriately. Accessories speak volumes about people—both in terms of care and style. If an accessory is worn or broken, replace it.
- Dress according to the position you want

Interview outfits

DO **DON'T**

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

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.

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

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 Woman, 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

Interviewing Attire

Dos

Jewelry in moderation

Conservative 2-piece suit

Skirt: Knee-length

Hosiery at or near skin color

Dark Shoes



Don'ts

Necklace too large/distracting

No bright colors/patterns

Capris: too casual

No open-toed shoes



Dos

No earrings

Silk necktie with conservative pattern

Shirt cuffs show only slightly at the wrist

Conservative 2-piece suit

Dark shoes & socks



Interviewing Attire

Don'ts

Facial hair should be neat & trimmed

Avoid distracting or busy patterns

No rolled up pants
Don't forget socks



During the interview

- Score at success in the first minutes – start positively (a comment, smile...)
- Make your appearance confident, open and cheerful
- Consider when to mention your 3-5 points that may best “sell” you – what makes you the best candidate, beneficial skills with examples from your career
- Be assertive and make apparent your achievements
- Practice before stage: the best improvisation is the learnt one!

During the interview

- Do**
- Sit up straight
 - Maintain eye contact
 - Smile and be enthusiastic
 - Use hand gestures

- Don't**
- Slouch
 - Stare
 - Frown
 - Fidget



INTERVIEW BODY LANGUAGE TECHNIQUES

Do's



Carry 1 item only
Combination of bags, briefcases and big coat makes you seem disorganized



Shoes count
Many employers say the last thing they remember is the back of a candidate's shoes



Sit slightly angled
Sit an angle instead of directly across to show that we're on the same side



Be poised
To help convey poise & confidence, practice the "power pose" right before the interview



Don't's



Smile nervously
Smiling too much can make you seem nervous. smile upon intro & exit only



Purse your lips
It makes you look like you're holding something back



Contract or expand
Claim your space but don't be too territorial



Touching face & hair
Try not to touch your face altogether it's a sign of nervousness

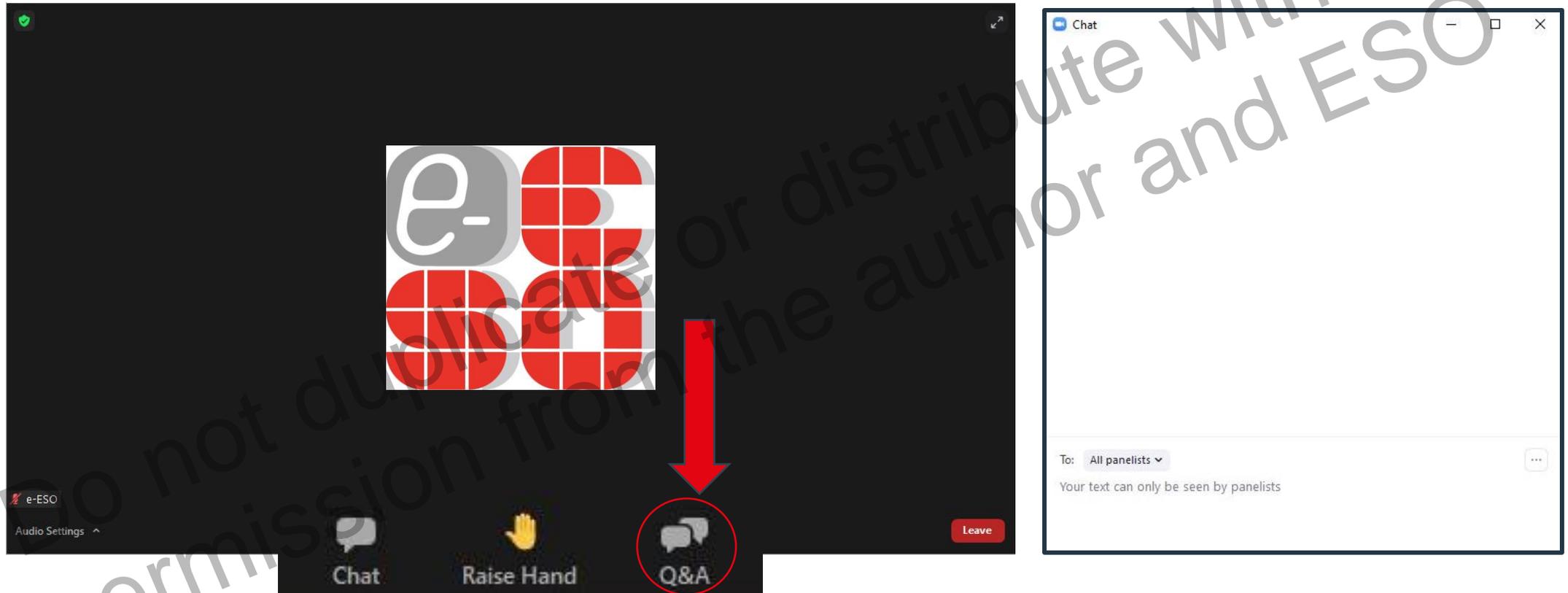
During the interview

1. Consider your entrance: perceptions of body language is essential
2. Take (not too) deep breaths and sit in a comfortable, upright position to convey calmness and confidence, even in the waiting room. Carry only 1 item.
3. Offer a pleasant handshake – confident firm grip (antiperspirant the night before at the hands? Or alcohol base sanitizer, evaporating moist from the palms)
4. Approach confidently, keep distance, sit correctly, control your hands
5. Make and keep eye contact, smile (not nervously or laugh)
6. Greet with a smile and speak with conviction
7. Listen with empathy

Interview: handling tough questions

1. Answer with a question - *"I'm not sure how that's relevant to my application"*
2. You could answer "the question behind the question":
"I don't know whether I'll decide to have children in the near future, but if you're wondering if I'll be leaving my job for an extended period of time, I can say that I'm very committed to my career and frankly can't imagine giving it up."
3. You may also provide other explanation:
"I would not immediately confront a colleague at the first contact ..." or "I would try first to discuss with my colleague and if this is not possible then I would..."
4. Be as honest as you can!

Your views are important!
Remember that you can ask questions and send comments at any time.



Click on the Q&A button
to send your questions and comments

Writing a clinical case

and presenting it

Do not duplicate or distribute without permission from the author and ESO

Write a good Clinical case

- Choose the right heading (add subheading if needed)
- Prepare the case according to the audience
- Chose a background

Do not duplicate or distribute without permission from the author and ESO

Tips on presenting

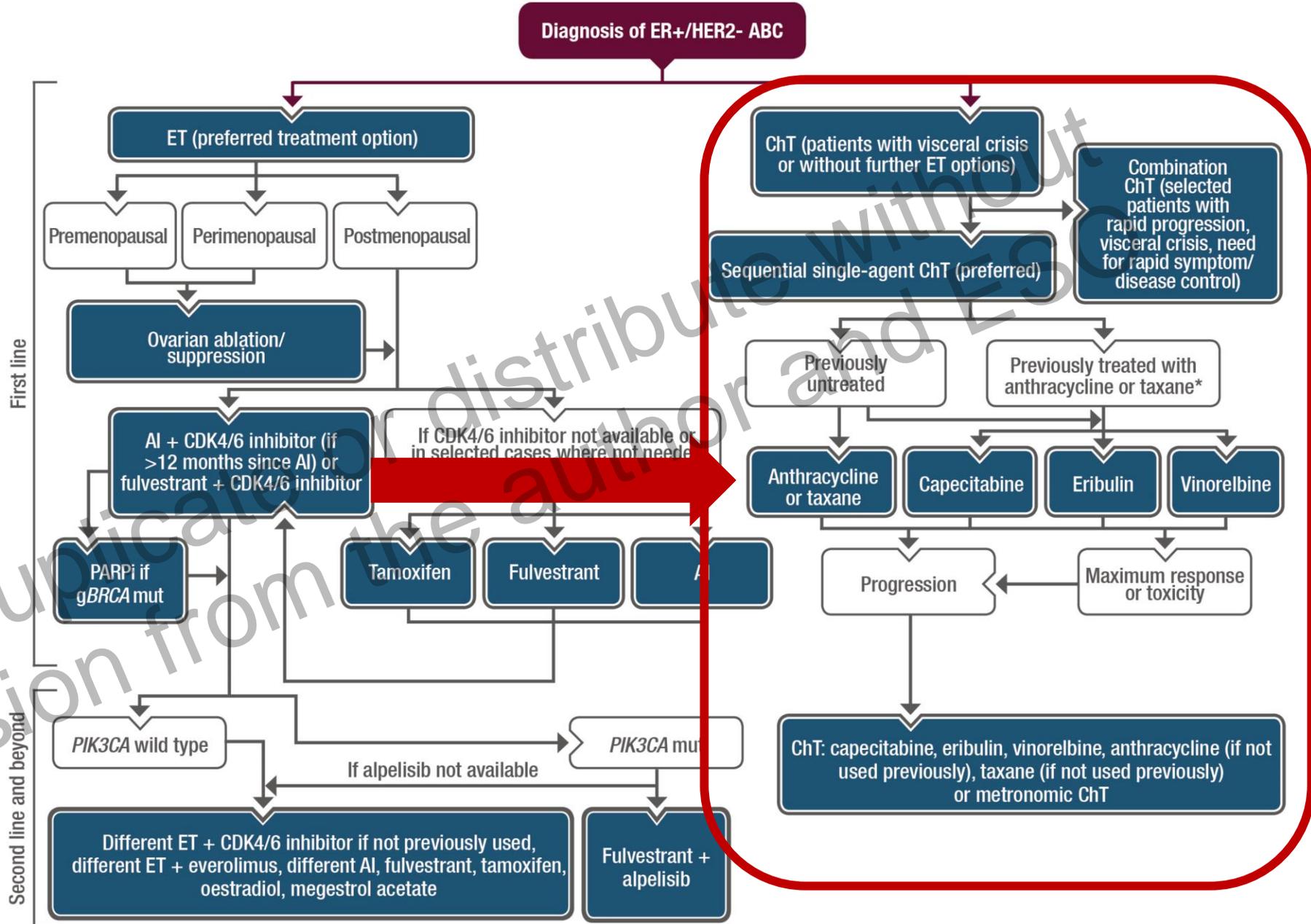
- A single heading font and a single body font
- **The 10 – 20 – 30 rule:**
 - 10 slides
 - 20 minutes
 - 30 font size
- **Make one key point per slide.** Have a few supporting bullet points (max 5-6)
- **Use charts, graphics, images, and quotes**
- Keep the attention by navigating through a slide

Never include anything that makes you announce:

“I don’t know if everyone can read this, but...”

CLINICAL PRACTICE GUIDELINES

Treatment of ER-positive/HER2-negative ABC



For ESMO-MCBS scores, please refer to the manuscript and www.esmo.org/Guidelines/ESMO-MCBS

*Rechallenge with a taxane or anthracycline is possible if cumulative dose not reached and DFI ≥ 12 months



CLINICAL PRACTICE GUIDELINES

Treatment of ER-positive/HER2-negative ABC

For ESMO-MCBS scores, please refer to the manuscript and www.esmo.org/Guidelines/ESMO-MCBS

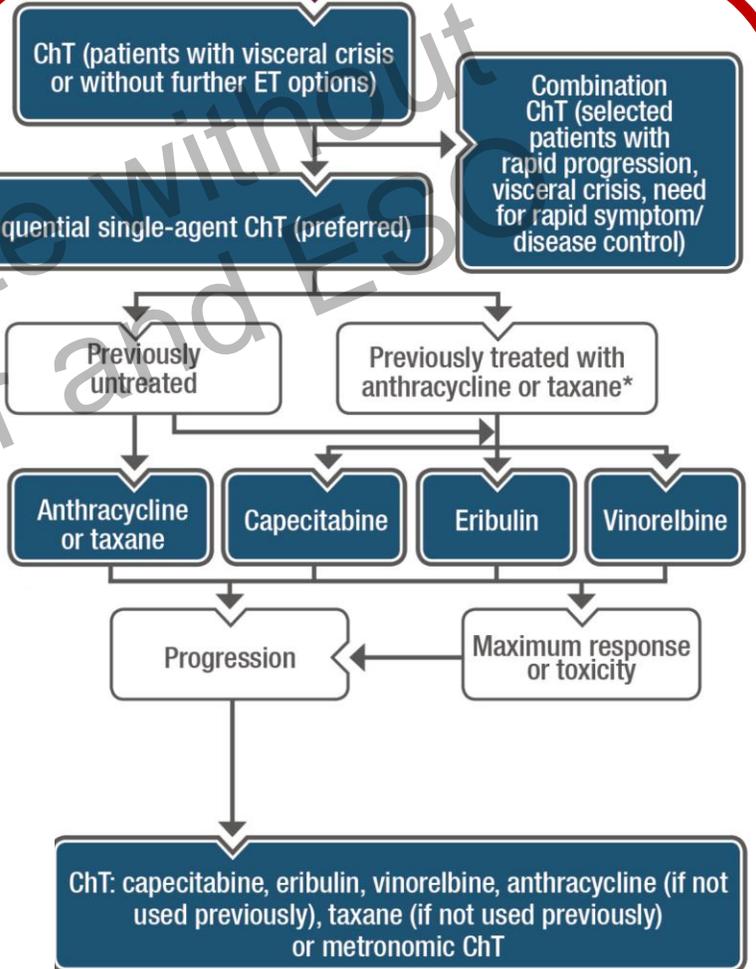
*Rechallenge with a taxane or anthracycline is possible if cumulative dose not reached and DFI ≥ 12 months



First line

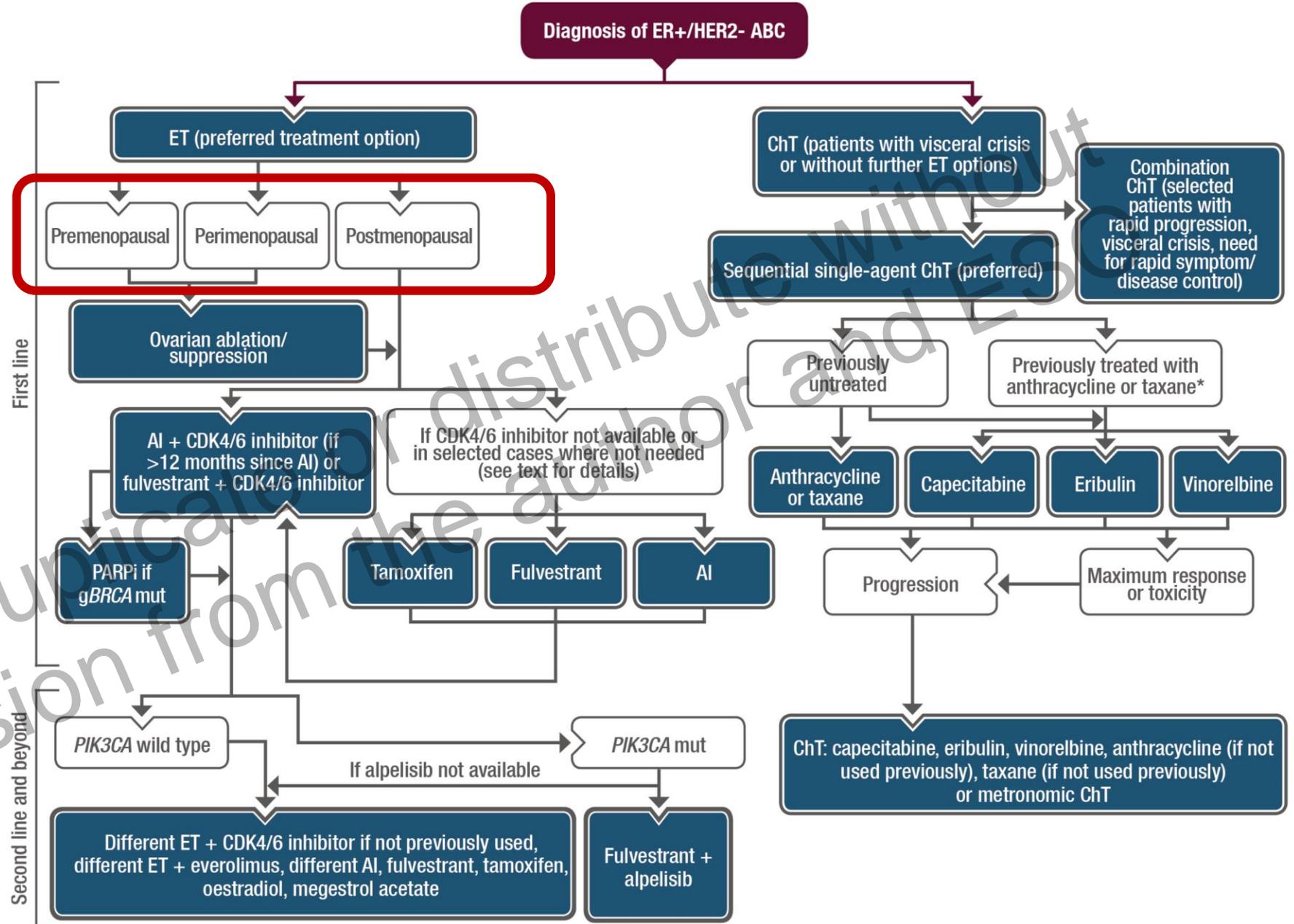
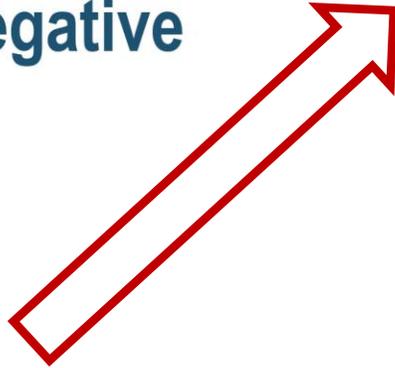
Second line and beyond

Diagnosis of ER+/HER2- ABC



CLINICAL PRACTICE GUIDELINES

Treatment of ER-positive/HER2-negative ABC



For ESMO-MCBS scores, please refer to the manuscript and www.esmo.org/Guidelines/ESMO-MCBS

*Rechallenge with a taxane or anthracycline is possible if cumulative dose not reached and DFI ≥ 12 months



CLINICAL PRACTICE GUIDELINES

Treatment of ER-positive/HER2-negative ABC

Diagnosis of ER+/HER2- ABC

First line

Second line and beyond

For ESMO-MCBS scores, please refer to the manuscript and www.esmo.org/Guidelines/ESMO-MCBS

*Rechallenge with a taxane or anthracycline is possible if cumulative dose not reached and DFI \geq 12 months



Tips on presenting a clinical case

S ummarize

N arrow

A nalyze

P robe

P lan management

S elect an issue

Timing problem

▶ Luminal B, HER2-, IDC, G3, cT3, cN0, cM0

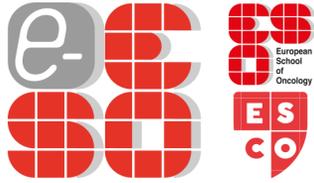
Correct management

Discussion problems

- ▶ Would you prescribe aChT 6 months after surgery?
- ▶ D you initiate AET after surgery or after the end of aRT?
- ▶ gmBRCA + : what is the role of PARP-inhibition after CDK?
- ▶ Would you combine PARP inhibitor with fulvestrant if PD?



Thank you for your time and attention!

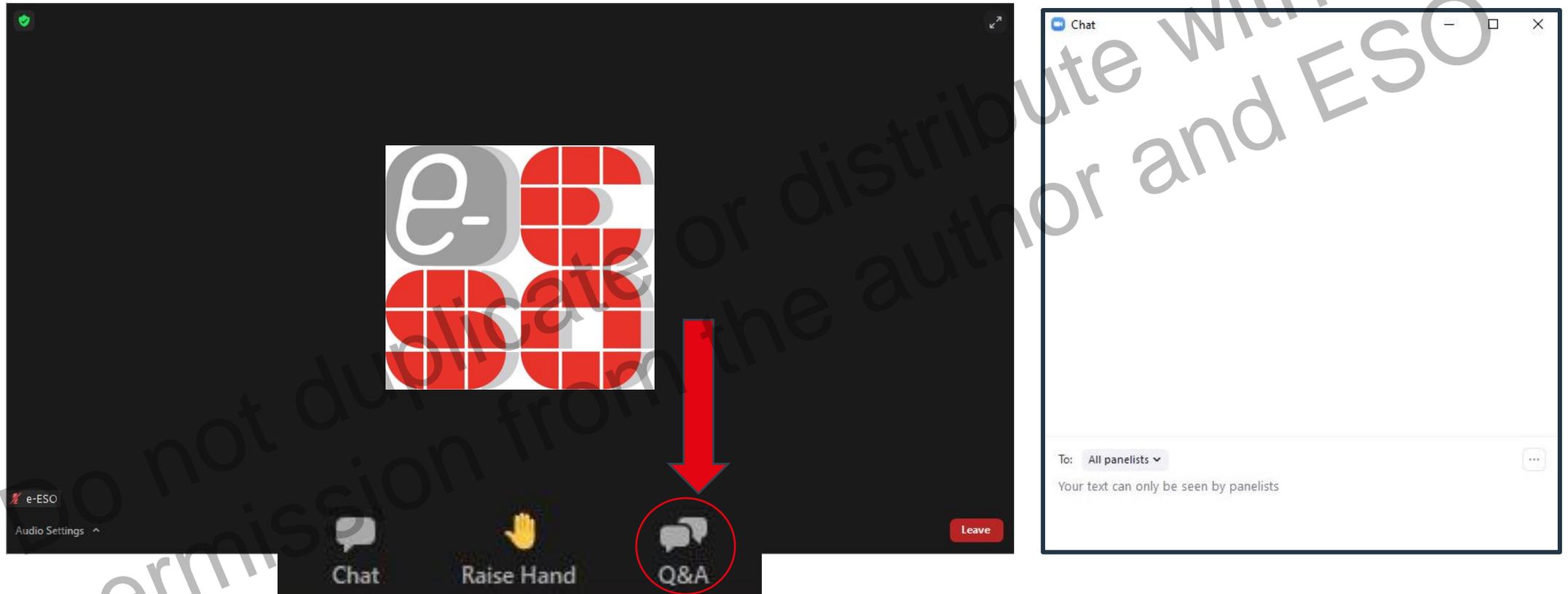


To share your e-Eso experience use:

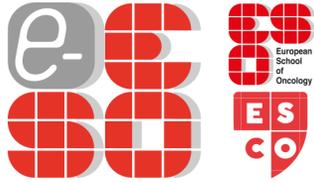


e-Session

Question & Answer Session



Click on the Q&A button
to send your questions and comments



To share your e-Eso experience use:

#e_ESO     

Thank you!

for participating in this
e-ESCO session

For additional information, please visit

www.e-eso.net

Do not duplicate or distribute without permission from the author and ESO