



WinWork

"At last, customised self-marketing for today's competitive environment"

"No more standard job application letters and resumes which are almost identical. Now I know what employers really want. They want a positive and willing self-starter who is aware of the employer's needs. Letters, resumes and selection criteria responses should reflect these attitudes and demonstrate why the applicant is right for the job.

*With **WinWork**, applicants are helped to create unique, well-written, achievement and benefit-oriented letters, resumes and responses to selection criteria. But what's even more important is that they understand the principles behind job applications. They know why there should be a **unique selling proposition**, and why their letters, resumes and responses to selection criteria should be adapted to meet the specific requirements for each position. This means that job applications are well presented, read well, and demonstrate the applicant's **positive willing attitude** and the **unique contribution** they can make to an employer.*

*The added bonus is that I no longer waste time editing drafts. Applicants can **screen preview** letters, resumes and selection criteria responses on the computer before printing. Now the applicants themselves are in control of the whole process.*

*And the feedback I have received has been great. Now they all get called for interviews. Because of what they learnt while completing **WinWork**, their confidence and interview performance has also increased, and the job success rate has leaped."*

Jenny Wilson, Careers Adviser

WinWork *Benefits*

- **Individually tailored**, easy-to-create **letters, resumes and responses to selection criteria**, plus interview preparation.
- **Extensive and unique database** of thousands of sentences and words (work words, action words, skills, personal qualities) filtered for industry, occupation and personal circumstances, including age.
- Highlights **relevant achievements, competencies and unique contribution**.
- Promotes demonstration of a **positive willing attitude**.
- Teaches the principles and skills for **effective self-marketing and job search**.
- **Excellent presentation** with a variety of professional presentation styles.
- **Self-instructional** program with in-built installation and operating instructions.
- **Translates** a person's strengths and preferences into personally tailored written job applications and interview responses.

Skills learnt from using WinWork

- Different approaches for **solicited and unsolicited** job applications.
- How to **"sell"** relevant strengths and demonstrate a positive willing attitude.
- How to develop a **"unique selling proposition"** to highlight unique achievements and contributions.
- **What employers want** in job applications and at interviews.
- How to be relevant, consistent, concise and business-like when self-marketing.
- How to **research** job opportunities and **follow-up** job applications.

Letters

The WinWork user is first asked whether the application is in response to an advertisement (solicited) or is designed to explore an unadvertised job possibility (unsolicited). The program uses different selling arguments, depending on whether the application is solicited or unsolicited. The job application letter sections enable the user to select a unique combination of sentences for each of the four paragraphs ("show interest", "why me", "unique selling proposition" and "contact for interview"). These sentence options are tailored to the user's age and personal circumstances, and the industry and occupation/position for which they are applying. Sentence selections can easily be re-ordered, previewed and edited on the screen and changed. Letters can also be saved in RTF or HTML format and transferred to a word processing document. WinWork also features a range of other letter types. Note: Research indicates that well-researched and well written unsolicited applications have a much higher success rate than solicited applications (because most vacancies are not advertised and there is less competition than when applying for an advertised position).

Resumes

In WinWork there are many section headings (and alternative heading titles) from which to choose, which cover all backgrounds and age groups, plus an "Enter Own Headings" option. Content in each resume section can be selected from drop down options and lists of occupation specific achievements and relevant phrases and words, including work words, action words, skills, interests and personal qualities, with an "enter your own" option. Easy re-ordering, screen previewing and editing options are provided. The re-order options is important to ensure that the most relevant information appears at the beginning of the resume or resume section. There are a choice of professional resume formats and styles, or create your own.

Responses to Selection Criteria

WinWork is the only computer tool that facilitates the development of quick and effective responses to selection criteria for use with written applications and interview preparation. Selection for government positions relies solely on how well an applicant addresses the specific selection criteria stated in the job advertisement. Addressing selection criteria has been required for government positions since "promotion by merit" was introduced. These general principles of responding to 'essential' and 'desirable' selection criteria (job requirements), however, apply to all job applications. WinWork provides a wide range of selection criteria responses to develop relevant examples of demonstrated competency to each selection criteria, using a Situation, Task, Action and Result formula. These responses reinforce the client's relevant demonstrated skills, abilities, knowledge and achievements, and demonstrate how their contribution has benefited the organisation.

Other WinWork Advantages

- Suitable for job seekers of **all ages**, experience and background.
- Creates an **infinite number** of different letter, resume and selection criteria sentences and selections.
- **Variety** of styles and formats.
- **Contact Manager** maintains a record of all people/organisations contacted.
- Can be printed, stored on floppy or hard disk and/or **imported into word processing** packages.
- **Easy menu** selection of options.
- **No word processing** training required.
- **Unique Save and Access facility** enables the user to exit at any time without losing data, with the ability to add, re-order, delete and edit every section of a document at a later stage.
- **Unlimited usage** of program.
- **Information and coaching** on Letters, Resumes, Selection Criteria responses and effective job search.
- **Document Manager** maintains a full record of all applications, specific to each position.

Determining your personal strengths and preferences, and then translating them into self-marketing language and documents, was once a difficult and extremely time consuming task. Not any more! First use one of our Career Exploration and Guidance tools (**CareerMate**, **Career Builder**, **New Directions** or **Career Builder^{Plus}**) and then complete **WinWork**.

Technical Requirements

System requirements: Windows 95, 98, NT4.0, Me, 2000, XP or upward versions. It runs on most networks. We recommend a minimum of a Pentium 500, 60 MB disk space, 64 MB RAM, or similar capacity Apple with Mac OS running Virtual PC and Windows.

FOR MORE INFORMATION CONTACT:

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