



Job Application Training & Career Counselling

Project Report

2022 - 2023

DFC journal no.: 19-
M09-KU

Contents

- About ManpowerGroup
- Program Overview & Results
- Our Recommendations

About Us



Our [Working to Change the World Plan](#) is embedded into our business plan and the three pillars of our strategy – Planet, People & Prosperity, and Principles of Governance – address the most urgent issues we face and focus on where we can make the most impact, from climate change to the skills shortage.

75 YEARS OF GLOBAL WORKFORCE SOLUTIONS EXPERTISE



14 CONSECUTIVE YEARS

ETHICAL FOUNDATION AND CUSTODIAL MINDSET DRIVES COMMERCIAL SUCCESS

Strategic Partner of the World Economic Forum Since 2004

- Providing meaningful work for **600,000+** people every day
- Connecting **millions** of job seekers with work every year, globally
- Finding talent for clients from small/medium to Fortune 100 companies



\$ 21 BILLION IN REVENUE



70 COUNTRIES & TERRITORIES



30,000 EMPLOYEES



2,500 OFFICES

World-Leading IT Professional resourcing firm
A World-Leading Outplacement Firm

LARGEST GLOBAL VENDOR-NEUTRAL MSP PROVIDER

Strong and Connected Brands



ManpowerGroup Accolades

Named one of World's Most Ethical Company by Ethisphere for 14 Years



Recognized for Our Use of Innovation and People-First Approach to Solve Today's Security Challenges



Cumulative total of Platinum, Gold and Silver EcoVadis ratings to more than 24 countries in the last 6 years



Ranked 1,835 on the 2021 Forbes Global 2000



Dow Jones Sustainability Index Leader for 13th Consecutive Year



Perfect score on the Corporate Equality Index for 7th Consecutive Year



Named to FTSE4Good Index for 13th Consecutive Year



Best Places to Work for Disability Inclusion, Receiving Top Score for 7th Consecutive Year



Recognized as a Catalyst Champion for Change in advancing women, particularly women of color



Best Companies to Work for Women (2018-2019)



America's Best Staffing Firms and Employers for Women by Forbes



2020 Women on Boards Winning "W" Award since 2011



Disability Confident Leader in the UK



Ranked 165 on the 2021 FORTUNE 500



ManpowerGroup – The largest global recruitment, staffing and outsourcing company in Vietnam



2008
Established in Vietnam



1st FDI
Granted permission to provide innovative workforce solutions

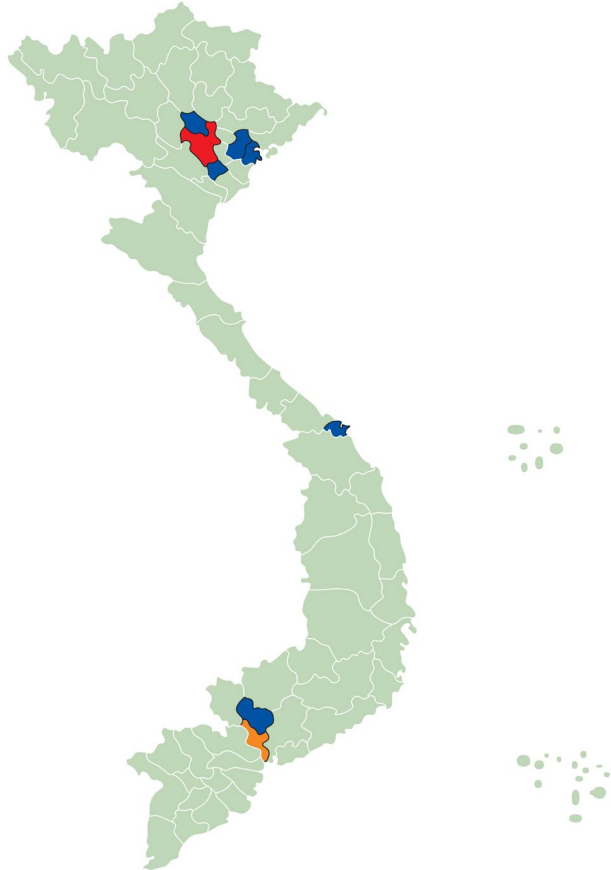


120+
Experienced consultants specializing in diversified industries



STRATEGIC PARTNERSHIP
with Ministry of Labor – Invalids & Social Affairs (MOLISA) with long-term Memorandum of Understanding (since 2008)

Our Footprints in Viet Nam



1

Hanoi
8th Floor, Capital Tower
109 Tran Hung Dao Street,
Cua Nam Ward, Hoan Kiem District

2

Ho Chi Minh city
16th Floor, Sailing Tower
111A Pasteur Street,
Ben Nghe Ward, District 1

3

Vinh Phuc

4

Bac Ninh

5

Hung Yen

6

Hai Phong

7

Ha Nam

8

Binh Duong

Our Activities

We believe a sustainable career starts by helping young people develop the skills they need to succeed in the fast-changing future of work.

Our **activities** include but not limited to

- Workshop / Seminar
- Guest lecture
- Career Orientation Program
- Career Coach 1:1
- Skill-based consulting
- Career Talk
- Internship Program
- Technical Advisor



Our Academic Partners

- Cooperates with at least 25+ universities, colleges, vocational schools in various fields and provide career orientation, consulting to over 22,000 students
- Main majors
 - Computer Science & Information System
 - IT & Computer Engineering
 - Data Science & AI
 - Control Engineering & Automation
 - Electronics, Electrical & Telecommunications Engineering
 - Cloud Computing
 - Biotechnology
 - Business Administration
 - Logistics & Supply Chains
 - Finance & Banking
 - Human Resources Management
 - Legal & Economic Law



Program Overview & Results

Manpower's Scope

Training

A 150-minute training of writing resume and interview skills.

Counseling

A Career Counselling 1:1 between 1 Manpower coach and 1 student in 30-45 minutes.

How the Program works

Student Gathering

- Connect and discuss with teachers about training and counseling programs
- Through teachers, gather students according to the list to participate in training and consulting
- Contact with students to ensure that information is communicated to each student

Pre-Communication

- Communicate to students in the group about the training program content plan and consulting
- Send the MBTI test link for students to do before the counseling session
- Statistics on the number of students who have taken the test and remind students who have not taken the test
- Before training/consulting time, contact students to remind schedule

Evaluation

- Submit your evaluation form after the training day
- Receive, record and analyze the evaluation forms after the program

How the Program works

Writing CV & Interview Skill Training

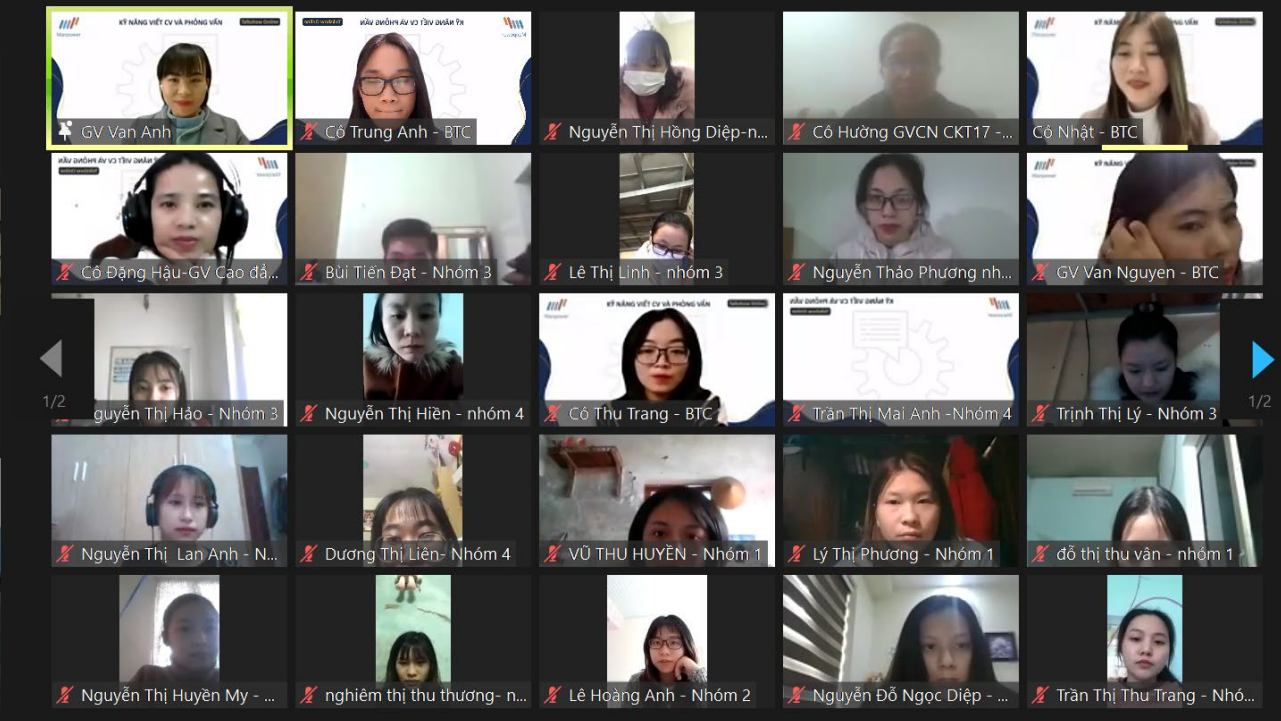
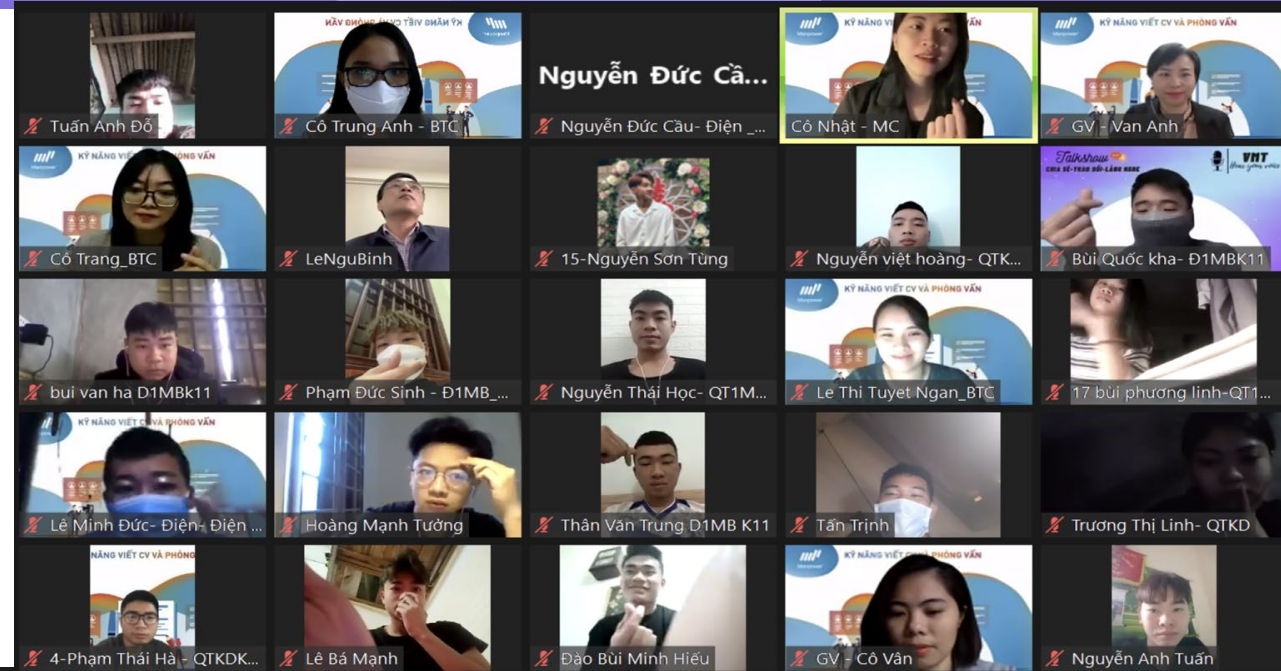
Goals

- Overview of employment trends
- Understand employer requirements
- Learn how to write an attractive CV to make an impression
- Learn effective interviewing skills

Agenda (150 minutes)

- Recruitment trends
- Job seeking
- How to write an effective CV
- Interviewing skills
- Q&A

Photos of some training classes



Takeaways

Writing CV & Interview Skill Training

- 40% students **do not** know about how to create CV online/ have not written CV before.
- 80% of students **do not** know about effective CV design tools like TopCV, Canva,....
- Students mainly find jobs through traditional job search channels such as: university recommendation, Facebook.
- Most students **do not** know about other job recruitment channels such as: Recruitment websites (TopCV, Careerlink, Careerbuilder, ...), LinkedIn, Potential internship recruitment programs....
- 70% - 80% of students have weak interviewing skills.

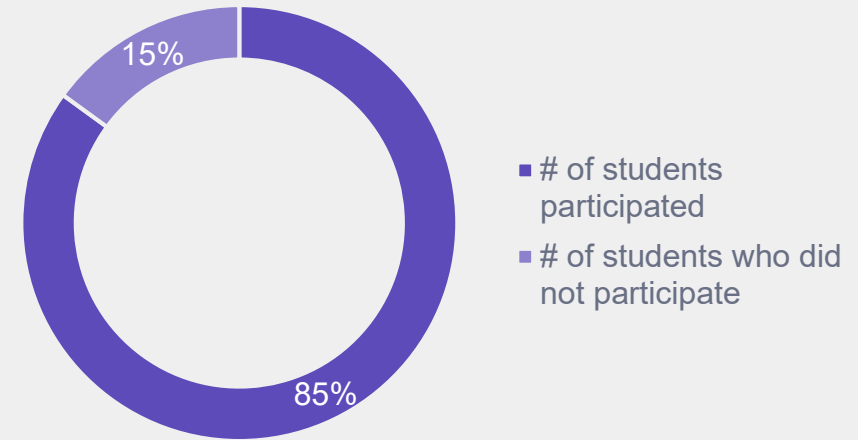


Result

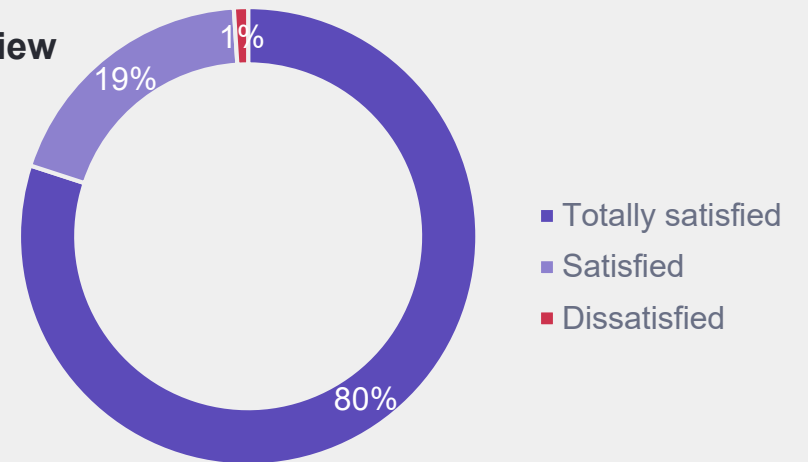
Writing CV & Interview Skill Training

- Total universities participated the training program: 29 universities
- Total students participated the training program: 1469 students
- Percentage of students participated the training program: 93%

Participant rate



Participants' review



How the Program works

Career Counseling 1-1

Goals

- Counseling on appropriate career orientation and setting career goals
- Encourage students to be open-minded to learn and develop themselves

Agenda (60 minutes)

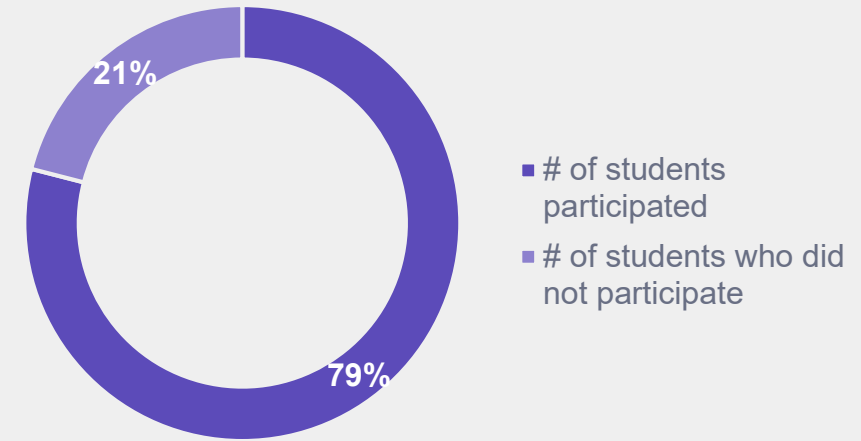
- Through MBTI test result and open - ended coaching questions, counselors gave students an overview of their strengths, weaknesses, interests.
- Identify career goals for each career development stage
- Analyze weaknesses and then guide how to improve to achieve their career goals
- Give suggestion on salary/career path
- Establish a spirit of drastic action, self-discipline to manage and achieve goals

Result

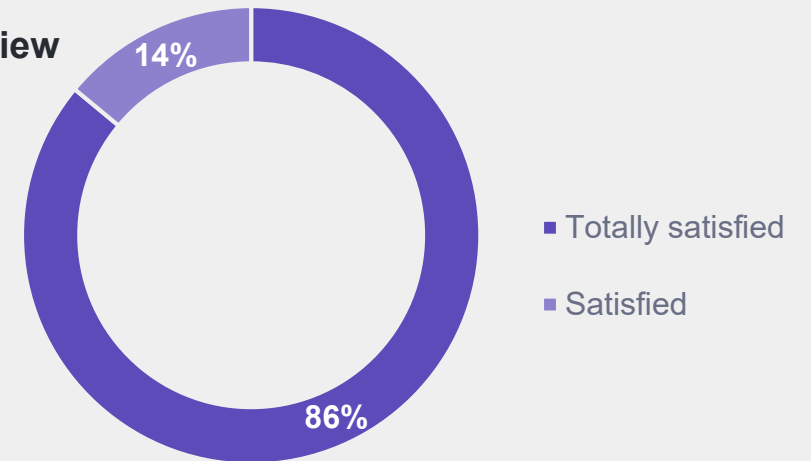
Career Counseling 1-1

- Total universities participated the training program: 29 universities
- Total students participated the training program: 1469 students
- Percentage of students participated the training program: 93%

Participant rate



Participants' review



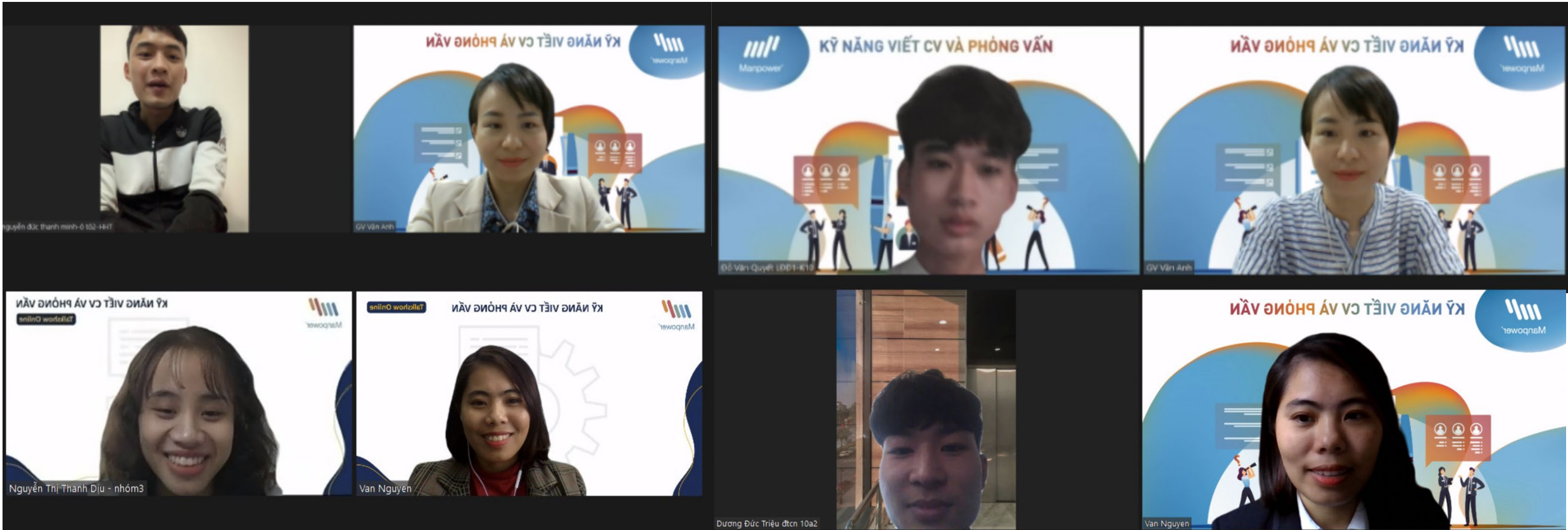
Takeaways

Career Counseling 1-1

- Due to Covid-19, the % of students studying online is high, leading to a lack of practical work experience (for engineering students)
- 70 – 80% of students are **not aware** of their strengths, weaknesses
- Student's communication skills are still **limited**. 70% of students shared that they had difficulties in communication during their first internship
- Most students **do not** have career goals, or their career goals are not clear
- The % of students in economics sector tending to work in different industries is higher than that of students in the technical sector



Photos of some coaching sessions



Participants' feedback

Em sẽ tiếp tục học hỏi nhiều hơn, tích lũy kinh nghiệm Làm việc thực tế

Lập và làm theo kế hoạch đã đề ra

Em sẽ bắt đầu cải thiện lại bản thân đầu tiên là cải thiện lại việc học

em cần phải suy nghĩ chắc chắn hơn để đi đúng hướng mà em chọn

E sẽ cải thiện những điểm yếu mình đang mắc phải

Học nhiều điều thú vị hơn

Quyết tâm nghề mình mong muốn

Giúp mình tự tin hơn để có thể kiếm được công việc phù hợp

Hài lòng.

Cô giáo vui tính, hòa đồng, nhiệt tình

Rất hay và ý nghĩa

Em xin gửi lời cảm ơn tới tập đoàn Manpower và cô Nhật vì đã dành cho em một buổi tư vấn rất tận tình. Chúc cô và tập đoàn gặt hái được nhiều thành công hơn trong tương lai!

Cảm ơn các cô đã chia sẻ rất nhiệt tình giúp em định hướng công việc phù hợp

buổi hướng nghiệp mang đến cho em một trải nghiệm mới mẻ và nhiều điều bổ ích

Em rất vui và buổi tư vấn rất hữu ích cho bản thân em ạ

Các cô đã giúp em mang lại cho em nhiều kiến thức bổ ích để giúp cho sau này.

Qua buổi đào tạo thì em được nhận thêm nhiều kiến thức mới về viết CV và phỏng vấn tìm việc, em xin chân thành cảm ơn BTC ạ.

Hài lòng,tốt

Chương trình rất hay và bổ ích cho sv
Nắm được nhiều kĩ năng

Em rất hài lòng và cảm ơn các thầy cô giảng dạy nhiệt tình và tâm huyết

Our Recommendations

Benefits of career counselling for college/vocational students

- ✓ **Identifying suitable careers:** Career counselling helps students gain exposure to various career paths and identify careers that match their skills, interests, and personality traits.
- ✓ **Academic Planning:** Career counselling aids in aligning academic choices with career aspirations. Students can select subjects, extracurricular activities, and educational paths that best suit their career goals.
- ✓ **Skill Development:** Early career counselling identifies skills that need development. It encourages students to acquire both soft and hard skills necessary for their chosen profession, giving them a competitive edge.
- ✓ **Financial Planning:** Career counsellors provide students with valuable information about the financial aspects of pursuing specific careers so they can have better plans for career choices.
- ✓ **Making informed career choices:** Career guidance can provide individuals with accurate and up-to-date information about different career options, job market trends, and educational requirements, enabling informed career decisions.
- ✓ **Overcoming career obstacles:** Career guidance can help individuals overcome career-related barriers such as unemployment, job dissatisfaction, or lack of career advancement opportunities.
- ✓ **Long-term Career Success:** Students receiving early career counselling are better equipped to adapt to changing job markets and industry trends. They are more likely to invest in lifelong learning and continuous skill development, leading to long-term career success.
- ✓ **Fulfilment and Satisfaction:** Early career counselling assists students in finding careers that align with their values and interests, ultimately leading to greater job satisfaction and work-life balance.

Benefits of career counselling for organizations



Expanding the talent pool and solve talent shortage in the long run



Improving employer branding and attracting talent to the organizations



Increasing the quality of workers that match the changing demand for skills

Our Suggestions

- Increase awareness of younger students and their parents about career orientation since the early stages (from high schools)
- Integrate Career Orientation session into Student Recruiting Process (before entering the schools)
- Create supporting policies for any vocational schools that have Career Orientation as mandatory credits
- Design a Career Handbook (digital & hardcopy) that easy to access and understand for young people
- Get key enterprises and big corporations invest in Career Orientation since high schools

Thank you!