

THE ULTIMATE CAMPUS PLACEMENT GUIDE

How to get the **PERFECT** **CAMPUS OFFER**

CONGRATULATIONS...!!!
You Are Appointed

Learn step by step, **how to secure your future with a campus placement offer** before you graduate out of college.



Mastering Mind Academy
Transforming Lives by Transforming Minds

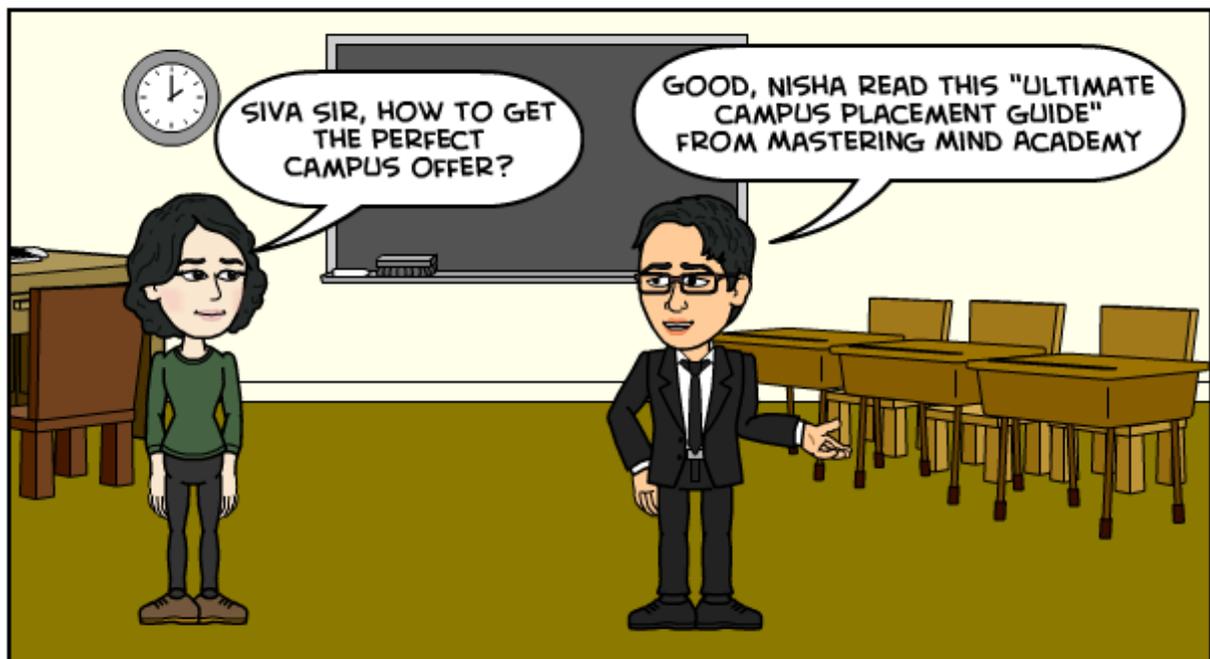
Hey buddy, Welcome...!!!

First, you should say 'HELLO' to our friend **NISHA**.

Nisha is a final year graduate student in a leading college who is getting ready for her Campus Placements.

CAMPUS PLACEMENT GUIDE

BY SIVAKUMAR PALANIAPPAN



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She got to meet **Sivakumar Palaniappan** a leading CAREER COACH for a detailed discussion on Life Purpose and Dream Career.

She says, “My life changed completely on that day after meeting him. His ideas entirely transformed the way I look at my Life and Career. Thanks to Mr.Siva”.

Now, say ‘**THANKS**’ to Nisha. She gladly agreed to share her learnings with you.

SO, HERE IT IS FOR YOU.

Okie, let's start.

4 STEP PROCESS TO GET THE PERFECT CAMPUS OFFER



Step 1: **3 Rs** - Read, Research and Review.

Step 2: **3 Ps** - Plan, Prepare and Practice.



Step 3: **4 Cs** - Competence, Confidence, Clarity and Commitment.

Step 4: **TAB** - Think, Act and Behave.

DON'T think about just getting a job,
Think about building a **CAREER**.

Step 1: 3 Rs - Read, Research and Review

	<p>Read the company's official website, recent newspaper reports, strategic and business announcements, balance sheets, CEO's interviews, expert views. Understand the company's business, products, service etc. Read what they've recently shared in their Social Media channels.</p>
	<p>Research about the organisation in depth and detail. Visit websites, magazines that publish comprehensive research articles on corporates. Go on LinkedIn, connect to anyone who worked for the organisation, learn from them. Talk your seniors or anyone who joined the organisation through campus placement in the previous year.</p>
	<p>Review who are their competitors, find out how the prospective company is rated in the market. Know how they treat their employees, what their values and principles. Look at their stock prices and financial stability.</p>

But, DON'T do this the day before your interview.



OKIE, MY DREAM IS TO BUILD A CAREER IN BUSINESS CONSULTING. SO, I'LL NOT WAIT FOR THE PLACEMENT TO HAPPEN. INSTEAD I'LL START WITH THE 3RS RIGHT FROM TODAY

Step 2: 3 Ps - Plan, Prepare and Practice

	<p>Learn a great deal about yourself and that's the first step in career planning. Know yourself: preferably through an objective psychometric test, what are your current and potential abilities, personal interests and behavioural tendencies. Only meticulous planning will increase the probability of your career success.</p>
	<p>Make conscientious efforts to acquire the necessary knowledge, skills or experience, so as to be fully ready once opportunities arise. Prepare personal stories to support your assertions. Don't Give Answers, Tell Stories.</p>
	<p>Referring to frequently asked questions and rehearsing specific answers to those questions as taught by your placement training company is not going to work for sure. Instead put your effort into practicing responses in a more general sense. In order to tell a memorable story, you will have to practice it exhaustively.</p>

Great careers don't happen just like that, they are built step by step.



Step 3: 4 Cs - Competence, Confidence, Clarity & Commitment

	<p>Competence is the quality that a company's recruiters have decided is desirable for its employees to possess. Two major competencies expected are your Behavioural Competencies and Technical Competencies. Competency is not just about your current skills, it is also about your potential future effectiveness at work. So, think long term.</p>
	<p>Face the interviewer with bubbling confidence and energy. Pleasantly smile with contagious enthusiasm. Speak with strong, dynamic and powerful voice to exhibit self-confidence. Look at the interviewer.</p>
	<p>Communicate in a way that conveys your meaning and demonstrates respect for the interviewer. Be crystal clear about what you want to achieve as a result of your communication. Limit yourself to 3 - 4 main points. Know absolutely what you are saying.</p>
	<p>It's very important for you to demonstrate your motivation and commitment to career in the interview. It's your responsibility to prove to the interviewer, your desire for a job in the company and also your long term commitment for the job in future. Show your commitment.</p>

It's not just what you say, it's how you say it matters.



OH....IT LOOKS LIKE THIS STEP IS MORE OF WHAT AND HOW I COMMUNICATE MYSELF TO THE INTERVIEWER. I AM SURE THIS NEEDS LOT OF HOMEWORK

Step 4: TAB - Think, Act and Behave

	<p>Clearly exhibit your thinking abilities. Mostly the interviewer will not expect a perfect answer from you, but will be evaluating your critical thinking process. Use your common sense to answer uncommon questions. Elicit the best answer out of you to demonstrate your thinking skills.</p>
	<p>Obviously interviews can even put you into a pile of emotions. It's normal to be stressed, but try to handle that effectively without communicating much nonverbally to the interviewer. Take a deep breathing, think about the best possible moments in your life, have a positive anchoring that could boost up your confidence levels.</p>
	<p>Exhibit a positive attitude. The interviewer is evaluating you as a potential co-worker. Behave like someone you would want to work with. Past behaviour is a reliable predictor of future behaviour. Hence watchful about your subtle behaviours too.</p>

Think, Act and Behave with common sense.





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WANT TO KNOW MORE ABOUT GETTING THAT PERFECT CAMPUS OFFER?

Write to siva@masteringmind.com

 [LifeCoachSivakumar](#)

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