

# 移転可能研究力強化セミナー ～面接スキルとセルフブランディング～

WHEN | 7 / 30 / 2015 (thu) 15:00 ~ 19:00

WHERE | Conference Hall Room #2 学術交流会館 第2会議室

for  
DC & PD  
対象

Want to create your **SELF-BRAND** in 4 hours? Come and join this Transferable Skills Seminar at **3pm on Thursday, July 30**. Developing your vision and self-branding for your career is the most important element of your preparation for the **successful interviews**. The skill can be useful for any of your inter-personal communications opportunities including job interviews, paper presentation in a conference, public speech, or any presentations.

The instructor and facilitator, Ms Sachiyo Takaoka has 20+ years of experience in the world of **advertising and brand communication**. This is an opportunity of your lifetime. Her extraordinary career includes a director of McCann-Erickson and Ogilvy & Mather, one of the world largest advertising agencies which deals with Fortune 500 companies such as Coca-Cola, P&G, etc.



Instructor:  
Ms. Takaoka

The seat is very limited and is open only **for DC and PD** international students and researchers. Hurry and register through the Hi-system. This **4-hour** session is a great **investment of your time** for the future.

# Transferable Skills Seminar - Interview Skills and Self Branding -

- \* Open only to doctoral course students (DC) and postdocs whose **native language is NOT Japanese**
- \* 対象：博士後期課程学生 (DC) およびポスドクで**母国語が日本語ではない方**
- \* The seminar is conducted **in English**                      \* **英語**でのセミナーとなります

Apply : Go to Front Office for Human Resource Education and Development HP  
(<http://www2.synfoster.hokudai.ac.jp/>)  
Please also register in Hi-System (details in our homepage)

申込み：人材育成本部ホームページ左下のバナーからお申し込みください。(http://www2.synfoster.hokudai.ac.jp/) Hi-System の登録が必要となります。未登録の方はあわせて登録ください。



I-HoP : Hokudai International Human Resource Development Program

Front Office for Human Resource Education and Development, Hokkaido University

<http://www2.synfoster.hokudai.ac.jp/> tel 011-706-2157 e-mail [ihop@synfoster.hokudai.ac.jp](mailto:ihop@synfoster.hokudai.ac.jp)

## OBJECTIVES

- ✓ Find out what to do in order to be successful at interviews with Japanese companies as well as Non-Japanese companies.
- ✓ Discover/rediscover your strength, unique character. Clarify your core values and vision.
- ✓ Learn effective and strategic communication targeted to a particular audience.

## OUTLINE

- Orientation
- What is "strategic communication" ?
- What is your "core" message?
- Who is your target audience?
- How to communicate effectively
- Interview practice
- Summary

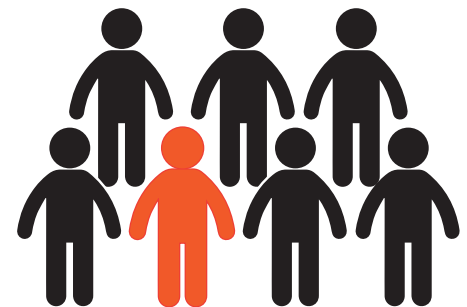


## 目標

- ✓ 外資系企業、日本企業での英語面接を成功させるためには何をすればいいかを考える。
- ✓ 自分の強みやユニークな個性を発見、再確認し、自分のコア・バリューとヴィジョンを明確にする。
- ✓ ターゲットに合わせた効果的で、戦略的なコミュニケーションとは、何かを考え、実践練習をする。

## アウトライン

- オリエンテーション
- 「戦略的コミュニケーション」とは
- 自分の「コアメッセージ」を見つける
- ターゲットを明確にする
- 効果的なコミュニケーション
- 面接に備えて
- まとめ



\*Please visit  
<http://www2.synfoster.hokudai.ac.jp/ihop>  
→ Event Information for details

\*詳しくは  
<http://www2.synfoster.hokudai.ac.jp/ihop>  
→ お知らせ のページをご覧ください