

# BUZZINESS

CYPRUS 2020

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THE CAREER OF YOUR LIFE

# BUZZINESS



**The career of your life  
Erasmus+  
Cyprus**

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# PREPARING FOR FUTURE BUSINESS

Planning is the key to any business throughout its existence. This guide will show you how you can turn your business plan from a basic document into a dynamic model that will help your business both survive and grow.

There are five steps that are very important for this purpose.



## The importance of ongoing business Planning.

Most potential investors will want to see a business plan before they consider funding your business.

The business plan plays a key role in organised resources throughout a business. It is a tool that can help you attract new investors. A good business plan reveals how you would use the investment you want.

## What you need to have in your business plan

Your business plan should show what your business is about and how it is evolving.

In your business plan you need to include some things:

- The marketing aims and objectives
- Operational and Financial information

## Plan and saparete resources effectively

The business plan is the key to allocating resources into the business so that the goals can be met.

In general, it is always better to support future growth through the generation of income.

If funding is insufficient, other areas might need to be cut.

## Choose a goal

A successful business plan must choose a set of goals and objectives.

Targets help everyone within a business to understand what they need to do and when they need to achieve it.

Targets make it clearer for individual employees to see where they fit within an organisation and what they need to do to help the business meet its objectives.



# The key to successful job interview



**SUCCESSFUL ROAD STARTS  
WITH THE RESEARCH  
ABOUT THE COMPANY AND  
THE PREPARATION  
OF QUESTIONS THE  
CANDIDATE COULD ASK OR  
ANSWER.**

Company loves seeing that you know about them and the best time to show it is in the beginning, when they are making first opinion about you. Knowledge detailed about job description you are attending to, things what company are doing and their competitors are the most important things you need to understand. Using that you can tell them how you can contribute and where you can be good at. Also answering questions based on that information impresses interviewer even more than short and boring sentences.

These frequently asked questions touch on the essentials hiring managers want to know about every candidate: who you are, why you're a fit for the job, and what you're good at. You may not be asked exactly these questions in exactly these words, but if you have answers in mind for them, you'll be prepared for just about anything the interviewer throws your way. Even illegal ones about relationship status, nationality, age can appear in the conversation. So stay calm and confident, focus your answer on your ability to do the job. Don't forget to show your interests as well. You are not just allowed, but you are more than welcome to ask important things you need to know, for example "What attributes does someone need to have in order to be really successful in this position?"

Following the answer you can add yourself in conversation and turn things a little around. So the research will help a lot, because employer wants to get an answer and also to know more about your personality, so take advantage of that and think about yourself before even been asked.

CONFIDENCE  
IN PERSON APPEARS  
NOT JUST FROM THE  
BIRTH, IT IS ALSO  
GAINED AND THE  
BEST WAY  
TO DO THAT IS TO  
REHEARSE AND TO  
PREPARE IN A  
PSYCHOLOGICAL  
WAY.

Just to learn the words you wrote for yourself and say it loud looks so easy, but for employer it looks very weak. Method remembering word by word fast and with same voice tone is not giving a good impression if you are letting employer see and hear that. The art in the proper voice, gaps between sentences, body language and the mood sells you. Don't look to the ground, look directly to the eyes, it makes you look very believing in yourself, that's what's telling that you are saying the truth, because one of the most important rules is to never lie. How can they believe about your education, if you are lying about your experience?

Smile brings good vibe too, friendly face had never done anything wrong, and if it is combined with a positive mind too, then comfortable atmosphere is achieved. Don't forget to actually be positive, talk about what you CAN do, not what you can't. Never say anything negative about yourself at any time. When discussing the role you're aiming for, if you're not sure whether you will be able to do something or not because your past experience is small, just say you can and plan to try it and worry about it later.



Once you've made a habit of maintaining eye contact, and keeping positive conversation, it's time to think about your body positions. You want to stand and sit in open positions – arms by your sides, not crossed. Make your body take up a lot of space, rather than making yourself smaller. This is how to seem confident. If you still are not feeling that, it doesn't mean you should let your anxiety get the best of you! It's easy to fake it until you make it.



# DON'T FORGET TO BRING DOCUMENTS AND DRESS UP PROPERLY.

It is much easier for interviewer if you can give a CV printed on paper by yourself rather than opening the email, printing that by themselves and taking more their really expensive time. Bringing the references is same important as resume, they are making the real view about you, from other people minds, which are more objective. It also shows your efforts, you don't want to look lazy or not prepared. Notebook and pen could be good tools to show interest and responsibility to accomplish their expectations.

Before you say a single word to the interviewer, you have already made an impression based on how you look. The appearance isn't simply a matter of looking professional, it's also an indication that you recognize that norms and standards exist because there are expectations that need to be followed. Even if you believe that you should be judged on your talent and ability and not on your appearance, dressing appropriately for the situation shows that you have respect for your employer and clients, and you are willing to follow the rules in the workplace.





Everyone needs a CV at some point in their lives for achieving their dream job. So do you. But how can I make it, you may wonder. Well, it's your lucky day because here are some tips that will help you to have not only a CV but a correct and creative one. Let the do's and don'ts begin!

Here is a mini list that will help you to add the essential things in your CV...

1. Name
2. Experience
3. Skills
4. Languages
5. Education
6. About you
7. Hobbies
8. Motivation letter
9. Contact
10. Social media
11. Reference
12. Reference letter
13. Diplomats / Certificates

.. and a list about the thing you should be careful about

- No abbreviation
- No lies
- Put first the things you are good at
- Highlight your skills
- Put in the light the important things

## THE PERFECT CV



## 1. The beginning

- **DO** - Your name should pop out of your CV, so the best way to do that is to put it in the centre of the page, in bold letters
- **DON'T** - try to hide it, but seriously, who would do that and avoid adding a photo of you
- **DO** - Right down below write you a telephone number and email address
- **DON'T** - put all your phone numbers, the company needs only one, and be sure your email address is decent, you know what I mean
- **DO** - Write a short description of your abilities
- **DON'T** - write more than 3 rows

## 2. Working experience

- **DO** - In this section write all the working experience you had till now and try to put in a descended form
- **DON'T** - Put your jobs that are not essential for the job that you want to apply for

## 3. Education

- **DO** - Include all the studies that you have, in a descended form as well, but any organization you have attended and any students exchange you had done including the period
- **DON'T** - write any involvement in political groups or movements

## 4. Achievements

- **DO** - Be sincere
- **DON'T** - Exaggerate

## 5. Language and computer skills

- **DO** - Include your language and computer skills you possess in an organized and clean way using a table and the levels of CEFR
- **DON'T** - exaggerate

## 6. Hobbies and references

- **DO** - Try to be as much vague as you can about them
- **DON'T** - Be specific about everything, they don't need to know every little detail about you

## 7. Social media

- **DO** - Make sure your social media profile represents the real you in a good and respectable way
- **DON'T** - Put picture that can be misunderstood

I hope this article will help you to make the perfect CV for your dream job. Good look^-^





Wondering which adventure will fit you best? You have the luck to live in 2020 and have plenty of different and amazing opportunities around the world. Why is this so amazing? The answer is simple; the EU provides equal opportunities for young people to be more successful in the job market and you can be a part of this process. The EU's goal is to encourage young people from all over the world to participate actively in the society and to change it in a positive way.

Euro desk, an initiative of the European Union provides quite a lot of possibilities, such as Youth Exchanges. This adventure allows young people from different countries in the EU to meet and live together.

Youth Exchanges are focusing on a series of planned activities, for example, seminars, training courses, or using non-formal education. You can spend abroad one or two weeks.

If you are more like a traveller, language learner or for example culture fan who wants to live in families, you can use the platform called [WORKAWAY.info](https://www.workaway.info), where you will create your profile and travel & work around the world.

How often do you think about working abroad? How often would you like to travel on your own? Would you like to discover foreign countries? Are you a young person between 18-30 years? Do you want to gain work or other experience in the EU? Do you like new challenges? Then this article is exactly for you! Discover the EU on your own; working & travelling.

Exactly this could be the adventure you have been looking for!

## **YOUTH OPPORTUNITIES**



# THE PROS AND CONS OF BEING A DIGITAL NOMAD



I don't think anyone ever dreams of being stuck in an office 5 days a week, 9 hours a day. I for sure didn't. Yet, like many other people I found myself in this situation. After finishing the university, I landed a digital marketing job for a medium sized company in Croatia.

Everything felt new and exciting for the first few months, but soon I started feeling trapped. In the same 7:15am tram I took every morning. In the same open office. In the same butt-dented chair.

After a year passed, I entered the boss' office and told him I am leaving. Yet, the conversation did not go as I planned. He asked me if I could work from home instead. Actually, this was exactly what I wanted – so I said yes! And that was the first day of my new digital nomad career.

## WHO IS A DIGITAL NOMAD?

A digital nomad is a freelancer who travels while working. Freelancing as a digital nomad means changing locations often and using the weirdest places as your office. Digital nomads work remotely from hotels, coffee shops, airports, and coworking spaces.





# PROS OF BEING A DIGITAL NOMAD

## 1. The world is your office

Wanna work from the comfort of your own bed? Sure. Wanna work under a coconut tree on a pristine Caribbean beach? Why not. Wanna work while looking at the stars in the Sahara Desert? Done. The world is your office and nobody can stop you (except for a bad Wi-Fi connection).

## 2. Say goodbye to the alarm clock

Hate getting up at 6am to get to work at 8am? As a digital nomad the schedule mostly depends on the way you organize it. So goodbye to the alarm clock and hello to complete REM cycles.

## 3. Say hello to me-time

Being a digital nomad is perfect for people who are not people-people. What I mean to say is that as a digital nomad you don't need to talk to your coworkers before that so much needed morning coffee.

Your boss cannot suddenly appear above your shoulder and ask for that forgotten report. And that chatty girl from the office next door can't ask you about your horoscope sign for the third time in a row.

## 4. Choose your "boss"

As a freelancer you don't look at the people you work for as your bosses but rather as your clients. If you don't like your boss most often you just have to suck it up. But if you don't like your client, it is much easier to say bye-bye.

Especially if you have multiple clients and your earnings don't depend on that specific (arrogant) one. We all know how draining superiors can be – and as a digital nomad you just have a bit more flexibility to choose your own.

## 5. Study, study, study

When you're working as a freelance travel nomad, your career development is in your own hands. You have much more time to focus on studying and developing the specific skill set that you want. Working less and studying more often speeds up your career development and you end up working with bigger clients or for better projects much faster.



# CONS OF BEING A DIGITAL NOMAD

## 1. Unpredictable travel circumstances

Digital nomads require a reliable laptop and a Wi-Fi connection to work. But traveling to remote locations doesn't always guarantee a steady Wi-Fi connection or sometimes even electricity. This can cause disruptions in our working schedule as well as stress.

## 2. Unreliable income

For many freelancers the income is not as steady as for an in-house worker. The projects often waver from month to month, the clients often change and there is not as much "work place protection" from the side of the government – thus the client can fire you much more quickly and easily.

## 3. Lack of steady schedule

Working as a digital nomad requires a lot of self-control. Often times fun things appear out of nowhere: cool party at a tree house, salsa dancing with a hot Latino or a day trip to the Penguin island.

Rather than just keep on enjoying the travels, you sometimes have to restrain yourself and choose to respect the work schedule.

## 4. Lonely nights...sometimes

Well this largely depends on whether you travel alone or with a friend/partner. I travel with my boyfriend who is also a digital nomad so I'm never lonely, but traveling alone and changing places often can sometimes surely make you feel isolated.

So that's the gist of it! What do you think – is the freelance travel nomad life right for you?

# THE PATH TO AN IDEAL JOB

A famous career coach, Adrian Klaphaak said: “You will get a lot more value out of building on your strengths rather than trying to improve your weaknesses”

This saying, in the beginning, confused me, because we, people, tend to hide or camouflage our weaknesses in order to seem invincible or flawless. Right now, you probably are thinking: “But where is the harm on trying to be perfect and flawless?” and the answer to this question hides in the business world and is actually one of the most sufficient ways to help you find/create your ideal job.

So, in order to explain myself, I will use an example: Let’s assume that I am a person with great social skills, a team player and innovative but unfortunately, I find it difficult to deal with stressful situations. So, when someone like me is applying for a job is normal to worry about his/her weakness and try to hide it by making jokes or remain weirdly silent. But, think about what will happen if I use my social and cooperative in a job that I have to work with other people. If you haven’t guessed it yet, the answer is that my weakness is going to be surpassed, because even if I get overstressed and freeze, my teammates will support me because of the relationship I would have developed, using my skills.

So, by using your strengths as a navigator you can create a path to a job that is custom-made for your personality. But sometimes even finding our strengths can be challenging. In order to accomplish that, you should go back to a time when your thoughts were pure and innocent; and start thinking about simple decisions you made back then, like choosing math over history or the opposite. By doing this, your strengths and skills are gradually going to be revealed based on what you prefer. It might sound weird or pointless but is actually one of the most efficient ways to find your ideal job, alongside with aptitude tests.



# BUSINESS SKILLS



Which skills you need in business?

1. NANIFILAC EAENGTMAMN \_\_\_\_\_
2. AETNGRMK \_\_\_\_\_
3. OCINMAICUMONT \_\_\_\_\_
4. NINATOTGOEI \_\_\_\_\_
5. ASDIRELHEP \_\_\_\_\_
6. NPANILNG \_\_\_\_\_
7. TNGIMI \_\_\_\_\_
8. PMREOBL OIGSNLY \_\_\_\_\_
9. EKRINOTWNG \_\_\_\_\_

## Match business-related words

1. Business of promoting and selling products or services.
  2. The amount of money needed or available for a purpose.
  3. A person who buys goods or services from a shop or business.
  4. A situation involving exposure to danger.
  5. An area in which commercial dealings are conducted.
  6. An article or substance that is manufactured or refined for sale.
  7. A fixed regular payment, typically paid on a monthly basis but often expressed as an annual sum.
  8. An amount that has to be paid or spent to buy or obtain something.
  9. Present or proffer (something) for (someone) to accept or reject as desired.
  10. The action or process of supplying goods to retailers.
- A. Market
  - B. Marketing
  - C. Customer
  - D. Product
  - E. Costs
  - F. Distribution
  - G. Offer
  - H. Risk
  - I. Budget
  - J. Salary

