

POCKET GUIDE

CAREER & BUSINESS ADVICE

FOR YOUTH STARTING THEIR JOURNEY INTO WORK OR BUSINESS

With contributions from professionals at S&P Global Foundation



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This pocket guide is here to help you take your next step confidently, whether you're looking for your first job or starting a business. The tips inside come from real professionals who've been where you are and want to see you succeed.

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1 HOW TO WRITE A GREAT CV

Your CV is your personal ad – it tells people who you are and what you're capable of. Here's how to make it count:

- Keep it short and focused. One or two pages is enough.
- Use clear, simple fonts. Make it easy to read.
- List your education, experience and reference details.
- Check your CV for grammar and spelling errors.
- Include a professional photo of yourself. It helps people relate and sets you apart from others.
- Tailor it to the job. Highlight the experience that matches what they're looking for.

Tip:

Ask someone you trust to read your CV before you send it – a fresh pair of eyes can help you spot mistakes and improve it.



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WHAT MAKES A GOOD ENTREPRENEUR?

Starting a business takes more than just an idea. It takes:

- Strong communication. You need to explain your idea clearly to customers, partners, or funders.
- Adaptability. Be ready to change your plans and learn from feedback.
- Confidence and persistence. Believe in your idea and don't give up easily.
- Leading by example. Show others how to work hard and stay committed.

Tip:

Entrepreneurship is a mindset – even if you work for someone else, think like a problem-solver.



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TALKING TO DONORS AND INVESTORS

When someone might support your business, you need to show them you're serious and prepared:

- Practice your pitch. Be clear and confident when speaking.
- Know your numbers. Be ready to explain how much money you need and what for.
- Don't be afraid to say "I don't know, but I'll find out and get back to you."
- Take testimonials with you – they help build trust.
- Highlight the value. Show how your idea solves a real problem.
- Show your vision. Help them imagine your business growing and making a difference.

Tip:

People invest in people – so be honest, passionate, and professional.



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SUCCESSING IN THE WORKPLACE

Employers notice people who show up ready to learn and work hard:

- Be reliable. Arrive on time and do what you say you will.
- Stay professional. Be respectful and speak kindly.
- Have a positive attitude. Face challenges with energy and a solution-focused mindset.
- Keep learning. Ask questions and look for ways to grow.

Tip:

Attitude matters just as much as skills.

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DRESSING FOR SUCCESS

First impressions matter. Here's how to look professional without spending a lot:

- Dress neatly. Clean clothes, tidy hair, and shoes in good condition.
- Keep it simple. Avoid flashy jewellery or loud patterns.
- Dress like the person you would respect. Aim for smart, respectful, and confident.
- If meeting online, pay attention to your background and lighting.

Tip:

You don't need expensive clothes – confidence and cleanliness go a long way.



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IF I COULD GIVE ONE PIECE OF ADVICE...

We asked professionals, “What’s one thing you wish you knew when you were younger?” Here’s what they said:

- “Never give up – work until your dream becomes real.”
- “Grab every opportunity, even if it feels scary.”
- “Try different fields – that’s how you discover what you’re good at.”
- “Experiment by taking calculated risks.”
- “Be open to change.”

Tip:

Your journey won’t be straight – and that’s okay. Every step teaches you something.

