

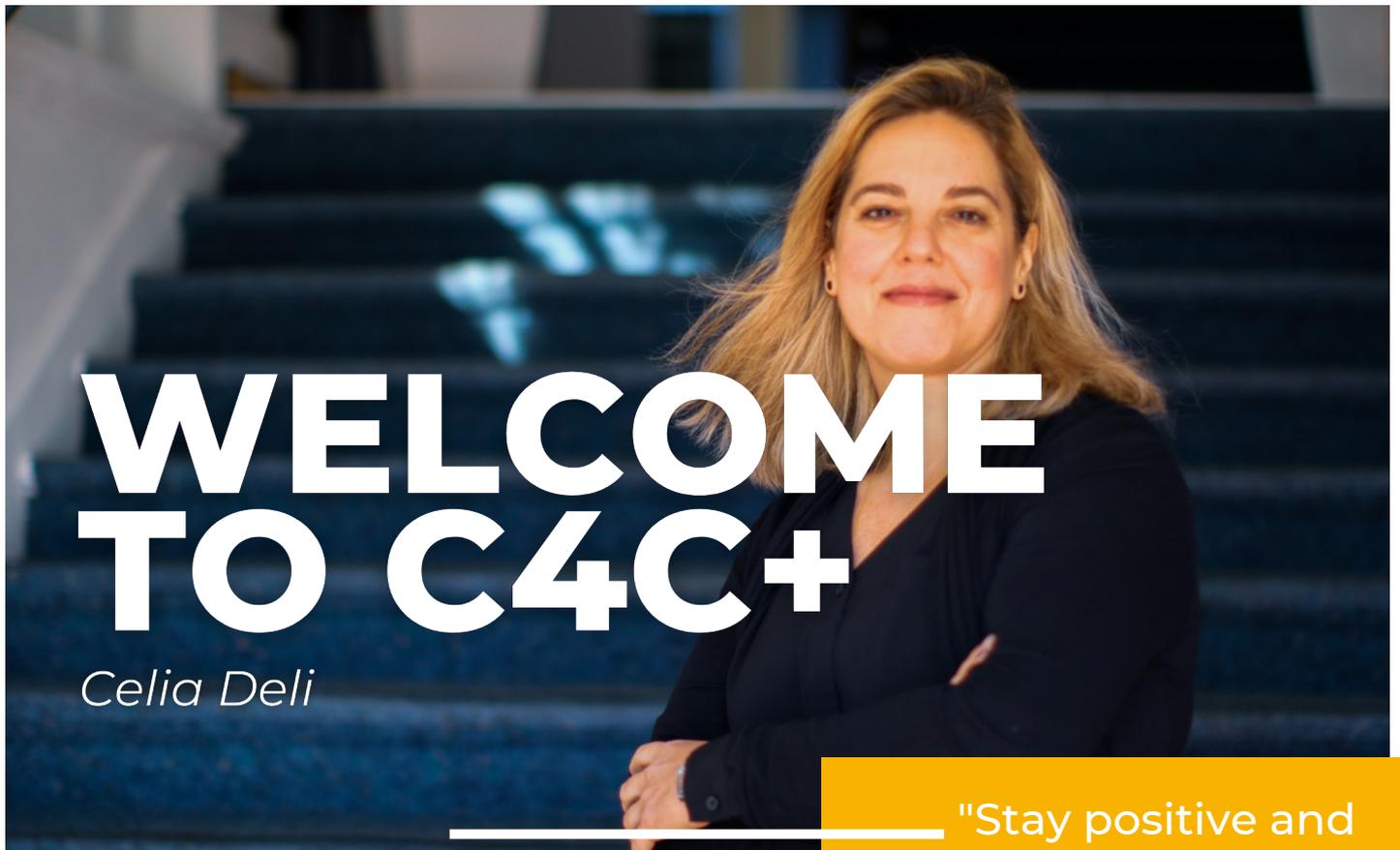
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HELLO!

# career

*We are happy to introduce You to our #Career' Magazine! Interviews, tips, articles :) All You need to know about Hospitality studies and Industry*



# WELCOME TO C4C+

*Celia Deli*

"Stay positive and persistent!"

**Welcome to our C4C+ Department!  
What do You like the most about  
being part of Career and Personal  
Development programmes?**

Thank you; it is a pleasure to be part of SEC and C4C+.

To answer your question, I think managing our career is a priority, in order to gain the maximum satisfaction and success we desire. The hours we invest in our work-career is a big part of our everyday life and finding the correct tools to advance our career requires constant effort. Personal growth is essential for us to navigate toward our goals. I feel a huge responsibility to guide our students through the first steps in their career paths.

**On the other hand, after the question about strengths, most of the time question about the weaknesses comes after. What is Your TOP TIP for improving weaknesses?**

Again, try to identify your weaknesses the same way you did with your strengths. Then make a plan of how to convert your weakness into strength, set goals and commit to them. Find someone to advise and give you honest feedback. Get some training or coaching. When you achieve your aim, reward yourself, anyway all this process shows the strength of character



## Why do you think it's important to balance Professional and Personal Development?

I actually believe that Personal Development is a means toward Professional Development. Personal Development is a lifelong process. People assess their skills, set new goals and learn new skills all the time, in order to achieve them. These goals are evolving and that keeps us active and energetic.

Potential employers are likely to ask what are considered to be the biggest strengths, and identifying these can also help you choose a career to enjoy. What would be Your first Top TIP for students on how to build their strengths?

First, identify your strengths. How? Through brainstorming: write down which skills you have that distinguish you from others. Ask your friends and colleagues to share their views. Then think of what you want to achieve and what would make you happy, and finally work on integrating those strengths into your daily practice.

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## **What are the main goals of C4C+ as a Swiss Educational College?**

We help them build their professional portfolio, and find an interesting Internship position through building a strong network with the industry and of course, we provide opportunities for after graduation through organising events and forums both virtual and in person.

## **Why did You choose Swiss Educational College as a step in Your career?**

I was attracted by the friendly environment, the smiling faces and the drive that all colleagues and students have.

It is an exciting opportunity for me to be part of this dynamic and fast-growing environment. I know I have the experience and the skills to contribute to the development of our students and their careers.

## **Why Hospitality and Business Management studies are one of the TOP studies to choose right now?**

Hospitality and Business studies are a great combination because they open a broad field of career choices. That is actually how I did it.

Think of all the new words invented to describe different personalised experiences like Staycation, Glamping, and Bleisure and to fill gaps in the traditional touristic packages.

Think of eco-friendly tourism and sustainable projects that are so much in demand.

Of course from a financial perspective Asset Management strategies have been implemented so as to give the opportunity the hospitality companies to focus on the core business.

And from a Marketing point of view, digitalised experiences and virtual and augmented reality are applied to promote the new products.

So, I think these studies offer multi-dimensional career opportunities.

## **And last but not least, everyone has a goal. What would be Yours? :)**

My goal is to organise the Internship and Career Services Department so that our Students feel confident to come and find the assistance they are looking for and that the industry feels assured that they will find the right candidate for their business.

Stay positive and persistent!



## TOP 5 TIPS ON HOW TO LOOK MORE PROFESSIONAL!

Looking and acting professional is key to getting ahead with your career. While results count as well, you are much more likely to get promoted or hired if your future employer can easily imagine you in the job.

Do you have consistent habits and mannerisms that make you come across as a real pro? Looking like a professional is much more than dressing well.

Professionalism includes a bunch of qualities that make you stand out as someone who is prepared, responsible and reliable. You are consistently good at communicating with customers and clients. You make a good impression everywhere you go.

### **1** Dress Smartly

Let's start with the basics for looking professional. The first tip is to dress smartly. This is one that is easy. You don't have to look glamorous or like a fashion icon unless you're literally in the fashion industry. Just dress so that you look the part.

Looking at the part usually means dressing like your bosses and other colleagues in senior positions. You want to get where they are, so aim to be at least as well dressed as they are. What they are wearing should reflect the company's brand or culture.

Business professional for women typically means tidy dresses, skirts or slacks. Tops should include neat button-down shirts or blouses with a blazer. Business professional shoes include classic heels no higher than three inches, loafers or tidy flats. Women can accessorise with minimal jewellery and belts.

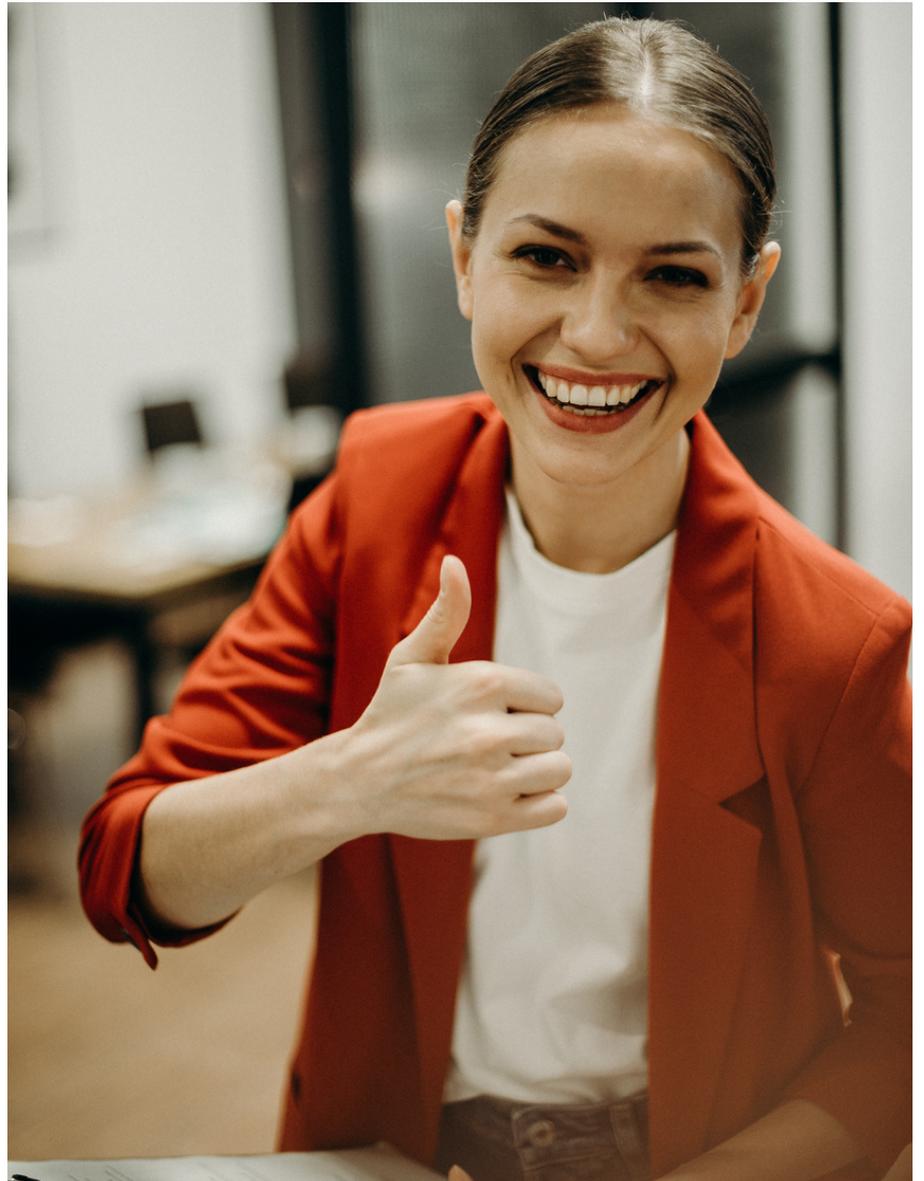
Business professional for men typically refers to a dark-coloured (grey, navy) suit and tie. The tie should be simple, avoiding bright colours or busy patterns. Men should wear a button-down shirt (preferably white or light-blue) and belt. Pair with a professional, closed-toed shoe like an oxford or loafer. Info #indeed

Often workplaces have a dress code, whether it is official or unofficial. Pay attention to the rules. Be at least as well dressed as the people around you.

## 2 Be Reliable

Professionals are dependable. Because you are reliable, everybody knows that they can trust you to follow through on your words in a predictable way. You are consistent with your work in both style and outcome. Reliability also means that you are always there to solve problems or help out in emergency situations.

Being reliable means not surprising people with puzzling behaviour or distractions from work. Demonstrating you are reliable helps to create smooth, low-conflict relationships with colleagues. Bosses know what they will get when they ask you to do something important.



## 3 Answer the Phone Courteously

Phone etiquette is a big part of looking professional. The initial contact you may have with a recruiter or future boss could be from them ringing you up. Don't blow your first impression with lousy phone manners.

The first words you utter when answering your phone convey a lot. Avoid answering your phone with something casual like "Hello?" And try to avoid sounding tired or busy with something else – even if you are called at an inconvenient time.

A couple of examples of good greetings to use are "Hello, Michael Smith speaking" or "Hi, Aubrey here, how can I help?" A brief but friendly and informative greeting creates a positive impression for the caller. Your optimistic, helpful tone is also likely to lead to a better conversation.



## 4 Be Accountable

To look professional, get in the habit of being accountable for your work. Accept responsibility for getting things done and take action as soon as any problems arise.

Avoiding accountability is a certain path to looking unprofessional. No one likes being around someone who puts up excuses for their failings. And problems can quickly snowball into disasters if they are not dealt with quickly.

If things aren't going perfectly, own it and don't be afraid to look towards others for help – including your boss. People will respect you for making work outcomes the number one priority.

## 5 Uphold Your Ethics

To look professional, find a way to maintain your ethics while still helping your employer make a profit.

Moral dilemmas often come up in the workplace. Do you sell an expensive computer to someone who obviously doesn't need all the features? Do you force a client to follow the terms of a contract even if it's unfair to them?

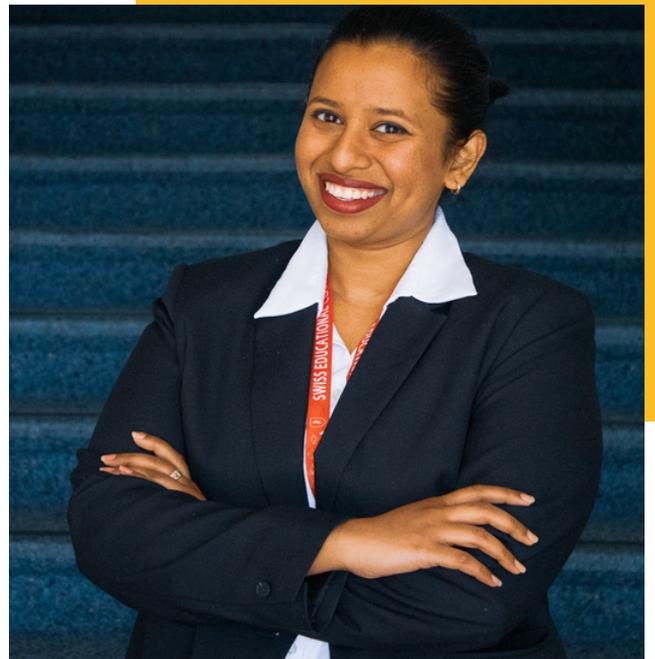
Professionals find a sensible way to maintain their ethics while supporting the interests of their employer and themselves. Sticking to your ethical principles is an important aspect of being professional and ultimately should enhance your career prospects.

When people see unethical behaviour, they tend to dislike and distrust the person doing it. A lack of ethics can also hurt the reputation of a brand or organisation. Professionals are ethical and rightly proud of the job they do.

## INTERVIEW

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# Ambassador Julie!



### **How do you feel to be invited to join the Ambassadors programme?**

When you introduced the ambassador's programme to me, it sounded like a thrilling opportunity and it showcased the possibilities to open numerous variety of learning and experience that I can use in my further to build myself as a brand.

### **Why do you think it's important to be part of such programmes while studying?**

So many reasons come to mind. First of all, it adds an extracurricular activity that EVERY student needs, it brings us closer to the organisation that is thriving to make learning easier and more fun. And I for one find it thrilling to feel empowered by a certain leadership role.

### **What key-values are vital in professional and personal growth?**

For me, it has always been communication and consistency. I believe that sharing different ideas and perceptions leads us to build ourselves towards excellence.

And consistency towards excellence will help in personal and professional growth.

### **What are your career goals?**

I have simple goals, really. I don't aspire to manage, but LEAD a team of people in my Organisation and teach them what I have learned in my life. I want to help my colleagues in delivering better customer service every time they get a chance. I wish to be a leader, not a manager.



**Switzerland is a vibrant country, what do you like the most here? And why did You choose this country as Your study place?**

Coming from a country with a population of around 7.7. billion, I like the peace that Switzerland provides.

I like how this country believes in sustainability and the love of nature.

Just the other day, I saw a roof of a house covered with solar panels. It was an amazing idea to utilise the resources. In regards to studying here, I found Switzerland an exciting opportunity to learn hospitality and most importantly, a wide range of opportunities our school provides apart from just hospitality.

**What would you suggest to a student who wants to join the Ambassadors programme?**

I would rather remind every colleague that YOU ARE AN AMBASSADOR. Other students will look up to you for guidance and mentoring.

*Grab every learning opportunity you get, to grow yourself. Because it's through your growth, that the Organisation will grow. And yes, I will always have your back.*



# WHY HOSPITALITY?

## **You make people's day**

Whether you're a concierge in a hotel, a kitchen porter working behind the scenes, or even if you're involved in the management of a hospitality business, every time you come into work you're making someone's day that little bit better.

The hospitality business is all about people.

It's not about widgets or spreadsheets; it's about making people happy.

## **It's Creative!**

As well as being a people-oriented industry, hospitality is creative. You are creating a product — be that food, drink, or an experience — and there's always scope to dream up new ways of making it more enjoyable for your customers.

## **It opens a door to the world**

Every country in the world has a hospitality industry, and the skills you learn here are readily transferable, meaning that a career in hospitality can very easily be the key to discovering new countries, new cultures and new people.

## **There's no need to get stuck**

There is such enormous scope within the hospitality industry that there's never any need for you to get stuck in one niche. You could very easily stay with the same employer and in the space of a few years, move between receptionist jobs, reservations manager to concierge and beyond.

Where else could you get that sort of variety?

# ARTICLE

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## Learn as you go

Another great benefit of working in hospitality is the opportunity to learn and develop new skills on the job. Many hospitality employers run courses, covering all aspects of the business, enabling you to get the support you need in building a brilliant career.

## You can take on early responsibility

Just as there is the potential for rapid horizontal movement, you can also make your way up the ladder very quickly in hospitality. If you work hard, acquire your qualifications, get on with customers and colleagues, and show initiative, very soon, you'll find yourself in a senior position managing people and projects.

## Not 9-5

If you're the sort of person who likes getting up at the same time in the morning, having the same breakfast, putting on a suit and tie, and then catching the same train into the same office, day after day after day, then hospitality probably isn't for you. It involves a great deal of variety, not only in terms of the hours you work but also the work you do during those hours.

## Clear route in

There is a clear set of hospitality qualifications that are accepted across the industry and there are hundreds of places up and down the country where you can train to achieve those qualifications. You can find out more about getting qualified in our dedicated training section.

Springboard, the hospitality charity, can help you with entry-level qualifications, or you can contact the National Skills Academy for Hospitality to find out about their accredited courses.

## Great atmosphere

In any workplace, there are always colleagues you don't get on with, and one or two who are a bit unfriendly, but the good news is that not many work in hospitality. We don't hire people who are unfriendly to our customers, which is why the hospitality industry contains some of the most vibrant, lively and fun people you'll ever meet.



A scenic view of a winding road along a lake and mountains. The road curves along a steep, rocky cliffside covered in lush green trees. In the background, a large blue lake is visible, surrounded by rolling green hills and mountains under a blue sky with scattered white clouds. A yellow rectangular frame is overlaid on the left side of the image.

**SEE YOU  
NEXT TIME!**

# ADVENTURE

STUDYING IN SWITZERLAND

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