

Blueprint for Tomorrow's Tech Leaders

AI Prompt Toolkit for Career Discovery & Strategic Growth

Matthew Bulat | Expert AI Prompts | IT Jobs Formula

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About the Presenter



IT Jobs Formula

Author of IT Jobs Formula — a comprehensive guide mapping over 1,500 roles across the technology industry. Used by career counsellors, recruiters, and students across Australia.

→ itjobsformula.com



Expert AI Prompts

Founder of Expert AI Prompts — structured AI prompt systems for career development, LinkedIn optimisation, personal branding, and leadership in the technology sector.

→ expertaiprompts.com



Educator

Former university lecturer in Bachelor of IT programs. Member of the ACS North Queensland Chapter. Passionate about connecting structured learning with practical, real-world outcomes.



THE OPPORTUNITY

The biggest career shift in a generation.

65%

of jobs today's students will hold don't exist yet

World Economic Forum 2023

170M

new jobs created globally by 2030

WEF Future of Jobs Report 2025

39%

of core job skills will change by 2030

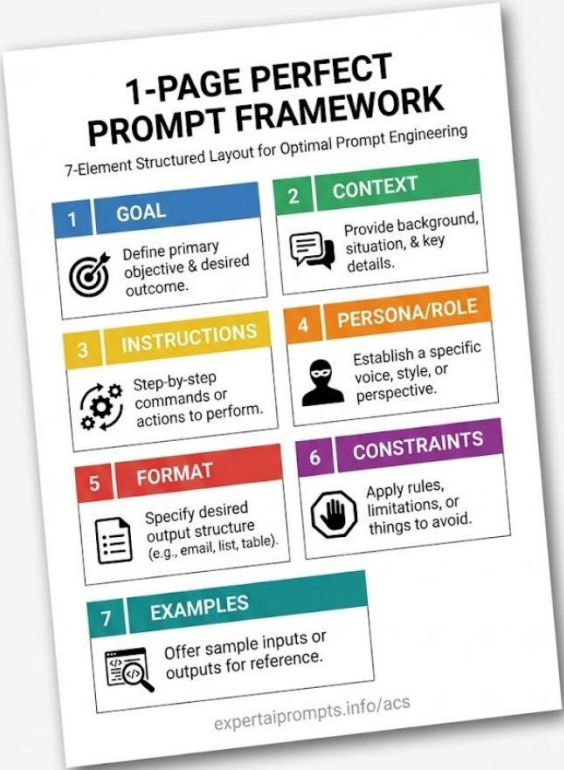
WEF Future of Jobs Report 2025

Your competitive edge: learning to work WITH AI — not compete against it.

The 1-Page Perfect Prompt Framework

7 elements that transform vague questions into expert-quality AI outputs

1	ROLE	Tell the AI who to be. Expertise + domain + context.	<i>Act as a world-class IT career coach...</i>
2	CONTEXT	Background situation. The 'why' and 'where you are now'.	<i>I am a Year 12 student in Townsville...</i>
3	TASK	The specific deliverable. Be precise — vague in, vague out.	<i>Create a Personal Value Proposition...</i>
4	AUDIENCE	Who reads the output? Calibrates tone, jargon, and depth.	<i>The reader is a tech hiring manager...</i>
5	TONE	Voice and style. Match it to your brand and context.	<i>Professional, encouraging, no fluff...</i>
6	CONSTRAINTS	Limits that keep outputs practical and usable.	<i>Under 500 words, free tools only, ACS-aligned...</i>
7	OUTPUT FORMAT	Exactly how the response should be structured.	<i>A numbered roadmap with SFIA codes...</i>



01

SECTION 01

Personal Value Proposition

Know your worth. Communicate it with clarity and confidence.

What is a Personal Value Proposition?

A PVP is a clear, compelling statement that communicates your unique skills, experience, and the value you bring to an employer, client, or the market — in under 60 seconds.



Job Interviews

Your answer to "Tell me about yourself" — confident, concise, memorable.



LinkedIn Profile

Opens your About section and Headline — drives recruiter clicks and search visibility.



Networking Events

Your elevator pitch. Works in 30 seconds at an event.



PVP Prompt in Action — What You Get

The Prompt Structure

 ROLE	Expert personal branding coach + ACS specialist
 TASK	Guide me to create a powerful PVP
 CONTEXT	Career discovery stage — student or pivot
 FORMAT	Interview-style: ONE question at a time
 AUDIENCE	From Year 12 student to senior professional
 GOAL	PVP + 30 tailored opportunities



Your 4 Deliverables

- 1 Personal Value Proposition**
3–5 sentence statement for LinkedIn, interviews & networking
- 2 10 Ideal IT Careers**
Each with title, justification, and SFIA skill codes
- 3 10 Freelance Services**
Opportunities matched to your specific strengths
- 4 10 Solopreneur Business Ideas**
Ventures grounded in your real skills and interests

 Copy the prompt at expertaiprompts.info/ryan — then paste directly into Claude, ChatGPT, or Gemini.

02



SECTION 02

SFIA 9 — the global standard for IT professional skills.

SFIA 9: The Global Skills Compass for IT Careers

121 skills mapped across 7 responsibility levels — used by ACS, employers, and governments worldwide

121

IT skills defined

7

responsibility levels

40+

countries using SFIA

1	Level 1 — Follow <i>Intern / Student</i>	
2	Level 2 — Assist <i>Junior / Graduate</i>	
3	Level 3 — Apply <i>Developer / Analyst</i>	
4	Level 4 — Enable <i>Senior Specialist</i>	
5	Level 5 — Ensure & Advise <i>Team Lead / Consultant</i>	
6	Level 6 — Initiate & Influence <i>Manager / Architect</i>	
7	Level 7 — Set Strategy <i>Director / CTO / CIO</i>	

03

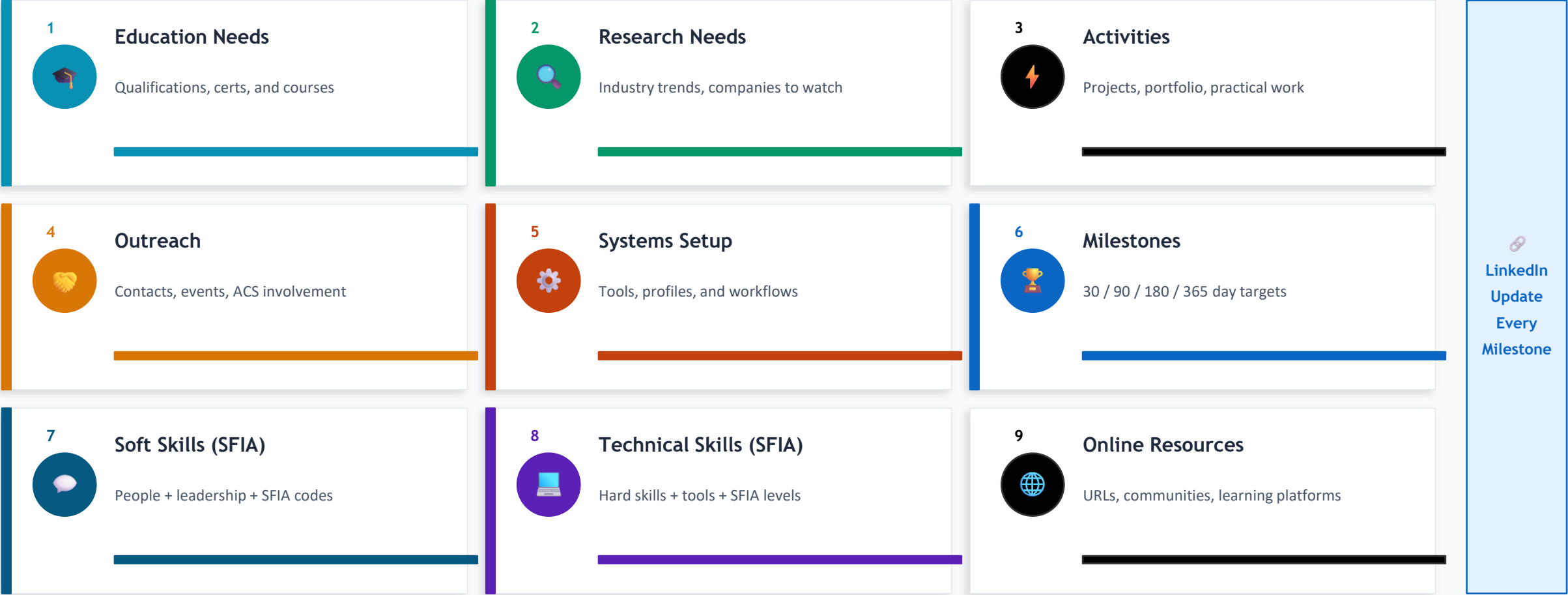


SECTION 03

9-section, SFIA-aligned action plan — start this week.

The 9-Section Career Roadmap

Built from your PVP · SFIA skill codes + levels · LinkedIn updates at every milestone



SECTION 04

Smart Resume Prompt Book

50 curated AI prompts for ATS-winning job applications.

Smart Resume AI Strategy

75%

*of resumes are
rejected by ATS
before a human
ever sees them*

Applicant Tracking System, 2024 LinkedIn Talent Trends

**50 AI Prompts
to get you through**



Start with Your PVP

Feed your Personal Value Proposition as context. The AI generates a tailored professional summary that ATS systems score highly.



Keyword Targeting

The prompt generates 10 primary ATS keywords to embed in your resume. Aligned to the job description — not generic.



STAR Format Bullets

Every experience bullet uses Situation–Task–Action–Result. Quantified outcomes, not job descriptions. Results, not responsibilities.



One Master, Five Variants

Build one master resume. The AI adapts the summary and skills section for 5 different target roles in minutes.

 [Download the Smart Resume Prompt Book \(50 prompts\): expertaiprompts.info/ryan](https://expertaiprompts.info/ryan)

SECTION 05

LinkedIn All-Star Profile

7 sections. Algorithm-optimised. Recruiter-ready.

LinkedIn All-Star Blueprint

LinkedIn is the #1 tool Australian IT recruiters use to find talent. All-Star status puts you in the top 1%.

	1. Headline Formula	220 characters: Keywords + Value + Differentiator. "Junior Cloud Engineer AWS Certified Helping businesses scale securely"
	2. About Section	2,600 characters: Hook → Journey → Value → Call to Action. The AI writes your full story from your PVP.
	3. Featured Section	Pin 3 items: your PVP document, a project or achievement, and this event's resource page.
	4. Experience Bullets	STAR-format rewrites for every role. Not job descriptions — achievements with numbers and business impact.
	5. Skills & SFIA Codes	Top 20 skills mapped directly to SFIA 9 codes and levels. Employers who use SFIA will find you instantly.
	6. Recommendation Scripts	The AI writes 3 scripts to send to people who can vouch for you. One click to request a powerful recommendation.
	7. 4-Week Content Calendar	3 posts per week. Hooks, formats, and hashtags provided. Builds visibility and positions you as an emerging IT voice.

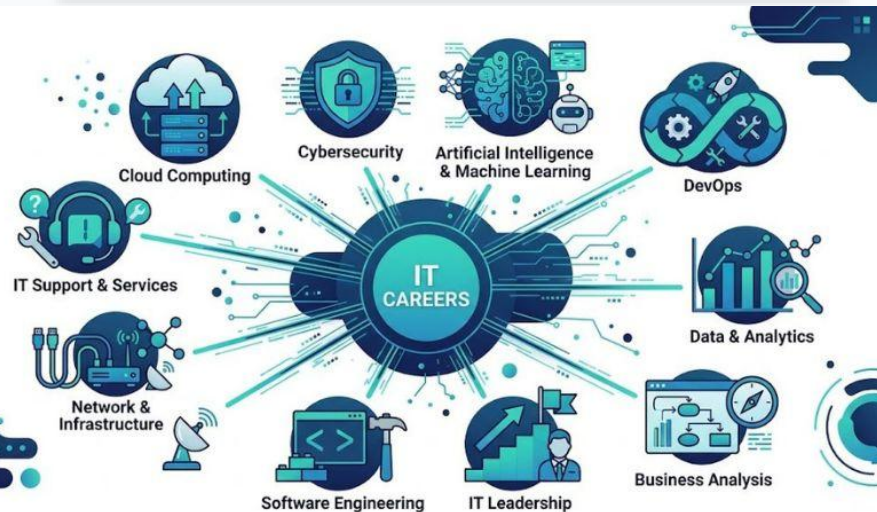
 [Download Mastering AI for LinkedIn Optimisation: *expertaiprompts.info/ryan*](https://expertaiprompts.info/ryan)

IT Jobs Formula

1,500+

IT roles documented
and categorised

itjobsformula.com



1,500+ IT roles — from entry level to C-Suite — at itjobsformula.com



Career Exploration

Discover roles you didn't know existed — from AI ethics officer to DevSecOps engineer to digital twin architect.



Informed AI Prompting

Feed specific role titles into your Career Roadmap prompt. Precise inputs yield precise, actionable outputs.



For Students & Counsellors

Career guidance counsellors use IT Jobs Formula to expand the IT options they present to students beyond developer or IT support.

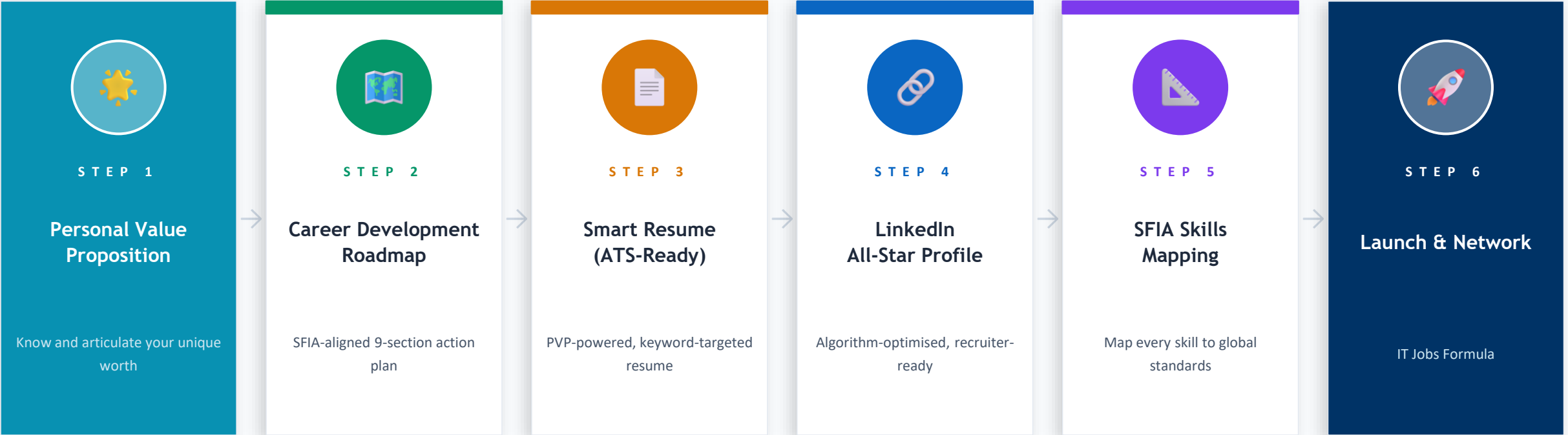


Salary Benchmarking

Compare roles, responsibilities, and career trajectories. Know where you want to go before you write your first prompt.

Your 6-Step Career System

Follow this sequence — each step builds directly on the last.



All 6 prompts are available at: expertaiprompts.info/ryan

Influence: What Color Is Your Parachute?

The key to career success is understanding what you have to offer — before you try to market it.

Petal Model



Parachute's 7 petals map perfectly to the PVP prompt. Skills + Values + Geography + People + Working Conditions + Salary + Purpose.

Informational Interviews



Parachute recommends talking to people in roles before applying. The Roadmap prompt's Outreach section operationalises this step.

Transferable Skills



Identify skills that work across industries. Our AI prompts translate these into IT-specific SFIA codes and career options.

Self-Discovery First



Both frameworks agree: self-knowledge drives career success. Our PVP prompt is the AI-powered version of Parachute's flower exercise.



ACS Membership & Your Next Steps

Why Join ACS?



Student Membership

Free for full-time students. The most recognised IT professional body in Australia.



NQ Chapter Events

Regular meetups, industry nights, and career events right here in Townsville and North Queensland.



SFIA Certification

ACS uses SFIA as its professional skills framework. Your SFIA level supports ACS professional certification pathways.



Global Recognition

ACS is recognised in 20+ countries. Your membership and skills translate internationally.



Career Services

Job board, mentoring programs, and industry connections that open doors beyond the advertised market.

Do This Today



Scan the QR Code

Access all 6 prompts & PDFs



Run the PVP Prompt

Start with Claude or ChatGPT



Join ACS as a Student

membership.acs.org.au



Connect on LinkedIn

Tag #ACSNQ #ITJobsFormula



Explore IT Jobs Formula

itjobsformula.com

Thank You

SCAN FOR RESOURCES

Access all resources, prompts & PDFs:

expertaiprompts.info/ryan

■ Blueprint for Tomorrow's Tech Leaders

📄 1-Page Perfect Prompt Framework

☀️ Personal Value Proposition + Cheatsheet

📖 Career Development Roadmap + Cheatsheet

👛 Mastering AI for LinkedIn Optimisation

📊 SFIA 9 Illustrative Skills Profiles

→ itjobsformula.com

→ sfia-online.org/en



Your tech career journey starts today.