



Graduate School of Management

CAREER DEVELOPMENT WORKSHOP

Career Services

UC Davis Graduate School of Management

Fall 2007



Ideas into Action



Career Development

- **Introduction**
- **Themes of Workshop**
 - **Fundamentals**
(Assessment, Resumes, Cover Letters, Job Search & Networking, Interviewing)
 - **Pro-active Search**
(Targeted Approach, Uncovering the Hidden Job Market)
- **Inger Maher**
- **Agenda**

Agenda

- **Self-Assessment**
- **Resumes & Cover Letters**
- **Targeted Job Search**
- **Networking**
- **Interviewing**

Self Assessment

- “Success is getting what you want. Happiness is wanting what you get.”
~ Dale Carnegie
- “My success, part of it certainly, is that I have focused in on a few things.”
~ Bill Gates
- “Take the pains required to become what you want to become, or you might end up becoming something you’d rather not be. That is also a daily discipline and worth considering.”
~ Donald Trump

Self Assessment

- **Why Bother? Product Knowledge & Positioning**
- **Two Most Common Reasons Why Employers May Reject You**
- **Skills, Interests, Values**
- **Assessment Tools: Myers Briggs, Strong Interest Inventory, Career Beliefs Inventory, Elevations**
- **Career Leader**
- **Importance of Culture Fit**

Skills, Interests, Values

- Experience-Based Skills
- Self-Management Skills
- Transferable “Life” Skills
- Interests as Key Motivators & Search Catalyst
- Values in Alignment with Culture

Importance of Culture Fit

- **Values Dictate the Corporate Culture**

Consider:

- Level of Communication
- Lifestyle (Work/Life Balance)
- Pace of Change
- Valuing the “Team” vs. the “Star”

- **Values Exercise**

The Benefits of a Career that Fits

- You enjoy better health, a longer life, more vitality
- You have enhanced personal & professional relationships and are more fun to be around
- You're more successful & more productive
- You have heightened self-esteem
- You become a better role model for children
- You have a deeper, richer, more authentic sense of humor
- You look forward to life
- You lead a life that counts

• from The Pathfinder by Nicholas Lore

Resume

“The best way to eat the elephant standing in your path is to cut it up into little pieces.”

~African proverb

Resume Strategy

- What is your goal?
- What are you trying to convey?
- Who is your audience?
- Resumes are used to screen you out, not in
- Employers often will look for key or buzzwords; do your research on these
- Still only a few seconds are spent on each resume; you must grab their attention
- Responsibilities vs. Accomplishments

Purpose of a Resume

- You, on Paper- your Marketing Piece to organize the relevant facts about you into a written presentation
- Highlight your qualifications and achievements
- Main purpose is to get an interview
- Targeted resumes are more effective than general ones (tailored to a specific job)
- First 2-3 lines must show type of position you want; does your resume do this?
- First 10-15 lines must show greatest benefits you have to offer; does your resume do this?
- Handout- sample resume

Resume Formats

Basic Formats

- **Chronological (most common)**
The chronological resume lists your education and work experience in reverse chronological order and presents other relevant information when applicable.
- **Functional (least common)**
The functional resume plays down your work history and focuses on the functions you performed. The functional resume can be very helpful if you feel you may not have experience which is directly related to your career objective, but the skills you have developed are transferable.
- **Combination**
The combination resume uses elements of both the chronological and the functional formats. (Great for highlighting job functions).

Resume Basics

- **Name/Current Address/Phone Number/E-Mail Address**
- **Objective v. Profile v. Summary**
Be clear, concise and tailored for each position.
- **Education**
List in reverse chronological order. Indicate degree(s), dates(s) received or expected, majors or concentrations or minors, honors and relevant course work.
- **Work Experience**
Either in reverse chronological order or functional titles, Emphasizing skills, accomplishments and knowledge, use strong action verbs
- **Additional Sections:**
Volunteer Work, Social Contributions, Other Skills (Computer knowledge, foreign languages, special licenses)

Sample Objectives

- **Proven team leader seeking challenging opportunity where I can further develop my strong communications and problem-solving skills. (Weak)**
- **A Marketing research position that will use my strengths in demographic research and analysis to target, develop and maintain a dominant market share for your company. (Stronger)**

Sample Profiles

- **Sentence Style:**

PROFILE

GSM MBA with experience in cross-functional team leadership, analysis and international business and governmental affairs. Seeking internship in Operations or Marketing/Sales.

- **Bulleted:**

PROFILE:

- Seeking internship in Operations or Marketing/Sales
- Proven abilities in cross-functional team leadership, analysis and international business and governmental affairs.

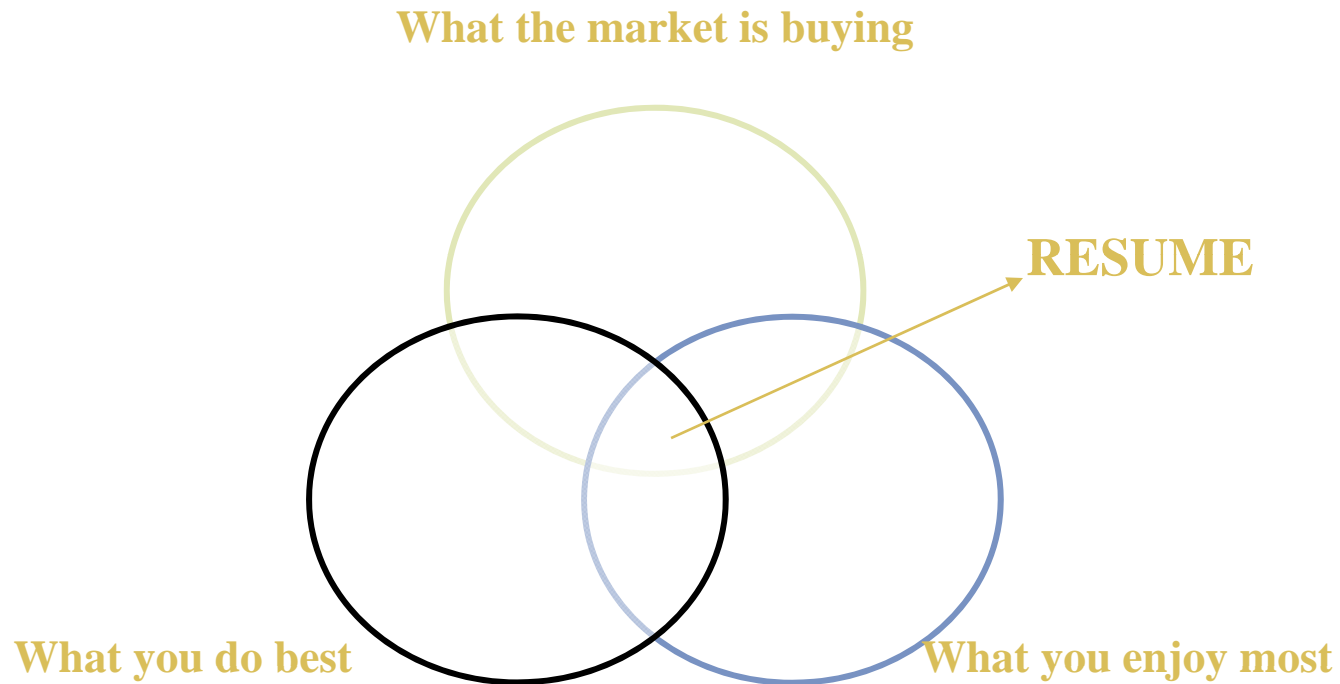
Sample Summary with Masthead

SENIOR CONSULTANT (masthead)
Government Policies~Project Planning

Highly accomplished consulting professional with proven success in directing multi-skilled teams to deliver complex projects for governmental agencies throughout the United States. Articulate and persuasive with superior management skills for politically-sensitive undertakings. Background includes performing high-level outsourcing cost analyses for the Department of Justice and the SuperFriends. Additional capabilities in:

- Change Management
 - Financial Planning
 - Project Integration
- Budgeting
Risk Identification
Communications Strategy

Putting it Together



Cover Letters: Before You Begin Writing

- Answer “Why Should I Hire You?”
- Emphasize 1-2 Strongest Reasons Why You are the Best and What Sets You Apart
- Emphasize your unique accomplishments
- Remember to Focus on Employer’s Needs
- Dissect the Job Description
- Be Honest, Factual & Positive
- Always include Cover Letter!!!

Cover Letter Writing Tips

- **Keep it Brief - Less than One Full Page**
- **Concise & Clear Writing; Proof Read**
- **Do not Restate Resume**
- **Avoid Overuse of “I”**
- **Avoid Long Sentences & Paragraphs**
- **Use Active Voice – Action Verbs**
- **Personalize Each Letter!**
- **Focus on Needs of Employer; Not Your Needs**
- **End with Proactive Close**
- **How Does Your Letter Stack Up?**

Parts of the Cover Letter

Opening Paragraph

- **State Your Interest & Purpose for Writing**
- **Referral or How You Heard of Position**
- **If Advertisement, Include Source**
- **State Why You are the Best Candidate; Intro “Grabber” – Should Give Reader Sense of What You Can Do for Them**
- **Handout – sample cover letter**

Parts of the Cover Letter

Body of Letter (Middle Paragraph/s)

- Use Accomplishment Statements & Link Them to Employer's Needs
- Detail How You Can Contribute to Company
- Use Industry Specific Terms or Terms from Job Description/Advertisement
- Focus on Company – Show Interest & Knowledge

Parts of the Cover Letter

Closing Paragraph (“Logistics”)

- **Briefly Restate Interest & Key Skills**
- **Request for Action - Interview, Meeting, etc.**
- **Reference Resume (Enclosure at bottom)**
- **Give Timeframe for Follow-Up**
- **COMMIT TO FOLLOW UP!!**

Break

- 10 minutes

The Targeted Job Search

“Being able to do the job well will not necessarily get you hired;
The person who gets hired is often the one who knows the most about how to get hired.”

~Richard N. Bolles
What Color is Your Parachute

Targeted Job Search

Benefits of a Targeted Job Search

- **Geographic Preference**
- **Industries**
- **Companies**
- **Job Function**
- **Target Exercise**

What's Your Strategy?

Strategy = techniques for getting interviews

- **Ads (5-10%)**
- **Search Firms (5-10%)**
- **Direct Contact (20%)**
- **Networking (60-70%)**
- **The Hidden Job Market**

Reasons to Network

- **Job Search/Hidden Job Market**
- **Make Contacts**
- **Explore Another Career Path**
- **Obtain Information**
- **Relate with Peers**
- **Keep Current in your Profession**

Sample Campaign Checklist

- **Set Monthly Job Search Goals; Revisit Targets as Needed**
- **Conduct Research Regularly – Build Knowledge Base**
- **Practice & Refine 2-Minute Me**
- **Revise Marketing Materials (Resume, Cover Letter, Proposals)**
 - **Consider taking on extra project work to help build resume**
- **Network**
 - **Attend GSM Company Information Sessions and Panel Events**
 - **Informational Interviews with GSM Alumni and Day Students**
 - **Join Relevant Professional Organizations**
 - **Participate in ASM and other GSM Clubs**
 - **Find a “Buddy” to Share in Job Search Experiences**
 - **Set up Regular Schedule to Follow Up with Key Contacts**
- **Meet with Inger on Regular Basis – Practice Interview Skills**
- **Read Career Services Weekly Newsletter and eRecruiting Postings**
- **Explore Direct Contact Techniques**
- **Use the Internet Wisely for Postings and Trends Information**
- **Strive to Give Out as Much Information as I Obtain**

Informational Interviewing

- You are Not There for a Job
- What's Your Purpose?
- Do Not Misrepresent Yourself!
- The Process
 - Exchange pleasantries
 - Why am I here?
 - Establish credibility with 2 minute me
 - Ask appropriate questions
 - Talk about yourself only if appropriate
 - Ask for referrals if appropriate

Informational Interviewing

- **The Process, cont.**
 - Gather more information on referrals
 - Formal time of gratitude (thank you)
 - Offer/request to stay in touch
 - Write follow-up thank you note
 - Recontact every 2-3 months (unless directed otherwise)
 - Remember to follow-up on any leads given

The Two-Minute Me

- **What Is It?**
 - **Who You Are**
 - **Relevant Accomplishments/Benefits**
 - **Professional Background**
 - **Educational Background**
 - **Job Objective**
- **Possible Format for Delivery (15-second variation):**
 - **Your current professional and/or academic identity**
 - **A relevant accomplishment OR what you are passionate about (emphasize brands)**
 - **What you want to be known for in the future**

The Two-Minute Me

When/How You Will Use It :

- Cover Letters
- Informational Interviews
- Phone Calls/Networking
- Hiring Interviews

Keep in Mind:

- Your Audience & their Needs/Interests
- Your Competitors
- What You Offer that the Competition Does Not

Two-Minute Me

- Exercise

Before the Interview – Do Your Research

Through Research You Can Develop:

- **An Understanding of Company Needs**

Unless you are able to relate YOUR ABILITIES to the EMPLOYER'S NEEDS, you will never convince them to hire you

- **Relevant Questions**
- **A Strategy for Negotiating**

The Interview Phase

- **Building a Rapport**
- **General Information Sharing**
- **Focused Questions**
- **Closure**

Building a Rapport

- **The Truth About First Impressions**
 - **Very Powerful**
 - **Can be Difficult to Overcome**
 - **Based On:**
 - * **What they See =Appearance (55%)**
 - * **What is *Heard* =Tone/Expression (38%)**
 - * **What you Actually Say =Content (7%)**

How to Build Rapport

- **Attitude**
 - **Believe You are the Best**
 - **You are a Resource Person:**
 - *Solve a Problem*
 - *Fill a Need*
- **Non-Verbal Behavior**
- **Verbal Behavior**

Non-Verbal Communication

- If there is a conflict between verbal & non-verbal, they will believe the non-verbal
- Tone & Speed of Voice
- Facial Expressions, Smile Naturally
- Body Language, Posture, Habits
- Eye Contact
- Handshake-Meet Theirs/Practice Now

Verbal Communication

How You Answer or Ask Questions

- Use Action Verbs & “I”
- Use Concrete Examples
- Summarize, Make Transitions
- Be Positive
- “Own” What You’ve Done & What You Know

General Information Sharing

- Recruiter Generally Take the Lead Here
- Your Prompts:
 - “Tell me something about you” or
 - “Why should we hire you?”
- This is a request for an *Opening Statement* (2 Minute Me)

Focused Questions

- **Specific Questions about Experience/Skills**
- **The Behavioral Interview**
Premise=past behavior is best predictor of future behavior
S*T*A*R Format=
Situation*Task*Action*Result
- **Topics Generally Covered/Cues**
- **S*T*A*R Matrix Exercise & PRACTICE**

Closure

- **You Take Control**
- **Your Turn to Ask Questions**
 - Qualify the Buyer
 - Your Questions Reflect Your Research
- **Closing the Deal**
 - Reiterate Interest & Use Closing Statement
 - Establish follow-up Procedure, Timeframes
 - ASK FOR THE JOB & THANK THEM

Keys to a Successful Interview

- Credentials **you Possess**
- Image **you Project**
- Chemistry **between You & Interviewer**

- **Remember: Interviewing is NOT a perfect, purely rational process!**

Importance of Career Resiliency

- Resilience and the Cycle of Change
- Features of Resilience
- Which Comes First: Action or Motivation?
- What does this have to do with my job search?

Words of Wisdom

- “Success depends on your backbone, not your wishbone.”
-*Unknown*
- “If opportunity doesn’t knock, build a door.”
- *Milton Berle*
- “Find out what you like doing best and get someone to pay you for doing it.”
-*Katherine Whitehorn*