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* Clarify Your Career Goals
* Identify Your Top-10 Employer List
* Job Search Tools
* Build Your Résumé
* Develop & Practice (record) a 60-Second Elevator Speech

**Clarify Your Career Goals**

Identify your interests, values, and abilities

Reflect on your education, experience, and personal attributes

Determine what you can offer employers

Consider your personal preferences (geographic location, employer size, work environment)

**Identify your Top-10 Employer List**

Conduct company research on employer websites and news media sites

Review common entry-level job descriptions on employer websites

**Job Search Tools**

It is highly recommended that students utilize COUGLINK, your primary resource when searching for jobs, part-time work, co-ops and internships, on-campus interviews, career development workshops, and event registration. COUGLINK is accessible online through the WSU Academic Success and Career Center website or at http://www.couglink.org.

There are a variety of other online job boards that may also serve as helpful resources for job seekers. However, it is important to remember that many of the popular job boards are heavily utilized and may increase the amount of competition you face in the application process. A good strategy is to seek out job boards that are more specific to your industry or professional interests. For example, seek out job boards operated by local, state, and national professional organizations or postings that are specific to one company or geographic region.

Listed below are some of the top job boards recommended by PPEL:

Indeed.com (http://www.indeed.com) Generic search engine for job and co-op/internship listings

Glassdoor.com (http://www.glassdoor.com) American website search engine for job and co-op/internship listings, and where former or current employees anonymously review companies and management.

USAJobs.gov (http://www.usajobs.gov) Features federal jobs from a variety of professional fields and government agencies.

Internships.com ( http//www.internships.com) Resources for students seeking co-ops or internships.

WSU Office of Undergraduate Research (http://universitycollege.wsu.edu/units/undergraduateresearch/programs-funding) Resources for students seeking a research internship.

Goinglobal.com ( http://online.goinglobal.com) Resources for country-specific career and employment information.

LinkedIn.com (http://www.linkedin.com) Search and browse job postings from a wide variety of companies (log in with your LinkedIn account to access the "Jobs" page).

**Build Your Résumé** (Link to https://ascc.wsu.edu/career-services/resumes-and-cover-letters/)

**Develop & Practice (record) a 60-Second Elevator Speech**

What is a “60-Second Elevator Speech”?

For the purpose of professional networking, one of the keys to your success is to make a really strong first impression. To do this, you need to create a personal “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals – all in 60 seconds!

When Will I Use It?

You will use your 60-second elevator speech throughout your professional life. Some relevant uses include:

* When introducing yourself to a potential employer at a career fair.
* At an interview.
* In a cover letter –to highlight your background and key abilities.
* At professional networking events – when you are asked to introduce yourself.
* In cold calling employers for an internship future job.

What Should I Include in My 60-Second Elevator Speech?

The structure of a 60-second speech generally follows this pattern:

1. Who you are, plus a credential
2. A specific objective
3. How you have demonstrated your interest
4. Why you are qualified
5. Ask a specific question about their organization/available position(s), based on your research

What Should I Keep in Mind about Developing My 60-Second Speech?

PRACTICE, PRACTICE, PRACTICE!

Your 60-second elevator speech should be conversational and natural. Although prepared in advance, it should never sound memorized. You want to appear confident, enthusiastic, poised and professional. Make it memorable, but not outrageous. You are competing with many other qualified candidates. Your commercial should allow you to stand out a bit from the crowd. Whether it is the vocabulary you choose or a specific achievement you mention, you want to engage the listener and give them an opportunity to see your personality.

Be prepared for follow-up questions. You may be asked for more information or to elaborate on something you said, which will keep the conversation going. Part of your strategy is to develop a rapport with the interviewer and a good commercial and follow-up will help to set a positive tone. Vary your closing to fit the circumstances. At a job fair or networking event you want to be proactive and may want to consider an action question such as “May I have your business card and contact you ….”

Questions to Think About in Developing Your 60-Second Elevator Speech:

1. What is your career goal? (Usually frame it in the form of doing something for someone)
2. What skill, strength, or experience do you have that would help you realize that goal?
3. What accomplishment proves you have that skill, strength, or experience?
4. What are you searching for in a job or internship?
5. How can you immediately benefit the organization?

Starting Your 60-Second Speech

1. For example, your speech might look something like this:
2. My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. I am a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ major here at WSU and I am looking for (type of opportunity, i.e. structural engineering internship) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. I have experience/interest/skills in \_\_\_\_\_\_\_\_\_\_\_, for example \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. I feel I could apply these same skills/abilities in your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ opportunity. (You’ll need to do some research into what they’re looking for to be able to comment on this!)
6. Can you tell me more about this opportunity (or can you tell me more about career opportunities in your company)?

**Record Your 60-Second Elevator Speech** [DEVELOP CODE TO ALLOW RECORD, SAVE, DELETE, DOWNLOAD TO SAVE LOCALLY]