

MyRightCareer

Agenda

- Introduction**
- Board Goals**
- MyRightCareer & LEAD**
- Implementation Phases**
- Summary**

9/18/13

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This presentation covers three topics:

Sigma Nu Board Goals

MyRightCareer & LEAD Solutions

Implementation Phases

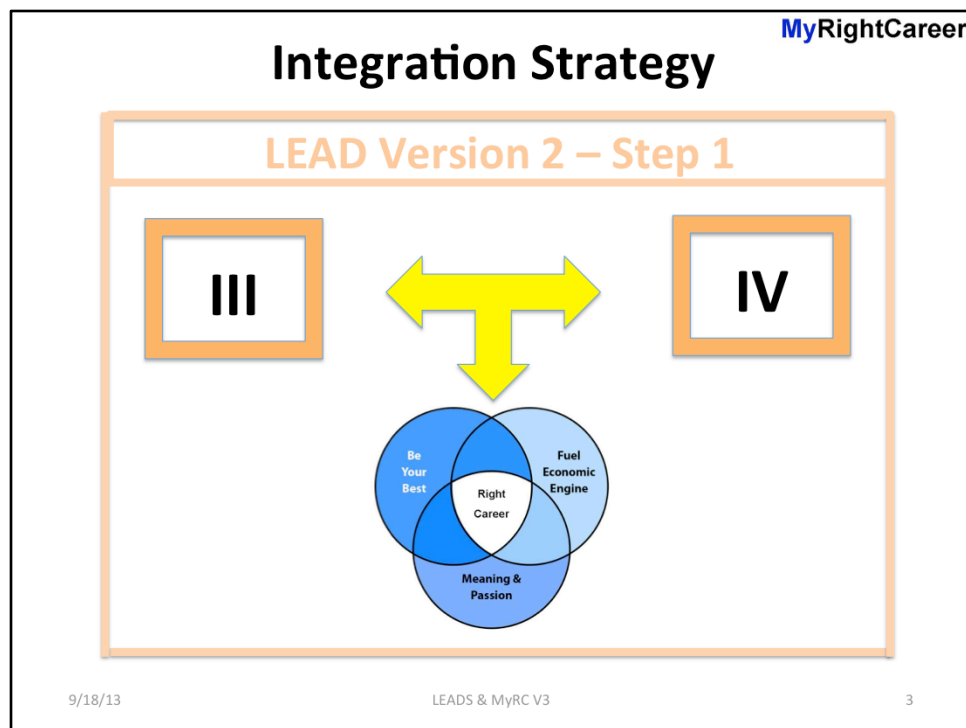
Board Goals

MyRightCareer

- Better Preparation for life after college**
 - Leadership in the workplace**
 - Initial job/career**
 - Future jobs & careers (5 to 8)**
 - Leadership in the community**
- Improved LEAD Participation - Phase III & IV**
 - From 45% to 80% or 90%**
- Improved Alumni Participation**

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- Better Preparation for life after college
 - Leadership in the workplace: Initial job/career and Future jobs & careers (they are forecast to have 5 to 8 careers)
 - Leadership in the community
- Improved LEAD Participation - Phase III & IV
 - From 45% to 80% or 90%
- Improved Alumni Participation
 - Added based on projected Alumni Survey results



- You can define MyRightCareer to be part of LEAD
- Implement MyRightCareer as Step 1 of LEAD Version 2.

MyRightCareer

Why MyRightCareer as Step 1?



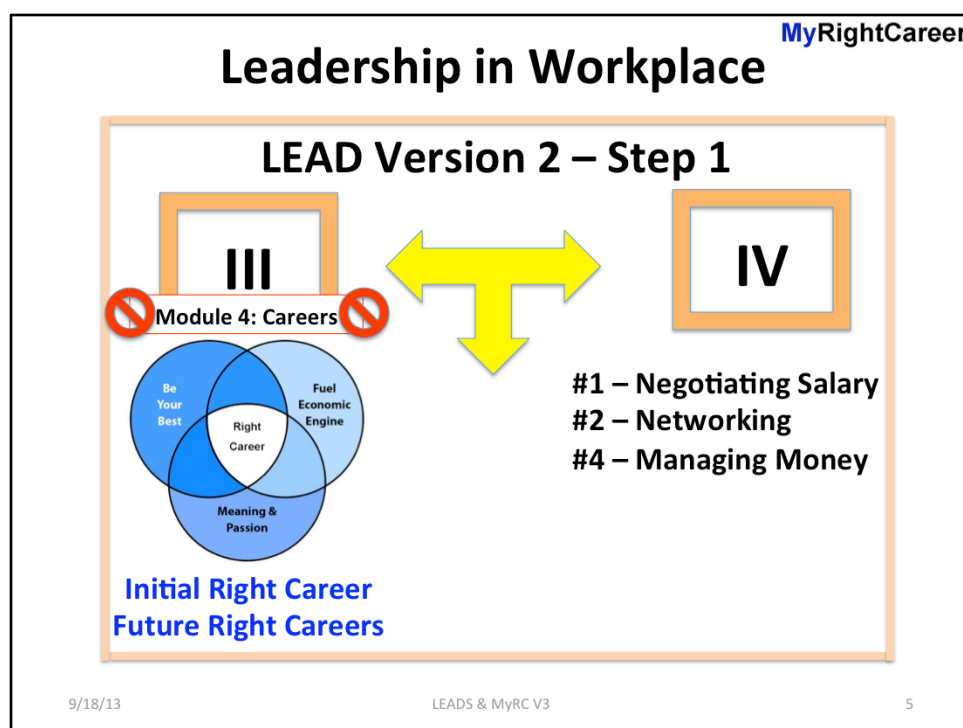
Fast & Inexpensive Achievement of Board Goals

Better Preparation for life after college
Improved LEAD Participation - Phase III & IV
Improved Alumni Participation

Gives you time to implement Step 2

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- Fast and inexpensive method of achieving Board Goals
 - Better Preparation for life after college (more later)
 - Leadership in the workplace: Initial job/career and Future jobs & careers
 - MyRightCareer will clearly help them identify their Right Career
 - It provides them a process they can repeat as they navigate their 5 to 8 future careers
 - Leadership in the community
 - MyRightCareer provides self-awareness you can leverage in Phase III and Phase IV
 - Improved LEAD Participation - Phase III & IV (more later)
 - Now LEAD is defined to include MyRightCareer so using MyRightCareer improves LEAD participation
 - Using Alumni as either Advisers or Career Advisory Board members will lock students into the use of MyRightCareer (and thus LEAD)
 - Improved Alumni Participation - Alumni helping students with their career will improve their participation with the local & National fraternity
- Buys you time to implement Phase 2 – an improved version of Phase III and Phase IV.



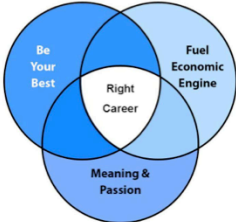
- MyRightCareer
 - It will help them identify their initial Right Career.
 - They won't be leaders in the workplace if they are in the wrong career
 - They must be in something where they can be their Best because it leverages their Strengths & Personality, thus allowing them to earn promotions to positions of Leadership.
 - They must pursue something that has Meaning to them and for which they have Passion. Great Leaders have to instill Passion in their people and they cannot do this unless they have authentic passion themselves.
 - They will be able to Fuel their Economic Engine because Leaders are well compensated.
 - Using the MyRightCareer System will also prepare them for future careers (they are forecast to have 5 to 8 careers, not jobs, careers). They can leverage the MyRightCareer process, the personal knowledge, and the personal insights and if we involve Alumni, the network they received in the first use of MyRightCareer. Visit <http://www.my-right-career.com/right-career-benefits/long-term-program-benefits/> to read more about the Long Term Benefits of the MyRightCareer System and see examples of people in their 30's, 40's and 50's.
- The existing LEAD Phase III and Phase IV have Career material.
 - Phase III/Module 4: In reviewing the material it is clear the LEAD focus is not identifying your career, it is executing on a career you have already identified: Cover letter, Resume, Info Interviews, Networking, Interviewing, Internships, Dress, Career Fairs, Facebook.


MyRightCareer

MyRightCareer Internships




Content






Technical



Marketing

46% vs. 33%
Get a Job



Business

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- The chances to obtain a job upon graduation increases by almost 50% (from 33% to 46%) for those students who had an Internship.
- Step 1: everyone has a chance to do any of the 20 Internships in the four categories: Content, Marketing, Technical or Business
- Step 2: Everyone can have a Content Internship, some will have one of the other Internships



- MyRightCareer – besides identifying their Right Career, it will also improve their Self Awareness.
 - Be your Best - you can help the most in roles which leverage: your Personality and your Strengths
 - Meaning & Passion - you will excel when your role & org has meaning to you
 - Economic Engine - you will know how much Money & Time you can afford to donate
 - Whole Person - you will understand Career & Community are only two elements of your Whole Person and their relative priorities
- LEAD Version 2 Phase III and Phase IV
 - They can leverage the insights gained from their use of the MyRightCareer system not only in Phase III, but also in Phase IV.

MyRightCareer

Increased LEAD & Alumni Participation

Students <-> LEAD <-> Alumni

Students <-> Alumni <-> SN







**Need a Job
Alumni "Contract"**

**Like to Help
Closer to Chapter**



Right Career – 1st Job

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- Students <-> LEAD <-> Alumni
 - They will have created a "Contract" with an Alum to help them & be very reluctant to not finish because that Alum will be helping them
 - Identify their Right Career
 - Obtain an Internship in that career area
 - Find a job in that career area
 - Possibly by being a mentor in the workplace.
 - They also realize they need a job so they will be motivated to identify their Right Career. LEAD Phase IV can build on this.
- Students <-> Alumni <-> Sigma Nu
 - Most experienced professionals enjoy sharing their experiences, especially with college age people.
 - Most Alumni have much more of a bond with their college and the local chapter than they do with the National Fraternity. Thus getting them to help a fellow Alum (of the school and of the local chapter) will be a lot easier.
 - This will reconnect them with Sigma Nu and increase their participation with the fraternity. (Local and national).
 - Alumni Facilitation Options
 - Advisers: The ones who are willing to devote more time can be Advisers (each Exercise)
 - Career Advisory Board: the ones with less time can be on the student's Career Advisory Board (3 reviews during the Program).

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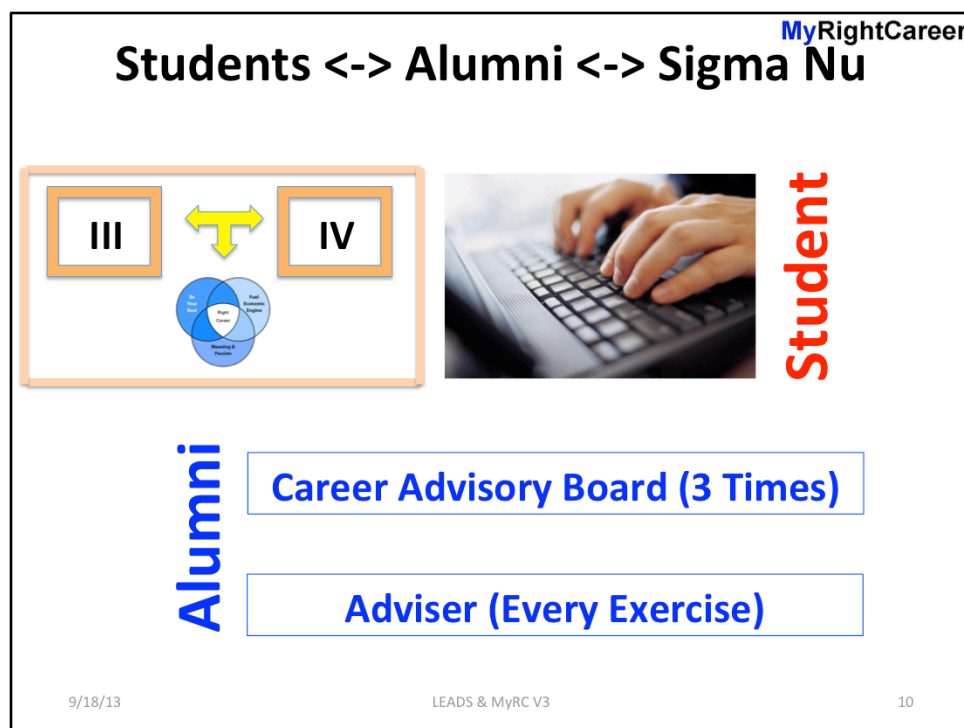
Students <-> LEAD

Student

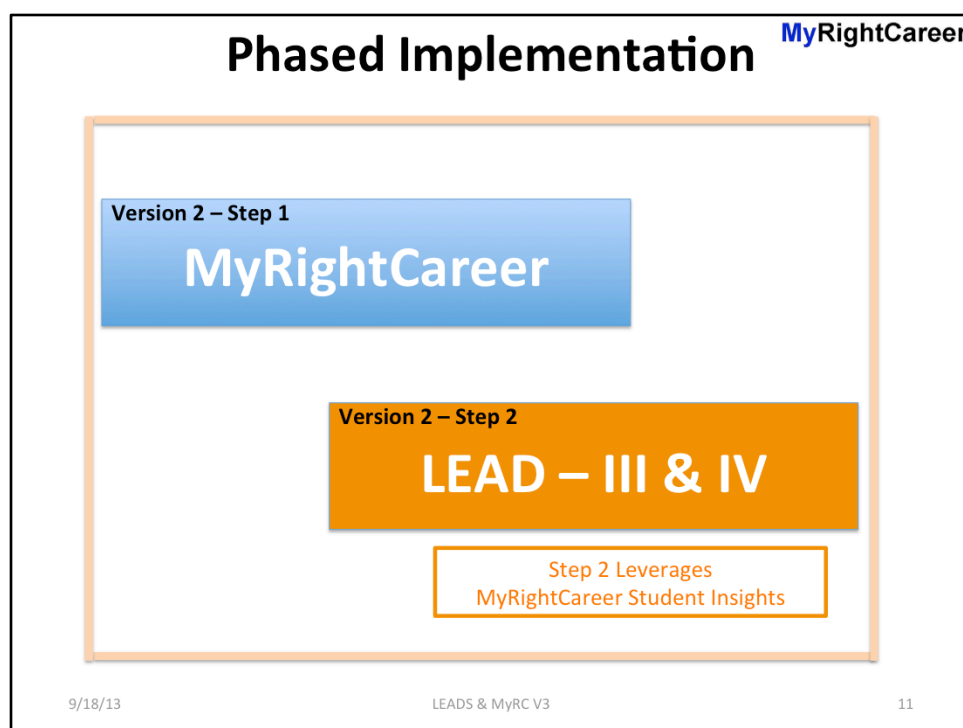
LEAD Group

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- Can use your current LEAD approach:
 - Students complete Assignments
 - Follow up with Group Discussions
 - I have used this approach many times with the MyPlanB offering for mid-life career evaluation
- Advantage of MyRightCareer is it is built to be entirely Self-Paced
 - They can work ahead of the group if they have the time and interest
 - Even do it during the summer before their junior year
 - Or they can do the work the night before the session



- Sigma Nu Fraternity:
 - You can be the Matchmaker for Alumni and Students, with the focus being connecting Alum with students from their Alumni College & chapter.
 - You can offer them two roles (Adviser or Career Advisory Board).
 - You can add some other useful data, e.g. role, industry
 - You can reconnect the Alumni with the Fraternity (local & National).
 - You can have a dialogue, other than asking for money
- Students
 - Can build a long-term relationship with their Alumni contact – way past this initial right career identification.
 - May be able to find Internships via the Alumni
 - May be able to find jobs upon graduation via the Alumni
- Career Advisory Board
 - Definition – <http://www.my-right-career.com/sp-explore/getting-started/advcab/cab/>
 - 3 CAB Sessions
 - 1st (end of 3rd Assignment, i.e. mid point in Insights Assignments)
 - 2nd (end of 6th Assignment, i.e. last Insights Assignment)
 - 3rd (after Capstone – where you identify your Right Career)
- Adviser
 - Definition – <http://www.my-right-career.com/sp-explore/getting-started/advcab/adviser/>
 - After every Exercise or every Assignment (typically two related Exercises), the



- Implementation Steps
 - Step 1: Implement the MyRightCareer System, now defined as part of the LEAD System.
 - Step 2: Implement LEAD Version 2
- Step 1 = MyRightCareer
 - Alpha - minimal resource commitment on your part
 - Students - this is giving them
 - Internship
 - Chance to identify their Right Career
 - Sigma Nu Fraternity National
 - Chance to explore MyRightCareer System via the students and your staff
 - Chance to explore Alumni integration via a few students
 - Chance to start exploring LEAD integration while also designing LEAD V2
 - Beta - now you start making an investment, but can still kill the project
 - Students - more get involved and now there is more support from National
 - Sigma Nu Fraternity National
 - You start to implement Version 2 LEAD Integration and test it
 - You get to involve Alumni and see if it increases participation by both students & Alum
 - General Release - burned the boats, no turning back now
 - Students - full participation across all chapters
 - Sigma Nu Fraternity National
 - Full LEAD Integration
 - Full Alumni support
- Step 2 = LEAD Version 2
 - You now have the time to define this
 - While you are defining Step 2 you are beginning to meet the Board Goals via Step 1

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- Students
 - Identify their Right Career
 - Partner with an Alumni
- Alumni
 - Chance to help a student
 - Chance to help their Chapter
- Sigma Nu Fraternity
 - Provide students with better Preparation for Life after college
 - Improve LEAD III and IV participation
 - Improve Alumni participation
- MyRightCareer Associates
 - Beta and Launch Partner
 - Seed the market at 175 campuses
- Implementation Phases for LEAD Version 2
 - Step 1 – implement MyRightCareer System & replace LEAD III career elements
 - Step 2 – LEAD Version 2
 - Now have time to define and implement Version 2
 - While you are doing that you are beginning to meet Board Goals by implementing MyRightCareer System in Step 1