**CAREER 101 LIFE & CAREER COACHING**

**FROM THE DESK OF THE DEAN**

**HOW TO GET THE JOB OF YOUR CHOICE**

If there is something, we wish you will remember more than anything else about landing the job of your choice is...... **IMPACT WITH DATA**

Additionally, you must be willing to put in the Time and Effort to become an Opportune candidate.

\*\*\*\*\*\* SOMETHING THAT IS VERY DIFFICULT BUT IMPORTANT TO THINK ABOUT\*\*\*\*\*

Working for a company that has Brand Equity is very important early on in your career. Brand Equity such as working with Big Technology Companies creates RESUME PRESTIGE.

Resume Prestige allows for your ....

* Credibility to be hired or poached
* Compensation at or above the market rate
* Opportunity to get traction in other departments

An example of Engineering compensation at a couple Big Tech companies:

Microsoft -- $160,000

Amazon -- $150,000

Google -- $187,000

Besides your salary in many companies you receive stock options, which could result in more compensation over time than your salary.

Every Major Brand company is looking for TALENT.

\*\*\*\* The next steps will give you a roadmap to acquiring the job of your choice.

**PRACTICAL INGREDIENTS MIXED TOGETHER**

The foundational aspects of achieving a job are simple – your **Resume, Cover Letter and Linkedin** profile.

Resume -- In your resume the critical element is to **Illustrate Impact** in what you have done and can do for the company or organization.

Cover Letter -- make sure you are thorough producing what you have done in the past that relates to the job description while utilizing similar words that have been used in the job posting. Again, I**llustrate Impact with Data.**

Linkedin -- The Linkedin account you create about yourself is Incredibly Critical to your success in finding a position or getting recruited by recruiters.

* The number one goal of creating your Linkedin account is to get to ALL STAR status. All Star status means you will be searched and found.
* 100% Profile completeness = All Star status and 40 times more likely to get opportunities.

**OUTREACH TO EMPLOYERS**

A couple Outreach Strategies that have proven results both good and bad.

1. Apply for a job and Pray for a response
2. Referral - the Golden Ticket when an internal candidate refers you for a job especially since that person receives a bonus if you get hired. \*\*\* A real smart move is to create one paragraph pitch for the person referring you so that HR or the hiring manager already knows about you.

Set up Informational meetings. Do your research in a company that might be hiring or where you would like to work.

* Try setting up a coffee meeting with that person to learn more about the company and position he or she is employed in.
* **\*\*\* Always make sure you "Time box" the coffee meeting** - example- I would like to meet for 15 minutes or 30 minutes etc. that allows the person to take the chance to meet you because he or she knows it will not take too much time.

Attend Career Fairs. When you attend, dress appropriately. Walk the event or do research prior to attending on who will be company from X specific company that you are interested in.

* Once you find out who is at the table write down the name- go on Linkedin and find out more about the person so you can speak intelligently.

Write an article about a topic of interest or of something you have learned while accomplishing success. That article will be published on Linkedin.

* Others will comment on your article both negatively and positively but any communication leads to follow up and a discussion to grow your network.
* In the article Always complete a Call to Action

**CRUSHING INTERVIEWS**

The interview process has several steps that are impactful in your future success. The number 1 goal Make an **IMPACT UTILIZING DATA.**

**The Initial Phone Screen**

* It is normally between 15 and 30 minutes.

**Phone or Zoom interview**

* It is normally there are 2-6 people with differing responsibilities and skill levels present to ask questions and score your responses.
* The questions asked by the potential employer will be probing based on your resume, the job description, culture of the team and organization.

**Invited for an In Person Interview.**

* Most likely there will be 4-6 interviews for 30-60 minutes each one after another with no break.
* Remember there are others who have been invited into interview as well.

**Nuances**

* You should be aware of are who is the leadership, backgrounds, news about the company, company stressors.
* Make sure you clearly understand the leadership principles of the company.
* Why should we hire you? They may ask you an ambiguous question to see how you think on your feet.

PLEASE -- discuss all matters that highlight **IMPACT WITH DATA.**

**TOPIC 1**

**PERSONAL INVENTORIES**

In order for our team to clearly understand you, the student, it is critical that we get your candid responses to Interest, Values and Social/Cultural Inventories we have created. In Topic 1 there are No wrong answers. So be frank and honest.

Below is a sample (Personal Inventory) of the questions from the first of three inventories. We would like you to answer in 1-5 sentence answers after downloading the documents from our site. In response, please answer on the templates or on a separate document with the question above your answers.

What's something that inspires you and why?

What's your best quality and why?

What's is your greatest strength outside of school and explain why?

What's one of your weaknesses you would like to improve upon and why?

What are you most proud of and why?

Who is your mentor or person you look up to and why?

What is your dream job and why?

What does a perfect day look like from waking up to bedtime and why?

What is your favorite subject in school and why?

What is your least favorite subject in school and why?

If you could live anywhere in the world as an adult where would that be and why?

What is the best thing that has ever happened to you and why?

What is the worst thing that has ever happened to you and why?

**DISCUSSION QUESTION 1**

What two or more responses surprised you about your interest inventory?

**DISCUSSION QUESTION 2**

Based on your Personal Inventory what should you focus more on that you thought was important to you?

**DISCUSSION QUESTION 3 – SET UP CALL WITH THE DEAN**

**Please have your questions and assignments available to discuss in a 15-30 minute block.**