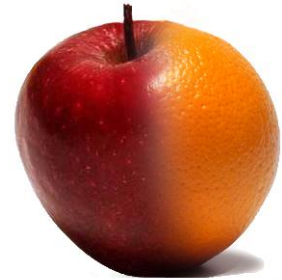


KNOW YOUR AUDIENCE

WHY DO I NEED TO KNOW MY AUDIENCE?

If you present yourself as an 'apple' to an employer who is looking for an 'orange', your chances of getting overlooked are high. Why? Because the employer, who was assessing your 'orange' skills, only knew about your 'apple' skills. On the other hand, if you know enough about your audience to demonstrate how you can meet their specific needs, your chances of getting interviewed or hired will significantly increase.

In the Career Preparation office, our goal is to help you tailor your application materials to show your audience how your skills and abilities can fit into their specific culture and help them achieve their specific mission. By doing this, you will be better able to present yourself in a compelling and powerful way.



Instructions: Please use the resources and example on pages 1 and 2 of this document to complete page 3. Bring this completed guide to your résumé review, cover letter review, and/or practice interview appointment(s).

For questions, please contact us at (208) 496-9825 or visit us in 129U Manwaring Center.

HOW DO I RESEARCH MY AUDIENCE?

(1) **FREE Research Database Access for BYU-Idaho students.**

- **Occupational Outlook Handbook** Career information from the Department of Labor which includes growth and decline of careers/industries, job descriptions, salaries, etc.
- **Job & Career Accelerator** An online resource to help you explore different occupations and find job listings.

Information on Specific Companies and Industries

- **Business Source Premier** The industry's most used business research database, with full text for >2,300 journals. Reports typically provide company overviews, which include key employees, major products and services, top competitors, locations and subsidiaries, and SWOT (strengths, weaknesses, opportunities, and threats) analysis.
- **IBIS World** Provides independent, comprehensive, accurate and up-to-date research on over 700 industries and other business factors.
- **Hoover's** Includes company overview, history, products/operations on more than 18,500 public and private U.S. companies and international companies. Covers major industry trends and industry links.

To access these databases, follow the instructions below:

- Go to <http://www.lib.byui.edu/> and click on the blue tab labeled 'Resources by Title'.
- Select the letter column of the first letter in the database title. (Ex: Select 'B' for Business Source Premier)
- Scroll down the list, click on the desired database, and then create an account.
- For tutorials on using these databases, go to <http://libguides.byui.edu/business> and select 'Tutorials'. You may also contact Laurie Francis at (208) 496-9537 or francisl@byui.edu.

(2) **Additional Resources:**

- **Talk with someone who works in your industry** or at a company that interests you.
 - **BYU-I Connect** (<http://www.byuiconnect.com>) can 'connect' you with alumni in the U.S. who work in your industry or at your desired company.
 - **BYU-Idaho's HUB Expedition Service Missionaries** can help you network in 13 U.S. cities http://www.byui.edu/CareerServices/student_expeditions.htm.
- **Job shadow or conduct informational interviews** with those who work in positions that are of interest to you.

Note: This is typically inappropriate when the job you are seeking is posted. Always be sensitive to company policies, culture, and boundaries.
- **Go on a BYU-Idaho sponsored Internship Expedition.** (http://www.byui.edu/CareerServices/student_expeditions.htm)
- **Join professional organizations** and/or attend national conferences related to your chosen field.
- **Visit market trend websites** such as www.careeronestop.com or www.collegegrad.com.

'KNOW YOUR AUDIENCE' GUIDE SAMPLE

Filling this out is **required** for mentoring appointments (for real or hypothetical positions). The purpose of this guide is to help you tailor your application materials to each specific position you apply for.

YOU WON'T GET TO THE TOP WITH AN "ALL-PURPOSE" RÉSUMÉ OR COVER LETTER

STUDENT NAME: John Doe	MAJOR/FIELD OF STUDY: Elem. Education
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WHO IS YOUR AUDIENCE?	WHAT DOES YOUR AUDIENCE NEED/WANT?
COMPANY NAME OF POTENTIAL EMPLOYER: USU Elementary Ed. POSITION SOUGHT: Academic Advisor LOCATION: Logan, Utah ARE YOU ACTUALLY APPLYING FOR THIS POSITION: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N	REQUIRED/PREFERRED QUALIFICATIONS <i>Ex: Education, Certification, specific software competencies</i> <ul style="list-style-type: none"> Bachelor's Degree in Elementary Education or related behavioral science field Effective oral, written and interpersonal communication skills Computer and clerical skills Related experience in advising/counseling, working within the public school system Master's Degree in Elementary Education or related behavioral science field or Master's Degree plus advising experience SALARY POSTED FOR POSITION*: \$29,000-\$33, 000 <small>*helpful for practice interviews</small>
JOB DESCRIPTION: Advise students; evaluate transcripts; assist students in the submission of various applications for the program and university; assist in recruitment, orientation, advising and registration of new students; maintain cumulative student records; communicate promptly with students through email, phone, and regular mail; track graduates into first teaching positions; and assist in various assignments as directed by Coordinator of Advisement. The advisor will also be involved in the Elementary Education Program advising for Regional Campuses and Distance Education and may include travel.	
COMPANY MISSION STATEMENT: We seek to develop leadership skills in the preparation of teachers, supervisors, curriculum specialists, and other professional personnel pursuing careers in Elementary Education, Early Childhood Education, and Middle Education.	COMPANY VALUES: <ul style="list-style-type: none"> Teaching should occur in humane, caring, safe, inviting, stimulating environments Promote an environment where students democratically and cooperatively examine the realities of their lives Students learn critical thinking, aesthetic appreciation, and informed decision-making
FIELD/ORGANIZATION'S CURRENT CHALLENGES, SUCCESSES, CULTURE, AND GOALS? <ul style="list-style-type: none"> Currently serve over 1200 students in undergraduate and graduate programs USU Elementary Education Ranked in the top 10 among Teacher Education Programs 	

TOP 5 SKILLS/ATTRIBUTES NEEDED FOR POSITION	
<i>Ex: Organizational Skills, self-starter, excellent communication skills, etc.</i>	
Multi-tasker	Problem solving skills
Attention to detail	Communication/Interpersonal Skills
Team player	

'KNOW YOUR AUDIENCE' GUIDE

Choose a real or hypothetical position you would like to apply for and fill out this sheet accordingly.

Filling this out is **required** for mentoring appointments. The purpose of this guide is to help you tailor your application materials to each specific position you apply for.

YOU WON'T GET TO THE TOP WITH AN "ALL-PURPOSE" RÉSUMÉ OR COVER LETTER

STUDENT NAME: Joshua Jolley PHONE NUMBER: 3607426480 SKYPE USERNAME: joshuacjolley	MAJOR/FIELD OF STUDY: Computer Science
WHO IS YOUR AUDIENCE?	WHAT DOES YOUR AUDIENCE NEED/WANT?
COMPANY NAME OF POTENTIAL EMPLOYER: Clearwater Analytics POSITION SOUGHT: Software Development Internship LOCATION: Boise, ID ARE YOU ACTUALLY APPLYING FOR THIS POSITION: Y / N	REQUIRED/PREFERRED QUALIFICATIONS: <i>Ex: Education, Certification, specific software competencies</i> Strong problem solving skills Working towards Computer Science or related degree Motivated, team player Someone who isn't afraid to say "I don't know, let's figure it out!" SALARY POSTED FOR POSITION*: <i>*helpful for practice interviews \$20/hr</i>
JOB DESCRIPTION: Our summer internship experience is unique to Clearwater. We'll give you two experienced lead developers who will be your mentors, guides and teachers throughout the summer, as well as access to all our full time development teams. We treat our interns just like our full time employees. Within the first week you'll learn and put into practice the methods we use every day to work together effectively to create world-class financial software. Before the end of the summer you'll have created something with your team to be really proud of. All of that and we pay you a top-notch competitive wage for your field!	
COMPANY MISSION STATEMENT: "Our mission is to provide investors with actionable information for decision-making.	COMPANY VALUES: Innovation, Quality
FIELD/ORGANIZATION'S CURRENT CHALLENGES, SUCCESSES, CULTURE, AND GOALS? Recently released Insurance Industry Peer Benchmark Survey. Working on maintaining large and influential customer base. Working on developing new software to advance analytics.	

TOP 5 SKILLS/ATTRIBUTES NEEDED FOR POSITION

Ex: Organizational Skills, self-starter, excellent communication skills, etc.

Problem Solving, Self-Motivated, Team Player, Quick Learner, Asks Questions