

A CLIENT SAID SOMETHING THAT HIT HARD

Engineering School Didn't Teach Me This

The gap no one talks about.

She said:

"It's like engineering school taught us how to be engineers, but not how to get a good job."

— A coaching client in the Launch Path

4 years of school taught you:

- ✓ Thermodynamics
- ✓ Data structures & algorithms
- ✓ Circuit analysis
- ✓ Differential equations
- ✓ CAD & simulation tools
- ✓ How to survive brutal exams

But **zero courses on:**

- ✗ Writing a resume that gets callbacks
- ✗ Networking without feeling awkward
- ✗ Answering "tell me about yourself"
- ✗ Standing out in 500+ applicants
- ✗ Negotiating your salary
- ✗ Telling your story with impact

**It's like learning to
build a race car
but never learning to
drive it.**



Two different skill sets:

👉 Skills That Make You Good at the Job

- Technical knowledge
- Problem solving
- Analytical thinking
- Project execution
- Tool proficiency



💼 Skills That Get You the Job

- Personal branding
- Storytelling
- Interview performance
- Networking
- Negotiation

Then **graduation** comes...

And suddenly you're expected to craft a personal brand, navigate ATS systems, tell compelling stories, and negotiate offers.

With zero formal training.

Most engineers figure this out the hard way

—

after months of rejections and ghosted interviews.

HERE'S WHAT I'VE LEARNED:

The job search
is a **skill**.

And like any skill,
it can be **learned**.

You just have to treat it like another
engineering problem to solve.

If you're feeling this
gap:

You're not alone.
It's not your fault.

The system just never taught you this part.

The good news? It's learnable.

The same problem-solving brain that got you through engineering school can crack this too.

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