Thank you for joining:

**Leverage Your College Diploma**

The webinar will begin shortly.

If you are experiencing technical difficulties with Adobe Connect, please call 1-800-422-3623.
Leverage Your College Diploma - 5 Overlooked Steps to a Successful Career

Presented by: Beth Kuhel, GWSB MBA '90

November 19, 2012
12 pm – 1pm ET
Tough Economy

- College Tuition is expensive
- More kids graduating from college than ever before
- Difficult to get an internship and a job
The College Board released striking data on Rising Cost of College

- Past year alone, tuition for 4 year public University rose 8.3% for in-state students and 5.7% for out-of-state students.

- Matthew Phillips at Freakonomics reports that college tuition and fees have been getting expensive at a much much faster rate than even medical care

- Student loans debt beginning to look like next housing bubble
Competition
Stress
Coaching Strategy: Milestone Approach

- Take the overwhelming task of diploma to dream job and breaking down in concrete, manageable steps
  - 5 step method (know your strengths)
Step 1:

- Know What You Bring to the Table and What Drives You
  - Know What Matters Most to You and Why?

- Develop Your Personal Mission Statement
  - Take Time to Learn About Yourself----Identify Your Core Strengths, Passions, Values, Skills and Personal Needs
  - Identify Your Positive Character Traits and Provide Instances Where You Demonstrated these Traits
  - Identify Positive Qualities Gatekeepers Have Noticed about You
Personal Mission Statements:

- Examples of Company’s Mission Statements
- Facebook’s mission is to give people the power to share and make the world more open and connected.
- Google’s mission is to organize the world’s information and make it universally accessible and useful.
- And then there’s my personal mission statement:

Verb: Improve
Target: Generation Y
Outcome: Competitive Edge and quality of life
Dramatically improve generation Y’s competitive edge and quality of life in today’s challenging marketplace
Step 2:

- Pick a Viable Industry; Interview a Key Player

- So How Do I get There from Here? Reverse Career Path Planning

  1. Investigate Job Areas that are Hot Right Now and Show Sustainability [http://www.bls.gov/ooh/](http://www.bls.gov/ooh/)

  2. Identify Someone Who Has the Career You Want and Request an Informational Interview to Better Understand their Job….including both its perks and challenges.
Step 3:

- Search for work in a Sustainable Place Where You Will be Happy!

- Love Where You Live; Live Where You Love
  - Learn About “Hot Cities”
    - Ask yourself about kind of lifestyle that you wish to lead and what you need to be happy?
    - Pick a City with Many thriving Industries that Need People who Do What You Do
    - Don’t exclude staying in your home town
  - Atlanta, Austin, Baltimore, Boston, Chicago, Houston, Minneapolis/St. Paul, Phoenix, Pittsburgh, Raleigh/Durham, Seattle, Washington DC represent a sampling of “sustainable cities”
Where You Live is a Critical Decision!

- Richard Florida, a prominent professor of business and creativity at the Rotman School of Management (University of Toronto), offers academic research that supports my recommendation to research where you may wish to settle.

- *Who’s Your City? How the Creative Economy is Making Where to Live the Most Important Decision of Your Life*, he claims that this choice is more influential than career or relationship choices.

- Florida ranks every city in the United States, in detail—including the best places for recent college graduates, young professionals, and young families.
Personal Branding is defined “as the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition....

“In this way, individuals can enhance their recognition as experts in their field, establish reputation and credibility, advance their careers, and build self-confidence.”

Dan Schawbel, Me 2.0
Step 4:

- Brand Yourself: Polish Your Skills
- Selling Yourself (legally) Branding Yourself for Graduate School and Your First Job
- Begin to take an inventory of your transferable skills
Step 5: Network Your Way to Work

- Recognize the “Gatekeepers”: How Can They Help You Get Your Foot in the Door?
  - Parents’ friends or your friends parents’
  - College representatives
  - Employers and references from volunteer work
  - Guidance counselors
  - Professors
More Networking Strategies—Getting in the Door

- Form allegiances by joining GW associations that are related to your interests
  - Participate in online discussion to create a rapport with its members
- Join Group Discussions on LinkedIn, Follow those you admire on twitter
- Create Your Own Twitter account and “tweet” content that demonstrates your expertise
- Start blogging
- Create a Profile with a Freelance Job Board
  - Odesk.com
  - Guru.com
  - Elance.com
- Contact Companies directly
- Set Up an Advice Appointment: [http://fromdiploma2dreamjob.com/?s=advice+appointment&x=0&y=0](http://fromdiploma2dreamjob.com/?s=advice+appointment&x=0&y=0)
Survey Results:

- In 2010, 41% said they landed a job through networking. Here are the survey results:

**Source of New Job:**

- Networking in 2008-2010 accounted for 41% on average
- Internet Job Boards accounted for 21% on average
- Advertisement only 5%
How to Get the INTERVIEW Part 1: Write a Great Cover Letter

- Your Opportunity Day—How To Get There and What To Do When You are There

  - Construct Clear, Concise Cover Letters
    - Introductory sentence: Personalized and straightforward
    - Next Sentence: Flatter the company: **Become an Expert about the Company**
    - Next Paragraph: Value-Added Messages: Communicate why your experience/skill/traits make you a great candidate for this job
    - Ending: thank the person for his/her time
    - Closing
    - Proofread
Get the INTERVIEW: Part 2: Excite the Employer With Your Resume

- Your resume is your marketing brochure
- Resumes that Tell but Don’t Sell...evidence of how you can benefit the company and how they can profit from you! Make it Value Based
- Tailor each resume to the needs of each company and position
Resume Layout that Sells You

• Career Summary: information rich snapshot of your accomplishments

• Make Sure top third of page has most relevant information: The 4 Questions Value-Based Résumés Must Answer
  • Your résumé must answer four critical questions, and the first three questions must be answered in 15 to 20 seconds. They are:
  • What position(s) are you seeking or what are you qualified to do that would be of value to our company or organization?
  • What results and contributions make you better than other qualified candidates?
  • What skills, qualifications and assets do you bring to the job that would lead us to believe you can produce the results you say you can produce?
  • Can you provide specific results (achievements) that you produced in the past that would indicate that you can produce them in the future?

• Employment Section: Value Statements or your results, accomplishments and skills written to meet the needs of the company

• Education Section: Position your credentials in the best light without being misleading. List your highest degree first
Congrats: End of Webinar Review

- Now your Ready...armed with a plan
- Review:
  1. Know what Drives You
  2. Select an Industry
  3. Select a City
  4. Polish Your Personal Brand..take inventory of transferrable skills
  5. Develop and Use Your Network
     - Write Cover Letters that Sell
     - Create Resumes that Excite Employers
     - Nail Your Interviews using Your resume as Your Platform and
     - Congrats...Your Hired!