



Boston University School of Management
Fusing the Art, Science, and Technology of Business.®



Conducting a Job Search & How to Build Your Network



Boston University School of Management
Fusing the Art, Science, and Technology of Business.®



Conducting a Successful Job Search

Starting Your Job Search

- Determine the focus of your search
 - Industry
 - Size of Organization –
 - Large, Middle Market, Boutique
 - US based vs. Global Footprint
 - Culture/Environment –
 - Work/Life balance
 - Individual contributor vs. Team focus
 - Location
 - Type of Position/Specific Role & Responsibilities

Starting Your Job Search

- Create a Communication Strategy
 - What is the objective of your search?
 - Why do you want the position(s) you are applying for?
 - Why did you target this industry/company?
 - What experiences have prepared you for the role?
- Define Your Target Market and Gather Market Data
 - Visit company websites
 - Review current events in industry & the firm: CNN/Financial Times/WSJ
 - Speak to “Insiders” who are knowledgeable about the organization and industry

Starting Your Job Search cont'd

- Determine Your Resources
 - Feld Career Center
 - Personal Network
 - BU Alumni
 - Past employers
 - Informational Interviews
 - Job Search Engines (Monster, CareerBuilder, Hotjobs etc.)
 - Social Networking Sites (LinkedIn, Facebook, etc.)



Boston University School of Management
Fusing the Art, Science, and Technology of Business.®



Creating Your Resume

Tips to Creating a Successful Resume

- Be honest, don't exaggerate your accomplishments
- Tailor your resume to the position you are applying for
- **Quantify your accomplishments**
 - **How many people did you manage? What % was efficiency increased because of your efforts ? How much did you produce?**
- Identify key words in the job description – how do your experiences allow you to perform these duties?
- Express your accomplishments, not just a job description
- If you are going to put an objective, ensure it fits the job you are applying for
- Have someone you trust review your resume before you submit it
- Spell Check, Spell Check, Spell Check!

Utilizing the Feld Career Center in Your Search

- Resume Reviews
- On-Campus Information Sessions and Presentations
- Career Fairs
- Meet with Career Counselors to:
 - Help Define Your Job Search
 - Interview Preparation and Mock Interviews
 - Market Data
- Obtain Alumni Information for:
 - Informational Interviews to Learn about Industry or Specific Company
 - Possible Internship or Full-Time Job Opportunities
 - Build Your Network for Future Opportunities



How to Prepare for Company Presentation

- Research the company
 - Industry
 - Type of business
 - Structure and size
 - Current Events, recent changes
 - Understand the hierarchy and structure – who are the main players?
- Come prepared with intelligent questions
 - Ask questions that demonstrate a knowledge of the company and industry
- Know Your Resume
 - What have you accomplished?
 - What experiences have you had that would prepare you for a career at the firm?
 - Create your “Elevator Speech”
- Dress Professionally



Boston University School of Management
Fusing the Art, Science, and Technology of Business.®



Conducting an Informational Interview

Conducting an Informational Interview

- Research the company prior to the interview:
 - What is the company's mission?
 - What is their organizational structure?
 - What is their main business? Who are their competitors?
 - Has the company been in the news lately? Why? What initiatives are taking place at the firm?
- Understand the parameters of the interview:
 - Who are you meeting with?
 - What is their role in the company?
 - What is the time frame for the meeting?

Conducting an Informational Interview con'td

- Guiding the conversation:
 - Discuss the business/industry:
 - how did the person become involved in the industry?
 - Why did they choose this specific firm?
 - In their opinion, what makes the firm stand out from the competition?
 - How has the industry changed since they started?
 - What is the culture at the firm?
 - Team vs. Individual Contributor
 - Typical work day in their specific role? How has it changed as they've progressed in the firm?
 - Is there work/life balance?
 - Ask for advice on your career search:
 - How did they find their job?
 - What does he or she wish they had known when they first started?

Tips for a Successful Informational Interview

- Start the meeting by thanking the person for taking time to speak with you.
- Be cognizant of their time, especially if you are meeting during the work day
- Take notes during the conversation so you remember what you discussed
- Ask relevant questions
- Do not interrupt the person when they are speaking, allow them to finish their thought before moving on to your next question.
- Send a thank you email or letter within 24 hours of the meeting and reference specific topics you discussed in your conversation.
- Dress professionally for the meeting – business attire or business casual. Do not wear jeans, spandex/leggings, tank tops, hats, sneakers or flip flops.
- Do not chew gum during the meeting



Boston University School of Management
Fusing the Art, Science, and Technology of Business.®



How to Build Your Network

What is Networking?

- Networking is the process of developing an association of people whom you can call on for help with a range of career development topics.
- Your network should include:
 - People willing to give you information about their professional fields
 - People willing to give you feedback on your own career development
 - People willing to inform you on job opportunities available within their field

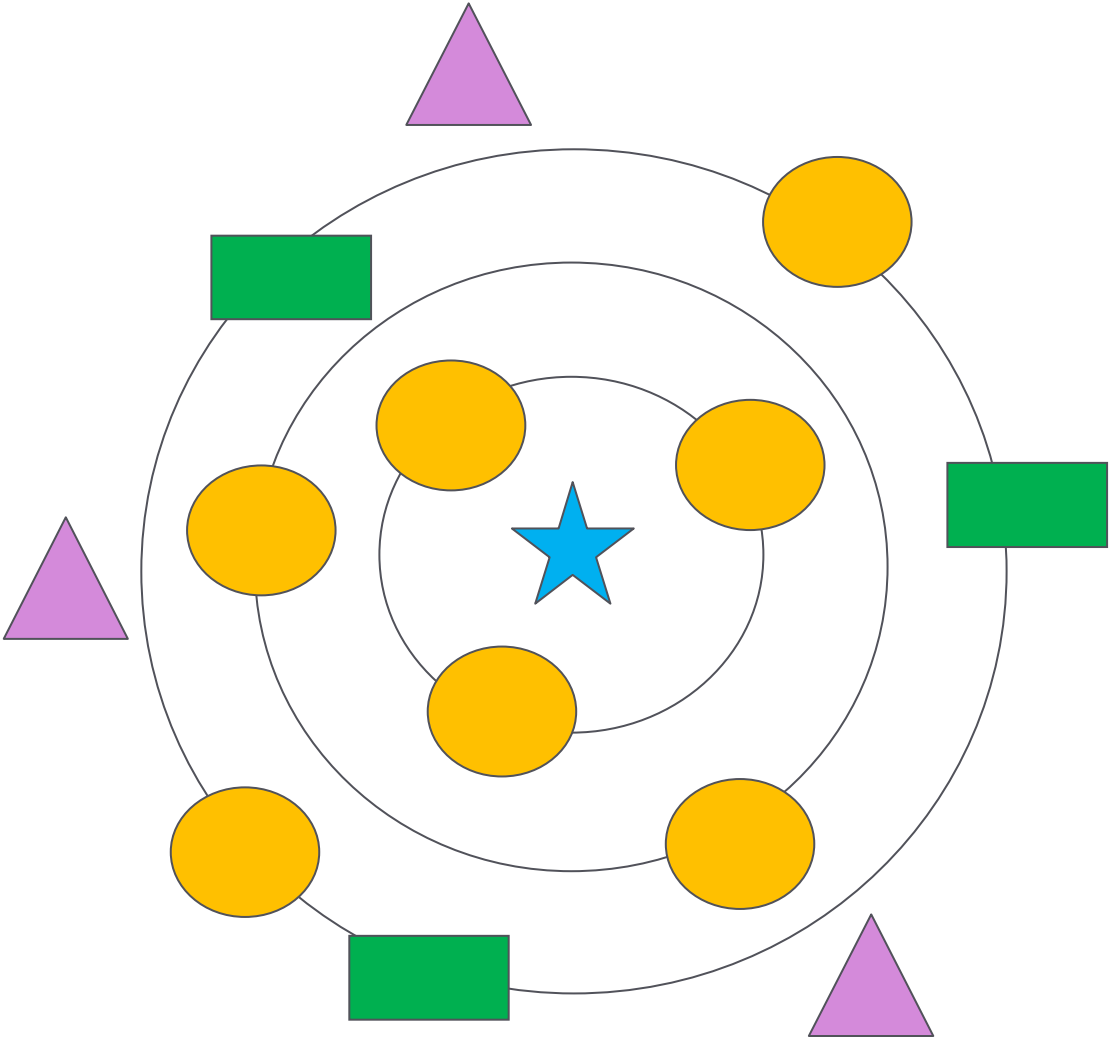
Why is Networking Important?

- Many job openings never make it to the newspaper or job boards. Candidates find out about these positions by word of mouth through their networks.
- A referral might encourage a potential employer to give you more substantial consideration
- Learning about a position through your network may give you a head start among other candidates

Who Might Be In Your Existing Network?

- College alumni association or career office
- Parent or relative
- Friend or their family members
- Professors, advisors, coaches, tutors, clergy
- Former bosses and your friend's and family members bosses
- Members of clubs, religious groups, volunteer organizations and other organizations to which you belong
- Always work to expand your network! Attend conferences within your profession and meet more colleagues. Join your local professional organization.

Execution Network Diagram*



Network Members:
Circle = People
Squares = Organizations
Triangles = Resources
(books, websites, journals)

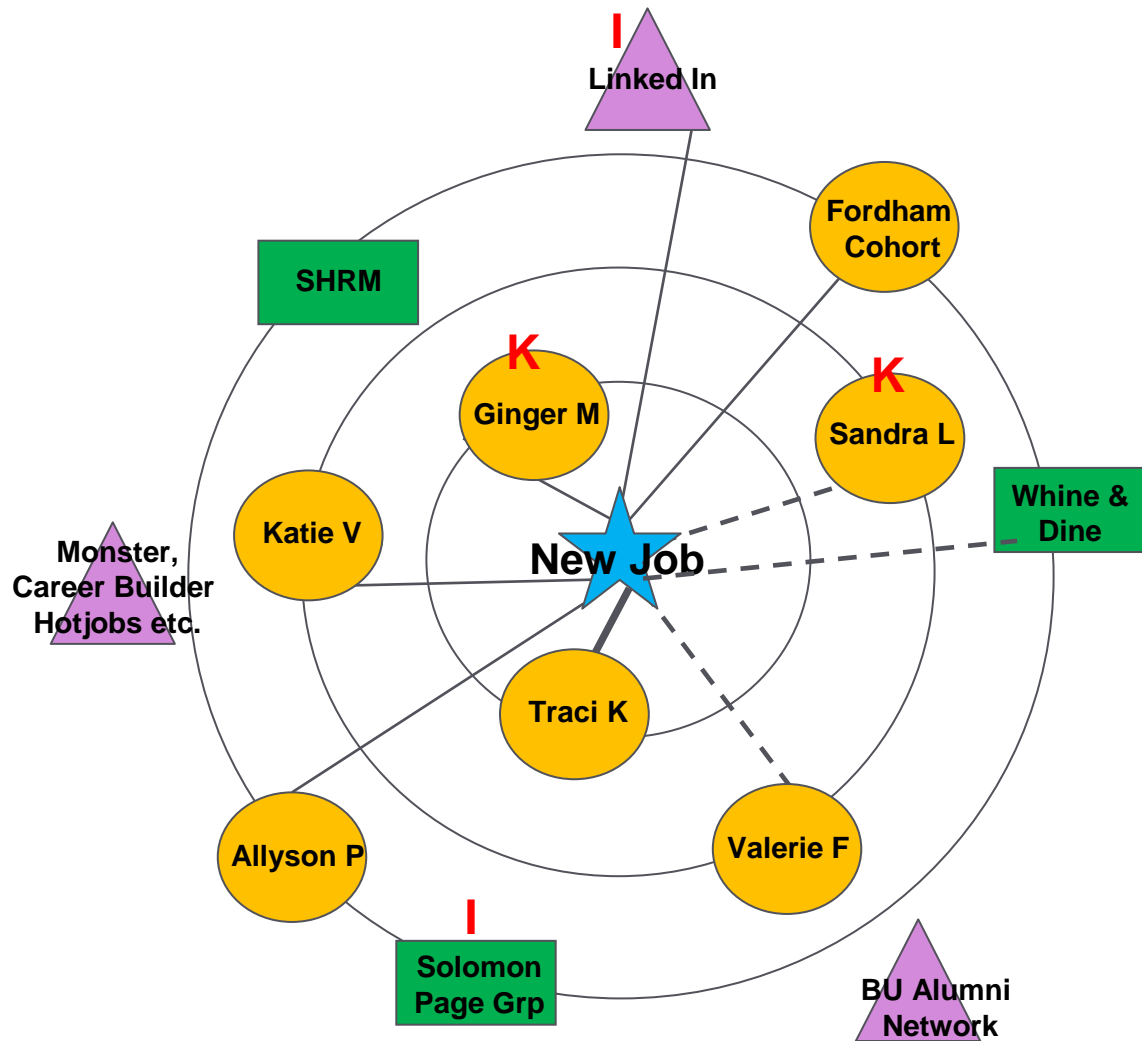
Links:
Infrequent Contact - - - - -
Occasional Contact ————
Frequent Contact —————

Interaction Outcomes
Does not contribute to current purpose = O

Information is relevant to Purpose = I

Knowledge that contributes to successful execution = K

Execution Network Diagram*



Network Members:

Star = Goal

Circle = People

Squares = Organizations

Triangles = Resources

(books, websites, journals)

Links:

Infrequent Contact - - - - -

Occasional Contact _____

Frequent Contact = = = = =

Interaction Outcomes

Does not contribute to current purpose = O

Information is relevant to Purpose = I

Knowledge that contributes to successful execution = K

Create a Diversified Network

- If your network were your portfolio you would:
 - Invest in a high risk “stock”
 - Invest in another sector
 - Invest Internationally
 - Invest in different maturities
 - You never know what the “market” will bring!

Prepare for Networking Events

- Review your resume, experiences and career goals
- Create business cards
- Rehearse how you will describe your qualification and career aspirations – “Elevator Speech”
- Identify the employers you would like to meet and visit their websites to learn more about their organization
- Prepare questions for target employers
- Dress to project an image of confidence and success

Networking Tips

- Know your resume, experiences and career goals
- Create an inventory of your accomplishments, including your educational background and work history to use as a reference.
- Have anecdotes prepared about your accomplishments and how you achieved them.
- Make a list of the assets you will bring as a prospective employee
- Always carry business cards and a pen
- Write some notes so you'll remember the details on who you have met
- Create a database of your contacts
 - How you met them/who introduced you
 - When did you last speak to them and what form of communication
 - Keep a log of the business cards you collect
- Always follow through with referrals
- Always thank contacts in writing

Network Problem Solving

Why Networking Can Be Difficult	Tips For Making Networking Easier
Easy to forget whom you called and when	Stay organized by using a notebook or create a database or excel spreadsheet to help track your contacts
Hard to start a new Network	Keep your Network active even when you aren't looking, so that when you need to contact your Network it will be easier. Continue to build your network through current contacts and resources.
You may feel guilty or have a hard time asking others to help you	Keep your Network a two-way process by helping others to network and then it won't be as difficult to ask them for help when the time comes. Don't feel like you are imposing when you call, think to yourself "if positions were reversed, would I help them?"
Good networking takes time; it's easy to get discouraged	Think of networking as an investment in your career, not unlike taking a class, attending a conference, or other activities that you would willingly commit to. Maintain a positive attitude, and be enthusiastic and genuine with all of your contacts.
Difficult to sell your good points	Think of networking as marketing yourself. Always have your business card and your resume when meeting with people.
Hard to make cold calls	Get leads from your network. Keep calling more people (set-up a schedule for yourself). And track dates and times of conversations so you know who you've spoken to and when the conversation took place.

Networking DOs

- Network everywhere – family gatherings, volunteer opportunities, doctors' office etc.
- Remember people and help them feel great about themselves - *treat everyone with respect*
- Keep your networking account in the black – put in more than you take out
- Be one of the people others are glad to see or hear from - Be positive not brash, friendly but not overtly flattering
- Speak about yourself and your work positively without bragging
- Approach networking as an opportunity to build "the brand of you"
- Try to leave jobs on good terms and keep in contact with former managers and coworkers
- Figure out what you can do for people, and do it
- Ask for information, don't ask for a job

Networking DON'Ts

- Don't wait for someone to call you. Initiate networking.
- Avoid sounding like a telemarketer; this is the #1 mistake of cold callers.
- Don't let rejections stop you. Instead, expect them and move on.
- Don't ask for a job, build a relationship.
- Avoid talking about yourself too much. The key is to ask the right questions.
- Never abuse the process. If you sincerely ask for information, advice and referrals, the conversation is usually rewarding.
- Don't insist on talking in person. Telephone conversations or e-mails can be effective.
- Don't stop networking when you get a job.



Boston University School of Management
Fusing the Art, Science, and Technology of Business.®



Job Search and Networking Etiquette



Etiquette Example #1: The Introduction

Dear Brian,

My name is Adam and I am currently a junior at Boston University School of Management. I have taken great interest in your firm and I would appreciate an opportunity to meet and discuss your role at your firm further.

I have attached my resume.

Sincerely,

Adam



Etiquette Example #1 [Do's and Don'ts]

Dear Brian,

My name is Adam and I am currently a junior at Boston University School of Management. I have taken great interest in your firm and I would appreciate an opportunity to meet and discuss your role at your firm further.

I have attached my resume.

Sincerely,

Adam

Don't sound generic.


Spell the persons name correctly

Related: use the proper gender or designation [Mr./Ms./Dr.]

Okay...so now what?

Etiquette Example #1: Revised

Dear Bryan, 

My name is Adam and I am currently a junior at Boston University School of Management. During my studies I have taken great interest in Marsh and I would appreciate an opportunity to learn more about the firm and your role. 

I am writing to you hoping to get a few minutes of your time during the next two weeks.

For your reference I have attached my resume.

Please let me know what time is most convenient for you. 

Sincerely,

Adam



Etiquette Example #2: The Thank You

Dear Bryan,

Thank you for meeting with me.

Sincerely,

Adam



Etiquette Example #2 [Do's and Don'ts]

Dear Bryan,

Thank you for meeting with me

Sincerely,

Adam

When? [ie this morning, afternoon]
and send out between 1 – 12 hrs

What did you learn? Was the meeting valuable?

Okay...so now what?

Etiquette Example #3: Revised

Dear Bryan,

Thank you for meeting with me this morning. After meeting with you, I am even more interested in the type of work Marsh does for its clients.

Per your suggestion, I will reach out to Mary to learn more about the internship program.

Thank you again for your time and insight.

Sincerely,

Adam

Etiquette Example #3: The Resume

Do's

- Be honest
- Be confident
- Use proper spelling and grammar
- Use consistent formatting
- Use one side of a page
- Differentiate

Don'ts

- Over exaggerate
- Over glorify
 - Captain of intramural team
- Put too much or too little info

Any Questions?