

SPRING CAREER DAY 2012 PREP BOOK



Networking: [net-wur-king] verb

to cultivate people who can be helpful to one professionally, especially in finding employment or moving to a higher position

NETWORK OR NOT WORK

Networking involves talking with people you know about the kind of job you are seeking. Remember: The more people you talk with, the more contacts you will make. There is a direct, positive relationship between the number of people who know you are job seeking and job search success.

Networking starts with your current circle of friends and associates. Simply build and enhance this network by asking each friend to recommend two new people for you to talk to about your job search. Consider the last time you made a major decision, such as attending school at PNC, finding a new apartment, purchasing a stereo system or declaring a major. You made those decisions by researching the topic and talking with other people. Generally, the more people you talked to the more you found out - leading to a better decision! Apply the concept to employer research. You want to learn about potential employers - so talk to people.

New Professional Night at PNC is a career event that is designed to connect students with business professionals for potential internships as well as future employment opportunities. The following guide has been designed to help you prepare for networking events like New Professional Night as well as other career events you may be attending like job fairs. Please remember that preparedness counts and you are not only representing yourself, but also Purdue University North Central.

On behalf of the Office of Career Development, we wish you the best in all of your future endeavors!

Brand: [brand] noun

to give a product a distinctive identity by means of characteristic design, packaging, etc

PERSONAL BRANDING TIPS FOR STUDENTS

(PricewaterhouseCoopers, The Foundation of Your Personal Brand, 2010)

FIRST IMPRESSIONS ARE IMPORTANT

- Know your goals, accomplishments, strengths, and weaknesses
- Know how to *communicate* them concisely and professionally
- Develop a 30 second elevator speech and practice until you can confidently convey this information about yourself

BE AUTHENTIC

- Mentally list your priorities and goals
- Consider who you are and what you really want
- Seek out the assistance of a friend or family member that knows you well
- Take a career or personality assessment
- The Office of Career Development can assist you with this personal reflection in LSF 28. Call (219) 785 5451 for details

IT'S IN THE CARDS

- Consider a business card as a tiny portable marketing piece
- Include your contact information, and keep the design eye-catching and professional
- You can order business cards from PNC's Print Services, you can submit Avery Template #5371 the cost is \$.28/sheet for black and white or \$.37/sheet for color.

GO ON THE GRID

- LinkedIn. Facebook. Twitter. Blogs. GOOGLE
- It is just as important to be online as it is to maintain a clean and professional online presence
- Protecting your online reputation is critical for obtaining and advancing your career
- Employers are increasingly using search engines and social networking websites to locate material that can give them a sense of your character and integrity
- Don't be your own worst enemy! Spring clean your online image and use tools like LinkedIn.com to network with professionals in your field
- **"...if you are not on LinkedIn, you don't exist."**- Wendy Enelow, author of "Best Resumes for \$100,000 + Jobs

NO SUCH THING AS MAINTENANCE FREE

- Your brand is not a "one-it-and-done-it" kind of investment.
- Continually assess your professional wardrobe, business cards, resume, and online identity to ensure that you are "walking the walk."
- Be yourself, be disciplined, and you will be an asset!

*"In today's competitive environment, students need a way to differentiate themselves from their peers, the need an "x" factor that makes them indispensable, in short, **they need a personal brand.**"-*
--Holly Paul, PricewaterhouseCoopers LLP U.S. Recruiting Leader

SOME PERSONAL BRAND EXPERTS



YOUR ELEVATOR SPEECH TOOL KIT

An elevator speech is a term taken from the early days of the internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money and the companies that won the cash were often those with a simple pitch. The best were those that could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator speech that worked was able to describe and sell an idea in 30 seconds or less. Today, an elevator speech can be any kind of short speech that sells an idea, promotes your business or markets you as an individual.

An elevator speech is as essential as a business card. You need to be able to say who you are, what you do, what you are interested in doing and how you can be a resource to your listeners. If you don't have an elevator speech, people won't know what you really do.

"Tell me about yourself."

Someday, you may be in a situation where this four question prompt, and your subsequent response, could have more of an impact on your career than the hundreds of words on your resume. The key is to be confident, enthusiastic, and to provide enough background information on your strengths and accomplishments to entice them to ask for more. Build your elevator speech by considering the following:

KNOW YOUR AUDIENCE

Before writing any part of your elevator speech, research your audience. You will be much more likely to succeed if your elevator speech is clearly targeted at the individuals you are speaking to. Having a generic elevator speech is almost certain to fail.

KNOW YOURSELF

Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve and what benefits you bring to a prospective contact or employer.

Answer the following questions:

1. What are your key strengths?
2. What adjectives come to mind to describe you?
3. What is it you are trying to sell or let others know about you?
4. Why are you interested in the company or industry the person represents?

OUTLINE YOUR TALK

Start an outline of your material using bullet points. You don't need to add any detail at this stage; simply write a few notes to help remind you of what you really want to say. They don't need to be complete sentences.

You can use the following questions to start your outline:

1. Who am I?
2. What do I offer?
3. What are the main contributions I can make?
4. What should the listener do as a result of hearing this?

FINALIZE YOUR SPEECH

Now that you have your outline of your material, you can finalize the speech. The key to doing this is to expand on the notes you made by writing out each section in full.

To help you do this, follow these guidelines:

1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change any long words or jargon into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 90 words long.

FOR YOUR CONSIDERATION

Don't forget to consider the following:

- Your posture
- Make Eye Contact
- Your tone of voice (don't be too loud or not loud enough, and be polite!)
- Handshake (firm, but not too firm)
- Clothing (professional is best)
- Facial Expressions (your face tells a story too)
- "Um's" and "uh's"

NETWORKING EVENT PROTOCOL

1. DO YOUR HOMEWORK:-research the attendees and topics of the evening
2. SHOW UP- you never know if a name on that sheet will become the golden ticket to an opportunity
3. FOLLOW UP- the key to staying in an employer's mind after the event is to follow up quickly
4. MIND YOUR MANNERS-always thank the employer for their time and consideration. Handwritten notes or cards go a long way with employers.
5. DO NOT WAIT- until you need a network to work on it. Make this a regular part of your daily professional activities. You are an ambitious college student seeking an opportunity, and often times, the most authentic and meaningful professional relationships evolve over time.
6. EVERY PERSON YOU KNOW "COUNTS"- towards your network. Friends, family, professors, classmates, coworkers, employers, and career services staff are all valuable members of your professional network. In fact, one of the best ways to increase the scope of your network is through personal referrals from people you are already connected to.
7. JUST LIKE FRIENDSHIPS- professional relationships must be mutually beneficial. Although you may not feel like you have anything to offer to someone that gives you a lead on a networking event or employment opportunity, you can always ask if there is anything that you can help him or her with.
8. PARTICIPATING IN ON CAMPUS- activities and student organizations are the first step towards building long-lasting professional relationships that could be beneficial now *and* in the future. Contact the Office of Activities in LSF 80, or at 785-5479 for more information about what opportunities await you.
9. VOLUNTEER- to build your network. Volunteering is one of the most effective and fulfilling ways to meet new people. Remember other volunteers are professionals and may build your network of connections. The [Center for Service Learning & Leadership](#) has many opportunities for PNC students to volunteer.
10. JOIN- Industry associations. Professional membership organizations exist to help people in an industry connect with each other. Don't miss out on an instant community.



Research: [ri-surch, ree-surch] verb

to make an extensive investigation into: *to research a matter thoroughly.*

COMPANY RESEARCH

(Resource: [Purdue Career Wiki](#) your online comprehensive career resource)

Name of Company: _____

Company Web Address: _____

List of job opportunities: _____

Name, title, and contact information of the person to whom you would send your cover letter and resume to apply for positions: _____

What steps will you take to apply for the position? _____

Is this company publicly traded and if so which exchange and how is it listed? _____

Recent headline about the company and the source of the headline: _____

Two questions you would ask this company based on what you saw in the news: _____

Name of Chief Executive Officer (CEO): _____

Location of headquarters (City, State): _____

List two products and/or services this company provides: _____

List top 3 competitors of this company: _____

RESUME: [**rez-oo-mey**, rez-oo-mey] noun

1 a summing up; summary.

2 a brief written account of personal, educational, and professional qualifications and experience, as that prepared by an applicant for a job.

WHAT ABOUT A RESUME?

Your resume will be scanned and most hiring managers or HR professionals may only look at your resume for 30-60 seconds. Therefore, you need to make sure that the most interesting and compelling information about your skills, qualifications and accomplishments are at the top of your resume, so they read this information about you FIRST. Below are some resume basics:

Your name:

Centered, bold, and larger font size than the rest of the document.

Current and Permanent addresses:

Placed on both sides of the document below your name.

Phone #:

List both your campus and a permanent phone number.

Companies do not usually write for an interview.

E-mail address:

Companies like to first contact students by E-mail.

Objective:

The objective is a brief statement concerning what you hope to achieve with this work experience.

Education:

Name and location of the university

Month and year of graduation

The degree you will receive with minor area

Your GPA

If you have attended other colleges or universities list them after Purdue, but only if you obtained a degree from that institution

List relevant courses taken toward your degree

List any languages besides English that you can speak, write, or read

Work Experience:

Your position, the company, city and state, and month/year worked

List your most recent work experience first

Use present tense verbs, to explain what you did (two for four) statements for present work experience

Indicate if the experience was: an internship, a co-op, or summer or part-time employment

Use bullet statements

Use past tense verbs, to explain what you did (two to four) statements for past work experience

Honors & Activities:

List honors received while here at Purdue

List organizations with office or position held

This is also an excellent place to list any volunteer work that you do

APPEARANCE: [*uh-peer-uhns*] noun

the state, condition, manner, or style in which a person or object appears; outward look or aspect

DRESS FOR SUCCESS-MEN



Suit:

- Blue, black or grey
- Solid or very light stripes
- Pressed and clean
- Jacket should not constrict normal movement
- Sleeve length should extend to wrist
- Double breasted perceived as more fashionable
- Single breasted perceived more conservative
- If in doubt, go for single breasted

Shirt:

- White or blue
- Avoid stripes
- Single breasted suit: Any collar type
- Double breasted suit: Any collar except button-down
- Clean and pressed
- Collar: loose at the neck
- Sleeve length: stick out ½ inch with suit jackets on
- Have all buttons buttoned

Neckwear:

- Depends on the pattern of the suit and shirt
- Solid suit and shirt: All patterns

- Striped suit/solid shirt: geometric or muted patterns (no stripes)
- Glenn plaid suit: uniform geometric or uniform patterns (not plaid)
- Knot should be clean and tie should be up to the collar fully

Dress Socks:

- Recommend plain black hosiery with gray or black suits
- Blue suits: blue socks
- Patterned hosiery with colors should match colors in tie
- No cotton socks

Shoes:

- Black or Cordovan (burgundy)
- Polish if scuffed
- Simple lace-up wing tips are generally accepted
- Recommend you buy good quality leather shoes that are comfortable

Belt:

- A requirement
- Simple belt buckle
- Color should match shoes

DRESS FOR SUCCESS-WOMEN



Suit:

- Blue, black, gray, khaki, green, or patterned suit
- Suit coat/shirt: more traditional
- Skirt should be no shorter than 1 inch above the knee cap
- Avoid extreme split in skirts

Blouse:

- Blouse should generally be of a solid color made of cotton or silk
- Blouse should be generally of simple cut (not too frilly)
- General colors: white, beige, ecru, navy, blue, red, not black
- Neckline should be conservative and not too low

Neckwear:

- No neckties!
- Scarves added to distinguish a suit (Ascot or Scout style)
- Colors should include those being worn

Hosiery:

- Always wear hose!
- Coordinate with ensemble
- Skin colored hose are recommended
- No textured (lace, snowflake, etc)

Accessories:

- Belt: Optional depending on the outfit
- Belt: Color should either coordinate with shoes, outfit or both
- All jewelry should coordinate in terms of metals (all gold, all silver)
- 1-2 rings per hand maximum