Congratulations!
The commitment you’ve made to pursue a business degree at Robinson is a significant investment in your future!

The Robinson Career Advancement Center (CAC) is dedicated to helping you maximize your investment by facilitating your professional and career development. Whether your goal is to move into the job market for the first time, advance within your current organization, move from one industry to another, or change careers completely, we have the resources to help you get there.

Robinson’s Student Career Guide provides an overview of the resources available through the CAC. From career assessments to resume templates, cover letter examples to interviewing questions, this guide will help you manage your career during your Robinson experience and beyond.

Our staff has over 100 years of combined experience in career services, talent acquisition and career mobility, executive search, and human capital and we are dedicated to helping you maximize your career progression. Whether it is providing resume feedback, helping you prepare for an interview, or working with you to develop your career action plan our team of professionals is dedicated to helping you advance your career.

I strongly recommend you make time to meet your Career Counselor and become familiar with the CAC early in your program. We find students who regularly utilize our resources are significantly more successful in the job and internship search process. Students who make the most of their Robinson experience also join student organizations, get to know faculty members individually, attend guest speaking events, and build their networks – and we encourage you to do the same.

Where should you start?

RCC – Robinson Career Connection, visit the CAC homepage at robinson.gsu.edu/cac to login to your 24/7 career advancement portal. RCC is the place where you can schedule 1:1 appointments with your career counselor, submit your resume for campus interviews, RSVP to attend upcoming events, apply for jobs and internships, and access password protected online career databases available to students.

RCC is not just another job board. It is THE place employers and alumni go to actively source Robinson students and alumni for jobs and internships. RCC helps you connect with employers and alumni seeking Robinson students for jobs and internships. If its posted in RCC, employers are actively seeking Robinson talent!

Check RCC, read the CAC e-Newsletter, and join the Robinson Career Network on LinkedIn!

RCC typically has 300-500 active jobs and internships posted and we add 10-50 new postings weekly. In addition, we also send a weekly career e-newsletter to all Robinson students highlighting CAC events, resources and current openings in RCC. Last, but not least, be sure to join the Robinson Career Network on LinkedIn!

We look forward to helping you advance your career!

Sincerely,

Jason Aldrich, Ed.D.
Assistant Dean, Strategic Partnerships and
Career Advancement
jaldrich@gsu.edu
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CAC Role within the University Community

The Career Advancement Center supports Robinson College of Business undergraduates, graduate students and alumni. In addition, we offer employers a central gateway for recruiting at Robinson.

We also work collaboratively across the university with faculty, staff and our colleagues in University Career Services, Alumni Association, Andrew Young School of Public Policy, and Law Career Services to facilitate employer, student and alumni connections.

CAC Vision, Mission and Values

Vision – To be the preferred provider of high-potential business talent for the best employers in the Southeast.

Mission – The Career Advancement Center is committed to pro-actively helping Robinson College of Business students and alumni manage their career, develop excellent job search skills and connect with high-quality job opportunities, while providing employers with an outstanding recruiting experience.

Values

Excellence – We are knowledgeable, dedicated professionals who strive to be the best in everything we do.

Integrity – We operate with transparency, honesty and accountability.

Collegiality and Transparency – We respect diverse perspectives and are courteous, fair and compassionate to people in a collegial environment.

Innovation – We believe in continuous improvement, encourage creativity, nurture new ideas and regularly implement best-practices.

Partnerships – We engage our stakeholders in mutually beneficial collaboration.

Hours of Operation
Monday - Friday, 8:30 a.m. - 5:15 p.m.

Contact Information
robinson.gsu.edu/cac
Phone: 404-413-7155
Fax: 404-413-7154

Mailing Address
Georgia State University
Robinson College of Business
Career Advancement Center
P.O. Box 3988
Atlanta, Georgia 30302-3988

Delivery Address & Physical Location Directions
Georgia State University
Robinson College of Business
Career Advancement Center
35 Broad St., Ste. 635
Atlanta, GA 30302-3988
CAC Staff Directory

ADMINISTRATIVE TEAM

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- Undergraduate Majors – Actuarial Science, Hospitality, Managerial Sciences, Marketing and Risk Management and Insurance.

Ben Harris, Undergraduate Career Counselor
404-413-7164, bharris55@gsu.edu

- Undergraduate Majors – Accounting, Business Economics, Computer Information Systems, Finance, and Real Estate.
CAC Student Policies

Professionalism
Students and alumni who participate in Robinson CAC events and utilize our services and resources are expected to behave with the highest degree of professionalism. This includes excellent business etiquette, high-quality communication, and representing yourself honestly in our systems and throughout your resume. The following policies have been developed in order to provide Robinson students and alumni with information on how to meet these expectations.

When do Career Advancement Center Services begin and end?
The Career Advancement Center (CAC) is committed to proactively helping Robinson College of Business students and alumni manage their career, develop excellent job search skills and connect with high-quality job opportunities.

Robinson College of Business (RCB) students have access to CAC services beginning their first official day of class. Individuals needing career advice or services prior to their first day of class are encouraged to contact their undergraduate career center for guidance until they’ve begun classes at Robinson.

Who is ELIGIBLE to utilize services of the CAC? The following students are eligible beginning their first official day of class:

- Undergraduate business students with more than 42 credit hours who are currently enrolled in a degree program.
- Graduate students enrolled in a degree program.
- Students enrolled in graduate courses in a certificate program.
- Robinson alumni continue to have access to the CAC for up to 1 year after graduation.

*Degree programs include: BBA, Flex MBA, Professional MBA, Specialized Master’s (MS), Executive MBA and certificate programs

Who is NOT ELIGIBLE to utilize services of the CAC?

- Individuals who have applied to or been accepted into an RCB program but who have not started taking classes
- Students in GSU colleges outside of the Robinson College of Business
- Students studying as part of an Exchange program who are taking classes for two semesters or less can utilize the CAC’s online resources and the RCC database. However, students do not have access to career coaches.

Appointments with Robinson CAC Staff
Students and alumni meeting or communicating with our staff are expected to do so in a professional manner. In addition, we expect you to show up for scheduled phone or in-person appointments on time. If you need to reschedule, please do so at least 24 hours prior to the appointment by contacting our staff via email (using your GSU student email address).

RCC-Robinson Career Connection Account Usage
Access to RCC is provided exclusively to currently enrolled Robinson College of Business (RCB) students and RCB alumni. Individual account holders are prohibited from sharing their access to the system with other individuals (GSU or external). Dishonestly changing your profile or resume in order to gain access to jobs, campus interviews or events is prohibited.

Violating this policy may result in losing access to Robinson CAC services and events including RCC and interviewing privileges.
Interview and Information Session No-Show Policy
Failure to appear for a scheduled interview or an information session you have RSVP'd to attend is a discourtesy that recruiters and the Robinson Career Management Center take very seriously. A significant number of no-shows may result in recruiters not returning to campus and permanently affecting future Robinson College of Business students seeking employment.

If you are unable to attend an interview or information session, you must cancel the interview through RCC by 12 noon, two business days prior to the scheduled event. Failing to cancel interviews in time or failing to appear for scheduled interviews may result in losing access to Robinson CAC services and events including RCC and interviewing privileges.

Conduct with Employers
The Robinson CAC regularly hosts employers conducting interviews, holding information sessions or participating as guest speakers in a variety of events. Many of these events require students be invited to participate. It is not acceptable to attend events you are not invited to. For example, attempting to visit employers who are in the CAC conducting campus interviews for openings you have not been invited to interview for is prohibited.

In addition, once you arrive at an event, you are expected to stay for the duration. For example, it is not acceptable to leave in the middle of an information session if you determine the organization is not a good fit for your career goals.

Furthermore, attending events and repeatedly asking employers questions regarding why you were not selected for an interview or hired is unprofessional and may result in recruiters not returning to campus and permanently affecting future Robinson College of Business students seeking employment.

This type of behavior may result in losing access to Robinson CAC services and events including RCC and interviewing privileges.

Communication via E-mail Notices
We use GSU e-mail addresses to notify current students about newly posted positions, upcoming deadlines or last minute changes to interview schedules. We will not send e-mails to an alternate address. It is YOUR responsibility to check your GSU e-mail account and/or manage the forwarding of e-mail sent to your GSU e-mail account.
Getting Started

3 easy steps to access CAC resources
Whether you’re new to the Robinson College of Business or near graduation, the Career Advancement Center is here to help you launch your career! Make a commitment to your career success today with these three easy steps:

1. Upload your resume on RCC - ROBINSON CAREER CONNECTION
   • See RCC FAQ’S and LOGIN instructions can be found on the next page.

2. Undergraduate Walk-Ins
   • Mondays, 12p.m. noon – 2:00 p.m. and Thursdays, 3:00 – 5:00 p.m. (fall and spring).

3. Individual Appointments Meet in-person or virtually with your Career Counselor.
   Developing a relationship with our staff is the key to maximizing the resources available to you via the CAC.
   • To set up an appointment, please log in to RCC and click on “Career Counseling.”
   • Career Counselors have appointment times in RCC where you can select a convenient time.
   • You can contact your career counselor directly via email – please see our staff directory.
   • Or, contact the CAC via phone at 404-413-7155.

Maximize CAC Recruiting Events, Activities and Resources

1. MARK YOUR CALENDAR – Make plans no to attend upcoming workshops, panel discussions, and career events by reviewing the CAC online calendar at: robinson.gsu.edu/cac/

2. ATTEND ROBINSON’S CAREER EXPO – Robinson students will have the opportunity to meet hiring representatives from some of the top firms recruiting business students. Employers attending the Business Career Fair are typically looking for all business majors.
   • FALL Career EXPO and Accounting Employer Showcase – 2016
     Friday, Sept. 16 from 11am to 3pm at the Hyatt Regency
   • SPRING Career EXPO and Hospitality Employer Showcase – 2017
     Visit robinson.gsu.edu/cac/ for date, time, location and more details.

3. Review the CAC Student e-Newsletter – sent weekly!
   All Robinson students receive the CAC student e-newsletter on a weekly basis which highlights:
   • Job and Internship postings in RCC
   • Campus Interviews and Information Sessions
   • Upcoming CAC Events
   • Career Resources, Articles and Advice

4. Participate in On-Campus Recruiting (OCR) Activities - Hundreds of employers offer thousands of jobs and internships annually via OCR via RCC-Robinson Career Connection.
   • Employer Information sessions
   • Campus Interviews
   • Mock Interviews and Resume Reviews with Employers
RCC FAQ’s

What is RCC?

RCC-Robinson Career Connection is our online career management system where undergraduate, graduate business students and alumni can post resumes, search for jobs, internships, and submit resumes for campus interview opportunities 24-hours a day, 7-days a week.

Additionally, employers can request on campus interview dates, post jobs and internships, request information sessions, view schedules and register for events such as CAREER EXPO.

How do I get started?

• To login to RCC follow this link: bitly.com/loginrcc

How do I access RCC?

Currently enrolled students can login to RCC using the following information.

• Username: GSU Student Email Address (ie. jrobinson@student.gsu.edu)
• Password: GSU Panther ID*no dashes (ie. 011221220)
 If you need to, look up your Panther ID# here: https://webdb.gsu.edu/lookup/

STEP 1 – Update Your Profile and Upload your Resume in RCC

• Update your Profile and Upload your Resume – Your first step is to update your profile and upload your resume for review and approval by your CAC Career Counselor.

• Resume Samples – The Robinson Student Career Guide contains a variety of resume examples for students. In order to have your resume approved please follow the samples in this guide.

RCC Questions?

• Please use the ‘Forgot Password’ feature, if issues persist, please email us at: robinsoncac@gsu.edu with "RCC Access Request" in the subject line.
How can self-assessment help my job/internship search?

In a job hunt, we’re so busy looking for the next opportunity that we often overlook the assessment phase of career management.

Assessment gives us the opportunity to understand what motivates and inspires us, what engages our imaginations and gives us the energy to contribute to a work effort.

Assessment helps us identify our interests and our skills in the context of possible career paths, and gives us the chance to align ourselves professionally with what we like and what we do well.

There are many tools for measuring professional interests and skills; at the Robinson Career Advancement Center, we use an assessment tool called CareerLeader.

CAREERLEADER ASSESSMENT

CareerLeader is a fully integrated approach to business career self-assessment developed by Dr. Timothy Butler, Director of MBA Career Development Programs at the Harvard Business School, and Dr. James Waldroop, Dr. Butler’s associate at HBS for 18 years. This interactive, online program is currently being used by over 170 top business and MBA programs in the US and around the world to help guide their students.

CareerLeader will:

- Provide you with expert assessments of your unique pattern of business-relevant interests, values and abilities, using three tests we developed.
- Integrate your results, recommending specific career paths that are likely to be your best career path matches, and why you match well.
- Rate your entrepreneurial attributes.
- Provide you with in-depth views into 27 business career paths, including information about the interests, rewards and abilities associated with each one. Many career paths also include an in-depth interview with an industry insider, for further insights.
- Help you to understand key elements of corporate culture and how you will fit in with each.
- Recognize and help you to cure your career "AchillesHeels".

How do I access CareerLeader?

- Send an e-mail to your career counselor with “CareerLeader Access Request” in the subject line. See our staff directory on page 2 for contact information.
## ASSESSING YOUR CAREERLEADER RESULTS

### CAREERLEADER
What are your reflections / observations on your CareerLeader results?

Are the results what you expected? Why? Why not? *If the results were not what you expected, what did you anticipate?*

### CAREER PATH(S)
What career path(s) did CareerLeader suggest for you? Which of these paths would you like to explore further and why?

Prior to taking the CareerLeader assessment, what career path(s) did you decide *on your own* to pursue? Why?

In what ways does your career choice match your reward values, purpose & passion? (i.e., money, title, flexibility, work/life balance etc.)

*Is your goal realistic compared to your current background, experience, knowledge etc.? If “yes”, give a brief explanation of the parallel of the “employer’s needs” and “your haves.”*
What can I do with a Major in…?

The following information was developed utilizing data from our graduate outcomes survey to help students develop an understanding of the potential career paths available to Robinson students.

**Accounting**

**Career Description**
Accountants today are expected to participate extensively in the general area of business management. The profession of accountancy is becoming increasingly divergent, encompassing such areas as financial and operational auditing, management counselory services, operations research, information systems development and assurance, financial reporting, corporate tax planning, and cost analysis and control.

**Possible Job Titles of Accounting Graduates**
Accountant, Accounting Assistant, Audit Associate, Audit Staff, Consultant, Forensic Accountant, Internal Auditor, Tax Consultant

**Possible Employers of Accounting Graduates**
Big Four Firms - Ernst & Young, Deloitte, KPMG, PriceWaterhouseCoopers, Acuity Brands Lighting, Bennett Thrasher CPA, Cherry, Bekaert, & Holland, LLP, Georgia Pacific, Georgia State University, Marsh, Norfolk Southern, Turner Broadcasting Systems, United Partial Service (UPS)

**Business Economics**

**Career Description**
Economics examines the material prosperity of countries and their citizens in an interdependent world of limited resources and technological change. In doing so, it studies how decisions are made by private businesses, governments, and households in producing, consuming, and distributing goods. In general, economics is concerned with monetary arrangements and their impact upon purchasing power and economic performance.

**Possible Job Titles of Economics Graduates**

**Possible Employment Settings for Economics Graduates**
Agricultural companies, Analysis / forecasting firms, Economic research institutions, Environmental protection agencies, Government departments, Insurance companies, International trade companies, Oil companies

**Computer Information Systems**

**Career Description**
Information technology jobs are some of the fastest growing and highest paying jobs in management. Computer and information systems managers play a vital role in the implementation of technology within their organizations. They do everything from helping to construct a business plan to overseeing network security to directing Internet operations. Computer and information systems managers plan, coordinate, and direct research and facilitate the computer-related activities of firms.

**Possible Job Titles of CIS Graduates**
Business Intelligence Consultant, Business Technology Analyst, Consulting Analyst, IT Analyst, Programmer, Program Analyst, Technical Analyst, Technology & Security Risk Services Staff, Web Designer

**Possible Employers of CIS Graduates**
What can I do with a major in…?

Finance

Career Description
The Finance Department is committed to the professional advancement and success of its students. We offer one of the most diverse selections of course offerings ranging from corporate asset management to international banking to financial derivatives. Together, we provide the necessary skills and knowledge base that will enable you to successfully pursue many career opportunities in today's rapidly changing, global economy.

Possible Job Titles of Finance Graduates
Account Representative, Accounts Payable Specialist, Broker, Credit Manager, Debt Capital Markets, Financial Analyst, Financial Planner, Investment Analyst, Planning Analyst, Revenue Analyst, Staff Accountant

Possible Employers of Finance Graduates

Hospitality

Career Description
Interpersonal, communication and professional skills are vitally important in the hospitality industry. The development of such skills is incorporated into the Hospitality degree program through course content, hospitality business visitations, real-life team projects in a culturally diverse learning environment, contact with industry leaders as guest lecturers and industry work experience. Majoring in hospitality administration will prepare you for a career in the largest service industry in the world.

Possible Job Titles of Hospitality Graduates
Assistant Front Office Manager, Convention Sales Manager, Entry Level Hotelier, Event Planner, Exhibitor Services Representative, Sales Assistant

Possible Employers for Hospitality Graduates
Business Clubs, Convention Centers, Hotels, Resorts, Restaurant Industry, Private Clubs

Managerial Science

Career Description
As we move toward a more complex and global business environment, managers, consultants, and entrepreneurs must be able to communicate successfully, think creatively, and adapt to the uncertainties of business fluctuations and transformations. Students in Managerial Sciences develop strong communication and team building skills while working with state of the art information technology. All courses in the program recognize the supply chain concept of the organization – from customer through ultimate supplier.

Possible Job Titles of Managerial Sciences Graduates
Account Executive, Compensation Analyst, Assistant Store Manager, Business Analyst/Consultant, Business Consultant, Business Technology Analyst, Event Coordinator, Human Resources Administrator, Management Trainee, Operations Manager, Outside Sales Representative, Recruiter, Project Manager

Possible Employers of Managerial Sciences Graduates
AT&T, The AJC, Best Buy, CGI, The City of Atlanta, Cox Enterprises, Delta, Deloitte Consulting, Fastenal, Georgia Aquarium, Georgia State University, IBM, Intercontinental Hotels Group, Target

Marketing

Career Description
Marketing is the process through which the needs and wants of individual and organizational customers are satisfied through providing goods and services. The BBA program in the Department of Marketing gives students an understanding of basic problems and functions in Marketing, and also allows students to develop in-depth exposure to specialized areas, according to their interests.
**What can I do with a major in...?**

**Possible Job Titles of Marketing Graduates**
Account Representative, Management Trainee, Marketing Manager, Marketing Research Specialist, Program Coordinator, Sales Associate, Sales Manager, Trade Marketing Representative

**Possible Employers for Marketing Graduates**
Adidas, Bank Of America, Cannon, Enterprise Rent-A-Car, Georgia Dept Of Human Resources, Macy's, R J Reynolds, State Farm, United Parcel Service (UPS), WPS Business Products

**Real Estate**

**Career Description**
The real estate major at Robinson College of Business offers a broad-based curriculum that provides a balance between theory and practice. Our programs emphasize the following major components of real estate: appraisal, corporate real estate, development, finance, investments, and market analysis. In addition, professionals should possess a substantial awareness of the community’s political and economic characteristics plus a thorough knowledge of the economics involved in each investment situation.

**Possible Job Titles of Real Estate Graduates**
Agent, Agent Assistant, Analyst, Broker Assistant, Land Acquisition & Dev Manager, Leasing Agent, Project Consultant, Research Coordinator

**Possible Employers for Real Estate Graduates**
Ackerman & Company, Armstrong & Associates, Draper & Associates, Marcus & Millichap Capital Corporation Sanctuary Real Estate, SunTrust Bank, TriMont Real Estate, Verizon

**Risk Management & Insurance (RMI)**

**Career Description**
RMI graduates typically find themselves working for firms that solve risk issues for major corporations. If you can see yourself working on, or leading a team that routinely finds the best solutions for your clients, a degree in RMI may be for you. Graduates in risk management and insurance find a variety of career opportunities open to them as risk analysts within the business community and government, as brokers/agents providing professional risk management counseling and market placement services for clients, as consultants and personal financial planners, and in the underwriting, marketing, claims adjusting, planning, governmental relations, and financial management activities of insurers.

**Possible Job Titles of RMI Graduates**
Account Manager, Client Manager, Consultant, Derivative Analyst, Financial Analyst, Risk Management Analyst Pension Administration Analyst, Underwriter

**Possible Employers for RMI Graduates**
CONDUCTING INFORMATIONAL INTERVIEWS

Richard Bolles, the author of the best-selling career guide of all time, What Color Is Your Parachute?, is credited with advocating this process as a way of "trying on jobs to see if they fit you."

Informational Interviewing IS an opportunity to
• Explore potential career paths
• Speak with an expert and develop a network
• Gain insight into the hidden job market (unadvertised employment opportunities)
• Recognize your strengths and weaknesses
• Build your confidence

SETTING UP AN INFORMATIONAL INTERVIEW

Some people abuse informational interviewing by using them as a way to get a job rather than for collecting information. It is important to be honest in your first meeting with potential colleagues. You may be surprised by how graciously most people will treat you. For your part, you must be thoroughly prepared to respect their time and trust.

1. Identify a professional to contact in a career field of interest to you.
   Once you know which fields you want to explore, ask yourself: “Do I know anyone who works in this field?” OR “Does anyone I know (roommate, friends, fellow students, professors, family members, neighbors, co-workers, managers) have contacts in this field? The CAC can help you as well!

2. Do background homework before contacting the employer.
   Identify why you are contacting this person and what kind of information this person can provide to you. Research the person’s career field and organization, and compile a list of 15 questions to ask during the interview.

3. Contact the professional via phone (or in writing if done well in advance).
   Speak directly to the person, or explain to an assistant why you would like to speak with this person; ask for best procedure to contact him/her. Have a written telephone “script” ready (refer to the example in this section) to describe the purpose of the meeting you are requesting. Identify a convenient time for you to meet with this person at his/her work site.

4. Prepare for the day of the informational interview.
   • Call to confirm the appointment, get directions parking information well before the interview.
   • Thoroughly research the company of the person you are interviewing.
   • Select an appropriate outfit to wear to the interview.
   • Put together a portfolio with paper, pens and copies of an updated resume to take with you.
   • Be sure to bring your 15 questions

5. During the actual interview…
   • Arrive five minutes early and announce your presence to the assistant.
   • Be courteous to everyone that you meet, especially assistant.
   • Don’t come too early since if the person was trying to finish some work before your “on-time” arrival, they may feel on the spot to begin early without detaching from the project.
   • When you meet the person you’ll be interviewing, shake hands and introduce yourself, and immediately express gratitude for their willingness to meet.
   • Ask if you can take notes, and then do so without distracting the speaker or allowing yourself to miss anything.
   • Be sure to ask for referrals to other appropriate individuals in the field or in related organizations.
   • Also, ask if you can use this person’s name in your introduction.
   • Be conscious of time and do not spend more than 30 minutes unless the professional initiates extra time.
   • At the end of the interview, thank the person for his/her time and shake hands as you leave.

6. Immediately after the interview...
   • Find a quiet place to sit and write down all of the answers to the questions that you asked.
   • Jot down information about any follow-up activities that you discussed or names of other professionals to contact
   • Send a thank-you note and keep this individual posted on your progress.
   • Also, evaluate your style of interviewing. What could you have done better?
SAMPLE QUESTIONS FOR INFORMATIONAL INTERVIEWS

Remain aware of where the person goes with the interview. You may say something as simple as, “How did you get into this field, I mean what was your major in college,” and the person may answer nearly everything in your questions list. If so, it will not be impressive if you ask something they have just covered.

It is far better to say, “Do you mind if I check my questions list to see if we have covered everything?”, then allow for the silence while you glance at each rather than to feel rushed and ask something that was covered or that has become irrelevant.” It will seem like it takes far longer to you to look at glance at all of the questions than it will to the other, and it gives evidence of your poise and professionalism.)

1. How did you get started in this field? What is your educational background? What are your major responsibilities?
2. What is the most rewarding aspect of your job, least rewarding? What might you change? Would you choose this career again?
3. What is a “typical” day like for you?
4. What obligations does your work put on you outside of the actual job? What are some lifestyle considerations for this career field?
5. What are some common entry-level positions in the field of _____?
6. What kind of salary range and benefits could an entry-level position expect to receive?
7. What kind of an individual (skills and personality) would be best suited for these entry-level positions? What are the most important factors used when hiring?
8. What is the best educational preparation for a career in this field? Which classes and experiences would be most helpful to obtain while still in college?
9. What have you found to be a major weakness of new hires in this field?
10. How high is the turnover? How does one move from position to position or other areas of the organizations? What are typical policies about promotions from within? How are employees evaluated?
11. What is the typical career path from entry-level to top management?
12. How do people usually find out about full-time openings in this field?
13. What is the future outlook for this career field? What are the areas of potential growth and decline? How do you see jobs changing in the future?
14. Which professional journals and organizations would be most helpful in evaluating the field?
15. Can you recommend other types of organizations in this field that I might investigate or contact? Can you recommend any specific person for me to talk with and may I have permission to use your name.

TELEPHONE SCRIPT IDEAS

1. Provide a brief introduction of yourself for the professional. State that you are a student who is seeking advice and information on this person’s career or industry.
2. State how you found out about this person.
3. Identify what you hope to get out of a meeting with this person (information on the person’s current job? information on person’s career? information on general career field?)
4. Once you’ve set an interview date, verify the address, location, date, and time before you hang up.

Sample Script

Hello, my name is____________________. I was given your name (or found your name) by__________________.

I’m a (class year) at the Robinson College of Business and am interested in speaking with you about… I’m interested in learning more about the field of__________________ (or your position as ____________________).

Is this a good time for me to try to set up a meeting with you or someone on your staff? (If not), when would be a good time for me to try to call you back?

I would like to meet with you for about a half hour at your convenience. Can you suggest a convenient time, or would you be available to speak to me (during the week of__________________)?
Once you’ve identified your career interests and skills, you’re ready to move toward building a search strategy that will help you secure the next role in your career and build your base of experience.

FOCUS

At this point, you need to focus on four aspects of the job market:

- Ideal industry
- **Ideal employers** / companies within that industry
- Geography/are you willing to move, and if so, where?
- **Ideal roles** / functions within one of those companies

Your goal, through online research and informational interviews, will be to build both your general knowledge of your particular market segment and function and your specific knowledge regarding current job opportunities. This will enable you to apply for relevant roles as well as demonstrate your awareness of broader market dynamics as you move into interviews with potential employers.

FOLLOWING YOUR CAREER TIMELINE

As you approach taking the next career step, it is helpful to understand your direction, your speed, your timing and your ultimate destination to ensure that you are headed the right way. The Ongoing Career Advancement section of this handbook will help you determine your career mileposts at 5, 10, and 20 year intervals.

This section, however, is focused on the step you are taking today, as a strategic move in a broader plan for your career. The more awareness of your long-term goals that you bring to your current job search effort, the more likely you are to be happy with the job you choose.
ORGANIZING YOURSELF FOR SUCCESS

First things first: Your research will only be valuable to you if you have a way to keep track of your findings and refer to them as needed in your job search. (If you think you don’t need a spreadsheet to remember all the leads you’re pursuing, then you probably aren’t generating enough opportunities to secure your next career move.)

There are two organizational tools you can use: a filing system (either electronic or paper) and a spreadsheet. Use the filing system to capture information on:

- Industries and sub-sectors (e.g. a healthcare industry folder, with sub-sector folders on pharmaceuticals, medical devices, and hospitals).
- Companies of interest (information such as company profiles, executive bios, articles, financial results, market strategy)
- Functions and roles (e.g. finance & accounting function folder, with sub-sector folders on finance, accounting, controller roles)
- Current job opportunities (company information described above as well as job description and information provided to you by the potential employer)

Use the spreadsheet to capture networking contacts as well as current job opportunities and to track your contact with potential employers, as follows:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Date</th>
<th>Company</th>
<th>Role Available</th>
<th>Contact Name</th>
<th>Contact Title</th>
<th>Contact Info.</th>
<th>Next step</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>2</td>
<td>7/5</td>
<td>Porsche</td>
<td>Mkting Mgr</td>
<td>Mary Jones</td>
<td>Dir, Mktg.</td>
<td>404-321-1781</td>
<td>Interview</td>
<td>7/17</td>
</tr>
<tr>
<td>3</td>
<td>7/12</td>
<td>UPS</td>
<td>Prod Dev Mgr</td>
<td>John Rowles</td>
<td>VP, SMB</td>
<td><a href="mailto:jrowles@ups.com">jrowles@ups.com</a></td>
<td>Hold</td>
<td></td>
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<td>1</td>
<td>7/13</td>
<td>Russell</td>
<td>Mkting Coord</td>
<td>Sherry Hsu</td>
<td>Pres, Int'l</td>
<td>770-341-2393</td>
<td>Call</td>
<td></td>
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</tbody>
</table>

Highlight high-priority opportunities so you don’t overlook them as the list grows, and commit to spending at least 15 minutes a day reviewing your progress and planning for next steps.

NOTE: If you run across jobs that are interesting but for which you aren’t qualified, make a note of possible professional development steps you can take on your Career Plan.
<table>
<thead>
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<th>Next step</th>
<th>Deadline</th>
<th>Notes</th>
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CONDUCTING EMPLOYER RESEARCH

Employer Research Framework
Employers expect you to take the time to research their organization and be prepared to ask thoughtful questions. In order to facilitate your preparation, we have developed this framework to help you synthesize information into an outline that will help you prepare for upcoming interviews.

Part I: Understanding the Organization

Financial Information: Organization structure, profit vs. non-profit, funding sources. What is total revenue? What are their sales trends? What part of this organization is growing?

Key Personnel: Who is the President, CEO? Key GSU Alumni?
Any recent additions to senior management team?

History / Mission / Goals: How old are they? What major events shape their history?
Where are their headquarters?

Products/Services: What new products or services are being developed? Who are the primary users of these products/services? In what sector of the market are they utilized?

Marketing Strategy: What key brand names do they own? What forms of advertising are used? Are there new initiatives? Where is their product/service sold, distributed, placed against the competition?

Key Clients: Who are they? What important service or product do they supply?
Is this company targeting new clients?

Major Competitors: Who are they? How do they compete? Do they have more market share?

Major Trends/Current Events in this Industry: What is the effect of government regulations? New competitors? Technology? Globalization? Latest news reports on the company or on the local or national news that affect the company?

Part II: Understanding the Position

Recruiting Profile/Company Culture: How do they describe themselves? How do they describe the type of person they are looking for? Who do they highlight in the brochure? Where do they recruit?
Locations other than your community?

Position Description: Where does this position fit into this organization? What do they want the person in this position to contribute?

Part III: Pulling it all together

How do you fit their profile: What real life examples from your resume demonstrate how your background matches what they are seeking?

How can you help them achieve their goals: What are the key things they want? What are the key things you bring? Find a way to match these up and communicate it effectively.
Once you’ve clearly identified your target industry and market, along with some potential employers and available jobs, it’s time to start marketing yourself. Essentially, you need to prepare the following elements as you enter the job market in pursuit of specific opportunities:

- **Cover letter**
- **Resume**
- **References**
- **Personal presentation**
- **Virtual Branding**
- **Interview**
- **Offer and salary negotiation**

**WRITING A STAND-OUT COVER LETTER**

- A cover letter should **always** be sent with a resume, or follow-up correspondence. It should be read easily and have a conversational tone. Avoid using jargon or stiff wording. Be brief and to the point. A cover letter should **not** be more than one page in length.

- Follow the rules and layout options of a standard business letter. Use proper grammar and punctuation. Spelling errors are unacceptable! Hand sign your signature above the typed version.

- Whenever possible, address the cover letter to an individual instead of a department or organization. Never address it ‘To Whom It May Concern’. Be sure to spell the individual’s name correctly and obtain the correct title. If you need verification, call the organization.

- When e-mailing a resume, your cover letter serves as the e-mail, and your resume is the attachment.

- Each cover letter should be typed on quality paper. To obtain a professional look, use the same paper as your resume.

- When you are inquiring about a **general interest area** (you are not aware of specific openings), you may choose a “shotgun” cover letter format (commonly referred to as the “mass mailing” approach). Studies have shown that this format may not be very successful. To increase your chances of receiving a response, personalize each letter and identify your interest in career area(s). Ask for information and initiate the follow-up step. Enclose a self-addressed stamped envelope when asking for information.

- When you are investigating a **specific job lead**, construct the letter to show your abilities and how they can be applied to the position and organization. Make reference to specific information that you discovered through conversations and research. Example: “I am impressed by your continual growth though grant funded activities.” “My **academic background in communications, combined with my experience in public relations, has prepared me for the **position at XYZ.”
SAMPLE COVER LETTER FORMAT

Your Street Address or P.O.
Box City, State Zip Code

Current Date (Month 00, 201_)

Kathy J. Carlton
Marketing Manager
Stallings International Consultants
123 Main Street
Atlanta, Georgia 30303-3251

OR

Vanderbilt Consultants
Human Resources Department
1323 Main Street
Atlanta, Georgia 30303-3251

Dear Ms. Carlton,

Your first paragraph should state why you are contacting the employer. This is your first opportunity to initiate and build rapport with the employer. This paragraph should be used to capture the interest of the reader. You can also provide information such as: How you found out about the position, who referred you, and for what position you are applying.

Your second paragraph should include information that summarizes your relevant experience, applicable coursework, accomplishments and/or personal achievements that are related to the position. This information is as crucial as the information that is included in your actual resume. Although you may be proud of what you perceive as accomplishments, make careful consideration of what the employer will view as most intriguing. Tailor your cover letter to meet the employer’s needs. This information lets the employer know how your background matches the position. Refrain from writing one general cover letter for all positions. In today’s job market, this tactic does not work.

Your third paragraph should tell the employer that you will follow-up with him/her on a specific date in a specific way. Doing this lets the employer know what to expect. Many job seekers lose out on opportunities because of not wanting to be perceived as overly zealous. Even if you’re told that you are not the appropriate candidate for the job, hearing “no” is preferable to a lingering “maybe.” Be sure to include your phone number and e-mail address.

Regards,

[your signature goes here]

Dee M. Robinson

Enclosures:
Resume
Writing samples
8800 Willshire Blvd., Apt
N1 Atlanta, GA 30305

January 7, 2010

Vanderbilt

Consultants
Human Resources Department
1323 Main Street
Atlanta, Georgia 30303-

3251 Dear Hiring Manager,

I am applying for the Human Resources Representative position advertised in the Georgia State University’s online recruiting website, Robinson Career Connection. I will graduate in May with a Bachelor of Business Administration degree in Managerial Sciences from the J. Mack Robinson College of Business at Georgia State University. My academic training combined with my previous work experience make me an excellent candidate for your vacancy. Through my internship in the Human Resources Department at Russell Reynolds Associates, I acquired an excellent understanding of the responsibilities and expectations associated with working in this field. This knowledge, combined with my computer proficiency (in Windows, Excel, and Access) allows me to be extremely innovative and efficient. Additionally, I developed strong written and verbal communication skills through human resources activities such as drafting job postings, evaluations, and speaking to audiences of over 75 people.

I can be a valuable asset to Vanderbilt Consultants Human Resources Department. At your convenience, please feel free to contact me so I may provide you with additional information about why I would be a great fit for this position. I can be reached at (770) 555-1234.

Regards,

[your signature goes here]

Dee M. Robinson

Enclosures:
Resume
Writing samples
TARGETING YOUR RESUME

A strong, well-targeted resume alone doesn’t get you a job. It does, however, get you through a typical candidate screening process to a first interview. The same principles of resume-writing apply whether you are a seasoned executive or new to the job market, although the organization and verbiage of the resume may differ.

The essential components a good resume are:

- Your name, address, Contact Information
- Objective or qualifications summary
  - An **objective** should be used to focus on what you want to do for the employer, describes the skills you want to use on the job, expresses interest in an industry and is a career statement.
  - A **summary** is used in place of objectives when applicant has relevant work experiences and it is a series of statements that express what you have done and who you are.
- Experience (dates of employment, company, title, responsibilities, results)
- Education
- Skills and Accomplishments

Other qualities of a good resume include:

- Clean, legible format (10, 11 or 12 point font sans serif font and one inch margins)
- Succinct review of your work experience; total resume not to exceed 2 pages
- Use of action-oriented verbs to describe your responsibilities
- Listing of quantifiable results in the roles you’ve held
- Descriptions of your responsibilities that “map” easily to the requirements of the role for which you’re applying

It’s also important, for Web-based resumes, to use variations of keywords that a search engine or web crawler will pick up.

After you’ve drafted your resume, it’s best to let it sit for day or two before editing it. This can be a challenge if you’re under a tight deadline, but it will help you to catch errors and improve the structure and language you’ve used.

As you review your resume, ask yourself the following questions:

- Would I call this candidate for an interview for this job?
- Have I been compelling and accurate in myself-representation?
- Am I describing my experience using language that will be clear to someone who hasn’t worked at the companies where I have worked?

It’s ideal to have one or two trusted colleagues or friends review both your resume and the job announcement or description and suggest how you can strengthen it before you submit your application; their advice could be the difference between a first interview and a letter of rejection.
SAMPLE RESUME FOR EXPERIENCED MKT UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To obtain a full-time position in marketing with emphasis in sales and consumer research.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Marketing, May 2014
Minor: Finance
Certificate in Professional Sales, August 2011
Overall GPA: 3.5/4.0
• RCB Honors Program
• Dean’s List, 4 semesters
• Intend to pursue MBA, August 2012

Relevant Courses: Advertising Campaigns, Buyer Behavior, International Marketing, Product Management, Marketing Research

STUDENT ORGANIZATIONS
President, American Marketing Association Student Chapter
• Increased Student Membership by 50%

COURSE EXPERIENCE
Georgia State University
Buyer Behavior
May 2011
Applied Marketing Research techniques to determine the value of various consumer products.
• Created and distributed consumer surveys and statistically analyzed the results using SPSS.
• Produced a marketing plan to increase revenue based on survey results.

EXPERIENCE
The Gap, Atlanta, GA
Sales Associate
June 2010 - Present
Sell men’s and women’s casual apparel to diverse customer base; maintain floor displays and back-office inventory.
• Met or exceeded monthly sales targets on average 11 months out of every year.
• Won “Team Selling Skills” award two years in a row.
• Mentor all incoming sales associates to help establish a cooperative and efficient team.

Agave, Atlanta, GA
Server
May 2009 - June 2010
Provided customers with product information to suggestively sell menu items.
• Advertised new promotional items to increase the average customer bill by 20%.
• Effectively implemented Consumer Research techniques to determine appropriate demographic sales approaches.

SKILLS
• SPSS, Microsoft Office (proficient in Excel and PowerPoint)
• Spanish (conversational)
SAMPLE RESUME FOR ENTRY-LEVEL CIS UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To obtain a full-time position in Computer Information Systems with emphasis in database management.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Computer Information Systems, May 2014
Minor: Managerial Science
Certificate in Web Development, August 2011
Overall GPA: 3.5/4.0
• RCB Honors Program
• Dean’s List, 4 semesters
• Intend to pursue MBA, August 2012

Relevant Courses: Systems Analysis, Managing IT Projects, Database Management Systems

STUDENT ORGANIZATIONS
President, Association for Information Systems, Student Chapter
• Increased Student Membership by 50%

COURSE EXPERIENCE
Georgia State University
Managing IT Projects      May 2011
Tested, maintained, and monitored various computer programs and systems.
• Reviewed and analyzed computer printouts and performance indicators to locate coding problems.

EXPERIENCE
Target, Atlanta, GA
Stockroom Support      June 2010 - Present
Created a database to keep track of Ordered Items, Vendors, and Stocks.
• Created a customer orders report and sales by sales report to present to shift manager.
• Pulled queries and plugged in formulas to find ordered items, payments, locations, and sales totals.
• Trained new employees on reporting procedures.

Agave, Atlanta, GA
Server           May 2009 - June 2010
Used knowledge of Systems Support to assist fellow employees with technical difficulties and running nightly reports.
• Recognized flaws in closing procedures and created a decision tree to find the value in changing actions.
• Noticed seasonal variation in sales and built a forecasting model to determine the value in menu items.
• Presented individual research results to management and was recognized for proactive work behaviors.

SKILLS
• Microsoft SQL Server, Oracle DBMS, InstallShield Software, HTML, C++
• Spanish (conversational)
SAMPLE RESUME FOR ENTRY-LEVEL MGMT UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To obtain a full-time position in Human Resources with emphasis in Organizational Development and Project Management.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Managerial Sciences, May 2014
Minor: Finance
Certificate in Human Resources, August 2011
Overall GPA: 3.5/4.0
• RCB Honors Program
• Dean’s List, 4 semesters
• Intend to pursue MBA, August 2012

Relevant Courses: Organizational Change Management, Work Motivation, Human Resources Development

STUDENT ORGANIZATIONS
President, Society for Human Resource Management (SHRM) Student Chapter
• Increased Student Membership by 50%

COURSE EXPERIENCE
Georgia State University
Organizational Development
May 2011
Researched best practices for creating an effective and efficient work environment.
• Created and distributed employee surveys and statistically analyzed the results using SPSS.
• Produced a development plan to improve work flow and employee satisfaction based on survey results.

EXPERIENCE
Target, Atlanta, GA
Human Resources Intern
June 2010 – Present
Assist in the Human Resources functions of the corporate Target office.
• Created job descriptions for over 20 job titles.
• Lead weekly team meeting to boost employee morale.
• Document employee disputes to present to corporate management.

Agave, Atlanta, GA
Trainer/Server
May 2009 - June 2010
Provided new employees with training on company policies and procedures.
• Constructed an OSHA audit safety list to help prevent accidents in the workplace.
• Educated new employees on payroll and benefits information and practices.

SKILLS
• SPSS, Microsoft Office (proficient in Excel and PowerPoint)
• Spanish (conversational)
SAMPLE RESUME FOR ENTRY-LEVEL HOSPITALITY UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To obtain a full-time position within the Hospitality field, with emphasis in hotel event planning

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Hospitality, December 2014
Minor: Marketing
Certificate in Hospitality Administration, August 2012
Overall GPA: 3.5/4.0
• RCB Honors Program
• Dean’s List, 4 semesters
• Intend to pursue MBA, August 2013

Relevant Courses: Hospitality Perspective, Hospitality Law, Business Law, Meeting and Tradeshow Management, Managing People in Organizations

STUDENT ORGANIZATIONS
President, Club Managers Association of America, Student Chapter
• Increased Student Membership by 50%

COURSE EXPERIENCE
Georgia State University
Hotel Management
May 2012
Applied hospitality and marketing skills to host a trade show for hospitality industries in the Atlanta area.
• Recruited hospitality firms by providing incentives to join.
• Created games, rules and regulations, and built props and tools utilized in event.
• Orchestrated timely and efficient itinerary and retained equipment from vendors willing to donate.

EXPERIENCE
AAA Auto Club Group, Morrow, GA
Director of First Impressions
May 2011 - Present
Fulfill the needs of members by providing them with various maps and tourbooks, answering membership questions, and providing exceptional customer service to each member that enters the branch.
• Coordinated in-branch events of over 100 people on a monthly basis.

Comfort Suites Atlanta Downtown Hotel, Atlanta, GA
Intern
November 2010 - December 2010
Assisted with the staging and implementation of hotel furniture, equipment, & supplies.
• Recorded inventory going into each room & ensured they were all equally stocked.
• Facilitated set up and break down of guest and event space suites.
• Attended to request and needs of guest during events.

SKILLS
• SPSS, Microsoft Office (proficient in Excel and PowerPoint)
• Spanish (conversational)
SAMPLE RESUME FOR ENTRY-LEVEL ACCOUNTING UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
Seeking an internship in the accounting department with emphasis in tax.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, Georgia
Bachelor of Business Administration: Accounting, May 2014
• Will sit for CPA Exam, Spring 2014
• Intend to pursue Masters of Taxation, Summer 2014

Relevant Courses: Computer Information Systems, Corporation Finance, Cost and Managerial Accounting, Business Communication, Economics, Professional Accounting

COURSE EXPERIENCE
Accounting Information Systems Spring 2011
• Worked on several group project using Microsoft Access
• Created a system flowchart of a specific operation of a company

Intermediate Accounting II Spring 2011
• Prepared financial statements of a business, given several business transactions
• Identified, analyzed, and recorded journal entries for several business transactions
• Applied time value of money concept to financial accounting measurements

WORK EXPERIENCE
Wingate by Wyndham, Port Wentworth, GA 2008-2009
Bookkeeper
• Recorded the cash flow of vendors into QuickBooks

Ritz International Corp., Suwanee, GA Spring 2008
Accountant Intern
• Prepare journal entries and assist in the month-end closing process
• Perform account reconciliations and resolve accounting discrepancies
• Review and verify accounting transactions properly authorized, recorded and reported
• Prepare and analyze monthly financial reports and statements on a timely basis

Massage Clinic (Day Spa and Salon) Hinesville, GA 2007-2008
Receptionist

Alpine Capital Partners, Charleston, SC 2006-2007
Assistant to the Project Manager
• Assisted and coordinated with superintendent with on-site responsibilities
• Assisted subcontractor with bid preparation
• Created and managed financial spreadsheets and investment databases

MEMBERSHIPS
• Treasurer of Sigma Sigma Rho Sorority Inc
• Member, Georgia Association of CPA’s
• Member, Student Advocates for Diversity
SAMPLE RESUME FOR ENTRY-LEVEL BUSINESS ECONOMICS UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To obtain a full-time position at a consulting firm with a concentration in economics and finance

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Business Economics, May 2014
Overall GPA: 3.96/4.0
• GSU Honors Program
• Dean’s List, 4 semesters
• President’s list, 2 semesters

Relevant Courses: Money and Credit, Econometrics, International Trade, Environmental Economics, Macroeconomics, Microeconomics, Business Analysis, Corporate Finance

STUDENT ORGANIZATIONS
National Society of Leadership and Success
• Participated in success networking teams
National Society of Collegiate Scholars

COURSE EXPERIENCE
Georgia State University
Econometrics
January 2011 – May 2011
Used Stata statistical analysis software to perform regression analysis on cross sectional and time series data
• Used multiple statistical data sets to analyze different effects on wage rates and housing prices
• Learned to write Stata code and analyze Stata output data

Georgia State University
Business Analysis
August 2010 – December 2010
Used Microsoft Excel to perform simple sales forecasts and simulations
• Learned to use macros and formulas to produce simulations in Excel
• Learned how to construct decision trees in Excel

EXPERIENCE
Publix, Loganville, GA
Grocery Clerk
June 2011 - Present
Stock dry, dairy, and frozen grocery products efficiently and help customers with in-store problems
• The grocery department has had the “excellence in service” award for our store since I have been employed
• Have worked as a direct store delivery clerk, given the responsibility to check in and verify orders from direct store delivery vendors
• Have been responsible for completing the end of week direct store delivery accounting and verifications

SKILLS
• Microsoft Office (proficient in Excel and Power Point)
• Stata (writing basic code, analyzing output data)
SAMPLE RESUME FOR ENTRY-LEVEL REAL ESTATE UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To secure a position as a real estate intern in the Atlanta area.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelors of Business Administration, Real Estate, May 2014
Overall GPA: 3.5

RELEVANT EXPERIENCE
JDW Investors, Atlanta, GA
Senior Property Manager
• Manage a total of 5 residential units
• Advertise properties for new tenants
• Provide database and cash flow reports for the rental properties
• Handle repairs and maintenance issues
February 2008 – Present

CQ Capital Partners, Clarkston, GA
Internship - Assistant Project Manager
• Assisted and coordinated with superintendent with on-site responsibilities
• Assisted subcontractor with bid preparation
• Created and managed financial spreadsheets and investment databases
• Observed development of all assigned construction projects
• Solved problems by considering courses of action within the framework of management’s goals and standards
June 2008 – August 2008

ADDITIONAL EXPERIENCE
Sales Clerk - Quiktrip Corporation, Atlanta, GA
• Handle cash transactions and daily receipt balances
• Coordinate the weekly schedule for store team
June 2004 – Present

SUMMARY OF QUALIFICATIONS
• Solid experience and strong knowledge Microsoft Office tools
• 3 year experience in real estate management
• Proven negotiating abilities to close leasing agreements

MEMBERSHIPS/AWARDS
• Delta Epsilon Chi Business Club
• Gamma Sigma Delta Freshman Merit Award
• National Collegiate Honor Roll
• Robinson College of Business Real Estate Club
SAMPLE RESUME FOR ENTRY-LEVEL FINANCE UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To secure a position as a financial analyst.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Finance, May 2014
Overall GPA: 3.92 Major GPA: 3.94

Relevant Courses: International Finance, Portfolio Management, Investment and Loan Analysis, Corporate Accounting, Personal Financial Planning.

LEADERSHIP & PROFESSIONAL ACHIEVEMENTS
Georgia State University, Panthers on Wall Street, Atlanta, GA; New York, NY
Representative of J. Mack Robinson College of Business, (competitive) Fall 2011
• Successfully completed an intense interview process. Selected as member of an elite team of GSU graduate and undergraduate students to represent Robinson College of Business to financial firms on Wall Street.
• Performed analysis on target companies.
• Succeeded through team and individual skill building regiment of business ethics, finance terminology, etiquette, presentations to enhance professionalism and University outreach.

Georgia State University Portfolio Management Team, Atlanta, GA
Junior Analyst - Consumer Discretionary Sector (competitive) June 2011 – August 2011
• Performed quantitative and qualitative analysis to improve performance of $300,000 equity fund
• Assisted senior analyst beat sector benchmark through economic research, security analysis, equity pitch presentations and performance analysis

EXPERIENCE
Goodwill Industries, Atlanta, GA
Financial Counselor
July 2008 – June 2011
• Provided instructions to clients on budgeting and bookkeeping
• Utilized Microsoft Excel and Quickbooks to develop budgets for clients
• Prepare finance statements for organization
• Developed a business plan: Conducted historical analysis of trends and provided recommendation for the next financial year.

Bethune Grill, Clarkston, GA
Marketing Coordinator
June 2008 – August 2008
• Independently initiated a regional marketing program
• Assisted in the trademark process of Bethune Grill’s sauce
• Coordinated business relationships with potential distributors

SKILLS
• Solid experience and strong knowledge Microsoft Office tools
• Specialized in analyzing financial data, budgeting, and forecasting
• Passed Series 63 (87%), Series 65 (86%), and Series 3 (93%)
SAMPLE RESUME FOR ENTRY-LEVEL ACTUARIAL SCIENCE UNDERGRADUATE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

OBJECTIVE
To obtain an intern position as an actuarial analyst.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Actuarial Science, May 2014
Overall GPA: 3.54/4.0
• Golden Key International Honour Society
• National Society of Collegiate Scholars

Exams Completed: Exam P and Exam FM Scheduled to take Exam MFE Summer 2013


COURSE EXPERIENCE

Life Contingencies Fall 2010
• Used mortality tables to determine life expectancy and similar demographic quantities.
• Calculated the expected value of life contingent payments.
• Calculated net premiums for various life insurance policies.

Fundamentals of Valuation Fall 2010
• Created a minimum variance portfolio in excel based on monthly price data of different stocks.
• Calculated the enterprise and equity value of a firm using the FCFF approach in excel.

Mathematical Statistics Spring 2010
• Applied concepts of sampling distributions and the central limit theorem.
• Derived the maximum likelihood estimates for the parameters of various probability distributions.

Risk Modeling Fall 2009
• Simulated a CDO built out of Baa and junk bonds.
• Simulated an ABS CDO built out of mezzanine tranches of junk bond CDOs.
• Applied discrete and continuous probability distributions such as normal, poisson, exponential, etc.

EXPERIENCE
Lowes Home Center, Inc., Macon/Atlanta, GA May 2008 – Present
Team Leader and Electrical Pro
• Graduated from LOWE’S Entry Level Management Program
• Developed precise and attainable daily work lists for a department of eight employees
• Manage inventory to eliminate the cost of shrink
• Assisted with internal auditing process
• Exceeded customer service standards while using time management skills and ability to multitask
• Generated new B2B sales

COMPUTER SKILLS
• Proficient in Microsoft Office
OBJECTIVE
To obtain a full-time or part-time position in the field of Risk Management and Insurance

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Risk Management and Insurance, May 2014
Overall GPA: 3.69/4.0
• Hope Scholarship
• Golden Key International Honour Society
• National Society of Collegiate Scholars

Exams Completed: Exam MFE and Exam C


EXPERIENCE
AES Corporation, Global Insurance Group Arlington, Virginia
Summer 2011
Insurance Analyst Intern
• Coordinated with insurance brokers to construct 2011-2012 reinsurance documentation
• Managed property and casualty information database to create efficiency
• Performed cost-benefit analysis and pitched an innovative prototype to the learning and development team
• Conducted external research to ensure AES maintains competitive premium rates
• Assisted with the development of a premium budget model
• Played pivotal role in reinsurance invoicing

State Farm Insurance, Fire Underwriting Department Alpharetta, Georgia
Summer 2010
Intern
• Applied knowledge of insurance procedure to home, automobile, and commercial insurance applications
• Evaluated risk exposure and decided to accept, decline, or pend insurance applications
• Created, developed, and presented an innovative employee engagement software to zone executives
• Performed field underwriting inspections to homes and commercial businesses

Ameriprise Financial Services, Atlanta, Georgia
Spring 2010
Intern
• Assisted advisors in creating financial models for clients’ retirement goals
• Helped determine the best financial instrument to achieve client goals
• Made sure sufficient paperwork was filled out for home office compliance

MEMBERSHIPS
• Junior Advisor, Secretary, Alpha Lambda Delta Freshman Honors Society 2008-2010
• Public Relations Officer, Phi Chi Theta Professional Business Fraternity 2009-2010
• Member, The National Society of Collegiate Scholars 2008-Present

SKILLS
Fluent in English and Gujarati
SAMPLE RESUME FOR UNDERGRADUATE WITH EXPERIENCE

Franklin Smith
35 Broad Street, Atlanta, GA 30303
(404) 413-7155, fsmith@student.gsu.edu
http://www.linkedin.com/in/fsmith

SUMMARY OF QUALIFICATIONS
• Almost 5 years as a licensed Real Estate Professional.
• 5+ years of management and supervisory skills.
• Knowledge of real estate search tools, valuation, budget management, and forecasting.

EDUCATION
Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Bachelor of Business Administration, Real Estate, May 2014
Overall GPA: 3.0/4.0  Major GPA: 3.3/4.0
• Student Member, Student Real Estate Club (REC)

EXPERIENCE
Jenny Pruitt Realty October 2004 - Present
Real Estate Consultant – Atlanta, GA
• Knowledge of real estate research tools/databases: MLS, property records, contract management
• Trained in real estate valuation, marketing, and customer service excellence
• Work with a team of over 100 real estate agents in one of the fastest growing counties in the US

Peach Appraisal Group Inc., Canton, GA August 2006 - Present
State Registered Real Estate Appraiser
Inspect land and residential/commercial structures; create narrative format appraisals of residential/commercial properties
• Proficient at reaching an opinion of value using the three approaches to value
• Completed 60 hour course to become state registered; complete 90 hour course to become state licensed
• Experienced at gathering data on subject properties and comparable sales

Make-A-Wish Foundation June 1999 – September 2004
Office Administrator – Marietta, GA
• Managed annual office budget of $350,000
• Participated in planning and executing five outreach events per year
• Reviewed and processed up to 100 incoming grant applications per month
• Edited local web site content and marketing brochures
• Supervised three full-time staff, including receptionist, office clerk and volunteer coordinator

Shepherd’s View Hospice September 1993 – May 1999
Records Administration Assistant – Duluth, GA
• Maintained patient filing system for 150-bed hospice.
• Scheduled volunteer – patient visits and updated volunteer database
• Staffed reception area and answered phones.

SKILLS
• State of Georgia – Real Estate License – 2004
• Certified Make-A-Wish Foundation volunteer trainer
• Proficient in MS Office
• Argus
**ACTION-ORIENTED VERBS FOR YOUR RESUME**

Using action-oriented verbs in your resume will engage the screener’s imagination and help him/her envision you as an energetic and accomplished candidate.

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PREPPING YOUR REFERENCES

It’s always wise to keep a running list of former and current colleagues who can serve as references for you, because you never know when you may need to call on them for help in a job search.

When you are building a list of references, think of people who will fit into three categories:

- **Superiors** (people for whom you have worked)
- **Peers** (people with whom you have worked)
- **Subordinates** (people who have worked for you)

Do your best to think of at least three people in each category. If you are early in your career, you may not yet have a list of subordinates.

**Contact each person and ask if he/she is willing to serve as a reference for you.** Explain where you are in your job search and ensure your references that you will notify them if they will be getting a call from a potential employer.

**If the person agrees to be a reference, make sure you have the following information on him/her:**

- Name
- Current title
- Current company
- Direct phone number (either office or mobile)
- E-mail address
- Company at which you worked together
- Title at that company
- Your relationship / capacity in which you worked together

When you are asked for references by a potential employer, brainstorm a strategic list of four or five references from your pool. Decide which of your references will be best-suited to speak to your capabilities for the job at hand.

Then call those references, brief them on where you are in the interview process and what the potential issues are with your candidacy (e.g. the employer is concerned that I’m too young to do a job at this level, or I’ve never run a team of this size before).

Also, provide your references with a current copy of your resume and a copy of the job announcement or description so that they can speak as relevantly as possible about your skill set. Don’t be afraid to coach your references. They want to help you get the job, and you are the best person to equip them for that task.
REFERENCES

Diane Jackson VP Marketing
XYZ Mainstream Corporation 46357 Main Street Suite 706 Alpharetta, Georgia
Phone 770-512-2585
Email – bjiangon-h@mainstreamcorp.com

Note: Reported to Diane at XYZ Mainstream Corporation. At that time, she was Director of Marketing.

Ruth Anne Cunningham Senior Manager
The Favor Consulting Company 254 Tonawanda Ave. Suite 720
Atlanta, Georgia 30306
Phone 404-555-1234
Email – RACunningham@favorco.com

Note: Worked on a project team with Ruth Anne at the Flavor Consulting Company.

Bella Hawkes
Manager, Creative Design A-One Marketing Services
26 Avenue of Ave. Suite 400N Atlanta, Georgia 30324
Phone 404-555-1287
Email – Hawkesb@cfs.com

Note: Bella reported to me as part of my team of 15 employees.
PREPARING FOR A CAREER FAIR

How do I prepare for a career fair?

Getting the most out of career fairs starts well before the event. It begins with preparation-knowing yourself, your skills, qualifications, interests, values, goals, and career areas of interest. In addition, identifying employers you want to talk to and learning something about them is important. Last, but not least, you'll need to prepare a resume and dress for success! Here are some additional tips to help you prepare.

1. Dress in professional attire!
   - Men: A dark suit, white shirt, conservative tie, and dark polished dress shoes.
   - Women: A professional suit, possibly dark colored also. A low-heel pump is very practical. Minimal jewelry.
   - A portfolio may be carried to hold copies of your resume and to take notes.
   - Conservative attire is recommended because your goal is for employers to remember you, not your clothes!

2. Come prepared – resumes in hand and questions in mind!
   - Research the employers you are interested in and prepare questions to ask organization representatives. Company websites are a great place to start and you can find links to many employer websites on the Career Center website.
   - Be sure your nametag is on!
   - Be prepared to tell them about your major, your classification is (senior, junior etc.), and your professional interests.

3. Be Assertive and Positive!
   - Smile! Introduce yourself in a confident manner, offer a firm handshake, and offer them a copy of your resume.
   - Sell your skills, major, coursework, GPA, work experiences and extra-curricular activities in relation to their needs!
   - Highlight your interest in their organization by discussing the research you’ve done about their organization, and how your qualifications, and career goals fit into their culture.
   - Don’t forget to collect business cards and company literature.

4. Speak with as many representatives as possible for your information as well as for
   - You will probably recognize many of the organizations by name, but there will be many you won’t. Don’t let that stop you from speaking with their representatives.
   - You may be interested in an organization, but they may not list your major as one they’re interested in. Don’t let that stop you from visiting their table either. Representatives will often pass your resume onto a different department or division within their organization, or provide you with the name of a person to contact.

5. Follow up!
   - Send a thank you letter, or e-mail to employer representatives you are interested in, thank them for their visit to campus, discuss your qualifications, and reiterate your interest!
   - Make sure you have completed your profile and have an approved resume on the RCC - Robinson Career Connection so you can apply for campus interviews.
   - To get started, visit our website at robinson.gsu.edu/cac/
POLISHING YOUR PERSONAL PRESENTATION

Research shows that it only takes a fraction of a second to make a first impression – but that impression will stay with the person you meet in the course of an interview, and if it isn’t good you may not have enough time to correct it before the interview ends and the job search closes on another candidate.

How you come across when meeting people for the first time involves complex matrix of factors such as etiquette, grooming, self-confidence, and character. It is worth understanding where you perform strongly in these areas and where you need to improve, and you can do this with the help of a trusted friend, colleague or career coach. If you are weak in any area of personal presentation, it affects the entire picture of who you are.

Etiquette
Etiquette is something that we practice constantly, whether or not we realize it. Our greetings, conversations, correspondence, meals and travel are opportunities to become more aware of how we come across professionally and where we stand to improve.

Take a moment to review the following:
• Everyday courtesies that you extend to others
• Your attitude, particularly in the face of challenging or unplanned situations
• Your choice of words
• Your choice of conversation content
• How well you verbalize support for colleagues’ and friends’ efforts
• How well you listen

If an honest self-assessment tells you that you are a courteous, positive, well-spoken, sensitive, and supportive colleague who listens well and often, then you are on your way to success in the job market.

Most of us, however, have areas in which we need to improve – and the more time we spend raising our awareness and raising the bar on our behavior, the sooner we’ll start making a good impression 100% of the time.

For help in understanding where you need to improve in terms of etiquette, seek out a trusted friend, colleague or career coach from whom you are willing to take constructive criticism, and ask for three things that you should (1) keep doing; (2) stop doing; and (3) start doing. It’s a good strategy for receiving balanced feedback that you can use to improve your professional impact.

A more in-depth discussion of etiquette appears in the Graduate Student Supplement. Self-confidence
It takes less than a minute for the people we meet to make a head-to-toe assessment of us – and during that time non-verbal cues and tone of voice make up at least 90% of any spoken message we deliver.

It’s important to understand how you come across in a first meeting, because you always run the risk of leading with too much confidence and getting labeled as aggressive or leading with too little confidence and getting labeled as shy – neither of which is a sought-after executive quality.

If you learn how to read people and situations accurately and adapt your response accordingly, you’ll do well in interviews. It takes practice, but if you seek honest feedback from trusted friends, colleagues or a career coach, you’ll master the art of conveying self-confidence.
POLISHING YOUR PERSONAL PRESENTATION…continued

Business Attire

Men and Women

- Conservative two-piece matching business suit (black, gray, navy, or beige)
- Conservative LONG-SLEEVED, collared shirt/blouse (white is best, pastel is next best)
- Tailored pantsuits are acceptable
- Clean, polished conservative shoes
- Clean, well-groomed hair style
- Clean trimmed fingernails
- Lightweight briefcase or portfolio case
- No visible body piercing (nose rings, eyebrow rings, etc.) or tattoos
- Minimal or preferably no cologne or perfume
- Empty pockets—no bulges or jingling
- No gum, candy, cigarettes, beepers, or cellular phones that may distract

Men

- Necktie should have a conservative pattern and end mid-belt
- Dark shoes (black lace-ups are best)—no loafers
- Dark socks with matching color belt (black is best)
- Short hair always fares best in interviews
- Beards and mustaches are a possible negative, but if you must, make it neat and trimmed
- No rings other than college and wedding ring
- No earrings (if you normally wear one or more, take it/them out)

Women

- Knee-length skirts are best; tailored pantsuits are acceptable
- Sensible low-heeled dress shoes (no high heels or sandals)
- Conservative hosiery at or near skin color
- No more than one ring on each hand
- Only one set of conservative non-dangling earrings
- Minimal makeup; it should not call attention to itself
- If you wear nail polish (not required), use a clear or conservative color
- Pull long hair back from the face with a clasp at the neck
- No purses of any size; carry a briefcase or portfolio instead, no sandals.

Business Casual

Men

- Dress slacks, cotton chinos or khakis (pressed)
- High-quality crew-neck or turtleneck sweaters
- Long-sleeved sport shirts (tie is not necessary)
- A blazer or sport coat, usually navy or black (optional)
- Dress leather belt
- Patterned or colored socks in a heavier knit than dress socks
- Loafers or other shined shoes that bridge the gap between casual and dress

Women

- A twin sweater set in neutral colors, cotton button-down shirts in solids and stripes, mix-and-match knit separates, wool turtlenecks, tailored blouse or a lightweight wool blazer (optional)
- Skirt or slacks in a neutral color
- A tailored pantsuit or a tailored dress with sleeves or jacket
- Casual, low-heeled shoes or flats, no sandals
Managing Your Virtual Brand

The explosion of social media sites has significant implications for job seekers!

Did you know the majority of prospective employers and recruiters regularly visit social media sites to source candidates and learn more about potential hires they interview?

“How clear is your Social Media Background?”

Did you know: More employers are using firms that check applicants’ social media history.

Your Facebook profile picture is of you holding a rifle. You post on your Twitter feed: I really hope these pills help to knock me out, because I sure need them.

Each of these may be innocent: The rifle is registered. You are the president of the local National Rifle Association. You just had a tooth pulled and were just given pain medicine. Even so, you would fail a Social Media Check.

What is it? The social media check is becoming an automatic part of the hiring process, just as criminal background checks and drug tests. Employers regularly run quick Google searches on applicants. Organizations are contracting with corporations across the country to institute standard social media background checks.

What do they look for? Anything that will make you a questionable hire: flagrant display of weapons, sexually explicit photos, racist remarks, references to drug use, statements supporting violence, etc.

Remember fads come and go. Social media is no different. Remember MySpace? We may not realize the personal trail we leave on the Internet that can come back and hurt us in the future.

The checks reveal bad tracks you’ve left online, but can only find what you’ve left behind. If a potential employer flags your social media history, you have no one to blame but yourself.

———A job candidate should spend as much time polishing an online profile as he or she does choosing the perfect suit for an interview.

How can you create a positive online presence?
Participate in various industry blogs. Join Professional Associations membership cafés.

Join professional social media sites such as: LinkedIn www.linkedin.com

Sites exist that can run background checks for individuals who want to see whether they have a clean bill of online health. An example is Reputation.com.

Many sites will charge a fee, but it is worth it to see what is out there.

REMEMBER: It may not be a bad thing, documenting your life and personality online. Just remember that a potential employer may not think those status, tweet, or blog updates discussing unlawful activity is as funny as your peers do.
Managing Your Virtual Brand...continued

Guidelines for your creating a positive virtual brand

We recommend Robinson students utilize the following guidelines to pro-actively manage your virtual brand on any social media site you actively utilize in order to advance your career. Investing the time necessary to develop, monitor and enhance your virtual brand is a requirement for any professional who is actively or passively seeking employment.

Profiles – Think of your profile as your on-line business card. It is important for your profile to convey a professional message about you as a potential employee. We suggest you review and edit any information which does not meet this standard. After you complete this process, we encourage you to identify a professional you trust to review your information and provide you with feedback.

Friends – Keep in mind it is important to monitor the content on your friends pages who you are linked to. We suggest you review their profiles and any pictures they may post of you to determine if there is any inappropriate content you would like removed.

Privacy Settings – Facebook in particular has been known to change their privacy settings often. As a result, it is important for you to review these regularly to make sure only friends have access to view your profile. You also want to take a close look at the search, news feed, applications, photo’s and video settings to determine how much information you want to share.

Monitor New Information – It is a good idea to use multiple search engines to find out what employers might be able to find if the search on your name. If you find anything which could be detrimental you can look into having it removed.

Voicemail – Be sure the voicemail greeting on your phone is professional. Every form of communication sends a message to prospective employers.

LinkedIn – The focus of this site is professional networking and they have strict rules about how to use the system in order to connect with people. Make sure you understand how to leverage this site in order to expand your network. In addition, many employers are now posting jobs based on your profile so this could be a great tool if you are actively seeking.

Twitter – This site was designed to be an open forum. Make sure you know who is “following” you and be sure you tailor the content of your “tweets” to the right audience.

Statistics
- **Twitter** has 310 million users
- **Facebook** has more than 1.5 billion users
- **LinkedIn** has over 100 million users in over 200 countries
- **Instagram** has over 400 million users
ACING THE INTERVIEW

Objectives

1. To help you find out the information you need to know, in order to decide whether or not you want to work there.

2. To help the employer find out the information he or she needs to know, in order to decide whether or not they want to hire you.

Overview of Interview Process

Before the Interview

- Research the position for which you will be interviewing
- Research the organization/employer thoroughly
- Obtain interviewer(s) name and title
- Confirm the time/date/location of the interview
- Identify your skills that relate to the job; review your resume and be able to elaborate on it
- Review frequently asked questions, practice interviewing and request feedback from others for improving your interviewing skills; do a mock interview!
- Prepare questions to ask the interviewer
- Know the general salary range for the position
- Dress for Success!

During the Interview

- Arrive early and bring extra copies of your resume
- Relax; Be yourself; Be positive
- Follow the lead of the interviewer (Don’t try to take over the interview)
- Listen closely to the interviewer’s questions; ask for clarification if needed
- Be concise in your answers; give concrete answers to back up your claims.
- Never slight a former employee or colleague
- Be aware of your posture and body language; watch your grammar
- Be sure to clarify any follow-up arrangements

After the Interview

- Write a thank-you letter to the interviewer(s) within 24 hours after the interview.
- You can send it via e-mail or regular mail. Use your best judgment or ask the Career Advancement Center for advice if you are unsure of which method to choose. At a minimum, the letter should thank the interviewer for their time and consideration. However, it may also include additional information or reiterate your interest in the company/position.
- Evaluate your performance by asking yourself questions such as: “How well did I present my qualifications? Did I use clear, concrete examples? What points did I make that seemed to interest the interviewer? How can I improve my next interview?”
- Follow up via phone to find out the status of your application if the employer has not contacted you within the time frame stated
- Follow-up may be necessary even after the thank you letter. If you have not heard from the interviewer/employer in 5-10 business days you may want to take the initiative to contact them and get a better idea of their timeline or process. Keep in mind that you don’t want to be pushy or come across as a pest. Once again, use your best judgment or come to the Career Management Center for advice when deciding when to follow-up and what method is most appropriate (phone, e-mail or letter).
BEHAVIORAL INTERVIEWING

The behavioral interview is designed to minimize personal impressions that can affect the hiring decision. By focusing on the applicant’s actions and behaviors rather than subjective impressions that can sometimes be misleading, interviewers can make more accurate hiring decisions.

"Tell me about a time when you were on a team and one of the members wasn't carrying his or her weight." If this is one of the leading questions in your job interview, you could be in for a behavioral interview. Based on the premise that the best way to predict future behavior is to determine past behavior, this style of interviewing is gaining wide acceptance among recruiters.

Today, more than ever, every hiring decision is critical. Behavioral interviewing is designed to minimize personal impressions that can affect the hiring decision. By focusing on the applicant’s actions and behaviors, rather than subjective impressions that can sometimes be misleading, interviewers can make more accurate hiring decisions.

James F. Reder, manager of staff planning and college relations for Occidental Chemical Corporation in Dallas, says, "Although we have not conducted any formal studies to determine whether retention or success on the job here has been affected, I feel our move to behavioral interviewing has been successful. It helps concentrate recruiters’ questions on areas important to our candidates' success within Occidental." The company introduced behavioral interviewing in 1986 at several sites and has since implemented it company-wide.

Behavioral vs. Traditional Interviews
Traditional and behavioral interviews differ in several ways. If you have training or experience with traditional interviewing techniques, you may find the behavioral interview quite different in several ways:

• Instead of asking how you would behave in a particular situation, the interviewer will ask you to describe how you did behave in a real-life situation.
• Expect the interviewer to question and probe, with questions like:
  "How did you feel?" "What was your role?" "What was the result?"
• The interviewer will ask you to provide details. Be specific. Give a detailed accounting of one event.
  and will not allow you to theorize or generalize about several events.
• The interview will be a more structured process that will concentrate on areas that are important to the interviewer, rather than allowing you to concentrate on areas that you may feel are important.
• You may not get a chance to deliver any prepared stories.
• Most interviewers will be taking copious notes throughout the interview.

The behavioral interviewer has been trained to objectively collect and evaluate information, and works from a profile of desired behaviors that are needed for success on the job. Because the behaviors a candidate has demonstrated in previous similar positions are likely to be repeated, you will be asked to share situations in which you may or may not have exhibited these behaviors. Your answers will be tested for accuracy and consistency.

Preparing for a Behavioral Interview
Instead of feeling anxious or threatened by the prospect of a behavioral interview, just keep in mind how the traditional interview and the behavioral interview differ: The traditional interviewer may allow you to theorize about hypothetical situations, but the behavioral interviewer is looking at past actions only. Regardless, it will be important to put your best foot forward and make a good impression on the interviewer with appropriate attire, good grooming, a firm handshake and direct eye contact. There is no substitute for promptness, courtesy, preparation, enthusiasm, and a positive attitude.

• Recall recent situations that show favorable behaviors or actions, especially involving course work, work experience, leadership, teamwork, initiative, planning, and customer service.
• Prepare short descriptions of each situation; be ready to give details if asked.
• Be sure each story you tell has a beginning, middle, and end.
• Be sure the outcome or result reflects positively on you (even if the result itself was not favorable).
• Be honest. The interviewer will find out if your story is built on a weak foundation.
LEARN TO USE THE STAR INTERVIEW SYSTEM

The STAR technique will help you learn how to describe the situation, your task in it, your action and the result or outcome by remembering the acronym STAR:

★ Situation – Recently, I was part of a group project in my Organizational Communications class. We had an assignment to design an effective public relations campaign for a fictitious company.

★ Task – We chose to market a bank opening a new office in a small community. We had to come up with a marketing plan and media kit designed to introduce the company to its new community and to solicit new bank customers.

★ Action – As the project team leader, I set up an appointment with the Director of Marketing at XYZ Bank and got her insight on the project. After the meeting, I came up with a creative marketing plan, which was enthusiastically received by the other group members. I then assigned each group member a particular task, based on his or her area of expertise. For example, one member of our group was responsible for designing the bank’s logo and another member was responsible for writing a press release. I monitored the group’s progress to make sure we were meeting our deadlines and also put together a strong oral presentation to make to the class.

★ Result – The project was lots of fun and allowed me to develop the management skills necessary to lead a very diverse group of 6 people. The most rewarding part was that our group received the highest marks in the class and the professor currently uses our project materials as an example to his classes.

Sample STAR Technique Response

A possible response for the question, "Tell me about a time when you were on a team and a member wasn't pulling his or her weight” might go as follows:

"I had been assigned to a team to build a canoe out of concrete. One of our team members wasn't showing up for our lab sessions or doing his assignments. I finally met with him in private, explained the frustration of the rest of the team, and asked if there was anything I could do to help. He told me he was preoccupied with another class that he wasn't passing, so I found someone to help him with the other course. He not only was able to spend more time on our project, but he was also grateful to me for helping him out. We finished our project on time, and got a 'B' on it."

The interviewer might then probe: "How did you feel when you confronted this person?" "Exactly what was the nature of the project?" "What was his responsibility as a team member?" "What was your role?" "At what point did you take it upon yourself to confront him?" You can see it is important that you not make up or "shade" information, and why you should have a clear memory of the entire incident.
SAMPLE BEHAVIORAL QUESTIONS

1. Give a specific example of when you had to gain the cooperation of others, and what challenges you faced. What was the outcome? What was the long-term impact on your ability to work with this group?

2. Tell me about a course, work experience, or extracurricular activity where you had to work closely with others. How did it go? How did you overcome any difficulties?

3. Give me a specific example of a time when you had to address an angry customer. What was the problem and what was the outcome? How would you assess your role in defusing the situation?

4. Tell me about a suggestion you made to improve job processes/operations. What was the result?

5. Describe the most significant or creative presentation/idea that you developed/implemented.

6. Tell me about a time when you took a risk in creating a new process or program? What was the situation and what did you do?

7. By providing examples, demonstrate that you can adapt to a wide variety of people, situations and/or environments.

8. Tell me about a decision you made while under a lot of pressure.

9. Talk about a time when there was a decision to be made and procedures were not in place? What was the outcome?

10. What are 3 effective leadership qualities you think are important? How have you demonstrated these qualities in your past/current position?

11. Describe a situation in which you were able to use persuasion to successfully convince someone to approach things your way. What level was the person you had to persuade?

12. What have you done in your present/previous job that goes beyond what was required?

13. Tell me about a time when you had to resolve a difference of opinion with a co-worker/customer/supervisor. How do you feel you showed respect?

14. Describe the way you handled a specific problem involving others with differing values, ideas and beliefs in your current/previous job.

15. Describe a work situation that required you to really listen and display compassion to a co-worker/employee who was telling you about a personal/sensitive situation.

16. Can you recall a time when you gave feedback to a co-worker who was unaccepting of others?

17. Can you recall a time when a person's cultural background affected your approach to a work situation?

18. Tell me about a specific time when you had to handle a tough problem which challenged fairness or ethical issues.

19. Tell me about a tough decision you made. What steps, thought processes, and considerations did you take to make an objective decision?

20. If you can, tell me about a time when your trustworthiness was challenged. How did you react/respond?
EVALUATING AND NEGOTIATING A JOB OFFER

STEP 1 – PREPARATION

✓ Before you can assess a job offer, you must make sure you have information about the market. Important information includes: salary averages for your field and in your geographic area of interest, average salaries that your peers received, norms in your field such as where you can push in negotiation, and which things are non-negotiable such as benefits or stock options. You can find this information in the Occupational Outlook Handbook, Web sites, Career Advancement Center, and through your professional network.

✓ Identify and rank your value issues. This will help you remember an offer is not just about salary, but about what you value in a position. The issues may include:

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<tr>
<th>Location</th>
<th>Responsibility</th>
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<tr>
<td>Stability</td>
<td>Benefits</td>
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<td>Supervisory Style</td>
<td>Public Contact</td>
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<td>Teamwork</td>
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<td>Recognition</td>
<td>Making Decisions</td>
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<td>Low Stress Level</td>
<td>Variety</td>
<td>Helping Others</td>
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<td>Challenge</td>
<td>Competition</td>
<td>Physical Work</td>
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STEP 2 – KNOW THE EMPLOYER’S COMPENSATION GUIDELINES

✓ How does a job offer process develop? Although there are many ways to deliver an offer, they are typically presented from one of three different viewpoints:

• Fixed Offer: You can negotiate all you want, but it won’t do you any good. They operate on a take it or leave it basis so you may not want to waste your time negotiating.

• Pay-Grade System: This is a system in which a salary range has been set and you will be paid within this range based on your experience and the duties associated with the job. You may be able to negotiate within the salary range. The pay-grade system is the most common compensation system encountered.

• The Negotiator: This type of system is rare because most organizations work within a structure. In this framework, the employer will have the authority to raise or lower your salary without going through bureaucratic red tape.

STEP 3 – SALARY AND BENEFIT NEGOTIATION

✓ If an employer makes an offer that is below your expectation, clarify what the benefits are. If the offer still isn’t competitive, try one of these approaches:

Approach 1: I’m very interested in the role, but I would like to discuss the salary you’re offering.

Approach 2: I really want this position, but I was a little disappointed the offer was lower than I expected.

✓ When using either approach, be certain to support your case by stating your skills, the average salary range for your level of experience in your field and the average salaries for GSU graduates in your field. Let the employer respond and then continue the discussion from their lead.

✓ Based on an employer’s compensation guidelines, you may not be able to negotiate a higher salary. However, you may be able to increase your compensation via benefits. Negotiable areas often include: vacation time (it’s often increased for more senior employees), educational reimbursement, flex time, and salary review (you might negotiate a salary review after three months rather than six months or a year). Remember, you may be negotiating with the person who will be your supervisor. Stay polite. Try to make it a win-win situation.
STEP 4 – ASSESSING THE JOB OFFER

✔ Consider the pros and the cons of the offer. It may help to create a chart. A chart may also be helpful if you have had more than one offer and you want to compare and contrast the merits of each offer.

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<th>FACTOR</th>
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<th>OFFER B</th>
<th>OFFER C</th>
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<td>Company Reputation</td>
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STEP 5 – GET IT IN WRITING!

✔ It would be nice if everything discussed would actually occur, but unfortunately it doesn’t always happen that way. To avoid problems in the future, ask for a letter of employment which states all the employment conditions agreed upon, (i.e. salary and benefits as well as a thorough job description). This way, if there is confusion at a later date, you will have a written document to refer to stating the conditions under which you were hired. This document is especially important if the conditions of your employment differ from normal company policies.

A FINAL WORD

✔ Keep in mind that if you decide to negotiate, your job offer will not be rescinded by the employer, even if he/she decides not to negotiate. Also, if a position is acceptable to you as it is offered, you should not feel like you must negotiate.
JOB ACCEPTANCE LETTER

Even if you have accepted a job over the phone, it’s a good idea to write a job acceptance letter to confirm the details of employment and to formally accept the job offer.

Your letter can be brief, but, should include the following:

- Thanks and appreciation for the opportunity
- Written acceptance of the job offer
- The terms and conditions of employment (salary, benefits)
- Starting date of employment

Address the letter to the person who offered you the position. Include your contact information and phone number, even though it is on file with the employer.

Make sure that your letter is well written and does not contain typos or grammatical errors. Even though you already have been offered the job, you want to make sure all your correspondence is professional.

SAMPLE JOB ACCEPTANCE LETTER

Jane Fieldstone  
87 Washington Street  
Alpharetta, GA 30355  
(678) 555-5555

Date

Dear Mr. Barnes,

As we discussed on the phone, I am very pleased to accept the position of Marketing Manager with Smithfield Pottery. Thank you for the opportunity. I am eager to make a positive contribution to the company and to work with everyone on the Smithfield team.

As we discussed, my starting salary will be $35,000 and health and life insurance benefits will be provided after 90 days of employment.

I look forward to starting employment on July 1, 2008. If there is any additional information or paperwork you need prior to then, please let me know.

Again, thank you.

Signature

Jane Fieldstone
JOB REJECTION LETTER

When you have decided to reject a job offer, you may want to let the employer know in writing that you are declining the offer. Your letter should be polite, brief, and to the point. You don’t want to burn bridges and this employer may have a better offer for you down the road. So, don’t get into any specifics. Even if the hours are awful, the work environment is terrible or the pay isn’t enough to make ends meet, don’t mention it.

You should include the following:

- Thanks and appreciation for the offer
- Written rejection of the job offer
- Address the letter to the person who offered you the position. Include your contact information and phone number, even though it is on file with the employer.

Make sure that your letter is well written and does not contain typos or grammatical errors.

Even though you are declining the job, you want to make sure all your correspondence is professional.

---

SAMPLE JOB REJECTION LETTER

Jane Fieldstone  
87 Washington Street  
Alpharetta, GA 30355  
(678) 555-5555

Date

Dear Mr. Jones,

Thank you very much for offering me the position of Marketing Manager with Smithfield Pottery. It was a difficult decision to make, but, I have accepted a position with another company.

I sincerely appreciate you taking the time to interview me and to share information on the opportunity and your company.

Again, thank you for your consideration.

Signature

Jane Fieldstone
ONGOING CAREER ADVANCEMENT

Begin with the end in mind.
~ Stephen Covey

THE CAREER ADVANCEMENT CYCLE

It takes a lifetime of choices to build a career – and it takes self-awareness, focus and discipline to make the choices that lead to a fulfilling career.

In all likelihood, the job you have today is the result of not just one choice, but many cumulative and intersecting choices that all have a bearing on your career path: where you live, where you’ve gone to school, what courses you’ve taken, and who you’ve met along the way.

The wisdom of those choices depends in large part on how well you understand yourself within the following dimensions:

- Values
- Interests
- Skills
- Experience

Ongoing career advancement involves clarifying your values, pursuing your interests, building your skills, and expanding your base of experience – all against the backdrop of the network of relationships that you build and within the context of the career plan that you develop.

From time to time, it’s valuable to examine where you are in your career, and where you’d like to go. In this way, you create a conscious cycle of career management that is driven not by external circumstances but by your internal compass of values, interests, skills and experience.

The Mission Statement on the following page is an exercise adapted from Stephen Covey’s book The Seven Habits of Highly Effective People, designed to help you clarify your values.

The Career Action Plan which follows will help you outline next steps in your career advancement Process. Both of these exercises will be valuable to you, wherever you are on your career path. If you take some time periodically to envision where you want to go in your career and the qualities you want to embody along the way, you’ll reap the benefits.
YOUR PERSONAL MISSION STATEMENT

A personal mission statement is a bit different from a company mission statement, but the fundamental principles are the same. Writing a personal mission statement offers the opportunity to establish what’s important and perhaps make a decision to stick to it before we even start a career. Or it enables us to chart a new course when we’re at a career crossroads. Stephen Covey (in First Things First) refers to developing a mission statement as, “connecting with your own unique purpose and the profound satisfaction that comes from fulfilling it.”

A personal mission statement helps job-seekers identify their core values and beliefs. Michael Goodman (in The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You Want) states that a personal mission statement is “an articulation of what you’re all about and what success looks like to you.” A personal mission statement also allows job-seekers to identify companies that have similar values and beliefs and helps them better assess the costs and benefits of any new career opportunity.

The biggest problem most job-seekers face is not in wanting to have a personal mission statement, but actually writing it. So, to help you get started on your personal mission statement, here is a five-step mission-building process. Take as much time on each step as you need -- and remember to dig deeply to develop a mission statement that is both authentic and honest. And to help you better see the process, we’ve included an example of one job-seeker’s process in developing her mission statement.

Toward A Personal Mission Statement

**Step 1: Identify Past Successes.** Spend some time identifying four or five examples where you have had personal success in recent years. These successes could be at work, in your community, at home, etc. Write them down. Try to identify whether there is a common theme -- or themes -- to these examples. Write them down.

**Step 2: Identify Core Values.** Develop a list of attributes that you believe identify who you are and what your priorities are. The list can be as long as you need. Once your list is complete, see if you can narrow your values to five or six most important values. Finally, see if you can choose the one value that is most important to you.

**Step 3: Identify Contributions.** Make a list of the ways you could make a difference. In an ideal situation, how could you contribute best to: the world in general; your family; your employer or future employers; your friends; your community.

**Step 4: Identify Goals.** Spend some time thinking about your priorities in life and the goals you have for yourself. Make a list of your personal goals, perhaps in the short-term (up to three years) and the long-term (beyond three years).

**Step 5: Write Mission Statement.** Based on the first four steps and a better understanding of yourself, begin writing your personal mission statement.

Sample Mission Statement: To live life completely, honestly, and compassionately, with a healthy dose of realism mixed with the imagination and vision that all things are possible if we orient ourselves toward the answer.

Adapted from Randall S. Hansen, Ph.D. Associate Professor of Marketing School of Business Administration, Stetson University
# YOUR CAREER ADVANCEMENT ACTION PLAN

**GOAL**

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<th>1-year goal</th>
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**PROFESSIONAL**

This week

This month

Next month

In six months

**PERSONAL**

**COMMUNITY**

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<th>This week</th>
<th>This month</th>
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**PROFESSIONAL**

This week

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<th>This month</th>
<th>Next month</th>
<th>In six months</th>
</tr>
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CAREER ADVANCEMENT RESOURCES

Books

Covey, Stephen. The Seven Habits of Highly Effective People.

Drucker, Peter. The Effective Executive: The Definitive Guide to Getting the Right Things Done.

Ferrazzi, Keith. Never Eat Alone: And Other Secrets to Success, One Relationship at a Time.

Goleman, Daniel. Working with Emotional Intelligence.


Langford, Beverly. The Etiquette Edge: The Unspoken Rules for Business Success.

McCormack, Mark. What They Don’t Teach You at Harvard Business School.


Peters, Tom. The Brand You 50: Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!


Zander, Benajmin. The Art of Possibility.

Online

Atlanta Business Chronicle: atlanta.bizjournals.com/atlanta/

Fast Company: www.fastcompany.com/

Harvey McKay: www.harvymackay.com/

Stephen Covey: www.stephencovey.com/

Wall Street Journal: www.wsj.com

Social Media

LinkedIn: www.linkedin.com/groups/2904
Join the 3,000+ in the Robinson Career Network

Facebook: www.facebook.com/rcbCAC
CAC Fanpage delivers updates your Facebook page