GRADUATE STUDENTS:
CAREER MANAGEMENT MINI SERIES

This tailored four part series consists of workshops and events to engage our graduate students to develop career management skills. Brought to you in partnership by UTMAGS and UTM Career Centre.

WHERE ARE THE JOBS?

Grad Series 1 of 4
SEPT 22, 2016
9:00-11:00am

FOCUS ON SKILLS!

Grad Series 2 of 4
NOV 23, 2016
9:00-11:00am

MARKETING YOURSELF
BUILDING RELATIONSHIPS AND MORE

Grad Series 3 of 4
Feb 22, 2017
9:00-11:00am

GRADUATE STUDENT NETWORKING PANEL

Grad Series 4 of 4
Mar 30, 2017
5:00-8:00pm

~Free breakfast~
Register: cln.utoronto.ca - Mississauga Calendar

UNLOCK YOUR CAREER POTENTIAL

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Learning Objectives

Develop skills and confidence in *Networking*, Using *LinkedIn* and *Interviewing*

- Prepare for networking events and situations
- Make and develop contacts
- Improve your LinkedIn Profile and use it for research
- Articulate your skills and personal qualities in interviews using STAR stories
- Learn more about Career Centre resources and services for networking, LinkedIn and interviewing

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Networking Basics

- **Levels of networking**
  - Connecting
  - Information Interviewing / getting information and advice
  - Relationship building / reciprocity

- **Setting goals**
  - Who to connect with?
  - What information are you looking for?
  - What goals / outcomes?

- **Settings – Tailor your approach**
  - Employer Events / info sessions
  - Conferences and events
  - Poster presentations
  - Social occasions
  - Phone and Email

What do I have to Offer?

❑ Fresh information / knowledge – you are steeped in it!

❑ Ideas – you are likely developing new ideas and connecting existing ones in new ways

❑ Potential social network connections for others

❑ Energy, enthusiasm, inspiration

❑ Skills and labour – you may be their next hire

❑ Your own perspectives

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Preparing for Networking Success

- **Research your target / contacts**
  - Bios, online searches, in the news, others who know, LinkedIn, company research
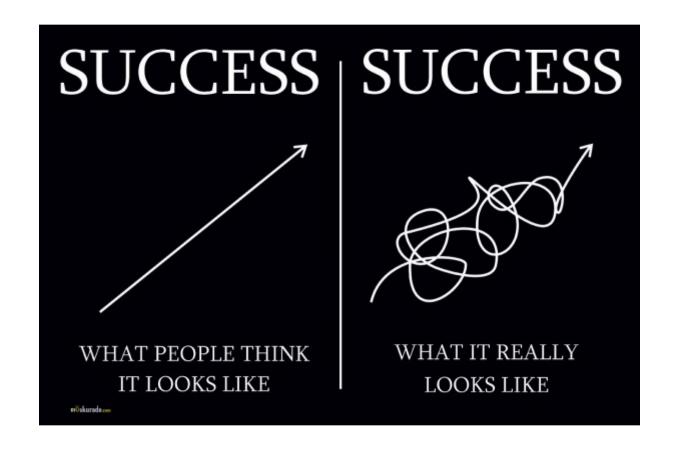
- **Develop Your tools**
  - Networking Introduction, LinkedIn Profile and Network, other online platforms, business cards, possibly resume

- **Practice**
  - Makes better!
  - Try a less desirable target first
  - Use a buddy
  - Learn as you go

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SUCCESS | SUCCESS

WHAT PEOPLE THINK
IT LOOKS LIKE

WHAT IT REALLY
LOOKS LIKE

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Networking Introduction

❑ 30-60 seconds, flexible and adapted to needs

❑ Makes a good impression and opens the door for further contact

❑ Delivers focused information about you and your career interests

❑ Identifies what you've been doing and what you'd like to learn / do next

❑ Often makes a request or suggestion for some kind of action

Example of Networking Statement

- Hi, my name is_____ and I'm a Master's student completing my research on the impact of climate change in boreal forest ecosystems on bird migration patterns.
- I have experience conducting zoological, botanical and environmental fieldwork in Canada and Costa Rica.
- In 6 months I expect to publish my findings and graduate and I am currently investigating careers in urban ecosystem management.
- .....
- I've heard you work for the Toronto Region Conservation Authority. How did you get into this field?
- Can I ask you a few questions about your experience at the Toronto Region Conservation Authority?
- Do you know anyone else working in urban conservation you can refer me to?
- Could I contact your in case I have any follow up questions?

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Your Networking Introduction

❑ Use the Networking Statement Worksheet in your package to sketch out what you would say… (5 mins)

❑ Try it out with a partner and switch (5 mins)

Breaking into and out of Conversations

❑ Icebreakers – Hi I'm X; the food; weather; turnout; compliments

❑ Active listening skills – ask a question; make it about them

❑ Use a version / part of your networking statement tailored to the conversation when it seems appropriate

❑ Everyone is there for the same thing – making new contacts

❑ Attitude and non-verbals are key

❑ Be grateful and signal end of conversation

❑ Give card, offer help, ask for follow up / further action

❑ Handouts: Non-Awkward Ways to Start and End …

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Find Contacts / Build your Network

- ❑ Fellow students
- ❑ Professors and Supervisors
- ❑ Former managers, university staffers
- ❑ Parents and their friends, your friends & their parents, other relatives
- ❑ Community events /volunteer contacts
- ❑ Social media contacts / groups on LinkedIn
- ❑ Professional associations
- ❑ Conference participants
- ❑ Career Centre resources and events
- ❑ Industry articles – contact the author
- ❑ Company research and cold calling
- ❑ 10,000 Coffees, MeetUps and networking groups

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Information Interview Questions

❑ "What specific skills are looked for in this field? How did you develop them in your graduate work"

❑ "What do you find most/least rewarding about your work?"

❑ "What are some of the trends / legislation affecting the field currently?"

❑ "What advice would you give to those looking to break into …?"

❑ "Do you have any advice on how to make more contacts in the field? Do you know anyone else I could talk to?"

❑ And many more…

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Build Professional Relationships

❑ Repeated, positive and mutually beneficial contact over time …

❑ Short repeated contacts best – LinkedIn updates etc.

❑ Using the technology …dialogue, showcase your skills, make contacts, share resources

❑ Reciprocity / Giving to get …

❑ Helping where you can and asking for help…

❑ Connecting others through you…

❑ Expressions of appreciation and good will

❑ Both a natural and intentional process

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Networking Cards

❑ Look and feel of a traditional business card

❑ Provide critical career and contact info

❑ Focuses on your career/job goals

❑ Your key skills and qualifications

❑ Bring them EVERYWHERE you go

❑ Print shops or ready to print cards at minimal cost

❑ Activates reciprocity

Jimmy C Careers, MA
Social and Policy Research

- Grant writing and editing
- Survey research and data analysis
- SPSS and SAS programming

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LinkedIn Profiles – Be Found

- **How LinkedIn can help**
  - Be findable / found
  - Make a positive impression
  - Build your network

- **Positive practices**
  - Summary*
  - Experiences (vs resume)
  - Skills Endorsements*
  - Recommendations
  - Groups and Companies
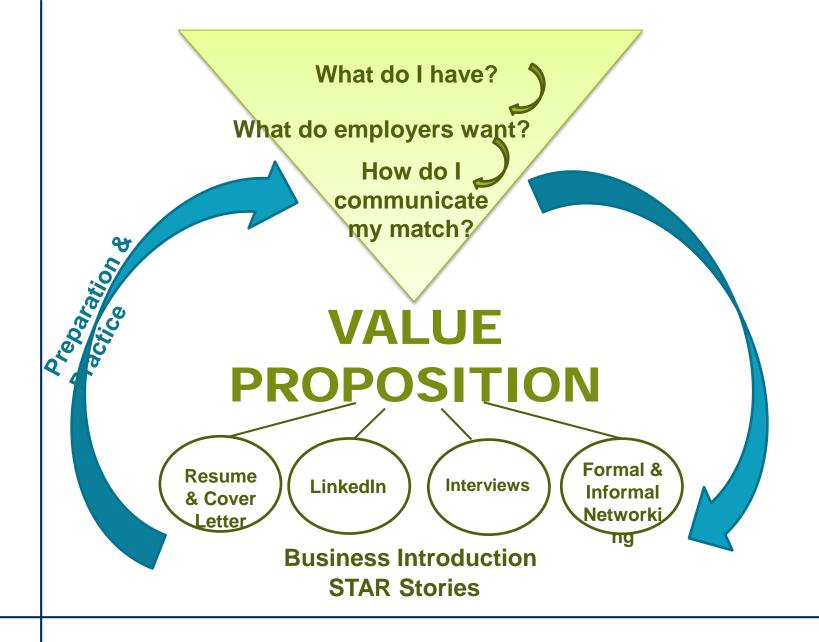 - Projects   *searchable by all

but almost all fields searchable by recruiters

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Effective Interviews

- Understand what to expect in an interview
- Know how to prepare yourself for interviews

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What do I have?

What do employers want?

How do I communicate my match?

Preparation & Practice

VALUE PROPOSITION

Resume & Cover Letter

LinkedIn

Interviews

Formal & Informal Networking

Business Introduction STAR Stories

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Your Interview Experience

- Who has had a formal interview?

- What have you found challenging or difficult about interviews?

An Interview Is...

- Marketing situation
- Two-way exchange of information
- Satisfying match = goal of each party

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The Process: Overview

5. Follow-up

4. Closing

3. Question & Answer Exchange

2. First Impressions & Building Rapport

1. Research & Prepare

What Employers Look For

- Key skills: technical and transferable
- Specific body of knowledge
- Career goal or focus
- The right attitude
- Your value proposition: How can you contribute to the organization and produce results!

See handout for more tips
Why Employers Will Hire You

Interview Preparation

➢ Know about the potential employer

  ▪ Posting, website, industry associations/websites, networking info

➢ Know the requirements of the posting

  ▪ technical and transferable skills, knowledge, attitude

➢ Practice communicating your skills, knowledge and attitudes as they relate to the potential employers needs

First Impressions and Rapport Building

First impressions do count!

Verbal
- what you say: small talk; manners, attitude

Non-Verbal
- dress and grooming (See handout package)
- facial expression (SMILE!) and eye contact
- handshake
- tone, speed of voice
- posture

Telephone Interview Tips

- Schedule a time when you won't be interrupted
- Prepare your interview environment
  - quiet conditions, résumé, pen, paper, etc.
- Project enthusiasm, confidence and a positive attitude (smile as you speak ☺; posture; attire)
- Be focused and attentive- listen carefully and pay attention to cues
- Avoid any habits that may create extra noise

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Types of interview questions

- Tell me about yourself (or some variation)
- Behavioural questions
- Situational questions
- Weakness question
- Case scenario or role play
- Technical testing
- Review of your resume
- Why do you want this job?
- **Your Questions**

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Pre-Interview:
Make Yourself a "S.T.A.R."

SITUATION

TASK

ACTIONS

RESULTS

Useful when providing examples; key to
behavioural interview success or any interview!

STAR Example: Leadership

S = Third year _____ project (worth 30%); five team members; two members had previous personal disputes.

T = We all wanted to do well but big disagreements arose re: how to divide the work; no official team leader. The deadline was coming up and we had made little progress.

A = Knew we had a big problem, felt I could help; called members individually and asked them to meet to clear air; discussed the situation and listened to their points of view; e-mailed group with suggestions and asked for feedback at next meeting.

R = Project was successful (received a mark of __); team members thanked me for playing that role.

Typical Behavioural Questions

1. Describe a situation when you demonstrated your leadership abilities. **(leadership, teamwork)**
2. Describe a time when you used an innovative idea to improve something. **(problem solving, creativity)**
3. Describe a time when you had to manage a complex issue (**project management, conflict resolution).**
4. Describe a time you had to handle multiple tasks at the same time. **(time management, organization)**
5. Describe a situation when you dealt with a very frustrated person. What did you do? How did it turn out? **(interpersonal, communication)**

Pick one question:
Discuss, record in handout, pick one person to present

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Strategies for Responding to Tough Interview Questions

Tell me about yourself
- Keep it focused on your 3-5 strengths as they relate to the key job requirements
- Try to limit your response to about 2-3 minutes
- Your 1 min business introduction expanded

Weaknesses
- Select one that is not critical to the target job
- Explain what you are doing about it
- Could position it as a flip side to one of your strengths

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Strategies for Responding to Tough Questions

Why do you want this job?
- Express interest in the position and the organization
- Provide 2-3 skills or traits, along with examples, that match the organization's needs
- Paint a picture of how you can add value

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Your Questions

Demonstrate Interest: Use your research to develop questions, e.g. new directions or business challenges like: *" I read the firm is branching into a new business. Could you tell me more about that?"*

Decide "fit": Ask about key tasks and priorities for the role; skills likely to develop; company culture, etc. For example, *"What are the key priorities for the position/dept., or the characteristics of successful people in the firm?"*

Questions to Avoid: Salary, benefits

Salary Expectations

- **Do a little digging & research:** Canadian sources e.g. Career Cruising, Job Futures, Monster Salary Centre; professional associations; job postings
- **Provide a salary range** (based on your research)
- **Think about what is most important to you:** How important is the salary versus what else you might value in the position and organization
  Think about "total worth" (e.g. benefits, bonuses, training, work environment, etc.)

Closing

- Try to re-emphasize key points
  (why you would be a good "fit")
- What are the next steps in the process?
  Timeline?
- Ask for the job!
- Thank the interviewer(s)

Follow-up

Send a thank you note (ideally within 24 hours of the interview)
- Re-confirm your interest
- Summarize key points of match

Review and evaluate your performance

Take action to improve

Reminders

- Sleep & eat well

- A certain level of anxiety can help

- Be yourself!

Additional Resources

- Practice Interviews
- Directory of Careers
- Career Cruising
- Employment Advising Appointments
- Career Counselling Appointments

Career Centre Resources

- **Networking**
  - Effective Networking Tipsheet
  - Information Interviewing Tipsheet
  - Appointments – networking strategy
  - Events and info sessions
  - Work the Pond and Shepa Learning

- **LinkedIn**
  - Using LinkedIn Tipsheet
  - Workshop: Get LinkedIn to your Job Search
  - Appointments: LinkedIn critiques
  - LinkedIn Photo Days

- **Interviews**
  - Effective Interviews Tipsheet
  - Appointments: Interview preparation and Mock Interviews
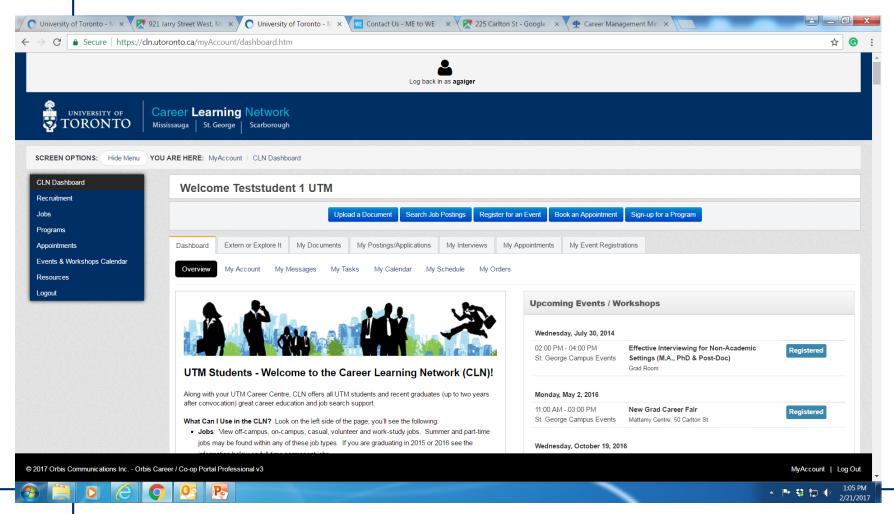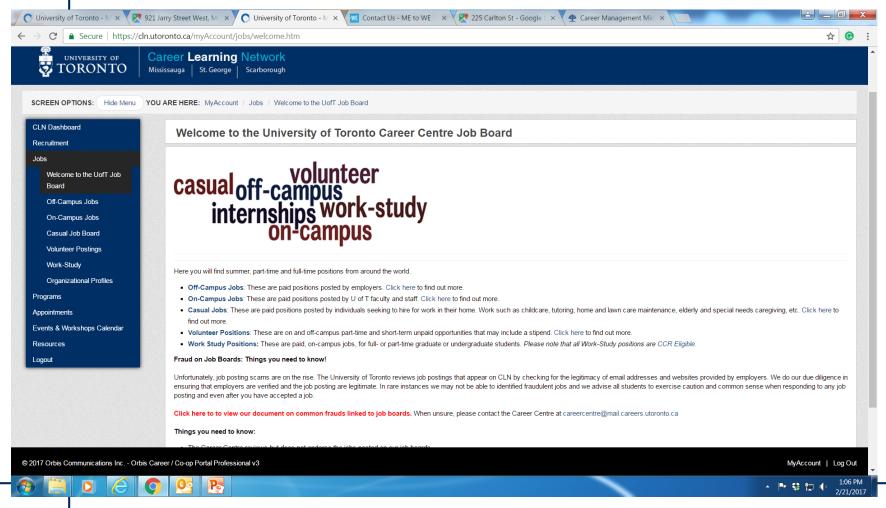 - Effective Interviews workshop
  - Books

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Resources for graduate students: CC website

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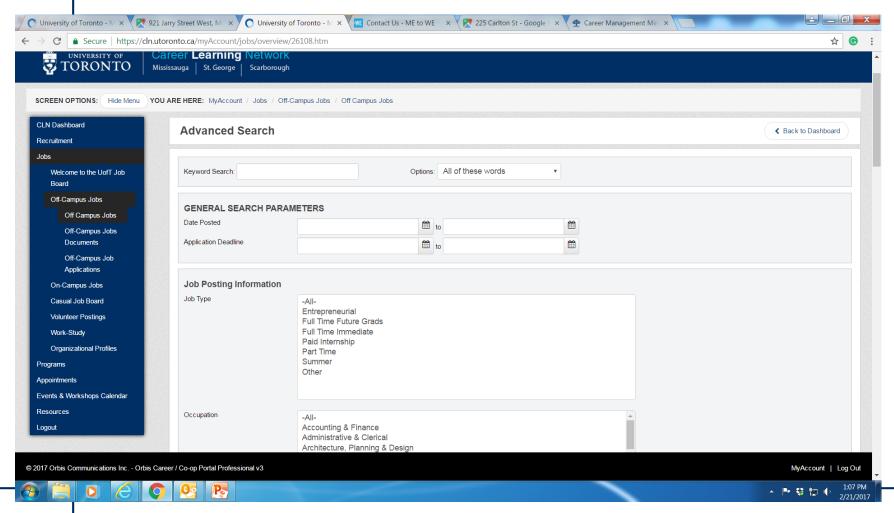# Resources for graduate students: CC website

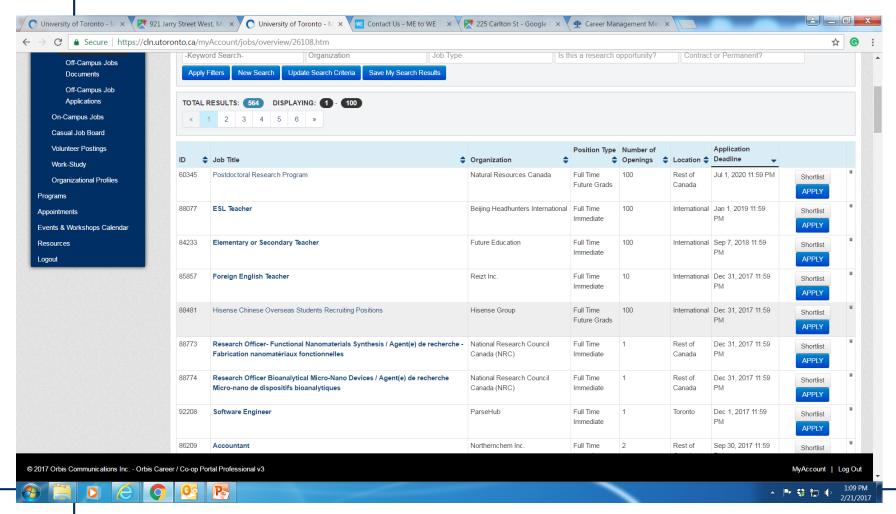# Resources for graduate students: Career Learning Network (CLN)

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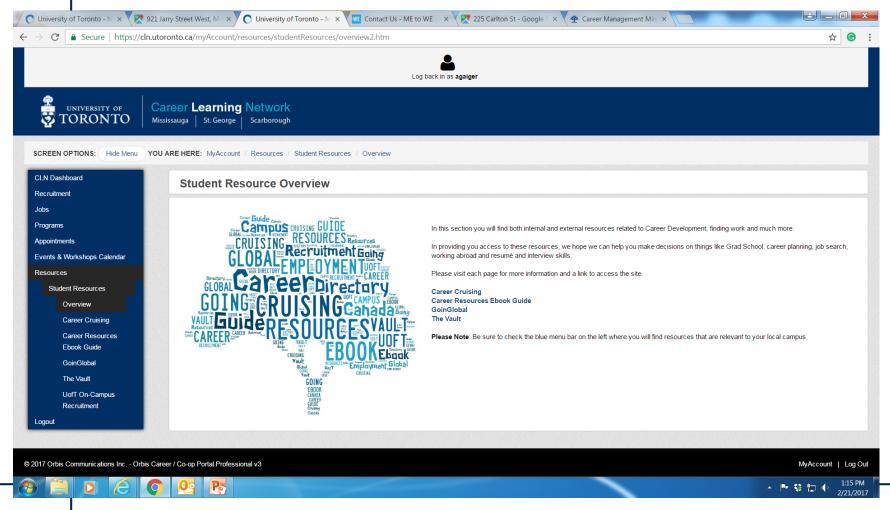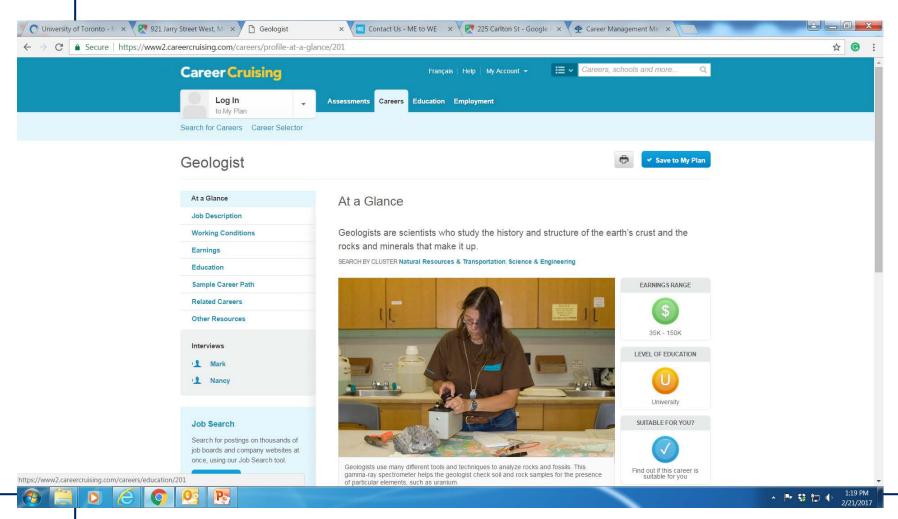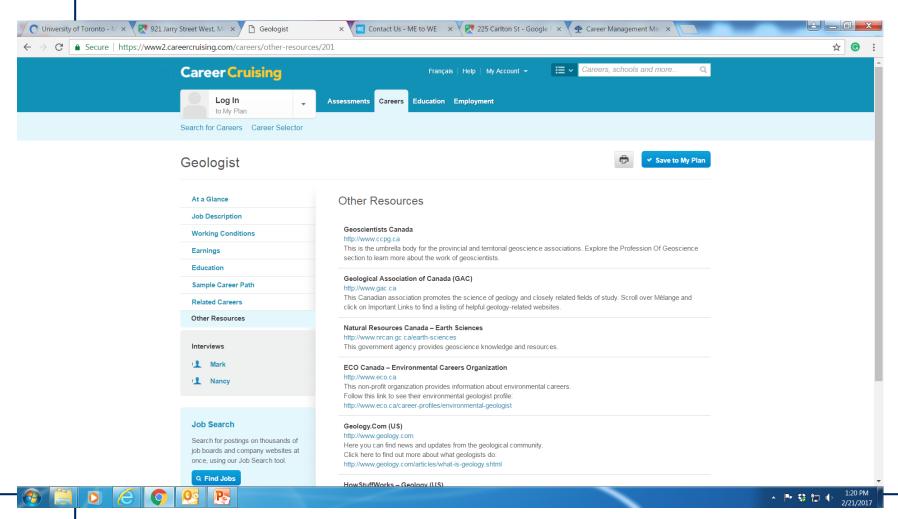# Resources for graduate students: Career Learning Network (CLN)

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FURTHER EDUCATION · EXPLORE CAREERS · GET EXPERIENCE · FIND EMPLOYMENT

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Evaluations Please...

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