

# EVENING MBA LEADERSHIP & CAREER PLAN



**FOSTER**  
SCHOOL OF BUSINESS

Planning is critical to the success of any new venture, including your career development as you pursue your MBA. This leadership development and career planning document will serve as a framework and provide benchmarks to see if you're reaching your goals. This process is key to help you think through your goals, become aware of your opportunities and gaps, and keep you on track.

We have drawn from theory, empirical work, and best practices to craft a plan that will facilitate and accelerate sustainable changes towards the ultimate leadership and career goals that you set for yourself. As a business student and professional, apply your business acumen to your most important entrepreneurial venture – you.

You should take some time to work with mentors, coaches, partners, and colleagues on your plan. Ask them to look for holes so you can adjust accordingly. Seeking input is a great way to get an objective view and to help keep you accountable. Continue to update your plan as you learn more and advance in your career and on your career goals. Reference this plan weekly to keep on top of your action steps.

## TABLE OF CONTENTS

- 1. LONG-TERM LEADERSHIP GOALS: YOUR MISSION STATEMENT**
- 2. SHORT-TERM CAREER GOALS**
- 3. "PRODUCT" DESCRIPTION: RESUME, DIFFERENTIATORS, BRAND ESSENCE**
- 4. MARKET ANALYSIS: MARKET OUTLOOK, SALARY RANGES, TARGET MARKET**
- 5. GAP ANALYSIS: SKILLS AND EXPERIENCE**
- 6. MARKETING PLAN: NETWORKING, LINKEDIN, JOB SEARCH STRATEGIES**
- 7. BOARD OF ADVISORS**
- 8. RESOURCES**

# 1 – LONG TERM GOALS

## YOUR LONG TERM LEADERSHIP GOALS/MISSION STATEMENT:

Briefly describe your vision for who you want to be as a leader. What impact do you want to have, and in which communities? How are you measuring your life?

## YOUR LEADERSHIP IDENTITY:

What do you want others to know about you? How do you/will you share your core values, your strengths, and your leadership narrative?

## YOUR LEADERSHIP DEVELOPMENT:

How do you plan to nurture your leadership development? What will you do to shore up your weaknesses? What will you do to maintain your psychological capital?

## 2 – SHORT TERM CAREER GOALS

### WHAT TYPE OF JOB DO YOU WANT?

#### **POST-MBA POSITION**

Function(s):

Companies of Interest:

Locations of Interest:

# 3 – “PRODUCT” DESCRIPTION

## DESCRIBE YOUR PRODUCT & SERVICE (YOU)

Copy and paste your resume here. This is your primary marketing piece.

## YOUR PERSONAL BRAND

Summarize your unique value to an organization in two or three sentences.

# 4 – MARKET ANALYSIS

Conduct research to answer the following questions. (Check resources in Section 8 for help.)

## MARKET OUTLOOK

What is the market outlook for your function and industry?  
Is the demand growing or shrinking for your function?

## SALARY RANGES

What are salary ranges for the types of jobs you want? Consider the size of the company, the industry, and the locations when researching salary ranges.

## TARGET MARKET

Your Target Market: What companies want people like you?

# 5 – GAP ANALYSIS (Example)

## SKILLS & EXPERIENCE

Research what skills and experience companies want for your functional roles. Look at job postings with titles you want, in companies you are interested in. If you are considering more than one function, do a gap analysis for each. What are you lacking? An example is shown.

## EXAMPLE

WHAT THEY WANT – Marketing Program Manager (Polycom)	WHAT I HAVE
10+ years of marketing experience	7 years of marketing experience
Quantitative data analysis	No
Exceptional oral and written communications skills	Exceptional written, average oral
Cross-functional work	Yes, worked with marketing and sales teams
Work in fast-paced environment	Yes, managed multiple deliverables at once
Strong project management and organization skills	Managed multiple marketing projects

## WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED ?

**EXAMPLE: For gaps in marketing, data analysis and oral communications skills...**

### Marketing:

Find projects where I can use marketing skills. Volunteer to take on marketing roles in service or community organizations or industry associations. Search out all opportunities to use marketing skills at work with new projects.

### Data Analysis:

Hone data analysis skills in classes. Seek out data analysis opportunities at work.

### Oral communications:

Force myself to speak out in class. Join Toastmasters. Seek opportunities to make presentations in class and at work.

# 5 – GAP ANALYSIS (Yours)

Now fill in the boxes below with 3 job descriptions of functional roles you identified in Section 2 above.

WHAT THEY WANT

WHAT I HAVE

1

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED?

WHAT THEY WANT

WHAT I HAVE

2

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED?

WHAT THEY WANT

WHAT I HAVE

3

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED?

Are your gaps too wide to make you a competitive candidate in your chosen field? Get outside opinions to help you determine that. Share these action goals with others to help keep you accountable.



# 6 – MARKETING PLAN

## NETWORKING, LINKEDIN, JOB SEARCH STRATEGIES

**How do you intend to make your target market aware of you? Incorporate the following actions as part of your marketing plan.**

### CREATE NETWORKING GOALS:

- 1 Build relationships with individuals in the companies and functions you are interested in. Develop an organizational system so you can keep track of connections and follow-ups.

NAME	COMPANY	CONTACT INFO	DATE OF CONTACT	DATE OF MEETING	FOLLOW UP DATE
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- 2 Search out meetups, professional associations and events that are in your functional area and industry. Join them and attend, build relationships and immerse yourself in your field, keeping up with the latest developments.

#### EVENTS TO ATTEND

1

2

3

4

- 3 Build relationships with faculty, staff, alumni. Keep them updated on your goals.

1

2

3

4

- 4 What other ideas do you have to build your professional network and become known in your field?

# 6 – MARKETING PLAN Continued

## BECOME ACTIVE ON LINKEDIN

Create an attractive profile, develop your brand on LinkedIn, and engage in LinkedIn activities such as following companies, joining groups, and posting updates.

**My LinkedIn profile URL is:**

## APPLY PROACTIVELY

Be proactive and professional about applying for open roles. Check job boards, LinkedIn and your favorite companies' websites often and submit your application materials early. Ensure your resume and cover letters meet recruiters' high expectations. If you want to switch companies but stay in the same field, consider making connections with executive recruiters.

**Company Websites:**

## NATIONAL CAREER FAIRS

If you are open to jobs outside of the Puget Sound area, consider attending a national career fair such as those below. Look up the registration deadlines and other information for those you are interested in.

ORGANIZATION	REGISTRATION DEADLINE	CONFERENCE DATE & LOCATION
<u>NBMBAA</u>		
<u>REACHING OUT MBA</u>		
<u>Prospanica</u>		
<u>MBA VETERANS</u>		
<u>WOMENS MBA (NAWMBA)</u>		
<u>ASIAN MBA</u>		
<u>NET IMPACT</u>		
<u>BOSTON CAREER FORUM (JAPANESE) LANGUAGE</u>		

## WHAT OTHER IDEAS DO YOU HAVE?

# 7 – BOARD OF ADVISORS

Every successful business leader has trusted advisors to help them reach their goals. Who are yours, and who do you want to develop to be yours?

## YOUR ADVISORY BOARD

1
2
3
4

## WHOSE BOARD ARE YOU ON?

# 8 – RESOURCES

This is not an exhaustive resource list. Use your initiative to find other sources of information that are helpful.

## FOR MARKET OUTLOOKS:

Occupational Outlook Handbook: [www.bls.gov/ooh](http://www.bls.gov/ooh)

Washington State Labor Market: <https://fortress.wa.gov/esd/employmentdata/>

## FOR SALARY OUTLOOKS:

[salary.com](http://salary.com)

[jobstar.org](http://jobstar.org)

[salaryexpert.com](http://salaryexpert.com)

[vault.com](http://vault.com)

[wetfeet.com](http://wetfeet.com)

[payscale.com](http://payscale.com)

[careerinfonet.org](http://careerinfonet.org)

[glassdoor.com](http://glassdoor.com)

## OTHER RESOURCES:

[Career Development Toolbox](#)

[Career Path](#)

[Foster Business Library](#)

[Foster Jobs](#)

## TYPICAL MBA JOB TITLES BY FUNCTIONAL AREA\*:

### FINANCE

Financial Analyst/Manager

Controller

Credit Analyst

Treasury Analyst

Investment Analyst

Portfolio Research Analyst

Equity Research Associate

Portfolio Manager

Investment Management

Associate

Risk Analyst

Financial Advisor

### SALES AND BUSINESS

#### DEVELOPMENT

Business Development Manager

Sales Manager

Account Executive

Relationship Manager

### OPERATIONS

Operations Manager/Analyst

Supply Chain Manager/Analyst

Vendor Manager

### DATA ANALYTICS

Research Analyst

Business Analyst

### MARKETING

Product Marketing Manager

Product Manager

Marketing Manager

Marketing Analytics

Pricing Analyst

Marketing Communications  
Manager

Category Marketing Manager

Brand Manager

Channel Marketing Manager

Field Marketing Manager

Market Research Analyst

Online Marketing Manager

Digital Marketing Manager

Market Planning Manager

### CONSULTING

Consultant

Management Consultant

Client Manager

\* These titles are typical for MBA graduates with an average of six years work experience. If you have more experience, pursue roles a level or two above such as senior manager or director.

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Adapted by MBA Career Management for  
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