



**TW**

# CAREER SUCCESS TRACK

**MBA CAREER MANAGEMENT**

**FOSTER**  
SCHOOL OF BUSINESS

Based on MBA Career Management data and other research resources, a high level of competency in the following career-related areas is necessary not only for your job marketability, but for lifelong career success. As you develop your competency in each area, you'll find that your confidence and your employability will also increase. The career areas have been divided into four main categories—all are areas in which strong leaders should be proficient.

**SELF - AWARENESS**  
**COMMUNICATIONS**  
**NETWORKING & RELATIONSHIP BUILDING**  
**INNOVATIVE & STRATEGIC THINKING**

Plan and track your own development on this table and share it with your MBA career consultant. If you choose to opt out of completing the Career Success Track levels, please email the reason to your career consultant.

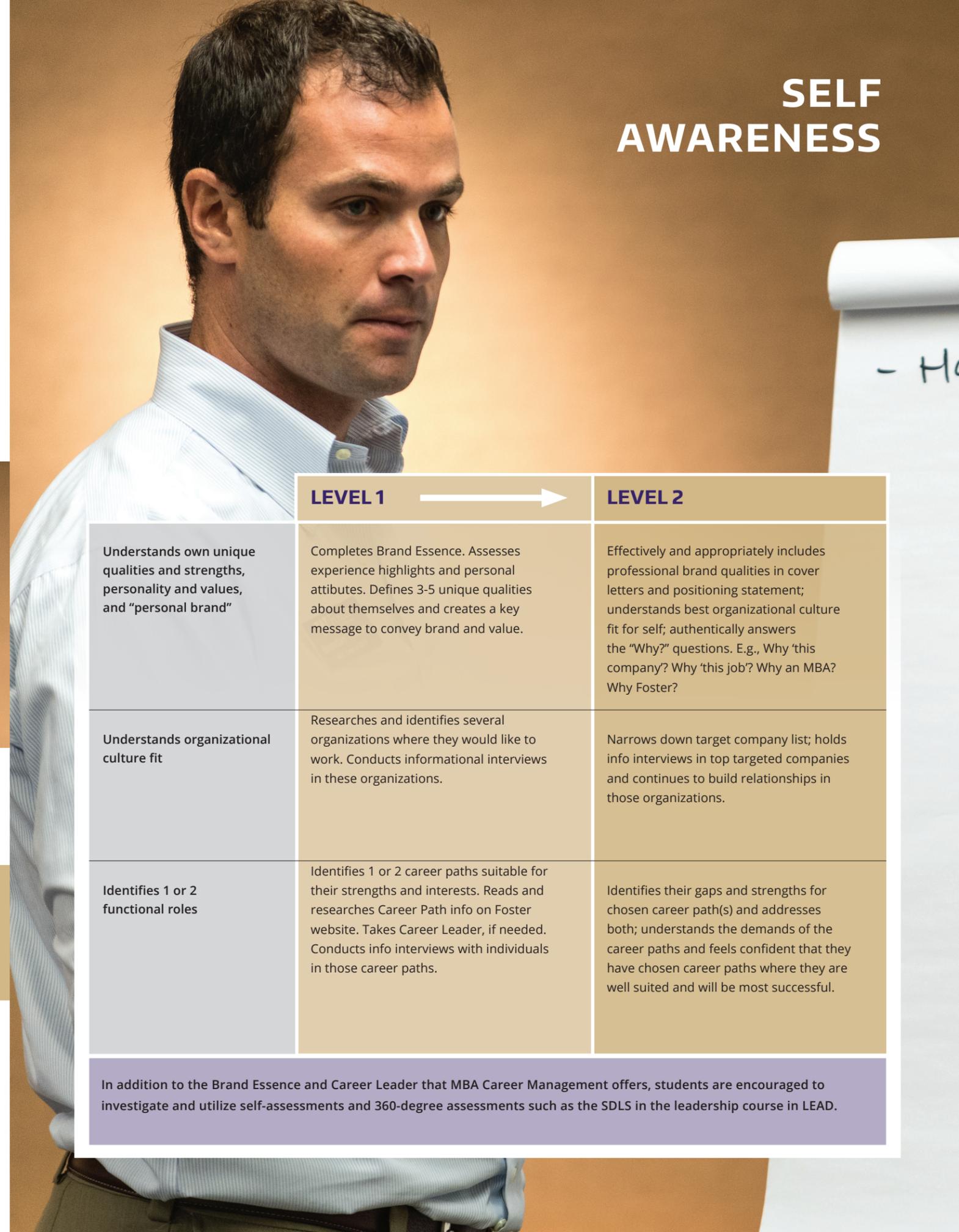
**LEVEL 1**

**LEVEL 2**

FOSTER MBA STUDENTS ARE EXPECTED TO BE AT LEVEL 2 IN ALL AREAS BEFORE BEGINNING THEIR SECOND YEAR.

	LEVEL 1	LEVEL 2
Understands own unique qualities and strengths, personality and values, and "personal brand"	Completes Brand Essence. Assesses experience highlights and personal attributes. Defines 3-5 unique qualities about themselves and creates a key message to convey brand and value.	Effectively and appropriately includes professional brand qualities in cover letters and positioning statement; understands best organizational culture fit for self; authentically answers the "Why?" questions. E.g., Why 'this company'? Why 'this job'? Why an MBA? Why Foster?
Understands organizational culture fit	Researches and identifies several organizations where they would like to work. Conducts informational interviews in these organizations.	Narrows down target company list; holds info interviews in top targeted companies and continues to build relationships in those organizations.
Identifies 1 or 2 functional roles	Identifies 1 or 2 career paths suitable for their strengths and interests. Reads and researches Career Path info on Foster website. Takes Career Leader, if needed. Conducts info interviews with individuals in those career paths.	Identifies their gaps and strengths for chosen career path(s) and addresses both; understands the demands of the career paths and feels confident that they have chosen career paths where they are well suited and will be most successful.

In addition to the Brand Essence and Career Leader that MBA Career Management offers, students are encouraged to investigate and utilize self-assessments and 360-degree assessments such as the SDLS in the leadership course in LEAD.



# COMMUNICATION

## ORAL



	LEVEL 1	LEVEL 2
Behavioral interviewing, including positioning statement, e.g., "Tell Me About Yourself (TMAY)" (2 minutes), and Elevator Pitch (15-45 seconds)	Attends Pro Dev behavioral interviewing class. Participates in mock interviews with a coach or peer advisor. Attends networking events and practices elevator pitch. Integrates professional brand qualities.	Adapts elevator pitch and TMAY easily to different situations and audiences. Participates in several mock interviews with peers, coaches, and/or alumni.
Case interview presentation	Interacts effectively with interviewer throughout case interview.	Interacts effectively with interviewer both sitting across the table and standing up using a whiteboard or flipchart.
Business presentation; Use of Powerpoint or similar presentation program	Delivers 5 minute presentation to audience with positive feedback. Can create an effective, engaging PPT.	Delivers oral presentations to a variety of audiences in different situations with confidence; receives positive feedback. Adept at using animations, charts, and graphics appropriately and engaging audiences with PPT.

Students are highly encouraged to work with Gregory Heller (gheller@uw.edu) to develop their oral presentation skills. Although MBA Career Management does not currently offer PowerPoint training, occasionally interviewers request a PowerPoint presentation, and interns may need to use it on the job. Therefore, students are encouraged to develop their PowerPoint (or similar presentation program) skills.

### LEVEL 1

### LEVEL 2

	LEVEL 1	LEVEL 2
Résumé	Uploads résumé after consultant approval before classes begin. Updates résumé for internship search with project, club, and other experience.	Updates résumé with internship and other experience and adapts it to specific job postings using key words.
Cover letter	Attends cover letter workshop. Writes a practice cover letter, and obtains feedback from a consultant or peer advisor and makes appropriate changes.	Effectively customizes cover letters to each job and ensures cover letters are grammatically correct and free of mistakes.
Thank you / follow-up note	Writes thank you and/or other follow-up correspondence within 24 hours of meeting.	Customizes notes and consistently sends thank you and follow-up correspondence within 24 hours. Periodically follows up with key contacts.
Informational interview request letter (email)	Writes a formal informational interview request letter.	Customizes and sends letters; gets excellent responses to requests for meetings.
Business report	Attends Pro Dev business writing class-submits writing assignment to class facilitator and incorporates suggested changes.	Feels confident and comfortable with written business reports for classes, consulting projects, and work.
LinkedIn profile	Ensures profile is up, current and aligned with résumé.	Updates profile with student club and project experience. Profile has title and keywords that reflect career goals.

Students are highly encouraged to have their career-related correspondence checked by a peer advisor, another student, career consultant, or other resource for grammar, typos, structure, appropriateness, and effective customization. The Writing and Research Center in Odegaard Library provides proof-readers and writing tutors who can be consulted for all types of writing, including class papers. Schedule an appointment online at <http://depts.washington.edu/owrc/>

# COMMUNICATION

## WRITTEN



# NETWORKING AND RELATIONSHIP BUILDING

	LEVEL 1 	LEVEL 2
<b>Networking etiquette</b>	Understands networking etiquette for different situations such as informational interviews, career fairs, and social situations. References Foster resources in Career Development Toolbox, Career Management Guide, and Effective Networking webinar; checks in with coach to ensure networking protocol is followed.	Attends networking events and work-shops; consistently practices appropriate networking etiquette with positive results.
<b>Informational interviews</b>	Sets up and conducts informational interviews with individuals in targeted careers and organizations. Always sends thank-you notes.	Conducts interviews with a variety of contacts, including non-Foster. Conducts informational interviews and establishes relationships within targeted companies.
<b>Follow-up correspondence</b>	Follows up via email and/or LinkedIn with recruiters, info interviewees and other influential contacts as appropriate. Knows and follows email etiquette.	Follows up via email and/or LinkedIn with recruiters, info interviewees and other influential contacts. Continues to maintain periodic contact with connections and build relationships.
<b>Career fairs and employer events</b>	Attends Fall Forum and/or Winter Forum; attends Meet-the-Firms, Fireside Chats, and treks if appropriate. Knows how to prepare for an event and engage recruiters, alumni and hiring managers, and follows up with employers.	Feels confident in engaging employers at employer events and using elevator pitch. Attends multiple career fairs and recruiting events and engages employers effectively with insightful questions and follow-up.
<b>Mentoring relationships</b>	Sustains existing mentors and forges new relationships. Understands mentor program and participates in professional manner.	Has more than one mentor (including outside of Foster mentor program); attends mentor events if in the program; continues to build mutual relationships with mentors.

# INNOVATIVE AND STRATEGIC THINKING

	LEVEL 1 	LEVEL 2
<b>Case interviewing and business case questions</b>	Attends Pro Dev class on case interviewing. Engages in at least 10 mock case interviews with David Ohrvall, another student, or coach. Prepares for and practices company-specific business case questions.	Participates in at least 20 mock case interviews with coaches or other students and receives positive feedback. If interested in consulting work, completes more than 25 mock case interviews. Answers company-specific business case questions in mock interviews with alumni, career consultants, or peer advisors.
<b>Leadership &amp; Career Plan</b>	Develops a Leadership & Career Plan, which includes networking strategies and timeline with milestones.	Develops and actively works on their Leadership & Career Plan. Updates as needed and shares it with their career consultant.
<b>Data analysis skills; Excel and SQL skills</b>	Attends SQL Workshop and completes Foster Excel Credential via Canvas. Creates Excel spreadsheets with pivot tables, formulas and charts.	Understands how to effectively utilize Excel and SQL for business planning and decision-making. Utilizes advanced Excel features that are appropriate for student's career goals. Utilizes SQL features appropriate for student career goals.
<b>Consulting projects, case competitions, and independent studies*</b>	Participates in Applied Strategy project and a case competition.	Participates in more than one consulting project and case competition. Investigates independent study and pitching a project to an employer.

\*Although consulting projects, case competitions, and independent studies are not services offered by MBA Career Management, participation in these activities provides rich experiences that add value to a student's employability. Please consult the Program Office, Dempsey 334.

# FOSTER

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