CAREER SUCCESS TRACK

MBA CAREER MANAGEMENT
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.

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

<table>
<thead>
<tr>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
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<tbody>
<tr>
<td><strong>Behavioral interviewing, including positioning statement, e.g., “Tell Me About Yourself (TMAY)” (2 minutes), and Elevator Pitch (15-45 seconds)</strong></td>
<td><strong>Attend 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.</strong></td>
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<tr>
<td><strong>Case interview presentation</strong></td>
<td><strong>Interacts effectively with interviewer throughout case interview.</strong></td>
</tr>
<tr>
<td><strong>Business presentation; Use of Powerpoint or similar presentation program</strong></td>
<td><strong>Delivers 5 minute presentation to audience with positive feedback. Can create an effective, engaging PPT.</strong></td>
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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.

<table>
<thead>
<tr>
<th>LEVEL 1</th>
<th>LEVEL 2</th>
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<tbody>
<tr>
<td><strong>Résumé</strong></td>
<td><strong>Uploads résumé after consultant approval before classes begin. Updates résumé for internship search with project, club, and other experience.</strong></td>
</tr>
<tr>
<td><strong>Cover letter</strong></td>
<td><strong>Attends cover letter workshop. Writes a practice cover letter, and obtains feedback from a consultant or peer advisor and makes appropriate changes.</strong></td>
</tr>
<tr>
<td><strong>Thank you / follow-up note</strong></td>
<td><strong>Writes thank you and/or other follow-up correspondence within 24 hours of meeting.</strong></td>
</tr>
<tr>
<td><strong>Informational interview request letter (email)</strong></td>
<td><strong>Writes a formal informational interview request letter.</strong></td>
</tr>
<tr>
<td><strong>Business report</strong></td>
<td><strong>Attends Pro Dev business writing class-submits writing assignment to class facilitator and incorporates suggested changes.</strong></td>
</tr>
<tr>
<td><strong>LinkedIn profile</strong></td>
<td><strong>Ensures profile is up, current and aligned with résumé.</strong></td>
</tr>
</tbody>
</table>

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

**Résumé**

Updates résumé with internship and other experience and adapts it to specific job postings using key words.

**Cover letter**

Effectively customizes cover letters to each job and ensures cover letters are grammatically correct and free of mistakes.

**Thank you / follow-up note**

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)**

Customizes and sends letters; gets excellent responses to requests for meetings.

**Business report**

Feels confident and comfortable with written business reports for classes, consulting projects, and work.

**LinkedIn profile**

Updates profile with student club and project experience. Profile has title and keywords that reflect career goals.
INNOVATIVE AND STRATEGIC THINKING

LEVEL 1

- Case interviewing and business case questions

Attends Pro Dev class on case interviewing. Engages in at least 10 mock case interviews with David Ohrtvall, another student, or coach. Prepares for and practices company-specific business case questions.

LEVEL 2

- Case interviewing and 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.

LEVEL 1

- Leadership & Career Plan

Develops a Leadership & Career Plan, which includes networking strategies and timeline with milestones.

LEVEL 2

- Leadership & Career Plan

Develops and actively works on their Leadership & Career Plan. Updates as needed and shares it with their career consultant.

LEVEL 1

- Data analysis skills; Excel and SQL skills

Attends SQL Workshop and completes Foster Excel Credential via Canvas. Creates Excel spreadsheets with pivot tables, formulas and charts.

LEVEL 2

- Data analysis skills; Excel and SQL skills

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.

LEVEL 1

- Consulting projects, case competitions, and independent studies*

Participates in Applied Strategy project and a case competition.

LEVEL 2

- Consulting projects, case competitions, and independent studies*

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.

NETWORKING AND RELATIONSHIP BUILDING

LEVEL 1

- Networking etiquette

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.

LEVEL 2

- Networking etiquette

Attends networking events and workshops; consistently practices appropriate networking etiquette with positive results.

- Informational interviews

Sets up and conducts informational interviews with individuals in targeted careers and organizations. Always sends thank-you notes.

LEVEL 2

- Informational interviews

Conducts interviews with a variety of contacts, including non-Foster. Conducts informational interviews and establishes relationships within targeted companies.

- Follow-up correspondence

Follows up via email and/or LinkedIn with recruiters, info interviewees and other influential contacts as appropriate. Knows how to maintain periodic contact with connections and build relationships.

LEVEL 2

- Follow-up correspondence

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.

- Career fairs and employer events

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.

LEVEL 2

- Career fairs and employer events

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.

- Mentoring relationships

Sustains existing mentors and forges new relationships. Understands mentor program and participates in professional manner.

LEVEL 2

- Mentoring relationships

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.

- Networking and relationship building

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.

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