WELCOME TO NOW

SCHOOL OF MANAGEMENT
FELD CAREER CENTER
AGENDA

• Effective Use of your Feld Career Center Resources

• Art and Science of Effective Cover Letters

• Nine Things [and Seven Verbs] that Effective Job Seekers Do Differently
An Appointment is a Business meeting
All Successful Business meetings have an Agenda
Preparation is the key to confidence and Success

When you prepare an Agenda and clearly state your objectives for your Business meeting with a Coach, you build the foundation for a Successful conversation
ACCESS

- Coaching Freedom Plan
- FCCexpress
- Email a Coach
"I have made this letter longer than usual, only because I have not had time to make it shorter."

Blaise Pascal was a French mathematician, physicist, inventor, writer and philosopher
WHAT IS A COVER LETTER?

• One page business document with specific format

• Introduces YOU positioning your background and ‘fit’ with the spec and the company

• It’s about THEM not you

• Designed to generate interest in you
BUSINESS LETTER FORMAT

• Header
• Date
• Inside Address
• Salutation
• Purpose
• Your Fit
• Call to Action
• Close
• Signature
December 1, 2005

Ms. Art Graville
Program Officer
Global Business Coalition to fight HIV/AIDS
1230 Avenue of the Americas, 4th Floor
New York, NY 10020

Dear Mr. Graville,

This letter is to express my interest in the Director, Geneva Office position at Global Business Coalition on HIV/AIDS. I feel I am well qualified for this position because of my successful work in African development, and belief in the power of business for a sustainable solution to the HIV/AIDS crisis.

In a recent Hart Impact Case Competition, my team’s presentation, titled “AIDS in Africa: Can Big Pharma Win?” argued for an approach that necessarily included business in the fight against HIV/AIDS. My passion to fight against this scourge stems from firsthand experience as a Peace Corps Volunteer in Nigeria and as Administrative Officer to African HIV/AIDS.

As a professional strongly committed to using the power of business to fight HIV/AIDS, I am ready to contribute experience, skills and MBA training to the position of Director of the Geneva office today.

Yours sincerely,

Jean Eva Auffise
WHAT DO I WRITE?

- Deconstruct the Position
- Identify the qualifications, responsibilities, and other key information
- Determine your match and fit
- Plan how to describe your fit and match with the requirements
CONTENT TIPS

• Less is more
• Customize for the position and the recipient
• Clear and compelling
• Avoid using “I”
• Active voice
UNSOLICITED ADVICE

A YEAR FROM NOW YOU WILL WISH YOU STARTED TODAY.

- KAREN LAMB
MANAGING YOUR SEARCH

Plan Your Work . . .

Work Your Plan
9 THINGS

- Get Specific
- Plan and Act
- If You Don’t Track, You Can’t Measure
- Be a Realistic Optimist
- Get Better
- Have True Grit
- Build Willpower
- Don’t Tempt Fate
- Focus on WILL DO

Adapted from HBRP
9 Things Successful People Do Differently – Heidi Grant Halverson
Because action trumps everything

Success is about being able to set goals and reach them because you have the right strategies. You’ll figure it out along the way.

Act - Learn - Adapt
GET SPECIFIC

• What do you want?
• What action will it take to get that?
• What obstacles may interfere with your plan?
• How will you feel when you achieve your goal?
• How will you know that you have achieved your goal?
PLAN AND ACT

• When, where and what actions will you take?
• How will you deal with distractions?
• What are your contingencies?
• How will you manage through obstacles?
• It’s just not possible to stay motivated without knowing your progress
• Set your goals using numbers
• TRACK IT – keep a journal, a spreadsheet
• Write it down make it happen!
BE A REALISTIC OPTIMIST

The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.

William Arthur Ward

- It’s about positive thinking
- It’s also about recognizing difficulty – it can be ‘rocky,’ frustrating, consuming
- Takes effort, contingencies, persistence, and resilience
- Believe in the outcome; know the challenge
GET BETTER

• Being good is a steady course that often backfires. When you face something new it creates anxiety.
• Getting better means learning and mastering.
• In internship search, won’t have the answers; be curious, listen, gain insight.
• You will make mistakes; take the lesson learned.
• Tap into your resources.
BUILD WILLPOWER

- Effort for internship search is like building a muscle
- Taking on the challenge is out of the ‘comfort zone’
- Need exercise
DON’T TEMPT FATE

- Manage the tension between what you want and what you need
- Willpower is limited; you will have a hard time staying focused
- Work toward a single focus at any given time
FOCUS ON WILL DO

• Create and employ your if-then plan to reach your goal; remember BE SPECIFIC
• Replacement – replace your negatives with positives; learn to say ‘no’
• Ignore – block out self doubts and feelings of anxiety
• Negation – articulate the actions you will not take
SEVEN VERBS

- Invite
- Take Risks
- Grow
- Act
- Fail
- Catalyze
- Respect

Adapted from *The Seven Verbs of Teacher Leadership* – Wendy Pillars