



**BEYOND B-SCHOOL**  
Own Your Career

**27**

# **27 Ways to Quickly Boost Your MBA Job Search**

[www.beyondb-school.com](http://www.beyondb-school.com)



## Roy A. Young – Founder & CEO Beyond B-School



When I graduated with an MBA from the NYU Stern School of Business in 1981, searching for a management job was straightforward: you interviewed with large companies on campus and you told friends, family and former business associates you were looking for a job. Today, with virtually unlimited potential to research companies and make strategic connections, young business professionals have vastly expanded ways to identify opportunities and reach contacts. But to succeed, you need expert guidance and coaching.

To help MBA students and alumni strengthen their job-search strategies and career skills, I founded Beyond B-School, an online career training company, with a “faculty” of the best speakers, authors and executive “coaches”. This guide contains practical tips from 27 of our best advisors “you can employ immediately.”

For more advice and resources, go to

<http://beyondb-school.com/>

To Your Success!

**Roy Young, CEO**



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Clarify and consistently express your personal brand, your unique promise of value. Know what makes you stand out and what will make you valuable to the people who need to know you and the hiring managers at your dream employers. Ask people you trust for input.

**William Aruda**

Personal Branding

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**Examine these clues to help you identify your focus:**

- Motivation for attending business school;
- Classes/subjects you gravitate toward;
- Work successes (Your “CAR” stories – Challenge...Action...Result)
- Fascinations (books you enjoy, websites you frequent, activities you engage in that cause you to lose track of time)

**Susan Whitcomb**

Career Path

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What moves you from the inside? Intrinsic motivation is what will sustain you over the long run. It will provide that steady burn, which transcends any individual success, and lasts over time, as you get better and better at what you do in the service of a purpose.

**Patty Buchek**

Goal Setting



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Do not fixate on a few dream employers. Create an expanded list of target employers who are currently hiring, meaning business is good and they are growing. Focus on those where you have alumni or other contacts. These are your highest priority targets. Your goal is to create a list of 40 potential

**Steve Dalton**

Targeting Employers

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**When writing your resume, think strategically by answering:**

- Who am I trying to impress?
- Who is my target audience?
- What do they need to know about me most?
- What do I have that is most relevant to their needs?
- What is the most compelling way to present this?

**Ross Macpherson**

Resume

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Finding and communicating with strategic contacts is now easy with LinkedIn. Finding and connecting to alumni of your school(s) is easier than ever before, and this is a great community for finding evangelists that will introduce you to hiring managers. Make sure to use professional etiquette in all your LinkedIn communications.

**Viveka von Rosen**

LinkedIn



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### Search Twitter for new contacts:

- Advanced search.
- WeFollow: keeps track of people.
- Follower Wonk directory.
- Buzzsumo.
- X-ray searches: `site:twitter.com tweets "city" "job title or company" -intitle:jobs -inurl:(status|statuses)`
- Co. websites.
- Twitter lists.
- Follower peeps: Follow people that your followers are following.
- "Who to follow": Twitter recommendations of people you can follow.

**Hannah Morgan**  
Twitter

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### Email processing guidelines:

- Focus on relationship.
- Don't sort by date.
- Boundaries: If it needs to be accessed later, file into task tool.
- Define your Inbox Zero: Process email in a way that allows it not to stick in your inbox.
- Add Automation tools to manage information and your emails, such as IFTTT/Zapier, SaneBox, Filters/Canned Responses

**Mike Hardy**  
Productivity

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An ounce of research is worth a pound of job search. People will open up to you when you're doing research. So, create a project that gets you out talking to folks in your target industry or functional area. You will find yourself in front of influential people who can open doors to strategic hiring managers.

**Darrell Gurney**  
Networking



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### Four ways you make people love you:

- Generosity: With social media, the more information you share, the better you are at helping your peers.
- Initiative to ask for the assignments that help you succeed.
- Forward momentum to generate output.
- Transparency. If you don't know how to do something, acknowledge it, and then go find the answer.

**Jodi Glickman**

Communications

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### Use Informational Interviews to Open Doors

- Identify companies or roles of interest and look for 3 to 4 contacts on LinkedIn who can be strategic connections.
- Do your homework. Your questions should have depth and demonstrate knowledge.
- Maintain the relationship. If someone has taken the time to help you, look for opportunities to reciprocate. Request referrals.

**Dawn Graham**

Career Change

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Facebook works to your advantage when you customize your privacy settings and manage your lists of friends. Don't avoid Facebook because a prospective employer might discover something you or a friend posted. Just learn how to manage your professional and personal profiles. Check the career pages of companies you'd like to work for, and explore the pages of hiring managers.

**Joshua Waldman**

Social Media



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**Intangible skills are the most sought-after elements by those who hire, promote or do business with you. Intangible skills include:**

- Ability to Reflect to have keen self awareness.
- Ability to Project to make a positive impression using visual and vocal cues such as your body language, mood, energy level.
- Ability to Relate or Connect to People.

**Sara Canaday**  
Personal Branding

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**Interviewers look for NICE candidates. NICE stands for Notable, Intentional, Confident and Enthusiastic.**

- Enthusiastic: excitement to learn and contribute.
- Confident: knowing what you bring to the table.
- Intentional: knowing you will do the right thing when faced with challenges.
- Notable: Have a passion around your story that is memorable.

**Jaymin Patel**  
Interviewing

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Learn to answer the question **WHY YOU?** You will be in countless professional situations when you will need to answer this question. To develop your answer, use the ISEL model, considering your Interests, Skills, Experience and Languages spoken (of interest to global businesses)

**Marcelo Barros**  
International Students



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**Go into the marketplace, not just into your computer. The candidate for the marketing manager position had:**

- Visited 15-20 stores;
- Interviewed current and former employees;
- Talked to customers;
- Offered suggestions and recommendations based on analysis that would advance the company's goals.

**Michael Goodman**

Interviewing

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**Living out your brand:**

- Content creation: Blog to show people your ideas.
- Leverage your affiliations: Find common ground with others.
- Build your credibility by helping others shine.
- Make yourself a hub. Make yourself indispensable in a network. Get to know a wide variety of people and be a connector.

**Dorie Clark**

Career Change

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Postpone negotiation until there is a formal offer because you do not want to be screened out before you can establish your value to the organization. Do not talk dollars until you clarify your value to the organization in terms of the impact you can make on the business.

**Jack Chapman**

Salary Negotiation



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Search Slideshare.net for PowerPoint presentations that key representatives of companies have used at industry conferences, analyst meetings, and generally uploaded to be read by their community. The presentations found contain information about products and services, business and industry trends relevant to your target company and its competition.

**Sean Campbell**  
Company Research

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### Living out your brand:

- Build your network vertically and laterally.
- Show critical thinking
- Show creative skills
- Transferable academic projects
- Communication skills
- Think and act quickly
- Show you have more than a passion, but an attention and obsession to detail as well

**Ellen Bartkowiak**  
Career Change

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During a job interview, your goal is to communicate your value proposition with 2 or 3 points backed up by evidence. Prepare your accomplishments that will allow you to best market yourself to the interviewer. **Write notes**

- What you did
- Why you did it
- How you did it
- The results compared to the goal
- The longer-term impact of your actions

**Taura Prosek**  
Interviewing



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**Review email communications before sending, using the following 8 questions:**

- Subject line enticing?
- Message too long?
- Provided the necessary information?
- Have you requested an action?
- Embellishing?
- Tone too casual?
- Eliminated big words?
- Taken advantage of the power of a P.S.?

**Hannah Morgan**  
Communications

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**Go Boss Shopping.** Research shows that you take a job because you're excited about the role, and you leave a job because of your boss. You need to put a lot of weight on the person you'll report to directly. Consider their:

- Motivation
- Assertiveness
- Decisiveness
- Accountability
- Relationships

**Lisa Cummings**  
Leadership

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In modern conversation, context trumps content. People want to know WHY. Think about your "because \_\_\_\_". Phrase your solutions in terms of others - make the second person first. Connection is key. When you make a connection, that's the time you create a difference.

**Chris Westfall**  
Personal Branding



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### 3 Key Moments of an Interaction:

- 1 The Name exchange
  - To remember the name, introduce the person to someone else
- 2 Answering "What do you do?"
  - Give one talent or skill
  - Tell about a time when you solved the problem or served the client
- 3 Being ready to answer "How are you?" or "What's new?"
  - Ask questions and listen generously

**Jim Wylde**  
Networking

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### 3 Key Moments of an Interaction:

- Curiosity. Start by asking a question. Ask something that you are actually interested in.
- Listening. Extend the conversation. Leverage that active listening. Be careful not to make it an interrogation. Interject your questions with sharing something relevant.
- Similarity. Establish connection. Seek the next step

**Michelle Lederman**  
Networking

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### To strengthen your digital footprint:

- Share comments and news relevant to your target audience
- Share newsworthy information and resources
- Comment about books or articles.
- Ask and answer questions of interest to your audience
- Read blogs and respond via your updates
- Showcase what you are doing professionally that your network will find interesting

**Miriam Salpeter**  
Social Media





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