

THE D'AMORE-MCKIM SCHOOL OF BUSINESS
GRADUATE CAREER CENTER SERVICES

Alumni
Career
Management



Regardless of when you completed your graduate business degree, the Graduate Career Center in the D'Amore-McKim School of Business provides you with an array of services to support your ongoing career management. We've designed a timeline of your job search that incorporates our services to help you define your career goals, learn how to leverage your network, and design and implement a job search strategy to guide you to your next job.

Whether you are looking to change your career or to obtain a promotion from within your current company, these resources will give you a competitive advantage over other job seekers. Each resource provides you with quantitative and qualitative data that is not available to the public. You can use this information when networking, interviewing, or writing cover letters, to differentiate yourself from other job seekers.

The recommended career management resources are the tools you'll need to succeed in your job search, but they are just that: Tools. We'll explain when and how to use them effectively, but it requires dedication and discipline. This approach does not allow for shortcuts. For example, you will not be handed a list of Graduate Career Center contacts because that does not align with best practices in career management. Instead, we aim to help you learn methodologies that will support not only your next career move, but longer term management of your career.

Our resources are purposefully aligned with your progress in your job search process. Using these resources as outlined will allow you to differentiate yourself from the competition.

If you're ready to get started, read on!

Career Management Timeline

The following sections will walk you through the Career Management Plan to describe the different phases, and to identify the various resources you can use throughout the process. For step-by-step instructions on how to access and use specific resources, please refer to the Appendix on page 6.

Career Exploration

Whether you are fully aware of your career goals, or are still unsure of what you want to be when you “grow up,” this first section in the career management process is meant to be self-reflective. Consider the following questions when examining your career goals:

- What are your strengths/development areas? (Review prior performance appraisals and feedback from those who have observed your work)
- What professions excite you? Marketing? Supply Chain? Finance?
- Which industry/industries do you want to work in (Financial Services, Consumer Goods, Logistics, etc.)?
- What elements of company culture are most important to you (collaboration, extraversion/introversion, decisiveness, innovation, etc.)?
- What motivates you (affiliation, recognition, influence, autonomy, intellectual challenge, work/life balance, opportunities for advancement, etc.)?
- What skills do you enjoy using (analyzing, researching, writing, managing, organizing, communicating, consulting, etc.)?

Experts suggest listing out your skills and interests to identify your areas of strength. As you begin to identify your strengths, along with your weaknesses, start exploring different industries and professions.

Vault's Career Insider is a reference that will help you understand the pros and cons of working in specific industries, professions and/ or companies, along with detailed information about future outlooks and tips for entry. For example, you may find that jobs in a particular industry are short in duration and mostly contract based. This information enables you to tailor your job search based on your career goals.

Vault's Career Insider also has full-length industry guides you can download for free! Interested in breaking into Social Media or Investment Banking? What about Product Marketing or Consulting? There are high quality industry guides for these industries. For more information on Vault's Career Insider, [watch "How to Leverage GTS as a Research Tool."](#) You can access Vault through the Global Talent System. Contact the Graduate Career Center for access!

Personal Branding

Think of your LinkedIn profile and resume as your marketing collateral. These two items are meant to communicate your areas of expertise and accomplishments throughout your career. Does your resume reflect your accomplishments? Are those accomplishments quantified wherever possible? To help you create a powerful resume, we recommend you watch the [Building Your DMSB Resume](#) Career Clip.

After watching the Career Clip, carefully read [the Resume Deresume guidelines and samples](#). These documents will help you properly format your resume so it visually appeals to employers and reflects your qualifications. This format is based on feedback from our employer partners. To apply to any of the positions posted on GTS, your resume must be in the approved Northeastern format.

Along with resumes, companies are relying heavily on LinkedIn to recruit. Does your LinkedIn profile give the reader an understanding of your professional brand – telling the story of where you've been, what you've accomplished, your career goals and the competencies you offer to prospective employers? To help you create a strong LinkedIn profile, check out "[Leveraging the Power of LinkedIn®](#)"

Define Your Job Search Strategy

Now that you've defined your career goals and determined your skill set, it's time to begin outlining your job search strategy. We have two Career Clips to guide you, the aptly named: "[4 Steps to a Targeted Job Search](#)." The Career Clips are designed to provide a systematic approach to your job search. We strongly recommend students read "The New Rules of Work" by Alexandra Cavoulacos and Kathryn Minshew. [Buy the book on Amazon](#). This current and realistic approach to the job search helps increase your success in your search!

Research & Networking

Once you've created and prioritized your target list, you'll enter the research and networking phase. Networking is a critical piece of any job search. Although networking can seem awkward, it really works! Here are some statistics:

“While applying to jobs may make you feel productive, a recent CareerXroads survey shows that only 15 percent of positions were filled through job boards... remember: More than 70 percent of people land jobs through networking.”

– [US News, Hannah Morgan, "Don't Believe These 8 Job Search Myths"](#)

For more information on networking, [view "How to Optimize Your Networking Experience."](#) **Vault's Career Insider** also offers a guide to networking you can download to your kindle or tablet.

Now that you've familiarized yourself with what networking is and how to do it, it's time to start researching so you can ask interesting questions and engage in meaningful discussions. **Hoovers™** is a database with more than 80,000,000 company profiles and more than 5,000 industries. You'll find details about a company's products, news alerts and industry trends. This information can't be found for free anywhere else online. Use **Hoovers** to increase your competitive advantage in the job market, and to show the people you network with that you are serious about the next steps of your career.

GoinGlobal can help you research companies and industries *geographically*, whether it is a city in the United States, or a country across the globe. You'll find networking groups, industry associations and employment trends for numerous cities and states around the world. [Watch "How to Leverage GTS as Reasearch Tool" to learn more!](#) Hoovers and Vault's Career Insider can also be accessed through GTS.

Implement Your Job Search Strategy

You've completed the first four phases of your career planning. You've determined your goals, identified industries and professions, developed a powerful resume, created a LinkedIn profile to reflect your professional brand, defined a job search strategy to guide you through the process, and started expanding your network. Now it's time to implement your job search strategy and start applying for jobs!

At this phase, the Graduate Career Center recommends that you schedule a meeting with a Career Advisor to discuss your strategy and progress. An Advisor can help you refine your resume and provide advice on your networking and job search strategies. To schedule a meeting with a Career Advisor, contact the Graduate Career Center at 617-373-3005. The Graduate Career Center will assign you to a Career Advisor who will send you an introduction e-mail. You'll need to provide your Career Advisor with a resume formatted according to the Graduate Career Center guidelines. Once your Career Advisor approves your resume, you'll be able to apply to jobs through GTS (Global Talent System).

In addition to LinkedIn, you will also be able to access job postings through several sites on Global Talent System (page 7). **Glassdoor**, **Vault's Career Insider** and **GoinGlobal** also list jobs that you can apply to. Bear in mind, only 15% of jobs are found through online applications, so it's important to keep networking!

Where there are job applications, there are cover letters! ["How to Craft a Customized Cover Letter"](#) is a great starting point to help you connect the employer's needs to your qualifications.

Interviews and Compensation Negotiation

You've networked, you've applied to jobs, and now you've landed an interview. [View "Strategies to Sharpen Your Interviewing Skills"](#) to guide you through the process. Vault's Career Insider also offers numerous interviewing guides including some specialty resources such as guides on case interviews and finance interviews. You may also book a mock interview with your Career Advisor to receive valuable feedback.

After you successfully complete the interview process, you may receive an offer, or you may even be juggling multiple offers! For salary information, you may want to use [Glassdoor](#) and/or [salary.com](#). When it comes to compensation negotiation, it's about more than just salary. To learn more about negotiating an offer, [view this Career Clip on Negotiation Tactics Simplified](#).

Appendix

Global Talent System (GTS) - Recruiting & Job Posting Site

1. Email Praggya Rustagi Barretto at p.rustagibarretto@northeastern.edu to request access.
2. [View the Global Talent System \(GTS\) training Career Clip "GTS 101"](#).

Online Resources: Big Interview, Career Insider (powered by Vault), Glassdoor, GoinGlobal, HigherEd, and Hoovers

1. To access resources like Big Interview, Career Insider (powered by Vault), Glassdoor, GoinGlobal, HigherEd, and Hoovers: Log into Global Talent System (GTS) and scroll down on your dashboard on the left hand side of the screen.
2. Links to each of the resources can be found under "Graduate Career Center Resources."
3. Click the link and you will be redirected to the site.
**Please note: You must log into GTS to access these website so you are using the Northeastern subscription. If you go to hoovers.com on your own, you won't have access to all of the locked information.*
4. For a detailed walk-through of these online resources, please watch "[How to Leverage GTS as a Research Tool](#)" Career Clip.
5. <http://www.themuse.com/>

Graduate Career Center Events

All graduate business alumni are welcome to attend these Graduate Career Center events! Please see below for event descriptions, and watch your email and LinkedIn for registration information.

Networking Events (Spring, Summer, and Holiday)

These structured events are held at the Boston, MA campus in the evening, typically from 5:30 – 7:30 PM. We start the event with “speed networking” – very similar to speed dating. You’ll start at a table with a group of students and employers where you’ll have the opportunity to introduce yourselves and discuss your professional interests. After 8– 10 minutes, you are signaled to move to the next table. This process will continue for about an hour. After speed networking, the event becomes more informal and you can socialize and speak with whomever you wish, while enjoying some light hors d’oeuvres. Alumni may attend as job seekers or employers. **Business professional attire is required, bring business cards.** Prepare for this event by watching ["How to Optimizing Your Networking Experience."](#)

Career Expos (Spring and Fall)

The Career Expos are less structured events. They run from 1:30 PM – 4:00 PM at the Boston, MA campus. Individual companies have their own table set-up so you may approach whichever companies interest you. You may stay for the whole event, or you can stop by for an hour. This is a great opportunity to build your network and learn more about different industries! Alumni may attend as job seekers or employers. **Business professional attire is required, bring resumes.** Watch ["Navigating a Career Fair"](#) before attending this event.

Important Links

Global Talent System:

<https://gtscandidate.mbafocus.com/Northeastern/Candidates/Login.aspx?pid=1852>

The "Get to Work Blog" by Lynne Sarikas, Director of the Graduate Career Center:

<https://gettoworkblog.wordpress.com/>

Career Clips:

<http://www.damore-mckim.northeastern.edu/graduate-career-center/career-clips>