>> ANGIE: Hello everyone, I want to welcome you back to the Doctoral Career Pathways Conference – thank you for joining us.

In session 2 we talked about professional associations and gaining hands-on experience. So I'd like you to use the question box to tell us, what was your main take away from the last session? Using the question box, what did you take away from the previous session?
Tom has stated he will join professional associations. Excellent. We have Carol who says she will look into publishing. Using the career services Center -- keep putting yourself out there and follow your passion. That is excellent. The value of volunteer work and shadowing, we have quite a few people talking about the value of volunteer work and how interested they are now in volunteer work. Also a few people talking about the significance of getting out there to network, using social media and through professional associations and internships. A couple people starting a blog. And Chrissy mentioned it is important to have a work-life balance. The value of being technically astute, that is a good one. And a lot of people mentioning the importance of marketing yourself with the idea of social change. That is phenomenal.

Thank you all for sharing all the great takeaways you had from last session.

Now, we have explored the six major doctoral career pathways and shared how to gain experience within each one. Now we will go ahead and talk about how you can communicate your academic and professional skills into potential employers. So I will turn out over to Katy Peper.

>> KATY: In our third session today we will show you how to communicate your skills to employers. We will take inventory of skills to target employer needs and career pathways. We will discuss resumes, CVs, cover letters, portfolios, and interviews. Using optimal resume and other resources and communicating your value. We will then
interview our panelists with experience in the consulting and communications, writing and editing pathways.

Before you can start marketing your qualifications to potential employers, you want to take an inventory of your skills and strengths. As a doctoral student, think about the types of writing you have done to your program, as well as your professional experience.

Your doctoral coursework has provided you with knowledge, tools and research as well. Assess the methods you have learned, both qualitative and quantitative. What methods you have used, and what you feel comfortable with? Can you talk about research in a way that others can understand? Public speaking is also a vital skill to have in a professional environment. What opportunities have you had to do public speaking? Presenting training sessions to colleagues, leading an event? What leadership opportunities have you had in your personal and professional life? Do you lead a team at work? Or have you led a team on a project? Have you served on a nonprofit board or organized events? And think about the technology you have worked with in your program.

Have you used any specialized programs that may be used in your career? As a student you have experience using Blackboard, Microsoft office products and others. What technology do you work with professionally? Specialized programs can be included in your marketing materials and discussed during interviews.
Knowing more about yourself can help you identify opportunities that are a good match. The career services website includes links to online tools to help you learn more about these five areas that you see here on your screen.

Now that you have assessed your skills, you need to communicate them to your network and potential employers. You bring many transferable skills to the table as well as knowledge from your academic program. An effective tool for describing your skills and qualifications is the T style skills match table. When applying for a position carefully review the qualifications required for the position, as well as the description of the job duties.

Reflect on what experience or knowledge you have that shows you meet that qualification. Develop statements that start with strong action verbs that provide specific details about what you did and quantify whenever possible.

Focus on the outcome or the result of your efforts. To help you create a resume or CV, here is an example T style table that shows how to match employee needs and job descriptions to transferable skills and qualifications related to the pathways.

For example, a job description may indicate that the position would require you to develop and write high-quality reports to meet client objectives. You would need to think about your experience and identify what relevant experience you have, whether
professional, academic or personal. For this example, one way to describe a relevant skills match is to say that you have identified and reviewed multiple information sources, inventoried, summarized, and synthesized information for distribution to stakeholders.

When possible, quantify and describe in detail to provide some context.

A second example is the employer requires a candidate to have high proficiency using Excel to organize and manipulate data sets. In this case, you would need to assess your Excel skill level and determine your comfort level with the program and any specific examples were you have used that skill.

For this example, a way to describe your skills could be organized 20+ large Excel databases of information and streamlined data entry. Further describing of the skill whether creating pivot tables or charts would also be helpful.

One skill many struggle to articulate his communication skills, this skill in particular is when you'll need to show to an employer utilizing examples, rather than simply stating it. Showcasing examples where you have collaborated with others, developed content, and delivered workshops or presentations provide a look into your communication skills.

If the position requires a fluency in research methodology, describe your research experience and knowledge by using specific examples and quantifying. This example, stating you facilitated over 50 focus groups with more than 500 participants is much
more descriptive, and demonstrates your experience much more than simply stating, experienced with focus groups.

One of the main ways of communicating your qualifications and skills to employers is with a resume or curriculum Vita or CV. You may wonder what the differences between these two documents, and which you should use.

The main differences are focus and length. A resume should be limited to no more than two pages in length, while your CV, depending on your experience and involvement, can be up to 5-7 pages.

Your resume will focus on your work history and emphasize your skills and competencies. The CV will focus on your academic experience and emphasize your professional development activities.

Given these differences, a resume and CV also have a variety of similarities. For example, you do not need to have a drastically different format for your CV then you have for your resume. You may have similar information on both, just organized differently.

Here is a sample of a curriculum Vita, the format and style of your CV should focus on your targeted career pathway and your own experience. This CV is for a consultant in project management. Note that even though she’s working on her Dr. of business
administration, she only lists the degree she has earned beside her name. She features a summary to highlight her 10 years of experience in project management and her major technical skills.

She showcases her education, prominently showcasing her Dr. of business administration program and its Accreditation. Including accreditation for your program is becoming increasingly common on resumes and CVs and since she has not finished her program yet, she lists the year she anticipates completing her degree.

The student includes relevant certifications she has since received and describes her accomplishments as a consultant. To showcase your accomplishments, start each bullet point with strong action verbs and quantify when possible.

Now that we have glanced at a sample CV, let's look at what you should be including in a cover letter.

It is important to include a cover letter whenever you apply for a position. It tells the employer you have taken the time to consider how you are a good fit for them. Take the time to really think about why they should be hiring you. This is a helpful outline for what kind of information to include in your cover letter. And how to format it. A cover letter should use standard business letter format and fit within one page.
Your cover letter is a great place to utilize the information and some of those statements you developed using the skills matches table. Let's briefly go over the paragraphs.

In the first paragraph, it is important to state what position you are applying for and at what organization. Focus on only one position per letter. Even if there are multiple positions you are interested in at the same organization. For your body paragraphs, focus on how you are a good fit for that particular position or employer. This should not be general information from your resume, it should be tailored to that employer.

Finally, in your closing paragraph, ask for the interview and remind them of the best way to contact you. For more information on cover letters, please see the career services website.

If you want to showcase your experience beyond what is contained in your CV you can create a professional portfolio that an employer can review. You can then provide a link to your portfolio to the employer directly or list it on your CV or LinkedIn page. Here are some potential sections you could include in your portfolio. Professional summary. This can be more general with your history or goals or objectives in her field.

Experience. This can be a more expanded version of what you include in your CV with more examples of your strengths.
Academic projects. Samples of academic work can be great ways of showing your knowledge and writing skills.

Accomplishments. Awards, honors -- with more space you can provide additional context of these awards and honors.

Awards and certifications.

Skills. Try to provide examples of any skills you include, maybe it is a list or chart.

References. List any references or if you have reference letters this would be a good place to include them.

If you include references, make sure your references are aware they could be contacted at any point.

Here we will take a few minutes to talk about two different kinds of interviews. A formal interview for a position and an informational interview to learn about an organization or career path.

First, let's talk about a formal job interview and go over the big picture of the process. Research the organization, do they have multiple locations? Have they been in the news lately? Anything that is coming up for them?
Assess your qualifications for the position. What are your areas of strength and what are some areas you could also improve upon? Prepare relevant stories about your previous experience and prepare answers to some of the most common questions. Practice talking about your academic skills, area of study and capstone project, ensuring you can summarize them quickly and that they are understandable to others not in your field of expertise.

Informational interviews are interviews you conduct with professionals in your field. They may be in an organization you would love to work for, or in a position that interests you. For an informational interview, develop a plan for what you want to learn from this person. Ask about their career path. What helped them along the way. Are there specific credentials that they needed? Did they need a specific experience? What is the culture like in their organization? Or even, what they wish they had known before they got started.

An important thing to remember during informational interviews is that you should not ask them for a job. This is strictly informational and networking.

Now let's look at optimal resume which is a great tool to help you with your documents and interviewing skills.
Optimal Resume is our career management tool with five modules to help you build resumes, CV. The resume builder is a tool which assists you in crafting professional looking documents. Even though it is called Resume Builder it will still assist you in formatting your CV and gives you an idea of section titles. There are over 400 samples for you to review and use incl C.V. samples.

We have over 22,000 students and alumni accounts in the optimal resume system so this is one of our signature services. Register today on Optimal Resume and get started. Now I would like to hand it over to Dina to introduce our panelists.

>> DINA: Dr. Jameson holds a top-secret clearance and is an organizational subject matter expert with over 15 years of business consulting experience. Dr. Jamison has helped public, private and nonprofit organizations improve performance. Her experience includes the ability to apply complex fact-finding analytical and problem-solving methods and techniques using the Malcolm Baldrige performance excellence framework for quality improvement. She served as a volunteer on the Malcolm Baldrige National quality award Board of examiners, and has been recognized for her work and received accolades for her research from NIST.gov accreditation Council for business schools and programs, Walden University, and market business insider. She is a published author and a social change agent. She mentors men and women and is an advocate for victims of domestic violence. She was recently inducted to the Walden University online chapter of the National Society of leadership and success.
Welcome to the program Dr. Jamison.

>> DR. JAMISON: Hello, everyone.

>> DINA: Can you tell us more about your career path?

>> DR. JAMISON: Sure. My career path is a little unconventional. I started out after graduating with my degree in English. I became a middle school teacher and I taught kids with behavioral and emotional disabilities. I did that for about a year when I realized I needed to make a career transition.

After serving as a teacher I started an entry-level position as an IT customer service representative. In that position, I took advantage of every internal training opportunity that I could, which helped me advance into an IT management position. While I did that I went after school to obtain my MBA and later worked as a program manager for the Department of Defense, where we coordinated classified training in real-world events in the national capital region. Soon after, I started Walden's DBA program. I realized I wanted to help shape the way organizations conduct business. Most of that was due to Walden's DBA consulting capstone I served as follows consultant. This made me realize -- and I want -- I want to eventually start my own business. Upon completion of the program and obtaining my DBA, I started my own consulting firm and I am now the founder and president of Capital business solutions where I provide organizational
consulting and performance improvement services to nonprofits and small businesses in the District of Columbia.

>> DINA: I was going to ask what strategies did you apply to communicate your skills, experience and achievement to consulting clients?

>> DR. JAMISON: While I was enrolled in the Walden DBA program, I started, those skills and the knowledge and skills I learned, I decided to put them into use. So I started offering pro bono services to small disadvantage institutions and nonprofit organizations. So that help me because later when I had my consulting business I was able to circle back to these businesses and let them know my capabilities. I asked them how I could help them. Since I had already formed a relationship with them, that helped build, help me build my business.

Because I worked with them providing pro bono services, I knew what kept them awake at night and that helped me to learn how I could add value to their services. And from there I was able to help other small businesses and nonprofits in this help my business grow. I was able to market my skills and abilities through my capability statement. I participated in networking events and matchmaking sessions offered by DC's government small business office which helped me create visibility for my organization.
DINA: Thank you for sharing that. What advice would you have for two other Walden students interested in consulting work we

DR. JAMISON: One of the things that helped me, my chair helped me with this, pinpointing your specialty area. We all have a number of things we are good at doing. Very talented and we are able to excel in different areas. But what is important is that you narrow down your core capability. For instance, if you are a project manager and you are good at -- you are a data analyst, information manager, knowledge manager, you want -- it is okay to be able to offer all of those services, but you want to basically showcase your main specialization. And it has to set you apart from your competition. Consulting is a very competitive market. So there are a lot of other folks who may offer the same services you offer.

So you want to keep in mind that you want to focus on what makes you special, what sets you apart from other consulting firms. Another thing I would suggest is be passionate about your industry. Find something that you use, can make a living doing, and something you really want to do. There's nothing worse than working or doing something that you really don't enjoy doing. The more you enjoy it, the more passionate you would be and that is demonstrated in her work.

I would suggest conduct benchmarking, benchmark a few organizations in the industry you are interested in entering. Consulting is a very competitive market, so you have to
find ways to separate yourself from the competition while focusing on your customers’ needs.

I would consider taking small steps before you make the complete leap. If you have a full-time job, you may want to consider offering your services pro bono to nonprofits and other services, this helps you form business relationships. It helps you obtain consulting experience. And it also helps you establish past performance which is very important in the consulting arena.

Offer services for free, jump out there and offer your services and gain that experience, you have nothing to lose. It will help you and you will be helping someone in return.

There are a lot of free training opportunities out there. I know Walden offers a lot of training opportunities. Take advantage of free training opportunities and webinars so you can stay informed and learn as much as you can about the industry you are interested in.

>>> DINA: Thank you Dr. Jamison, you offer many great tips and advice to students. Especially your comments about pro bono work. Really getting out there and differentiating yourself from others in consulting.
Next I would like to welcome Dr. Matthey a graduate of Walden's EDD program. She transitioned to the Walden writing center in 2009. She serves as a content expert in curriculum development as well as faculty in the Walden academic center. With that, welcome to the program.

>> DR. MATTHEY: Good evening.

>> DINA: Thank you for joining us. To get us started tell us about your career path.

>> DR. MATTHEY: I had more of a traditional career path in some ways but veered off differently and others. I started at the University of Minnesota and I received a bachelors in English. When I did that I realized I was going to be interested in teaching and editing composition and writing and helping people with writing in some way. So I knew I needed some teaching experience because I did not have any. When I did not do a teaching degree at the University of Minnesota.

That is when I began my volunteer work and I began volunteering in 2003, after I graduated from the Minneapolis literacy center and taught English to non-native speakers and was there for quite a bit. All throughout my first masters which was in English at the University of Saint Thomas in St. Paul. Once I graduated from my Masters in English, I went straight into teaching at the University of Wisconsin river falls. I taught there English, and then literature and rhetoric composition. I also taught English and rhetoric at the Minneapolis Institute of art.
I was therefore a couple of years and then I had a great opportunity to come to Walden which I did in 2007. I became an academic advisor and was there for about a year. And then I came into the Walden writing center and started out as a tutor. I transitioned into becoming an editor. This is what I still do, I am Senior editor in the writing center. After I had been in the writing center for a couple of years, I decided to get right degree in education which I did. That opened a whole bunch of other teaching opportunities for me at Walden so I began teaching in the academic skills Center, teaching graduate writing classes and proposal workshop classes. And I transitioned into also teaching into the PhD human services department where I still teach there and am also sharing in mentoring students.

That was my career path to get to where I'm at.

DINA: Thank you. What career strategies helped you communicate your academic and professional skills to employers?

DR. MATTHEY: I would say two things. First of all, it was gaining experience. And I had to gain it through a nontraditional method, maybe volunteering -- were other people had graduate degrees or terminal degrees had actual teaching experience within their programs. The biggest thing I found employers were looking for was experience. How do you gain experience if you cannot get into the door to gain experience? [Laughter]. The way I overcame that was through volunteering and I think that is what
really set me apart from other graduates who were just coming straight out of graduate school, was my volunteer work. The second thing really used was networking. When I was at the University of St. Thomas for my master’s degree in English, the department chair happened to have been a graduate at the University of Wisconsin, River Falls. He was really good friends with the current Dean of English at the University of Wisconsin and I knew of this connection. The chair -- he was my chair for my Masters. Every time that University had any kind of networking function where they invite other universities either for research forums or papers or writing forums, I was always there. And I was always introducing myself to other faculty from other universities and talk about my interest and passions and experience.

I think it just got to be that when I graduated the dean of the English department at the University of Wisconsin just had met me so many times [Laughter] that it almost became pretty obvious about who would be a potential runner for the next faculty assignment at river falls.

For me it was definitely the volunteering and networking that helped -- made me stand out from other recent graduates.

>> DINA: What advice would you have for other Walden students who are interested in communications, writing and editing careers?
DR. MATTHEY: That's a good question. The first part of the answer would be to do what I just -- what I had done previously and that was to volunteer or to do anything you can to get experience in your field of study. Don't be shy -- it is okay to sell yourself within reason. Network and talk about your interests and your experience because I think sometimes that is the people who get invited back or get the interview because they are just on the tip of the new viewers, they just remember this person.

Another thing I would suggest is to try to make sure that if you are interested in editing and writing skills, specifically, you have demonstration of your own writing excellence -- writing skills. So co-publishing or doing anything where you are demonstrating your excellence in writing or in editing. A lot of corporations, they will make handbooks for this or that and it is always a good idea to volunteer to edit something so you can say to potential employers, I was a part of editing this handbook for such and such. Just trying to do demonstrate your writing and editing abilities in whatever form you can. I think that is also very helpful.

DINA: Thank you so much for your insights and valuable experience, sharing your career story and encouraging our students to take action and be persistent.

Now I would like to hand it back to Angie to field more questions for us.

ANGIE: Thank you, Dina we do have some time for questions for our presenters. I want to start out with a question for Dr. Jamison, how did you identify the
organization that you wanted to contact when it came to marketing yourself, either prepaid or pro bono opportunities?

>> DR. JAMISON: That is a very good question. Basically, I am very active in my community and through the interaction with the community, I was able to identify organizations, for instance, if I would go to a community event and I would see nonprofit organization or, I would exchange information, set up a meeting with them and get a feel for what kind of problems or issues they were struggling with.

Another thing I did was focus on youth organizations because every city or town I think has a youth organization, nonprofit organization. And so luckily, my son was playing football for a youth organization and so I observed from the parent standpoint some of the challenges they were having. And I reached out to the board to see if there was anything I could help with. So I guess to answer that question, there is a wide array of ways to identify organizations. You can do this via a network event, social media, just driving down the street and passing places of business. I keep a pen and pad in my car so that I can -- if I see an organization or if I see a vehicle with an advertisement on their car, I jotted down and looked about. I could go from there. I hope that answers the question.

>> ANGIE: Great answer, thank you. We have a question regarding highlighting skills in your CV or resume. Where would you include those skills on your resume or CV where would you put that?
KATY: You could include a separate skills section, say, for example if you are in a technical or IT industry and you wanted to list the programs or software that you are familiar with, you could list that in the chart. That is an easy way to identify the skills, and a separate skill section. Also you could at the top of your resume do a summary of your qualifications. Something that quickly showcases your main strengths or skills or experience that just summarizes it. You could do it there. You could definitely include them as some of your bullet points and descriptions of your experiences. So there's a variety of ways to include your skills. I would not necessarily add specifically the T style match table, but let that be a guide of what you want to emphasize in your resume or CV.

ANGIE: We have another question for Dr. Jamison. How do you set yourself apart from other consultants? When you're marketing yourself.

DR. JAMISON: That is a very good question. There are a variety of ways that you can do that. The best way is to focus on a key area that you specialize in. For instance, I am a program manager by trade, but through Walden's DBA program and use of the Baldridge framework and its criteria for performance excellence, I am able to add performance improvement is one of my specializations. Because my research was focused on performance improvement, and so I use that as a vehicle that drives my visibility. Visibility for my organization.
Not too many organizations in the country right now are familiar with the Baldridge framework and its criteria or are trained as a Baldridge examiner. So I use that to focus on performance improvement as a vehicle that drives my specialization to help set me apart from my competition.

>> ANGIE: Thank you. Dr. Matthey is there a strategy for writers block?

>> DR. MATTHEY: Yes. There are actually and I will talk briefly about them. But there's a lot more information specifically on writers block at the writing Center website. First of all, it comes to everybody. So try not to beat yourself up about it. Sometimes when you sit at your computer and you say you are going to write, it just does not come. The key thing is to not force it. That can be difficult if you're writing under a deadline or you have a certain amount of pages you want to get done or something done.

But the more you force it, the more frustrated you get. The more frustrated you get the less likely you are to be able to write. We can be our own worst enemies when we try to force writing with writers block. So some strategies to prevent writers block is to make sure you are giving yourself enough time to engage in the writing process. You have something you want to write, and perhaps you have a deadline in which to write it, make sure you are starting your project ahead of time. So that you can begin by doing some pre-writing, which would be either brainstorming some ideas, free writing perhaps, if you like to create outlines, like I do, that is a good prewriting strategy.
You do the prewriting strategy first, set that aside. Come back another day and begin your rough draft process. Set that aside. Come back on another day and start your revision process. So each part of the writing process should be done on different days with plenty of breaks in between. Writers block tends to happen when you do not allow yourself to engage in all aspects of the writing process. And you are rushing yourself and skipping ahead of each step of the writing process.

This is easier said than done but it helps prevent writers block and leads to better quality writing in the long run. If you find yourself experiencing writers block, try not to force it. Walk away from the computer and do something else completely unrelated to what you are working on for a little while. Maybe that is talking to somebody or going for a walk.

Do something that you find relaxing. And try to get your mind away. If you can give it a day, I recommend doing that then coming back to it the next day, starting back at whatever process you are in the writing process. If not at least give yourself a couple of hours so that you are not thinking about it. Because forcing ourselves does not, it does not help us with writers block. I don't know why the brain works that way but it just does. So hopefully I answered the question on preventing writers block and then addressing it when you do get it.

>> ANGIE: Excellent, thank you so much. You are such excellent guest speakers. And I want to thank everyone who asked wonderful questions. When we return we will
hear from Dina and she will go over steps for you to create a career advancement plan. And she will also introduce our two at remaining guest speakers. We will be returning for our final session at the top of the hour. Have a great break. And we will see you soon.