From Walden University's Career Services Center, welcome to tonight's webinar, "Telling Your Career Story."

I'm Lisa Cook, senior director of Career Services, and I will be the moderator for this webinar.

We are very pleased to share with you this evening four
wonderful career stories from Walden students and alumni.

Before we get started, I'd like to briefly introduce you to our Career Services Center team. Our associate director Dina Bergren, on the top left, then myself, then Angie Lira, our senior Career Services advisor, who is working diligently developing this webinar and -- in collaboration with Nicolle Skalski and then Denise Franke, our other career advisor.

Our mission is to educate, coach, and advise our learners to proactively manage their careers. We all work full time out of the Minneapolis office.

It's a beautiful 70-degree day evening.

It's great here.

It doesn't snow year round, contrary to popular belief.

So with that, I'd like to go ahead and introduce our presenter as well as the students and alumni sharing their stories on this website of webinar.

So as I mentioned, Nicolle Skalski is our Career Services advisor who will be our main presenter today, and she is bilingual in English and Spanish, and also she is our webinar coordinator, troubleshooter, and Optimal Resume manager.
I'd also like to introduce those students and alumni who have been kind enough to share their stories with us this evening. And so two stories are gonna be stories that we will be sharing on their behalf because they were unable to join us for this live webinar. And then we have two wonderful panelists who have been able to join us in person. And so we will be sharing the story of Dania Thomas who recently joined the Center for Disease Control as a fellow. She is doing epidemiology research, and she is currently a PhD in public health student here at Walden. In person, Jennifer Farinella, the Office of Military Services team lead here at Walden, and she earned her master's in 2015. Nicolle and I work with Jennifer here in the Minneapolis Walden office. She very actively involved in our Community Building Committee, and she did a terrific job rebranding herself here at Walden to rise from one position to a position of much greater responsibility. She recently presented at a regional NACADA conference,
basically, it's the National Academic Advising Association, and she will be presenting at their national conference this October.

So we're glad to have Jennifer here with us.

And then in addition to those two stories, we will be sharing the story of Betsy List, who is an assistant professor in the School of Nursing at Xavier University.

That is a new role for Betsy, and so we're gonna talk about her landing that new position.

And she graduated with her PhD in public health and epidemiology in 2015.

And then in person, we're pleased to welcome Krista Laursen, who is an engineering initiative facilities project manager at the University of Wyoming.

Krista is a senior executive with extensive experience overseeing multimillion-dollar complex construction projects.

After earning her DBA in 2015, she landed her new position as the facilities project manager at the University of Wyoming, and it's interesting because we were speaking before the webinar, and Krista likes to stretch herself quite a bit, so not only is she a marathon runner, but she also completed her doc study
which won an award from Walden which wasn't related to her past career but instead she worked on a doc study that involved Medicaid. So it was a fascinating story. So we're so glad to be able to share these with you today. So before we get started, speaking to our panelists, we want to ask you, our audience, what prompted you to join us today. So if you can type in your answers. What caught your eye about this webinar? What do you hope to gain from it? So some of you are introducing yourselves in the webinar. So it's nice to see so many here. So if you can type in the questions box, what prompted you to join us today? So to get some direction. Okay. Okay. So career goals. Kind of market yourself after obtaining a master's degree in nursing. I love stories of success.
I'm right there with you.

>> Oh, great.

>> To know more about Career Services, how to build a career.

I was invited.

Tips for pursuing a career with an MFP degree.

Direction to changing a job.

Branding.

Hear stories of encouragement and success.

Marketing myself.

Career transition possibilities.

Learn from other people's stories.

How to advance in my career.

I joined for balance and career progression.

How to market my new degree.

Hoping to learn about becoming more competitive.

Reframe my resume for a new career path.

Craft a story that outlines my accomplishments and using a balanced outlook on life.

To know more how to present myself in public.

Networking and opportunities to effect positive change in my community.

What a great list.

I love that last one.
It reflects our mission of positive social change so thank you.

Okay.

So with that, we are now going to give you an example of an interview in progress.

Actually two interviews in progress.

Okay, so we’re gonna give you an example, and what you want you to do is listen carefully for what’s memorable about these two different interviews.

>> Hi, Lisa, so welcome and tell us a little bit about yourself.

>> Well, I’m a creative person, a good communicator, a team player, and I have a very strong work ethic.

>> So that’s interview one.

This is interview two.

>> So, Nicolle, welcome to the interview.

Thanks for taking the time to join us today.

So tell us about yourself.

>> Sure, Lisa, thank you.

While I understand that flexibility and adaptability are important skills for this position, as well as the ability to work well with people from diverse backgrounds and cultures.

So I have a little story about my career.
In the mid-'90s, I quit my full-time job to go learn Spanish in Mexico, and while six months of learning Spanish kind of turned into 12 years, I got married and started a family and during my time in Mexico, I mastered the language, I landed a position at a local university teaching business English to international trade majors, and I started my own business, all while raising two children.

So my experience living abroad was probably my best teaching experience of all time, teaching and learning experience.

It taught me patience and tolerance and a strong appreciation for other cultures as well as my own culture.

In landing my current position with Walden and its global presence.

>> Terrific.

Now, considering those two examples, what was memorable about the first answer?

Can you type it in the questions box?

It was pretty short, so what did you get out of that answer?

Okay, nothing much.

Boy, I love that frankness.
That's great.
Okay.
Short and succinct, generic, strong work ethic, it was standard, not detailed.
It was brief and to the point.
Not to offend anyone, but the southern drawl and lack of energy -- okay, I was faking that just to differentiate my voice, so I'll take that.
Nothing much.
Self-centered.
Okay, all right.
Not memorable.
Okay, you all, you're right on point.
Yes, it wasn't very memorable, but I think, you know, you have to think in an interview situation, people get really nervous, and, you know, tell me about yourself, that is a typical answer that people will give. They will give that generic, I'm very organized, or they will give a few adjectives about themselves and that will be the end of the answer. So now what was memorable about the second answer, about living in Mexico and other things that were mentioned?
Great.
The flow of her life into a story line.

Nice linking of needed job skills to a personal story to show its impact.

She attached details to the job qualifications.

She made a personal yet infused her personal aspirations.

She related her life experience to the job qualifications.

She provided more details and experience.

Requirements to the job and support with experience.

Strong skills not dragging, but to the point.

Was interesting, confident, and expressive.

And very specific.

Way to go, Nicolle.

Nice job.

>> Thank you, all.

I think you get the point.

>> Great.

Okay.

Terrific.

Okay, so now we're gonna go to our agenda items.

And so they are: Discovering the power of story telling for career advancement, learning strategies for creating your own career story, and then hearing our
wonderful stories from our students.

So with that I'm gonna pass it off to Nicolle.

>> Great, thank you, Lisa.

Okay, so research conducted by psychologists and neurologists and neuroscientists really tell us that stories form the basis of how humans think, and hopefully we did a good job in exemplifying that right now in our interview role modeling.

So how humans think, how they organize and remember information.

So in addition to strengthening our brand, with your audience, which I know many of you joined the webinar today for about marketing yourself and your career, it's a great strategy for also self-knowledge and self-assessment, and really getting to know your own skills and how to portray those in a story telling context.

And so we also realize that themes are memorable.

Stories are powerful because they are memorable.

People rarely remember series of facts or data or statistics.

A Stanford research study showed that statistics alone have a retention rate of only 5 to 10%, but when coupled with anecdotes, the retention rate rises to 65
So when details are included in the story, we remember the core of the story or the theme, which is kind of what we’re focusing on today with our speakers.

Each speaker will have a theme.

Each career story a theme.

And sort of a central message.

So your theme should come from your accomplishments, and your theme will be unique to your own experiences, so you want to think of what is the theme of your own career story, and again, there are probably many different angles you can take.

I just happened to pick the one from Mexico, but probably, you know, I could pick other ones as well.

And I tried to adapt it, of course, many of you mentioned to the skills of the job that they were requiring.

So the community educator, maybe with a passion for public health, a brilliant strategist with a knack for relationship building and sales, the leader who inspiring her teammates and her passion for student success.

So here's a slide that maybe will help you come up with a theme of your story in a career context.
When thinking about what story to share, you know, ask yourself some of these questions.

How has your degree or has your degree currently changing your career?

Did your networking efforts lead to a new career opportunity?

What about your volunteering or your social change mission?

How did it help you to build skills and issues?

How are you sharing your passions with others and your knowledge?

Or did you recently gain a new job or a promotion?

So again, what is that theme or message you would like to convey to your audience.

So keeping that in mind.

Okay, the elements of a story.

According to the writer, Robert McGee, essentially a story expresses how and why life changes, and there are several keys to telling that great story according to Mr. McGee.

First you need a clear purpose.

Remember that in a job search, the purpose of story telling is to communicate your abilities as a candidate.
And that’s, again, what I tried to do with the Mexico story.

Next you need to set the stage, so make sure you give a brief description of the circumstances and make sure you put, you know, the listener or the reader in the context or in the setting, so they really understand, you know, the situation that you are living. Or experiencing.

A story usually begins with sometimes a conflict or challenge, not always.

But when we coach here on accomplishment statements for the resume, we use the formula: Challenge, action, and results, so many times if there’s a challenge, we all face or overcome in life or in our daily work.

So remember to engage your audience with some type of incident or conflict or challenge.

It is important to show how you can face challenge and overcome that as well.

And it also intrigues the audience and they can relate to it.

So you’re connecting with your audience.

The most important element for job seekers of course is achievement.

You are the protagonist of our own story so be ready to
tell your audience how you overcame your adversity and complete your story is with really a memorable happy ending.

And the key to a good story is also pacing.

A good story has a clear beginning, and ending, and a connection to the listener or viewer.

And in an interview setting, this can include a segue back to the question or topic at hand.

So we thought those tips were very important for sharing the story.

And then there are many, many ways that you can -- and places that you can tell your career story and we've highlighted some of them, the main ones here in a career context, you know, whether it's writing or speaking or in the interview, on your resume, on your LinkedIn profile, through an E-portfolio, and quite a few of these our speakers and stories that we're sharing really highlight some of these places, you know, interviewing and E-portfolio and LinkedIn profile.

So you can integrate parts of your stories throughout this job search process.

Don't forget to add your passions and accomplishments to your cover letter and resume.
Really share those in the interview context.

Write about your research or your -- if you're a doctoral student, your doctoral research, what are your research passions?

In a blog, highlight your nonprofit or social change work on your LinkedIn profile.

You can conduct informational interviews which are informal interviews about career paths and getting advice from other professionals.

And that way you can become really comfortable communicating your career story.

Craft a catchy elevator pitch.

You know, think about your audience when you are attending conferences or networking events.

And I think you all get the idea.

Use your E-portfolio to communicate your accomplishments to your employers, even when you're not present.

When you leave that interview and the links you share it with them before or after, you still have a presence and make an impact with the interview.

>> Nicolle, a question here, can you describe what an E-portfolio?

>> Yes, absolutely.
So there's two types of portfolios.

There's a tangible one that you would have in a binder, but the newer types are electronic portfolios, and that's what the E stands for, and Career Services has an Optimal Resume site on our site.

We would encourage you to explore our website, and actually on today's webinar, we're gonna have a brief screen shot of Jennifer Farinella's. She actually displayed her portfolio in the -- you want to make sure you check it out, and it's really a great way to showcase your accomplishments and the awards and examples of your academic accomplishments, your writing samples, PowerPoints, awards, et cetera, in a visual way to sell yourself is to employers.

>> Great, thank you.

Okay, so I'm going to go ahead and share Dania's story.

So I met her recently at our Atlanta residency this spring. And she was unable to join us but she kindly agreed that -- and very enthusiastically so to share her story.

So basically, when I met her, she had just landed her dream position as a fellow at the Center for Disease Control, and she was so excited about it. And so I
asked her to explain how that process had gone for her, and she said that that was her dream job, and she had submitted actually at least 50 applications over a three-year period.

So in her case, persistence really paid off.

And she was contacted for a phone interview for a position to conduct microbiology testing for STDs, and during the interview, Dania talked about Walden's global perspective and her passion for public health, and they asked what was her particular area of interest, and she said she was excited about HIV and AIDS research because her home country is Jamaica and that's a very large health problem there.

So basically she said she was disappointed because actually she was not hired for that position, though the second interviewer on the call to her had shown a great interest in her qualifications and really asked about her Walden and her interest in the public health.

So that second interviewer ended up being so impressed that he contacted her a month later and she was offered another public health fellowship at the Center for Disease Control.

And so basically after I returned from Atlanta, I typed up Dania's story and I posted it on our Career Services.
Center blog.

When we hear a success story from a student, we'll write up the story and we'll run it by the student to make sure that we have the facts accurate and that they're comfortable sharing the information contained in the story.

Well, apparently Dania circulated the blog story to people in her network, and so one of her cousins shared it on social media, and so as a result of that, Dania was contacted by a USAID global health recruiter.

So from all this, Dania, in addition to her budding public health career with the Center for Disease Control, has decided to start her own motivational speaking business.

So and all this from sharing her story with us and then our writing it up on our blog.

So her story really shows the power of story telling because I remember talking to her and she said I didn't get that interview, but the job from the first interview, excuse me, but I knew that I had done really well because that second interviewer, not the lead interviewer, but that second interviewer, he really took an interest in asking me more questions, tell me about Walden, you know, why are you so interested in
public health?

What's your area of focus for public health?

Why HIV/AIDS research?

And so she was ecstatic when the second interviewer contacted her a month later for a position that he had.

And so the themes in our story, she communicated Walden's mission and the global perspective of having people from all over the world in her classes.

She shared her passion for HIV/AIDS and shared the background that she is from Jamaica where that is a really large public health problem which led to her success after 50 applications.

So we're just -- we're really pleased and we appreciated so much sharing Dania's story.

And as a follow-up to that, one of our career advisors is going to be traveling to the next Atlanta residency and meeting with Dania again.

So hopefully we'll be sharing a video of her story on our Career Services YouTube channel.

So we're excited about that.

So with that, I am now gonna interview with a terrific colleague who is here with us, Jennifer?

>> Hi, thank you.

So as Lisa said, my name is Jennifer, and I am
currently the military service specialist team lead at Walden University.

And what that means is that I am a advocate at the university for men, women, and children who are involved in the service or who have family members serving in the service and that are pursuing degrees at Walden.

My story started, I was an undergraduate student. Got my political science degree.

I had always wanted to help people.

Through a series of events, I kind of found myself in the healthcare world as an administrative assistant.

Which is not really where I wanted to be.

And I started pursuing opportunities and looking at other positions and one had opened up at Walden in an administrative role.

And I had also wanted to pursue a -- a career in teaching, and so Walden seemed like a good place to kind of start getting my foot in the door to eventually teach at the college level.

As far as networking and meeting other individuals who were interested in higher education.

And luckily I did -- I applied and obviously got the job.
And I've been working with Walden now for about three years.

And while I was involved in that role, I still -- it was a great role, but it really didn't quite fit me. And so throughout that role, I tried to find ways in which I could add and still get a part of that community building that I was looking for and the giving back that I was looking for.

And I was presented with some time to kind of do some professional development.

And with that time, I created an employee engagement group, and I also became a part of our community building committee, and within that community building committee, I joined our united way campaign, and was able to help kind of guide my career more in the community giving aspect which is where I had wanted to go just by being affiliated with these different opportunities within the university.

And then the position opened up for a military service specialist, and as my grandfather and uncle were both war veterans, my undergraduate was in political science, that area has always interested me.

I applied for that position and subsequently got it.

I've worked in this department now for a little over a
And I looked for opportunities, again, within this career to further advance myself. And I went back to school and got my master's degree and now I have my master's in public policy which I did obtain through Walden. And I have now been able to in this role take on some new challenges which have involved presenting at a conference, like Lisa mentioned earlier. I've also been able to do some internal training and cultural training within our community at Walden for military -- our military culture. And that has been another way that I've been able to kind of give back along the way. And then if we go to the next slide I think, Nicolle.

>> Yeah.

>> So I was asked to give some advice as to kind of how I moved myself through that process. And I guess the biggest advice I have is, you know, don't be afraid to take risks. And when you do see an opportunity and you're going through those long lists of jobs that are out there on whatever search engine you're using, try to find an opportunity that you think might be right for you, and
then go for it.

I've used my LinkedIn profile and I also utilize --

heavily utilize the Optimal Resume website, and with that, if you haven't checked it out yet, go and look at it, because it's fantastic.

You can put your top papers up there, you can put letters of recommendation on there.

You can load up a cover letter and you can load up your resume or your curriculum vitae.

And then it's a really easy way to share your E-portfolio or share the work that you've done throughout your education with potential employers.

So what I also did is I took the link from that site and put it on a LinkedIn profile, so anybody who visits my LinkedIn profile can now access my site that I built using the Optimal Resume.

And then when you do get calls for an interview, just make sure that you're researching how your story fits into their mission.

Make sure that you kind of do some research.

I mean, we're all students so we know how to do research.

So research the company.

Research their mission.
See how their values fit in with your values, and then
I would just suggest using those as your telling your
story and making sure that your story fits into their
mission to kind of draw yourself out and make yourself
stand out a little bit more.

>> Excellent, Jen.
Thank you very much.
So with that, we're gonna move on to Betsy and Betsy
List.
She's a PhD public health alum.
Unfortunately she couldn't be here on the live webinar,
but she gave us permission to tell her story as well.
So, um, hers is kind of an unexpected career
opportunity that came about.
She enjoyed her position as a researcher at a
children's hospital, I believe she's in Cincinnati.
But her education at Walden and an open mind kind of
led her to an unexpected career possibility.
It's an opportunity that presented itself and she found
that her skills, education, she had a unique background
of research, population health, education, were really
the perfect fit for this position.
And she had said that really becoming an instructor was
never really a part of her plan when pursuing her
doctoral program, but it really had to do with being at
the right place at the right time.
And really, one of her professors during her doctoral
program had always said, you know, keep an open mind as
you never know what opportunities can cross your path.
And that’s one phrase that she shared with me that
really stuck in her mind from her program.
And she always decided, you know, I'm gonna stay with
that and keep an open mind.
So as she moved through the program, she kept an open
mind.
In her career path.
And one day at work, she received an email advertising
an assistant professor position with Xavier university
and it was actually with a new doctoral nursing program
with a focus on population health, which really sparked
her interest.
She researched it more, investigated it more, and
decided to go ahead and apply because her background
and credentials were really a perfect fit.
And she recently accepted this position and she’s
starting it this fall.
So kind of that brings me to talk a little bit about
the unexpected serendipity of this position coming about and then the interview process.

So I continued to ask her questions about the interview.

She said during the interview, because what I said, I don't think you have classroom teaching experience, so how did you really sell yourself in the interview?

And she shared that with me.

She was asked to give a 20-minute presentation to the search committee on educating future nurse leaders to work in interdisciplinary teams in population health.

And she developed a presentation.

She was also asked about her teaching experience.

And she was very frank about it.

The committee had already seen from her C.V. that she did not have teaching experience in the academic setting, and she was very transparent about that in the interview, but she did talk about similar teaching experience that she did have and that she developed top staff, and parenting classes to the public.

She was also asked a question regarding accreditation and regulatory oversight within the context of nursing education, and she said, although she had not been
involved in preparing accreditation reports, she does have experience with the process, and documentation required to meet those external standards.

For specialized hospitals, designation awards.

So she spoke about her experience in the context in similar activities and she ended up landing the position.

So it's both the how she sold herself in the interview and keeping that open mind because you never know what type of career opportunities are going to cross your path.

And then is with that, we're gonna go on to Krista Laursen, who's gonna share her story with us today.

Krista.

>> Hi, thanks.

Hopefully everybody can hear me okay.

>> Yes, we can.

>> So I -- okay, great.

Thank you.

So I have probably a little bit of a different path that I took to get my doctorate in business administration.

I actually started my undergraduate degree in mathematics and then I have a master's degree in the
atmospheric sciences and I spent my very early part of my career thinking I was going to get into research and I actually did research in the sciences. But early on not guilty my career I found that I was less interested in the research, but I was more -- more interested in applying my problem solving skills toward managing projects.

I have some really fantastic mentors very early in my career who -- one individual in particular who kind of took me under his wing and gave me some opportunities to train up in project management under him. And I found that I really enjoyed it. It became something -- an outlet for me to use my interest and my passion for solving problems but in a way in which I wasn't doing my own research but I was helping other investigators, undertake, their research projects.

So I actually spent is about the first eight or nine years of my career actually managing research air craft deployments all around the world. And I got to work with a whole spectrum of different individuals.

But, you know, me being me and being interested in solving problems, after several years of that, I
decided I wanted to find new challenges and that's kind of the second theme that comes out.

In addition to problem solving, I like to challenge myself.

I like to challenge myself outside of my comfort zone and pursue new opportunities.

So about 12 or 13 years ago, I kind of took a leave, and I pivoted my career.

I got the opportunity to apply for a position to become the project director for a large $80 million research project for acquisition projects to require and modify an aircraft for research.

And so I worked on that and the team that I had assembled, we were successful in delivering that, and I spent several years actually, and since then I have basically built a career for myself out of managing these large complex projects that have multiple stakeholders, whether they're university representatives or government agencies.

But the same time I got more and more interested in leadership development and how do you build effective teams?

And how do you build effective organizations to deliver these big projects?
And that eventually led me to Walden, to the doctorate of business administration program at Walden.

And probably the biggest pivot or the biggest step out of your comfort zone move of my career, I was presented with the opportunity to pursue a research program, a research study, a qualitative research study looking at Medicaid fraud and abuse.

And I had a wonderful committee member who challenged me when he agreed to seven on my committee. He said, well, what if you really stepped outside your comfort zone and spent some time researching this? And this is very different from what I had made my career out of.

But the more I researched this, Medicaid fraud and abuse and what appeared to be some of the circumstances that lead to this problem, and the ramifications of this problem, the more I got intrigued, and so that's what I eventually did my study in.

I did a qualitative case study based on interviews I did in the state of Arizona.

And I was very gratified to find out in January of 2015 that I was recipient of the frank gilly award for outstanding doctoral study.

So I think the one piece of advice I would give to all
of you is, everybody has what I would call your true north.

You have elements of your personality and who you are that are your core values and there are most representative of yourself.

And what I have found is that my career is really as many interesting twists and turns take in my career have always landed back on and those are the two elements that have resonated.

I love solving problem and I love stepping outside of my comfort zone and finding opportunity to be challenged.

And I'm challenged to work with new and different groups of individuals, you know, individuals who may have different perspectives, but I find that when I gone back to my true north, stayed true to these core values, I've found that I've been able to find and land on these interesting career opportunities and it allows me to do my best work and to be most gratified in my career.

>> Terrific.

What a great story.

>> Excellent, thank you, Krista.

>> And congratulations on that award.
Since you did it outside your career field, it's just -- it's really a huge accomplishment.

So with that, now we are going to open it up to questions from our audience.

And actually we have some.

So I'm gonna direct the first question to both Jen and to Krista.

How have you found your LinkedIn profiles helpful?

How have you used them or how have you connected with people?

Or how have you found them helpful?

Jen.

>> Yeah, go ahead.

>> I was gonna say Krista, do you want to go first?

>> Go ahead, Jennifer, please.

>> So for me, I have kind of used my LinkedIn profile as my main brand.

So if you were to go out to my LinkedIn profile, behind me, they have this new cool thing where you can put a picture across the top.

I have a picture of the constitution, kind describes who I am.

I love my political science background, my policy background.
I've used it to my advantage to kind of put my brand out there and really -- it enables you to give an explanation of who you are right away with the summary, so I try to use that to the best of my ability. I've used -- if you've -- if any of you are familiar with the strengths finder, I have put those, my strengths finders, findings, I guess, for lack of a better word, within that summary, so I think that those are really good just, you know, descriptions of who you are.

I like the true north that Krista mentioned, actually that was -- so I'm thinking about that. Because a lot of those things, a lot of those themes were the same things that were coming up when I did a strength finder. So I used those -- those key things that kind of make me who I am, and I used those in my summary to make myself kind of stand out and along with the other graphic things that you can do within LinkedIn.

I mean, I think if you really learn the application itself, there's a lot of different ways that you could make it work for you.

>> Great.
Krista?

>> Yeah, I really -- I really like what Jennifer just said.

I do a lot of same things.

So I'm gonna sound like I'm parroting a little bit.

I use my LinkedIn profile for branding, just to kind of give a snap shot interview of this is who I am and these are the things I value, and these are my work experiences, and these are the things I bring to the table.

You know, it's really kind of the short bullet point summary of, you know -- it's kind of -- I know the phrase, elevator speech gets used, right?

It's my elevator speech for if you want to know what I bring to the table.

Here's a representation of that.

The other thing I have found that's really valuable on LinkedIn is, you know, I've been -- now I'm gonna date myself -- I've been working professionally for 25 years and I've worked on a number of different projects and I've accumulated this, you know, fairly good size base of colleagues and friends and contacts, and I have really found that the networking, you know, being connected to people through LinkedIn is really,
really helpful.

And I thought even more than I think kind of promoting my own brand, it's a really good way, I have found, to stay in touch with a lot of colleagues.

Everybody gets busy, and it can be really difficult to kind of keep in touch with colleagues and over time. And so I like being able to be connected with my friends on LinkedIn.

Sometimes we share each other private messages, I'm looking for this type of candidate in this position. But also we share links to interesting articles. Did you read this leadership article?

Oh, I understand you're working in Wyoming now.

Here's a really cool article about that. So I find that the networking you can do through LinkedIn and networking is general is really, really important.

I got my current position because of my network, my connections. So I think the networking is also a really important part of that tool.

That I've found really valuable.

>> That's excellent.

Thank you.
>> So another question, would you say that questions like tell me about yourself and an employer seeking to hear someone's career story is fairly typical in an interview context?

It might be tell me about yourself.

It might be phrased in a different way, but do you find that that's a pretty commonly asked question, would you say?

And they like the response Nicolle gave.

>> I think that's usually the first question they ask you.

It's okay, well, welcome, so tell me a little bit about yourself.

And in my current position, I've had the unique -- I've had -- well, it's probably not unique to more seasoned career professionals, but as I'm kind of moving up now from, you know, a position -- or into more of a position of leadership, being on the other side of it and seeing the questions that come in from interviewees, you get the answers from anything from their whole entire life story from birth on, to, you know, just the basic one that Lisa kind of gave as an example in the beginning.

But I definitely think that that's usually the typical
question that people ask when they first sit down in an interview, is they want to know a little bit about yourself.

Krista, has that been your experience?

>> Yeah, it has.

Not so much recently from interviews.

But in my position prior to my current job.

I -- we're doing lots of hiring, and so we did lots of interviews.

And so that was a question we always asked.

But I would say another one that -- I'm gonna show my bias, I personally like to ask, and it goes a little bit deeper than the question, tell us about yourself, which I agree with Jennifer, that does come up and always kind of a standard lead in question.

But questions I like to ask and I've been asked and I know I've coopted and asked myself are wanting people to go a bit deeper and wanting people to talk about their successes.

One of the questions I always wanted to ask candidates and it's not so much to put them on the spot but a good question I think to ask is, you know, tell me about a time where you were challenged and challenged can mean where something didn't go as planned or you didn't
handle a situation as well as you might have, and it's not so much to put them on the spot, but it is also to kind of dig a little deeper into how they are as a person, because then part B is how did you respond to the situation and what did you learn from it?

So I think a variance of, like I said, tell me about yourself is kind of a, okay, what about this scenario. Quite often in interviews, you know, by nature you have to promote yourself.

But I think what's also helpful is again not putting people to the spot and but digging deeper and finding adversity, that's just a part of being in the work world.

And what did you learn from it?

And what I found is any time I've had candidates been like, no, everything was flawless, I always have like warning bells that go off in my head a little bit. Because it's a little bit telling to me.

It's just to get into a deeper conversation about what are you learning about yourself and how are you growing as a professional in the workplace?

>> And I think, too, kind of just to add to that, just a little bit too, is, you know, that's kind of what I was saying before when you're researching the company,
those, you know, I would go into interviews with the
mind set of okay, you know, they're gonna probably ask
some of those behavioral interview questions, which is
like tell me about a time when.
If you've gone and researched the company, you can tie
those in, you know, your experience with something that
they're looking for or with something that the company
is known for.
If you have that -- if you've done that research, that
would be a good way to tie that in to that challenge
that you overcame.
I've used -- in my own personal experience, I've used
that.
In fact, I used that with the military service
position.
I did some research on the different G.I. bills.
So I could speak to those when I was discussion
discussing challenges and opportunities when I was
coming to that position.
>> Yeah, I really like that, and I guess, I don't mean
to belabor the question, but it's a really good one and
I think the other thing I've learned over the course of
both being a interviewer and interviewee is to kind of
piggy back on what Jennifer was saying, it's really
important to listen to the questions that you're being asked.

It tells you a lot about the organization and the thing I found is that if you're in the position of being the one who's being interviewed, you can't interview them as much as they're interviewing you, but if you're really listening to the questions you're being asked and follow-up questions, I've found you can get a feel for whether or not you're a good fit.

Do you fit in with the culture?
Do you think your answers are resonating?
Or do the questions seem kind of rote?
But I think that active listening during the interview process is also important because you can get a sense if you're gonna be a good fit and if you're gonna feel comfortable with the individuals that interviewing and if you're gonna be a good fit within the culture and the organization.

>> Excellent.

Thank you.

What great responses.

Okay, Krista, I'm gonna throw you the floor with this next one.

So how do you align your career goals to make the
switch from industry to academia?

Because that might have come up -- I mean, you could have been asked, why did you pursue your DBA, rather than MBA, for example?

>> You know, I actually started off looking at MBA programs.

And for purely personal reasons, I wound up working at Walden because of my sons.

I have two boys, they were much younger at the time and I really didn't feel like I could spare the time to be at a bricks and mortar university.

But the more I started looking into MBA programs, I literally stumbled onto the DBA programs.

And Walden was one of the only universities I found that had a doctoral program in leadership in an online forum.

So the more I started researching the program and the course offerings, you know, it was just kind of an aha moment.

This is a really good fit for what I want to do.

For me, it was kind of the best of both worlds because I came in from a purely scientific background.

So I didn't have an MBA, so I didn't fast track to a lot of the later courses.
I took a lots of the earlier courses which I think were roughly equivalent to the MBA program.

So it was kind of the best of bolted worlds.

I got the branding and business principles that I kind of discovered as I moved more and more into leadership.

I realized that were some areas that were -- so I got that fundamental academic training in business courses, but then I got to go a step beyond.

I got to focus on what I was interested in which was leadership and organizational development.

And then I got to steak take that a step further eighteen and do my research in a field that was really interesting to me.

So I'm not sure if I'm getting too far afield from the question.

Feel free to redirect me.

But that's why I wound up making the choices I did.

I realized that I needed more training I think to help me be a more effective manager and leader, and I had -- at the previous institution where I spent the first 20 years of my career, they gave me the opportunity to go through two leadership training programs, and I just found by the time I did the second one, I loved it.

I was very passionate about leadership theory and
studying organizational behaviors and organizational
development.
And so going on and doing -- doing a DBA didn't really
seem so far afield, you know, from -- from my earlier
academic degrees.

>> Excellent.
And Krista, just a follow-up to that.
Did residency network help your career at all?
The opportunity to meet with other Walden students in
person?

>> It didn't help from a career standpoint.
I'm not trying to sound negative, because like I said,
really, my professional network is what has helped me
land my current position.
But residencies -- I can't say enough about them just
because of the opportunities to meet fellow students.
In fact, I still do Google Hangouts with like a good
friend of mine.
We walked in graduation, we got hooded in the same
ceremony.
One of my best friends is about to finish the DBA
programs, and we met in a class online but we did our
residencies together and that solidified our
friendship.
It's an opportunity to in a very intense fashion over several days not only have an opportunity to interface with the faculty and get a lot of one on one assistance but to meet all of my fellow students. And even I got to put, you know, faces with the names, it's like oh, my gosh, I took this DDBA course X number with you, and we were actually meeting them. Give each other tips. And like I said, those have just become connections I still have in my network. And the advice I would give to anyone who is in a doctoral or PhD program is, network, network, network, not just with the faculty and not -- you know, not just with Career Services and the library staff. All of the support services at Walden are great. But network with your fellow students. Is you have moments of doubt because you're working on it so much. My friends in the program helped enormously. I had friends who would read chapters for me and we would help each other with papers. And I still stay in touch with a lot of these people.

>> Excellent.

Thank you.
Well, we're just about to wrap up our questions.

I have one last one for Nicolle.

How can I get help with my resume and help with marketing myself is?

>> Well, just come over to Career Services.

So we have a whole team of advisors here and we work in several ways.

You'll definitely want to visit our website for those of you not familiar with Career Services, it's careercenter.Waldenu.edu.

We offer one on one phone appointments and you can schedule through your portal.

We offer resources in the form of short videos, longer webinars, articles, we have a blog.

We have a Facebook page.

We have a LinkedIn group that we encourage you to join.

So we really have a variety of resources that hopefully meet you all 24/7 on the website and also we offer smaller webinars called cafés.

They're shorter 30 to 40 minute ones every month.

We also do resume critiques.

For those of you interested in Optimal Resume, you really want to go to our website, and we have video
tutorials, also PDF tutorials of how to use all of the modules and get set up for optimal, so thank you for that, and definitely utilize Career Services.

>> Excellent, thank you.

So I would like to thank Jen and Krista so much for sharing their wonderful career stories.

They were so rich and just such great answers to our questions.

So what’s interesting right now is the Career Services Center is also telling our story.

So we've been undergoing what is called a cocurricular review for the last three years.

We've been doing this since 2012 and we've produced a lengthy report, and the goal for doing this type of review is to engage in continuous improvement.

We just want to serve you better, and as best we can.

So basically, we have two external reviewers are gonna be visiting us here in Minneapolis in a couple weeks.

And so we are looking to recruit students and alumni who would be willing to share their ideas for improving the career services center.

Tuesday, August 123rd from 3:30 to 4:15 central.

They will be the only ones talking to you on the call.

There will not be Career Services staff present.
We want this to be a very objective focus group and a very open and free discussion. And so we're asking is that students and alumni share their ideas for improving our center and feedback that you might want to share on our current offerings as well.

So if you're interested, please email, LisaCook@waldenu.edu and I would respond. So if you'd like to help improve the center as part of your social change and mission, we would really appreciate your participation. So is thank you very much.

>> Yeah, great opportunity to share and give back and give your feedback. So excellent opportunity.

Thanks, Lisa.

Okay, we've put together some resources, and again, that we used in this webinar and also just for you to refer to.

Great articles from "Harvard Business Review," from fors is a, from quintessential careers on really successful story telling and how to tell a great story in a career context.

We are archiving this on our website, and again we
definitely invite you to interview and visit our new
and improved website, careercenter.Waldenu.edu, where
we have all those resources that I mentioned earlier.
As an online university, definitely encourage you to
connect with us in the way that is, you know, feasible
and ease for you, whether it's LinkedIn or Facebook
or looking at our blog, but we encourage you to stay in
touch and, you know, share your career stories as you
move along.
And we'd like to end the webinar with this final
thought.
>> Can I say one thing?
>> Can you go back to my slide?
>> Yes.
Absolutely.
>> Okay, we have a very diligent student pointed out to
me that Tuesday is August 11th.
So thank you very much for that person who caught that
typo of my mine.
So we are talking about Tuesday, August 11th from 3:30
to 4/15.
So thank you very much, John, for catching that.
Thank you.
Please email me if you're interested for joining us.
You can email her right now as a matter of fact.

Yes, I'm waiting at my computer.

Great opportunity for you all to share.

So after nourishment, shelter, and companionship, stories are the thing we need most in the world.

This is a quote from Phillip Pullman.

And with that, we want to thank you all very much for joining us, and especially really thank Krista and Jennifer and Betsy and Dania for really sharing for phenomenal and amazing career stories.

And we invite you to attend our upcoming webinars and cafés.

You can also register for upcoming webinars on our career center website home page and we look forward to working with you all soon.

Thank you very much.

Thank you so much.

Have a nice evening.

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