Why Attend This Session? Begin With AN End in Mind
How Do We Support You?

http://careercenter.waldenu.edu
Career Services Doctoral Webinar Series

http://academicguides.waldenu.edu/careerservices/careerwebinars/doctoralwebinarsseries

Alternative Careers for Your Doctoral Degree
Strategies for Getting a Job in Higher Education
Building Your Academic Reputation in Higher Education
Launching a Career in Consulting
Using the DBA to Advance Your Career
Creating Your Curriculum Vita
Strategies for Getting Published
The Scoop on Hiring in Higher Ed
Transitioning into the Academic World Through Professional Associations and Conferences
Career Management

Seminar Objectives:

• Assess professional experience and career-related goals

• Determine strategies for continual career development
Introduce Yourselves and Build Your Network!

- Meet the students around you - name, location, degree program,
- What are you passionate about in your degree field?
- What led you to pursue your degree program?

Source: www.flazingo.com
Which group will be yours?

- Those who MAKE IT HAPPEN
- Those who WATCH IT HAPPEN
- Those who WONDER “WHAT HAPPENED!?"
Your Role

Proactively manage your career:

• set goals

• build a strong professional network

• assume active stewardship of your career progress from the very start of your academic program.

Source: www.flazingo.com
Our Role in Career Services

- Offer resources and support
- Educate, coach and advise

Taking a proactive approach to developing and managing your career is an important part of lifelong learning.

Source: www.flazingo.com
“Identities change…

as we start doing new things (crafting experiments)

interacting with different people (shifting connections)

reinterpreting our life stories through the lens of the emerging possibilities (making sense.)”

(Working Identity by Herminia Ibarra)
Your Evolving Career

E
Experience

S
Story

P
People
The $20,000 Questions

• What steps can you take to expand your qualifications and marketability through solving problems?

• How can you prove you’re the best person to meet an employer’s or client’s challenges?

Source: www.flazingo.com
“Humans are more likely to act their way into a new way of thinking than to think their way into a new way of acting…”

*Working Identity*, by Herminia Ibarra

- Identify action steps and qualifications to be marketable for future employers and opportunities
- Set SMART goals early and start to close qualification gaps during your program of study
- Gain experience in future career field or activity
- Build your internal and external networks
How can you “walk the talk” of your future role?

- Get published
- Present at a conference
- Assume a leadership role at work
- Improve business processes
- Volunteer for your professional association
- Serve on a non-profit board
- Develop a training manual
Interact With Different People

Start a conversation with your group

Enter a conversation title...

Be the first to try Walden Career Connections!

How would you like to chat online and make seven new Walden connections in just an hour?

Join us on Tuesday, March 8, from 7:00–8:00 p.m. EST for the pilot of our virtual networking tool, Walden Career Connections! Using our new Brazen platform, you will be chatting live online with other members of the Walden community using your computer, smart phone or tablet. This text-based speed networking event will be offered exclusively to our Walden University Career Services Center members and OptimalResume system account holders.

Engage in networking that’s purposeful, fun and fast!

Register at https://app.brazenconnect.com/events/WaldenCareerConnections1 for this incredible opportunity to expand your network, share career tips and establish new professional relationships.

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View previous comments

Deborah Mallory An excellent way to promote networking and building valuable connections.

Like  1

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ABOUT THIS GROUP

Want to add thousands of Walden students and alumni to your network instantly? Have a career-question? Looking for a job? Join this group ran by Walden University Career Services Center staff. Membership is open to all members of the Walden Unive... Show more

Invite others

Ads You May Be Interested In


U of M HR Certificate U of M professional development certificate in human resources.

Modern Campus Portal Say goodbye to your ugly, cluttered legacy portal and hello to CineCampus.
Networking and Branding—Why They are Important

• There is a shift away from clear career ladders

• You progress through expanding your connections and gaining more experience and skills.

• What skills can you carry from one role to another?

Rather than a career ladder, consider how to widen your circle of influence within your own organization and beyond through networking and building your brand.

(Source: If My Career Is On the Fast Track, Where Can I Get a Road Map, by Anne Fisher)
Networking is the art of building and sustaining mutually beneficial relationships. Be sincere and give back.

Benefits of networking:

- Eighty percent of jobs are in the hidden job market
- Gain access to information outside of a job description
- Impress an employer in a non-interview context through informational interviews
- You further establish your brand—your reputation

Refer to Cultivating Contacts Information Sheet in your online classroom.
Branding

• It takes 3 to 20 seconds to make a first impression through your brand

• Your brand consists of what is unique about you—your accomplishments, experiences, and attitudes that differentiate yourself. It is your competitive edge

• Strengthen your brand:
  o Play to your strengths. What are you passionate about?
  o Connect with and communicate with people via the most effective way for you and for them (e.g., LinkedIn, meetup.com)
  o Consider how you can help your audience meet their needs; identify how you can add value
  o Recognize the gaps in your personal brand and work on closing them
A Key Part of Branding: Your Accomplishments (CAR)

- Track your accomplishments in order to increase your marketability:
  - **Challenge**—What was the problem?
  - **Action**—What did you do? Did you initiate it?
  - **Results**—Who or what was impacted and how?
    - How many people served?
    - Money saved or raised?
    - Process improved? Goals met?

- Keep **CAR** log for resumes/CVs and performance reviews.
Implementing Strategies

• Identify two strategies for networking
• Identify two strategies for professional branding/reputation
Reinterpret Your Life Story

What new story will you tell at graduation?

• Keep a journal – record your accomplishments
• Update your resume/CV and LinkedIn profile
• Assume “stretch assignments” at work
• Volunteer to gain new skills
• Serve on a non-profit board
• Write a blog showing your expertise in your field
• Show how you have solved problems and added value
• Check out our website for additional career management resources to help you set SMART goals and write your Career Development Plan
Build or strengthen your CV section-by-section!

http://academicguides.waldenu.edu/careerservices/cvguide
Connect with Career Services

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu
For upcoming webinars, please visit the Career Services Center website for topics and links to register.
Register for Career Connections events:
http://academicguides.waldenu.edu/careerservices/careerconnections