Thank you for joining us!

This event is hosted by the Minneapolis Community Building Committee, in partnership with Career Services!
Join us in Welcoming
Our First Speaker:
Nicolle Skalski from
Career Services
Unconventional Career Planning: Maximizing Happenstance and the ‘EPS’ Model

Nicolle Skalski
Senior Career Advisor
Walden University
How Did You Get Here?
As it turns out, career paths are not so linear...
Navigating Your Career Journey

Career Plan? vs. Reality
Maximizing Happenstance

• Embrace change and unpredictability
• Take advantage of unplanned events and encounters
• Create your own luck by engaging in a variety of activities
• Follow through and seize on the opportunities!

Unlock a treasure chest of opportunities!

(Krumboltz and Levin, *Luck is No Accident*, 2004)
Follow Your ‘EPS’

Develop Your Career Success

E - Experience
S - Story
P - People

(Ibarra, 2004)
What is the Best Thing You Can Do for Your Career?
Engage, Learn and Develop!
Map Your Evolving Career Identity

What activities give you meaning and a sense of purpose?

Recreational Activities
- Zumba Instructor

Learning Activities
- Professional Assn. Member
- Webinar Presenter
- Bilingual Interpreter

Community Activities
- Community Volunteer
- Neighborhood Assn. Board Member

Using Your Core Skills
- Blog Writer
- ____________________
Take Action: Engage in Strategic Volunteering

Chue Vang, M.A.
Walden staff member - Academic Advisor
President and Founder of the
Hmong American Education Fund (HAEF)
HAEF provides academic scholarships, coaching, and mentoring.

http://www.thehaef.org/index.html
Take Action: Engage in Strategic Volunteering

It’s more than just a cookie... it’s building new relationships.

Career Services team volunteering at Second Harvest Heartland.
“Only by our actions do we learn who we want to become, how best to travel, and what else will need to change to ease the way.”

Herminia Ibarra
Resources

Books

Luck is No Accident – Making the Most of Happenstance in Your Life and Career by John D. Krumboltz and Al S. Levin

Working Identity – Unconventional Strategies for Reinventing Your Career by Herminia Ibarra

Articles

Career Planning: Change, Chance and Chaos by Jess at University of Leeds Careers Centre Blog
https://leedsunicareers.wordpress.com/2016/01/05/career-planning-change-chance-and-chaos/

The Happenstance Learning Theory by John D. Krumboltz
Join us in Welcoming
Our Next Speaker:
Brian Timmerman from The Writing Center
The Dos and Don’ts (But Mostly Don’ts) of Writing to Prospective Employers

Brian Timmerman, Writing Guy
Disclaimer

I AM NOT AN EXPERT IN THIS FIELD!
Agenda

• Jargon
• Colloquialisms
• Passive Voice
• Anthropomorphism
• Parallel Construction
• Misplaced Modifiers
• Dangling Modifiers
Jargon—The Fake Academic OR the Guy From ‘Office Space’

• “I have a plethora of experience…”
• “It is my desire to…”
• “I was excused when McDonald’s decided to right-size their employee-to-restaurant ratio.”
• “As a WWC SWI, I was asked to regularly check in with the CAO about FYSP initiatives”
Colloquialisms—The Dudebro

• “I would regularly get on my soapbox and let my supervisor know that we needed additional funding.”
  o I would regularly explain to my superior…

• “My boss continued to shirk his responsibilities.”
  o My supervisor was regularly inattentive to our center’s needs.
Passive voice—The Yoda (or the Guy With Something to Hide)

- “It was determined that I was the most qualified to…”
  - My superior determined...
- “An academic support consultant is something that I have always wanted to be.”
  - I have always wanted to be...
- “It was decided that I would no longer be working at…”
  - [Good luck with this revision]
Anthropomorphism—The Guy Who Calls His Car She

• “The company promoted me to…”
  o My boss promoted me....

• “Walden inspires students…”
  o The staff, faculty, and their commitment to Walden’s mission inspires students...

• “Research has suggested that employers…”
  o Researchers have suggested...
Parallel Construction Issues—The Guy Who Can’t Put Together IKEA Furniture

• “I will relay my accomplishments, how I teach effectively, and at times instructing with multimedia aids.”
  o I will relay my accomplishments, my effective teaching strategies, and my instructional multimedia aids.

• “My students were prepared, well behaved, and engaged me in class.”
  o My students were prepared, well behaved, and engaged in class.
Misplaced Modifiers—
The Noncommittal

• “I almost exceeded expectations for every objective in my performance review.”
  o I was close to exceeding, but never exceeded, expectations for any objective in my performance review. 😞
  o I exceeded expectations for almost every objective in my performance review. 😊

• “I applied for the position with excitement.”
  o Excited, I applied for the position.
  o I applied for the exciting position(?).

• “The committee interviewed the applicant following a specific set of questions.”
  o With a specific set of questions, the committee interviewed the applicant.
  o The committee interviewed the applicant, who had a specific set of questions.
Dangling Modifiers—The Ghost/Sean Spicer

• “After consulting with the professionals in the Career Center, it was easy to find your posting.”
  o After consulting with the professionals in the Career Center, I was able to easily find your posting.

• “After meeting with the president, Rosenstein’s recommendation was to terminate Director Comey.”
  o After meeting with the president, Rosenstein recommended...
  o After meeting with the president, Kushner asked Rosenstein to recommend terminating...
Join us in Welcoming
Our Next Speaker:
Angie Lira from Career Services
3 EASY WAYS TO IMPROVE YOUR LINKEDIN EXPERIENCE

ANGIE LIRA
SENIOR CAREER ADVISOR
CAREER SERVICES CENTER
WHY LINKEDIN?

• LinkedIn is the world’s largest professional network with more than 500 million members in over 200 countries and territories

• According to a Jobsite study, 87% of recruiters use LinkedIn as part of their hiring process

• “If you can get better at your job, you should be an active member of LinkedIn, because LinkedIn should be connecting you to the information, insights and people to be more effective” - Reid Hoffman
1. IMPROVE YOUR BRANDING

• What is my brand?

• Imagine a stranger is looking at your LinkedIn profile:
  • What do they learn about you?
  • Are you showcasing your relevant skills and abilities?

• Is your profile the message you want to send?
MAKE EASY CHANGES

Background photo

Nice profile pic

Searchable headline

Nicolle Skalski
Bilingual Career Development and Business Communications Professional
Walden University • Southern Oregon University
Greater Minneapolis-St. Paul Area • 500+ &

Message

Entrepreneurial minded, versatile and resourceful bilingual/bicultural (English/Spanish) marketing communications professional and career management educator who utilizes her sincere wit, global perspective, and distinct backgr…

See more →
2. WIDEN YOUR NET

• More connections = more information
• Don’t limit yourself to your “professional” contacts
• Would you do a favor for your connections?

Adding more connections is easy!
CLICK THIS ICON

LinkedIn will suggest connections

Enter your email address to send out emails to your contacts
WHAT’S IN IT FOR ME?

Mark

Me

Adam
3. RESEARCH

Learn more about your industry and find networking opportunities

• Join groups – and participate!
• Follow influencers
• Use the alumni tool
JOIN GROUPS

Inside Higher Ed -- The New Conversation
Members: 56,364

Leaders in Higher Education
Members: 33,663

Want to meet new contacts? Post, like and comment!
INFLUENCERS

Customize your feed
ALUMNI SEARCH

Career insights of 62,417 alumni

<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
<th>What they studied</th>
</tr>
</thead>
<tbody>
<tr>
<td>60,694 · United States</td>
<td>1,226 · St. Cloud State University</td>
<td>7,167 · Sales</td>
<td>4,045 · Business Administ</td>
</tr>
<tr>
<td>32,105 · Greater Minneapolis-St. Paul Area</td>
<td>595 · UnitedHealth Group</td>
<td>6,744 · Operations</td>
<td>3,795 · Marketing</td>
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<td>537 · Target</td>
<td>5,820 · Education</td>
<td>3,209 · Mass Communication</td>
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<tr>
<td>873 · Duluth, Minnesota Area</td>
<td>470 · Wells Fargo</td>
<td>5,785 · Business Development</td>
<td>2,956 · Psychology</td>
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THANK YOU
Join us in Welcoming
Our Next Speaker:
Mandy Olsen from
Academic Advising
What Makes a Great Interview

Tips and Insights from a Hiring Manager

Mandy Olsen, Director, Academic Advising
Hiring Manager Background

• 2005 – Present
  – Participated in over 200 interviews for positions at Walden and a non-profit organization:
    • Executive Director positions over centers
    • College Program Director
    • Academic Advising Manager
    • Academic Advisor
    • Team Lead position for Military Services
    • Temporary staff for Academic Advising & Student Support
    • Home Health Aids
    • Non-profit positions
    • Interns
Agenda

- Taking Charge
- Preparing for the Interview
- Persistence
- After the Interview
- During the Interview
Taking Charge of your Career

• Devote time once each year to document what you love and don’t love about your current role/company
  ▪ Write a Pros/Cons list and ask yourself:
    ▪ Are you happy at your organization?
    ▪ Are you happy in your current role?
    ▪ Continue to evaluate over time creating SMART Goals to get you to where you want to be
      ▪ More education?
      ▪ Job shadowing?
      ▪ Technical/soft skills training?
      ▪ Training resources?

• Be proactive and let others know what your career and job interest are in a company
• Find a good mentor
• Network
• Seek out co-workers or leaders you respect that have moved along in their career
Prepare for Interview

**Step 1**
Get as much information as you can about the position

**Step 2**
Prepare your presentation pitch

**Step 3**
Anticipate the questions you are likely to be asked and prepare your answers

**Step 4**
Think about the image you want to portray on the day: outfit, body language, etc.

**Step 5**
Prepare any documents/materials that you might need for the interview
During the Interview

**Make a Good First Impression**
- Arrive Early
- Make Eye Contact
- Be Aware of Body Language

**Breathe**
- Take your time

**Ask/Answer Questions**
- Answer Questions Using Examples – Issue, Solution, Result
- Ask Questions:
  - What is important for you to know about the role so you know it's a good fit for you? (culture, flexibility)
  - What are the toughest challenges the person will face in this position?
  - Tell me about promotions, advancement, and opportunities for professional development?
- Next steps
- What do you enjoy most about our job
- Timeframe for hiring decision
- Thanks for their time and express excitement for the position
After the Interview

Analyze How You Did

• Gut check - How did you feel about the position, the company, the culture?

Thank You & Follow Up

• Take the time to send a Thank You to the interviewers
• Understand the timeline for the hiring decision and follow up accordingly

Job Offer

• If offered the position, evaluate the offer, research salary ranges in the industry
• Respond to offers promptly
• If you didn’t get an offer, ask for feedback. Were there things you could improve on or skills they needed that you didn’t possess at the time?
## My Interview Advice, Insights & Tips

<table>
<thead>
<tr>
<th>Be Prepared</th>
<th>Hire for Attitude - Train for Skill</th>
<th>Develop Your Personal Brand</th>
<th>Take Initiative</th>
<th>Avoid</th>
</tr>
</thead>
</table>
| • Use honest, sincere examples  
• Know your strengths and opportunities | • Know where you want to be in 3/5/10 years  
• Demonstrate your attitude | • Manage your presence  
• Be self-aware (EQ)  
• Surround yourself with those who have skills in your area of opportunity | • Show passion  
• Be accountable  
• Ask for feedback/advice  
• Stretch yourself  
• Set SMART goals and a plan to accomplish them | • Overconfidence  
• Talking negatively of others  
• Eating or chewing gum during an interview |
Thank You For Tuning In!

People in the room are encouraged to break into discussion groups with the speakers to:

  Network with colleagues!
  Ask questions!
  Share personal experiences!