

Career Services **STUDENT GUIDE**



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Introducing Career Services

The goal of Career Services is to provide students and alumni with the support, resources, and tools necessary for successful career development and advancement, along with connections that can open doors at various companies.

Visit Career Services early in your academic career – the earlier, the better. Fully enrolled, for-credit Walsh students and degreed Walsh alumni are always eligible to utilize Career Services resources free of charge.

The process of career development begins with examining what you enjoy, as well as what you are inherently skilled at doing. If you are not clear which profession is suitable for you, we recommend that you take an assessment. We offer the Strong Interest Inventory assessment to help you determine which careers best align with your interests.

Our Career Services professionals offer coaching on career related topics including expert résumé writing, networking, job search tools, utilizing LinkedIn, interview tips and techniques, navigating career events, and salary negotiation. Our online job-posting database, WalshCareerLink.com, is exclusive for Walsh students and alumni and has new jobs posted every day.

Internships can provide you with valuable work experience and career insights, and can also build key relationships to help you transition to professional positions. Plan your academic schedule so that you can participate in an internship. Build your network as you go through your academic career and as you gain work experience through internships. The contacts you make along with way will benefit you throughout your entire career.

We encourage you to take ownership of your career development process by engaging in the following activities:

- Create and follow a career action plan.
- Upload your updated résumé and apply to positions in WalshCareerLink.com.
- Create your LinkedIn profile and keep it updated.
- Research companies you find appealing.
- Apply to jobs that you find interesting and exciting, and track your applications.
- Receive Career Services emails to learn valuable information about job leads, events, and networking opportunities.
- Participate in Career Services events such as Career Fairs, Meet the Firms, Internship Connection, IT Cyber Connections, Meet and Greets, Company Presentations, Workshops, Etiquette Dinners, On-campus Recruiting, and employer site visits.

To schedule an appointment with a Career Services professional please call 248-823-1625.

Career Services Staff



Brenda E. Paine, Ph.D.

Director, Career Services

Dr. Brenda Paine is a certified MBTI professional and Certified Professional Résumé Writer with over 16 years in career services, advising students and alumni at four colleges and universities. She has a Bachelor of Science in Business Management from SUNY College of Technology at Utica-Rome, a Master of Education from Wayne State University, and a Doctor of Philosophy in Educational Leadership with a focus in Higher Education from Oakland University. She is a United States Air Force veteran who successfully coaches veterans and those in career transition. Dr. Paine is also certified to administer and interpret the Strong Interest Inventory assessment.



Cheryl Carr, MSM, GCDF, CPRW

Outreach Coordinator/Advisor, Career Services

Cheryl Carr is a Certified Professional Résumé Writer and a Certified Global Career Development Facilitator with over 20 years of experience in employer relations, career advising, recruiting, delivering workshops, and teaching job search skills. She has a Bachelor of Science in Human Resources/Training and Development from Oakland University and a Master of Science in Management from Walsh.



Elaine Miranda, BA

Advisor, Career Services

Elaine Miranda has over 20 years of experience in HR corporate management roles for Fortune 500 companies across multi-country and multi-cultural settings. This background includes extensive career counseling and coaching while administering Career Path Planning, Student and College- Graduate-In Training and Training and Development programs to company employees. Elaine is trained in Career, Skill-Based and Pre-Employment Assessments, and is certified in behavioral interviewing. Her background also includes an International Assignment in Mexico as a HR Manager, where she educated employees on career options. She is fluent in Spanish and received her Bachelor of Arts in Industrial/Organizational Psychology from the University of Illinois at Chicago.



Liz Gawel, AA, GCDF

Office Coordinator, Career Services

Liz Gawel is a certified Global Career Development Facilitator with extensive experience in the career service discipline. She has worked for over 20 years in the field, first at Warren Woods Tower High School and then at Macomb Community College. In addition to her GCDF, she holds an Associate of Arts degree from Macomb Community College.



Julia Steinberg, BFA

Representative, Career Services

Julia Steinberg has been a representative for Walsh Career Services since 2010. She earned a Bachelor of Fine Arts from Columbia College Chicago and is currently pursuing a Master of Arts in Business at Walsh. She is expert in working with the job posting database, employers, and student services.

Cover Letter

A successful cover letter tells a prospective employer who you are, why you're relevant to them, and why you should be called for an interview.

The cover letter **SHOULD** be:

- Branded – use the same formatting and style as your résumé and other employment documents.
- Professional – use a business letter format.
- Personalized – find the hiring manager's name and title.
- Relevant – mirror the language and keywords in the job posting.
- Direct – end with a call to action asking for an interview.

The cover letter **SHOULD NOT** be:

- Generic – every cover letter you send should be unique and customized.
- Repetitive – it should complement your résumé, not duplicate it.
- Negative – don't write anything that doesn't highlight your skills and qualifications.
- Long – if it's longer than a page, you have too much information (aim for about five concise paragraphs).

Types of letters you may send an employer:

Traditional Cover Letter

Cover letters are written in a traditional business format. Find the name, title, and address of a decision-maker at the company (use LinkedIn, websites, or call the company directly). Address the letter to Mr. or Ms. Last Name. Don't use first names unless you know the person well.

If you don't have a name, address the letter to the Hiring Manager or Human Resources Manager. In business writing, a colon (:) is used after the name.

eNotes

If you are emailing your résumé to an employer as an attachment, you can type a short note in the body of the email, similar to a cover letter, and explain why you're writing, what job you're interested in, and why you're a good candidate. This is less formal than a traditional cover letter, but should still be professionally written.

Prospecting Letter

A prospecting letter, also known as an inquiry letter, can be used by job seekers to find out if a specific company has current openings. Without a defined target, these will naturally be more general than cover letters.



	Traditional Cover Letter	eNote	Prospecting Letter
When to Use	You may be asked to upload a cover letter to a company website or job board. You may also choose to mail a résumé to a direct contact, in which case, you should always include a cover letter.	When emailing your résumé to an employer, always include a short note. Only attach a traditional cover letter if asked to do so. Never send a résumé without some type of explanation in the body of the email.	When inquiring about potential openings within a targeted company.
Tips	Be specific about the job you want and why you're a good candidate.	This doesn't have to be formatted like a business letter (don't include the date, address, etc. at the top), but still use a business professional voice and style.	It's especially important to address this type of letter to a specific individual within the organization. Focus on broad occupations and overall company information.



Quick Tips:

- Use LinkedIn to find names, titles, and email addresses of potential employers. If you have something in common, mention it in your letter (i.e., both alumni of the same school, shared connections, etc.).
- Always end your letter with a call to action: "I would appreciate an opportunity to interview with you." "I look forward to hearing from you soon."

NOTE: The heading on the cover letter should be the same as the heading on your résumé, reference sheet, and thank you letters.



Susan Student

Troy, MI | (555) 555-5555 | sstudent@emailaddress.edu | www.linkedin.com/in/susanstudent

September 23, 2019

Jane Beancounter
Campus Recruiting Manager
Smith, Jones, and Johnson CPA
1690 Big Beaver, Suite 200
Troy, MI 48334

Re: Tax Internship Position

Dear Ms. Beancounter:

Please consider the attached resume for the Tax Internship position at your Detroit office that was posted on Walsh Career Link. My education, experience, and skill set seem to match the requirements listed for this position.

I've been able to maintain at 3.7 GPA while working full time. I also have a firm understanding of accounting concepts, including GAAP, SOX, tax, payroll, AP, AR, general ledger, bank reconciliations, and journal entries.

With over five years of experience working in the retail food industry, I have developed the ability to effectively interact with a wide range of staff members, managers, and customers. Additionally, I have come to appreciate the value that teamwork has to offer in any environment and have led successful teams toward outstanding goals.

It is my goal to work in public accounting and to build a reputation based on integrity, quality of service, and top-level performance. I believe Smith, Jones, and Johnson has those values, and that this is just the firm for me.

I would welcome the chance to speak to you more about becoming part of your tax internship team. Thank you in advance for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Susan Student

Sample eNote

Subject Line: Your Next Sales Service & Marketing Intern

Dear Hiring Manager:

I recently found the posting for a sales, service & marketing internship in Detroit, and it stopped me in my tracks. I knew this is what I've been looking for since beginning my education in marketing and business. Working at GM, especially for the SSM team, would be an amazing opportunity to utilize the skills I've gained through my academic and professional experience. I'm certain that if given a chance, I could make an immediate contribution to this team.

As you will see from my attached résumé, I have an associate degree in marketing and will be completing a Bachelor of Business Administration degree this December. I have been working full time while attending school, so I've developed excellent time management and organizational skills. My professional experience to date has been in retail management in the grocery industry. Through this experience, I've demonstrated leadership, teamwork, and customer service skills, and I have been consistently recognized by management for outstanding performance. While this education and experience is great, my real strengths are creativity, a strong work ethic, and a genuine eagerness to learn. I believe this combination makes me an excellent candidate for an internship at GM.

Thank you in advance for your time and consideration. I would appreciate an opportunity to talk with you more about this position and how I could add value to General Motors. I look forward to hearing from you soon.

Sincerely,

Mary Marketer
(555) 555-5555
Mary.marketer@emailaddress.com

Sample Prospecting Email

Subject Line: Experienced Accountant, International Traveler and Airbnb Fan

Dear Hiring Manager:

This past summer, while backpacking through Europe with friends, I was introduced to Airbnb as a customer. The tools you offer made the trip affordable and fun, and I've been singing your company's praises ever since. After this amazing experience, I was not surprised to read on LinkedIn that Airbnb is ranked as one of the top places in the world to work. This led me to investigate career opportunities at your company in my professional field of accounting. I was thrilled when I found that you are hiring a general ledger accountant.

As you'll see from my attached résumé, I graduated with a bachelor's degree in accounting and began working, first as an intern at a CPA firm and then as a full-time accountant at Johnson Steel. In my professional experience, I have developed and perfected a system that minimizes month-end closing time. Through the use of streamlined processes and online tools, I am able to perform accurate reporting for three locations within just a few hours at the end of each month. This allows for more time to analyze overall financial performance and implement improvements when needed.

Airbnb gave me the ability to explore and seek new opportunities once before, and now I hope to be able to talk with you about this new opportunity to become part of your professional team. I can be reached at (555) 555-5555 or at Territraveler@emailaddress.com. Thank you for taking the time to consider me for this position. I look forward to hearing from you soon.

Sincerely,
Terri Traveler

Résumé

The purpose of a résumé is to get you an interview. Your résumé is:

- An introduction, a written summary of who you are, your skills, experience, knowledge, and accomplishments.
- Not your work history. Include only the information that is relevant to the position to which you are applying.
- Always changing, so ensure you keep it current.

Choose the Appropriate Format

There are several résumé formats, including chronological, skills/functional, and combination. Determine which format will best highlight your skills and accomplishments. Detailed résumés and curriculum vitae (CVs) are required for government and academic positions.

- NOTE: business employers prefer chronological and combination résumés. A career services advisor can assist you in evaluating the best format for presenting your qualifications.

Branding Statement and Summary

The top third of your résumé needs to get attention. Therefore, it should contain dynamic information about your skills and experience that is relevant to the position to which you are applying. Great résumés contain:

- A branding statement to briefly describe who you are and what you are seeking. The statement also serves as a job target or tagline that positions your résumé, and the rest of the information in your résumé should support your branding statement.
- 3 - 5 strong bulleted summary statements that include experience and key skills, if you have more than seven years in your field.
- Specific keywords and quantifiable achievements.
- A competency section if you are advanced in your field.

Education

- If you are currently enrolled, place the education section at the top of your résumé, in order to highlight it.
- List your most recent education first.
- Include your GPA if it is higher than 3.0.
- Do not include high school.
- If you have limited experience relevant to the job you want, consider noting the names of courses you've taken.
- Academic projects can also demonstrate pertinent skills, knowledge, and experience; adding a brief description of projects helps include important keywords as well.

Experience

- This section demonstrates how you performed your job and describes details of your accomplishments.
- Include: positions/titles, names of organizations, city and state or country, and employment dates.
- Outline your achievements and accomplishments in descriptive bullets for each position using keywords that are mentioned in a job posting or that you learned from research.
- More experienced candidates might consider the following:
 - Place the experience section before education to highlight your expertise.
 - Include only the experience that's relevant to the position to which you are applying.
 - Do not share employment details that date back beyond 10-15 years unless it's extremely relevant.



Accomplishments and Results

- Think about what you achieved in your jobs: special projects, unique contributions, process improvements, and examples of initiative and leadership.
- How did you make a difference to your organization?
- Start each bullet with a strong action verb i.e. manage, oversee, train, supervise; use present tense for current roles, past tense for previous jobs.
- Write short phrases to describe tasks that illustrate the skills and experience required in the position.
- Quantify the scope of your work and your results whenever possible with numbers, dollars, or percentages.

Applicant Tracking Systems

Nearly all employers use an applicant tracking system (ATS) to scan keywords in résumés. There are hundreds of applicant tracking systems, each with their own method of screening and ranking. To help ensure your résumé is considered, use keywords from the job posting in your résumé and cover letter whenever possible.



More Important Résumé Tips

- Tailor your résumé to each position. Every résumé should be a little different based on the target.
- Skillfully build your résumé with the job in mind. Review the description of the job you are applying for, note which skills are mentioned, and then match your skills with their requirements.
- Use volunteer work to bridge gaps in your employment dates.
- Include relevant computer software and hardware skills, and language fluency.
- Do not begin phrases with “I” or “My.” In most cases, avoid personal pronouns completely.
- The résumé format should be consistent and easily scanned so employers can quickly find relevant information.
- Do not mention controversial activities, memberships or associations.
- Do not exaggerate your experience.
- Get feedback from qualified professionals.
- Print your résumé on heavier weight, letter size, cream or white paper – NOT copy paper.
- Avoid decorative fonts. The font size should be between 10 and 12 with your name and section titles larger and/or boldface.
- Most résumés should be limited to one page, especially those of entry-level candidates.
- If you have seven or more years of work experience, your résumé can be two pages if necessary.
- Create your résumé layout from a blank Word document.
- Do NOT use a résumé template as it is harder to modify the résumé as you progress through your career, and templates may include embedded tables and graphics that an ATS can't read.
- Your contact information should be at the top. Include a professional-sounding email address, phone number, city, and state. Do not include your street address; your town and state are enough.
- Make sure your voicemail is set up with a professional-sounding greeting.
- Include links to your LinkedIn profile, professional blog and/or website.
- Proofread, proofread again, and ask others to proofread your résumé.

Sample Experienced Résumé

ROBERT C. LOERING

Troy, MI | 555.555.555 | Rcsampleloering@gmail.com | LinkedIn profile

EXPERIENCED CLAIMS ANALYST SEEKING MANAGEMENT POSITION

- Claims professional with 10 years of experience in insurance and healthcare.
- Strong planning, analytical and critical thinking skills that help improve operations.
- Empower and train employees to ensure maximum compliance and optimal productivity.
- Excellent communication and leadership skills.
- Fluent in Spanish.

Core Competencies:

Employee Training & Mentoring ♦ Fraud Detection ♦ Production Driven ♦ Compliance Minded
Caseload Management ♦ Goal Oriented ♦ Ratings Sensitive ♦ Employee Focused

PROFESSIONAL EXPERIENCE

Optimum Care Insurance, Detroit, MI October 2010 - present
Senior Claims Analyst | October 2016 - present

- Supervise six claims analysts with a focus on individual and team training in knowledge, skills and service.
- Establish a quality-first team resulting in high ratings for peer motivation and accountability.
- Empower and guide team in all areas of claims processing operations to ensure compliance and provide a receptive environment of openness and approachability.
- Modified the floor training curriculum for new staff members resulting in a quality rating that improved from 95% to 98% within six months.
- Review claims for suspected fraud and refer directly to the fraud unit for investigation.
- Mentor and coach team on compliance issues while aspiring to exceed productivity goals.
- Interview candidates and provide feedback to hiring managers on potential hires.
- Partner with other senior analysts in reviewing claims initially denied.
- Assist the audit department with random file reviews to ensure claims are processed consistently, and contain all required documentation.
- Contribute ideas and observations in the monthly senior leadership team meetings.
- Acquire important policy and regulation updates regularly and convey to team on a timely basis.
- Serve as Spanish language interpreter for internal and external contacts.

Claims Analyst II | July 2012 - October 2016

- Acted as interim supervisor during superior's four-month leave of absence.
- Managed an average caseload of over 140 open cases.
- Adjudicated initial claims eligibility for customers located within 10 states, including more complex claims and those under nine different policy types.
- Reviewed all supporting documents submitted with initial claims, including medical records and expenses, for completeness and accuracy.
- Interacted with insureds, representatives, and health care providers to gather missing information and ensure the presence of all necessary documents to process the claim sufficiently.
- Complied with corporate policy of forwarding claim denials to a senior claims analyst with detailed notes about the case, denial suspicions and decision.
- Trained and mentored new employees in all areas of unit, resulting in an efficient and satisfied team.

ROBERT C. LOERING

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PROFESSIONAL EXPERIENCE (Cont.)

Optimum Care Insurance, Detroit, MI (cont.)

Claims Analyst I | October 2010 - July 2012

- Reviewed reimbursement requests for LTC claims to determine ongoing claims eligibility.
- Processed an average caseload of approximately 175 open cases within 15 states.
- Maintained 100% on-time reporting and compliance rating for two consecutive years.
- Scrutinized claims for the possibility of fraud and forwarded to supervisor.
- Conformed to the policy parameters and state requirements regarding claims processing.
- Consistently rated as the highest-ranked claims analyst for quality.

MILITARY EXPERIENCE

United States Marine Corps, 5th Regiment, Camp Pendleton, CA

December 2002 - September 2007

Intelligence Analyst

- Researched and produced weekly intelligence reports for regional commander.
- Managed all intelligence personnel, as acting battalion S-2 officer, assistant officer and chief, as required.
- Assisted senior intelligence staff in rapid response planning process for real time operations and exercises.

Deployed to Afghanistan

- Created protocol and reporting to assist regimental combat team in developing its human terrain standard operation procedure.
- Produced daily reports and assessments on insurgent activities driving company-level operations, including targeting of enemy combatants.
- Managed company-level intelligence, surveillance, and reconnaissance assets, involving both manned and unmanned drones.
- Conducted operations alongside multiple battalions, including various NATO forces.

Military Honors and Awards:

- Navy Achievement Medal, Combat Action Ribbon Navy Unit Citation, Meritorious Unit Citation.
- Afghanistan Campaign Medal (x2), Global War on Terrorism Medal.

INTERNSHIPS

Nightingale Health System, Auburn Hills, MI

June - September 2008 & June - September 2009

Claims Intern

- Processed claims with a 96% rate of accuracy; serviced Medicare and private insurance claims.
- Researched reasons claims were denied, resulting in either payment for these claims due to corrected information, or patient owing for non-covered charges.
- Determined discrepancies in physician services diagnostic codes and forwarded to the provider relations department for further investigation.
- Effectively communicated with all levels of providers, nurses, physicians, billing specialists, and patients, resulting in positive feedback, the offer of a second internship, and a letter of recommendation.

EDUCATION

Walsh College, Troy, MI

2010

Bachelor of Business Administration with a major in Management

TECHNICAL SKILLS

- Proficient in Microsoft Office Suite: Word, PowerPoint, and Excel (VLOOKUPS, PivotTables).
- Skilled in proprietary software, industry-specific customer databases and claims management programs.

SUSAN STUDENT

Troy, MI 48083 | 248.555.1234 | sstudent@mail.walshcollege.edu | LinkedIn profile

ACCOUNTING STUDENT SEEKING ENTRY-LEVEL POSITION IN PUBLIC ACCOUNTING

- Academic accounting experience includes: SOX, GAAP, bank reconciliations, general ledger, journal entries, financial statement analysis, and tax.
- Strong technical skills include Microsoft Word, Excel (VLOOKUPS & PivotTables) PowerPoint, Outlook and QuickBooks.
- Excellent time management, problem-solving and communication skills.

EDUCATION

Walsh College, Troy, MI

December 2020

Bachelor of Accountancy

GPA: 3.89

- Will have 150 credit hours completed by June 2020.
- Plan to start CPA exams in fall of 2020.

Relevant coursework: Intermediate Accounting I & II, Tax and Business Taxation I & II, Cost Accounting, Managerial Accounting, Financial Management, Business Communication Methods and Business Driven Technology.

Schoolcraft College, Livonia, MI

2017

Associate in Liberal Arts

GPA: 3.92

WORK EXPERIENCE

P.F. Chang's, Troy, MI

March 2015 – present

Team Leader/Server

- Promoted to leadership position after six months due to excellent teamwork and communication skills.
- Provide outstanding customer service in a fast-paced environment.
- Train and mentor new employees and make recommendations to management.
- Cross-trained in multiple positions; fill in wherever needed.
- Consistently receive tips exceeding 20%.
- Recognized by restaurant manager on multiple occasions for superior performance.

VOLUNTEER EXPERIENCE

Accounting Aid Society

Tax Preparer

Tax seasons 2018, 2019

- Trained in tax issues, credits and changes in tax law; prepared individual tax returns for approximately 25 low-income clients.

MEMBERSHIPS

Secretary, Accounting and Tax Student Organization, Walsh College

2019

Student Member, Michigan Association of CPAs

Since 2018

Reference List

A reference is a person who is willing to talk to potential employers in a positive way about your work skills and abilities, and sometimes your general character. During the job application process, the employer will ask you for references at some point, usually when they get closer to making a job offer. Remember that all communication with a potential employer – résumés, emails, cover letters, thank you notes, and reference lists – should be formatted consistently, professionally, and free of any errors.

Generally, the list should include three professional references who can attest to your ability to perform the job you are applying for. To your advantage, references can serve as a final confirmation of your skills and abilities, and verification of positive on-the-job performance.

Choosing Your References

References are usually individuals that you have worked with, who are familiar with your work style, and who can attest to your skills and other aspects of job-related behaviors.

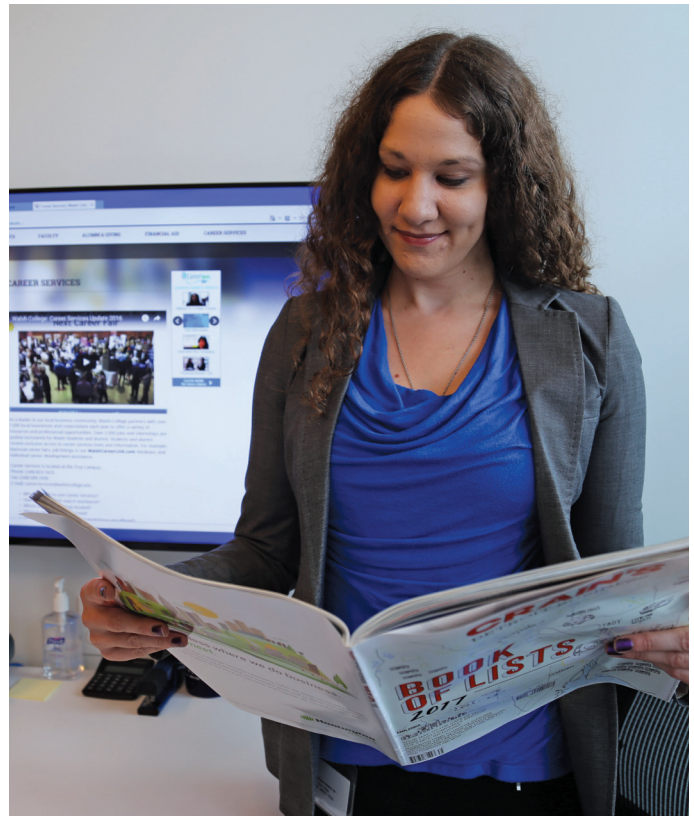
Volunteer connections, coaches, faculty, or advisors can also serve as a references. References should not include family, friends, or peers.

Choose people who are well-versed on your background and accomplishments. Always ask permission to use the individual as a reference before using their name. Ensure that your selected references will provide you with a strong recommendation.

Considerations

- As a courtesy, send your references a current résumé, cover letter, and the position description. Also provide a heads-up that someone may be calling them for a reference.
- References should be included in your packet of information (cover letter, résumé, transcripts, and letters of recommendation) that you provide at the interview.
- A reference might be asked about your performance and abilities, and they may also be asked about your interpersonal skills and leadership qualities.
- References should be able to convey to the potential employer that you have a clear understanding of your field of study or a specific type of work.
- If inconsistencies surface between what you say about yourself in an interview and a reference's comments, you could be eliminated from consideration for a position.

Remember that, in the end, a reference check is generally a final step before an offer is made. If you know that the potential employer is calling your references, you are most likely in the final selection of candidates.



Sample Reference List

JOHN A. DOE

Troy, MI 48083, 555-555-5555 | johndoe@comcast.net | www.linkedin.com/in/john-doe

REFERENCES

Susan Student
Supervisor, Department Name
Company Name
Troy, MI 48083
555-555-5555
susanstudent@emailaddress.net

Alex Alumni
Supervisor, Department Name
Company Name
Troy, MI 48083
555-555-5555
alexalumni@emailaddress.net

Peter Professor
Director, Department Name
Company Name
Troy, MI 48083
555-555-5555
peterprofessor@emailaddress.net

Thank You Notes

Interviews in any form – formal or informal, in person, telephone, lunch, career fair, or using an online method – deserve a thank you note to each participant within 24 hours of the interview. Write the thank you immediately so that you can remember details of the meeting. The data backs this up. According to a CareerBuilder survey, 22 percent of employers are less likely to hire a candidate if they don't send a thank you note after the interview. Fifty-six percent said it shows that the candidate isn't really serious about the position, and 86 percent said it shows a lack of follow-through (fastcompany.com).

Methods of Sending	DOs	DON'Ts
Hand written – stands out from the crowd	Thank them	Send generic letters
Emailed – can be faster	Personalize the note	Fax thank you letters
Printed and mailed – for a more formal approach	Keep it short (2 to 3 paragraphs)	Falsify your skills or qualifications
Paperless Post (electronic)	Reiterate your interest in, and excitement for, the position	Hand the interviewer a note at the end of the interview
	Remind them why you are the best candidate	Cut and paste the same message to others at the same company
	Demonstrate a skill that employer had a question about	Forget to sign it (if paper copy)
	PROOFREAD	

Benefits of Sending a Thank You

- Impresses employers with your follow-through.
- Shows professional courtesy toward the interviewer.
- Conveys your interest in the position.
- Provides you with an opportunity to remind the interviewer why you are great for the position.
- Allows you to clarify or introduce information that you neglected to mention in the interview.
- Demonstrates your skill at written (or emailed) communication.
- Keeps you competitive with other interviewees.

Sample Thank You Note

Any Student
111 Any Street
Any City, MI 48888
555-555-5555

Date

Mr. John Doe
Director, Human Resources
Any Company
1234 Main Street
Troy, MI 48083

RE: IT Associate Position

Dear Mr. Doe:

Thank you for taking the time to discuss the IT Associate position with me. After meeting with you and observing the IT operations, I am further convinced that my background and future goals coincide very well with your needs. I really appreciate that you took so much time to acquaint me with the company, take me on a tour, and to share your vision for the company with me.

I want to reiterate my interest in the position, and say that in addition to my qualifications and experience, I will bring excellent work habits and judgement to this position. I am a quick study and ready to adapt to any proprietary software or platforms that Any Company would like to implement. I can readily undertake the workload that is required to reorganize the IT department and I would appreciate the opportunity to become part of your team.

I look forward to hearing from you regarding this position, and thank you again for your time and consideration, and good luck with your upcoming golf outing.

Sincerely,

Any Student



Job Search



Know your Target

What job title(s) are you interested in? If you're an accounting student, this may be easy, but other degrees don't have such obvious outcomes.

Research the Field

One of the best ways to learn about careers is to read job postings. Use titles you're interested in, or skills you may have, as keywords on your favorite job boards. Read the descriptions and the requirements on at least 20 jobs. Make a list of the skills you have and the skills you need. Don't pass on the job just because you're not currently qualified. Use the information to develop a strategy and a list of relevant keywords.

Prepare the Appropriate Tools

You will need a master résumé and cover letter, and an updated LinkedIn profile before you begin the job search process. Also, start developing your interviewing and networking skills. Focus on making your documents and interview answers tailored to each employer and position. It's a lot of work, but this is how you'll get the best results.

Apply & Adjust

If you're an active job seeker, aim to apply to five targeted jobs every day. Keep track of the dates, links to jobs, which version of your résumé you used, and outcomes. Once you've applied to 20-50 jobs, you should start to get calls for interviews. If you're not getting a 10-20% response on your résumé, rewrite it focusing more on the keywords used in the jobs you're applying to.

Network

Statistically, 85% of jobs are filled via networking (according to LinkedIn.com), so don't ignore this very important part of your job search strategy. Reach out to friends, relatives, past colleagues, business contacts, and faculty members who might offer connections leading to a job. There are several ways to do this online via social media tools, email, etc., but there's no substitute for face-to-face. Attend career fairs, employer meet and greets, join student associations, and professional organizations as a student, and participate in networking events whenever possible.



Don't know what job titles to search?

Try O*NET Online or take a career assessment.

If you're a current Walsh student or degreed alumni, you can schedule an appointment with a Career Services advisor to take the Strong Interest Inventory (SII) career assessment. The SII will assess how your interests and personal style align with different industries and occupations.

Call 248-823-1625 for more information.

Here are just a few of the countless resources for your job search:

- Company websites
- Crain's Book of Lists
- Glassdoor.com
- Government websites
- Indeed.com
- LinkedIn.com
- Mitalent.org
- Staffing agencies/recruiters
- USAjobs.gov
- WalshCareerLink.com
- Ziprecruiter.com

Check out walshcollege.edu/careerservices for more links and resources.

Snapshot of job postings

Walsh Career Link

2,300 annual average

Indeed.com

99,282 total in Michigan

LinkedIn

15M total, 82,665 within 25 miles of Troy, MI

Job Seeker Beware

Unfortunately, you may come across fraudulent job postings during your search. You may also receive an email or phone call from someone claiming to be an employer interested in hiring you.

Here are some warning signs that it's a scam:

- ✗ If they ask for money for training, supplies, or recruiting services.
- ✓ Recruiters are paid by employers, not potential job candidates.
- ✗ If they ask for personal information, such as a bank account or social security number.
- ✓ You will have to provide this information for payroll purposes once you have been hired, not before.
- ✗ They say they found you on "your college job board."
- ✓ Employers can't see your information on WalshCareerLink unless you apply directly to their job.
- ✗ The email is unprofessional.
- ✓ Watch for frequent typos and grammatical errors, missing contact information, or a contact with a personal vs. company email address.
- ✗ The job requirements and description are vague and it's difficult to find information about the company online.
- ✓ Google the company, see if it has a social media presence, check the company website for red flags, and ask around.
- ✗ If it sounds too good to be true, it probably is.
- ✓ Do the research up front so you have realistic expectations of salary and hours.

**If your "gut" tells you something is off,
it usually is – trust your instincts!**



Job Search Checklist

Preparation Phase

- ☐ **Create several variations of your cover letter and résumé:**
Compose one for each position to which you are applying.
- ☐ **Test your résumé:**
Show it to several people and professionals and get their suggestions.
- ☐ **Brainstorm everyone you know:**
Categorize and prioritize the list to build your network.
- ☐ **List target companies who might hire you:**
Compile 100 if possible, and categorize your list.
- ☐ **Create a record keeping system:**
Record daily and weekly tasks, calls/messages sent, companies/people contacted, responses received, résumés sent, meeting and phone call notes, interviews, and thank you notes sent.
- ☐ **Define your personal brand:**
Use LinkedIn, and other media to clearly state your qualifications, skills, experience, and results. Customize your summary or biography.
- ☐ **Contact people who may be references:**
Use both professional and personal references. Consider them as “advisors” for your job search.
- ☐ **Create your “60-Second Sell”:**
Name, qualifications, history, skills, and vision for future.
- ☐ **Explore and discuss job search strategies with professionals:**
Meet with a career advisor to keep you centered on evidenced-based strategies.
- ☐ **Set up an email and calendar:**
Make sure to use a professional sounding e-mail address, and create an e-signature. Use various phone apps to help you stay organized.

Action Phase

- ☐ **Contact everyone you know:**
Use the list you created in the preparation phase. Talk with new people you meet about your job search, and ask for advice, not for a job. Spend 75% of your time networking.
- ☐ **Attend professional events:**
Tell everyone you meet about your job search, pass out business cards, collect names and contact information. Follow up with a timely message, phone call or personalized LinkedIn invitation.
- ☐ **Join professional organizations relevant to your field:**
Become a member of both state and national organizations to open doors to a larger network.
- ☐ **Use LinkedIn, Glassdoor, and company websites to research and apply:**
Respond immediately to any openings you see that interest you, and for which you meet at least half the qualifications.
- ☐ **Subscribe to mailing lists and e-newsletters:**
Sign up for relevant sites which list jobs, networking information, and events to stay current. Create alerts so you're notified of new postings.
- ☐ **Practice interview questions and answers:** Use Glassdoor and other tools to research and be prepared with questions and answers. Practice interviewing with both friends and career services advisors.
- ☐ **Do something professional every week:**
Volunteer, attend courses, workshops, events, trainings, or presentations.

The
Jeff W. Barry
Center

BUILDING HOURS		Tuesday
Winter Semester	January 7 - March 25	Using King Wealth
Monday - Thursday	7 a.m. - 10:30 p.m.	
Friday	7 a.m. - 5:30 p.m.	
Saturday	7:30 a.m. - 5 p.m.	
Sunday	12 p.m. - 5 p.m.	
1-21-19	7 a.m. - 8 p.m. NO CLASSES	For conferencing
Cafeteria Hours		
Monday - Thursday	11 a.m. - 2 p.m.	
Friday	11 a.m. - 1 p.m.	
Saturday - Sunday	Closed	
UPCOMING		COURSE
January 11: Feb	IT 505 VT1	
January 12: Feb	IT 520 VT1	
January 13: Feb	IT 540 VT1	
January 14: Feb	MGT 501 VT1	
January 15: Feb	MGT 547 VT1	
January 16: Feb	MGT 680 VT1	
January 17: Feb	QIM 520 VT1	
January 18: Feb	TAX 485 VT2	
January 19: Feb	TAX 496 VBI	
January 20: Feb	TAX 507 1	

Internships

- Internships give students a competitive edge in the job market.
- Internships are an excellent way to gain relevant work experience in your field of study and add value to your résumé.
- Internships can help you transition to professional positions, as well as establish mentor relationships and build your professional network.

Many companies do hire their interns into permanent positions after the internship is completed. This trial period works well for both sides. The employer has an opportunity to determine if you're right for the job, and you can assess if the industry and/or the

The process to obtain an internship is generally the same as applying for a regular job. You need to submit a résumé and cover letter to the job posting. Employers select candidates, conduct interviews, and hire the best qualified interns for their teams. Most employers want to hire interns who have the potential to become full-time employees.

Credit or Not-for-Credit Internships

Internships can be for-credit, not-for-credit, paid, unpaid, part-time, full-time, semester length, or one year. The majority of business internships are paid.

For-Credit Internship

- You must contact the Admissions and Advising Office to ensure your specific program allows for a for-credit internship and that you meet all the requirements established by faculty chairs.
- Faculty chairs must review the job description and approve for-credit internships to ensure that the internship meets the criteria for learning objectives and outcomes.
- Start dates must align with the start of a semester.
- You must pay tuition as this is considered an internship course.

Not-for-Credit Internship

- The hiring agreement is between you and the company.
- You can start the internship at any mutually agreed upon time.
- No tuition is paid and no Walsh approval is required.

A Real Job

An internship is a real job. You need to be reliable, productive, and professional. Employers are evaluating you to see if they want to hire you on a permanent basis. Show initiative, ask questions, be punctual, exhibit teamwork, dress professionally, demonstrate aptitude, attend meetings, and perform your job with the skills and knowledge that you have acquired thus far. In short, present a comprehensive, professional package so that employers will be compelled to offer you a permanent position.

Access

- Walsh holds an Internship Connection event every February. This is similar to a career fair format where employers staff tables, you meet with their representatives and make connections with companies.
- A variety of internships are posted at WalshCareerLink.com. New internships are posted frequently, so check the website regularly.
- Check company websites, as they may have internships posted directly.

Internship Sites

- www.detroitintern.com
- www.internships.about.com
- www.interninmichigan.com
- www.internships.com
- www.biginternships.com
- www.mitalent.org/internships

Personal Branding



When we talk about “personal branding” we are referring to establishing and promoting what you stand for. Your personal brand is the unique combination of skills and experiences that make you, YOU. Effective personal branding will differentiate you from other professionals in your field.

Developing your personal brand is critical in today’s digital age, and it’s the proactive way of controlling your career development and how you are perceived in the workforce. It is increasingly more important in a competitive job market. A strong personal brand can often directly impact your ability to get the right jobs, promotions, and increase your ability to attract talent and capital.

Steps to build a successful personal brand

1. Know your target:

A great way for you to establish a personal brand with credibility is to be an expert or have expertise in a concentrated area. This comes through the attainment of professional degrees, as well as specialized training and certifications. These credentials not only display your knowledge and accomplishments, they also build a confidence in your clients that you are credible to provide your services.

2. Identify your own skills and strengths as they pertain to that expertise:

Skills are the factors that ultimately lead to success in your career. Therefore, it is very important to take inventory of the unique sets of skills that not only you recognize, but others do as well. If you receive consistent praise for certain skills, this should absolutely be built into your personal brand in the form of surveys or testimonials.

3. Identify your target market:

Just like any other corporate brand, tailored marketing is important. It’s essential to understand and consider who you’re looking to reach with your expertise and skills. Ask yourself: “Who do I want to serve?”, “What can I do to help with their needs?”, and “What services could I offer that are appealing to that demographic?” It’s vital to not only have an identified market, but to anticipate their needs and how your services will meet them.

4. Build your platform:

If you are going to have a personal brand, you will need to create your virtual platform. This could include the development of a website for you and your services. You will also need social media accounts such as Facebook, Twitter, Instagram, and LinkedIn that represent your brand with a targeted message towards your market. With recent research indicating that over 80% of the population uses at least one of these platforms, this can be a tool to share your voice and message with your audience.

5. Share and engage in the exchange of information:

It’s not enough to learn and become an expert, you have to teach and share your knowledge by helping others. Do this through videos, social media, and writing both online and offline. Additionally, like, comment, provide feedback and share to both your industry counterparts and your targeted market. This is where you prove your expertise and skills and gain exposure from doing so.



Social Media

Social media can be a great tool for keeping in touch with friends and colleagues, but it's also a crucial part of your personal brand and job search strategy. Having a professional online presence helps job seekers leave the right "digital footprint" to make a positive impact on employers. With the majority of companies using social media to screen and hire candidates, not being active or promoting your professional brand on social media can limit your job prospects.

Facebook, Twitter, Instagram, Google +, Snapchat

Words of Encouragement

According to the Society for Human Resource Management, at least 84% of employers are using social media as a recruitment tool, with an additional 9% planning to do so. Mainstream social media can be very helpful in building your network, your brand, and your knowledge base. Use these tools to follow or connect with companies, groups, alumni and people in your industry. Companies are always monitoring their social media activity. Therefore, following, liking statuses, commenting with original thoughts, and sharing a company's content is a great way to demonstrate your interest in them and can help you establish credibility in your field.



Words of Caution

When you use these sites in your personal life, it's important to pay close attention to your privacy settings and the content you share. Ask yourself before you post if you would share this with a potential employer. Employers use social media to not only source qualified candidates, but also to disqualify you if there is cause for concern. Make sure to set all accounts to private, remove yourself from any damaging pictures or post tags, and avoid posting any content which is divisive or demeaning. One in three employers reject a candidate based on content from their social media accounts.



LinkedIn

With over 590 million users worldwide as of 2018, LinkedIn is, by far, the most commonly used social media site for companies and recruiters to find talent. Currently 94% of companies are using this platform to find candidates. The fastest growing demographic on the site is college students and recent graduates – this is a great place to start. Here are a few tips for creating a professional LinkedIn profile.

Photos

According to LinkedIn.com, LinkedIn profiles with photos are 14 times more likely to be viewed than those without. It shows employers and hiring managers that you are tech savvy and that your skills are current. It also shows them that you're a real person, not a fake account.

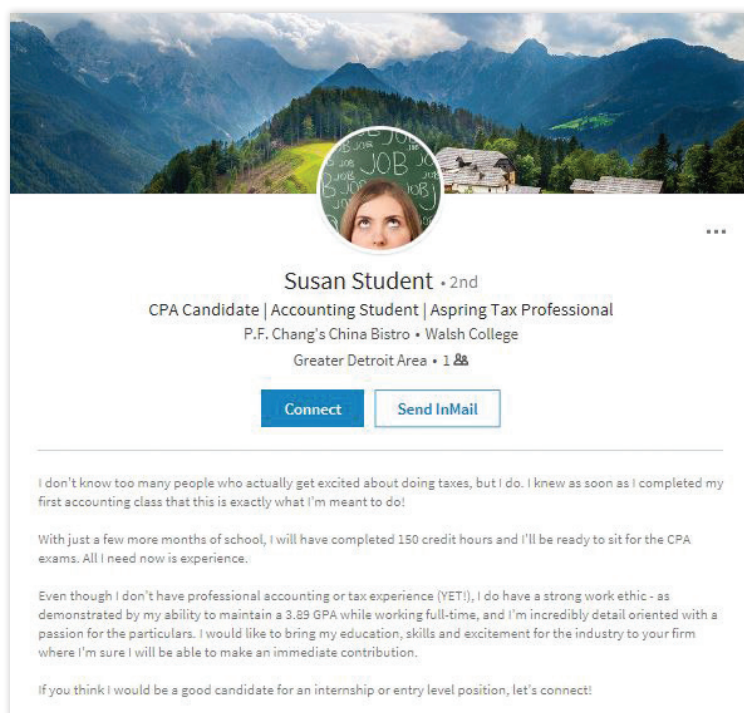
- Your photo should be professional; wear what you would wear to work.
- Avoid using pictures that are obviously cropped.
- Your face should take up at least 60 percent of the frame.

There is also an option to add a background photo at the top of your profile. Use your internet search engine to look for free LinkedIn background images, and you will find ready-made pictures that will fit perfectly.

Headline

By default, the headline will be your current job (or school, if you're not working). Customize this to let employers and other LinkedIn members know who you are and what you're seeking. Use keywords relevant to your industry such as:

- Aspiring MBA | Finance Specialist | Experienced Analyst
- CPA Candidate with Bookkeeping Experience: AR, AP, GL
- Management Student with a Passion for Employee Development



Summary

Your LinkedIn summary is an important part of your profile, but cannot simply be a summary of your résumé. Ideally, your summary should be around 3-4 paragraphs and should communicate aspects of your personality, motivation, talents, and vision for the future that the résumé cannot articulate. The goal is to capture the reader's attention. Here are a few hints on how to do so:

- 1. Use plenty of industry keywords.** These are the knowledge and skills that employers need to make sure you possess.
- 2. Tell a story.** Let your personality show; allow the reader to relate to you and your journey.
- 3. Provide metrics on your successes.** If you can highlight the positive impacts you've made through numbers and percentages, this will demonstrate your value to any organization.

URL

Remove the default numbers and symbols: from your profile, select "Edit your public profile" (on the right) and use the blue pencil to edit the URL LinkedIn created for you. You can then copy the new URL and paste it into your résumé, email signature, and correspondence with potential employers.

References

"Using Social Media for Talent Acquisition" Society for Human Resource Management: Recruitment and Screening Survey 2017. Retrieved from <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/pages/social-media-recruiting-screening-2015.aspx>

Han, Ed. "Tips for Writing a Great LinkedIn Summary with Examples". The Balance Careers 2019. Retrieved from

<https://www.thebalancecareers.com/good-linkedin-summary-with-examples-4126809>

"LinkedIn by the Numbers: Stats, Demographics & Fun Facts", Omnicore Agency, Retrieved from <https://www.omnicoreagency.com/linkedin-statistics/>

Networking

The Importance of Networking



If done strategically, networking can open professional doors for your career that will surprise you. Networking is about meeting people in various situations, whether it is in a professional environment or in a social setting. To be great at networking, you must be willing to serve as a resource to others as much as they are a referral source for you. It is not just a one-way connection, but a relationship building process. During intentional conversations with others, you share who you are, what you do, and how you could potentially help each other. In this way you will develop valuable contacts for the future.

LinkedIn estimates up to 85% of jobs are filled through connections that you or someone else knows*. Many job openings are never formally advertised and more than half are filled prior to being made public (hidden job market).** Many employers use the hidden job market to avoid the lengthy and expensive process of open online applications and rely on referrals from current employees. Utilizing creative and strategic networking will expand your connections and provide you access to jobs in the hidden job market.

*Source: www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler

**Source: FORBES.com 2013 <https://www.forbes.com/sites/nextavenue/2013/08/12/6-ways-to-crack-the-hidden-job-market/#6013c20474b2>



How to Network

- Be prepared to explain who you are, what you do, and what you are after.
- Practice speaking and presenting yourself.
- Participate in at least two or three events per month. Find personal and professional groups that you want to join so you build relationships. Prior to the event, research the venue and attendees.
- Develop open-ended questions that are appropriate to ask new contacts.
- Be open about sharing and talk to everyone you meet. It is appropriate to mention in a casual conversation that you are seeking employment.
- Introverts and extroverts can be great at networking. Researching the details of the event and coming up with topics to discuss in advance will help you feel prepared and more relaxed.

LinkedIn for Networking (LinkedIn, 2019)

- LinkedIn is the world's largest professional network with more than 610 million users in more than 200 countries and territories worldwide. It is a professional way to promote your personal brand online.
- Make use of your connections when jobs become available at your target companies. Reach out to the people you've connected with to have your résumé delivered to decision-makers.
- Include the keywords in your profile that are essential for your job search.
- Join groups on LinkedIn and post useful and interesting content. Ask for recommendations.
- Customize your message. The receiver will appreciate your extra effort.
- Stay active, visible and reachable.

It is hard to overemphasize the value of networking. It can help you get your foot in the door, adds value to your contact list, and will improve your confidence. Additionally, you will hone your communication skills and learn other people's stories. Take full advantage of networking by seeking out new people in unusual places, and don't be afraid to step outside of your comfort zone.



Job Search Networking Tips

- Once connected, conduct informational interviews with your contacts and ask for referrals for additional meetings. (Refer to interviewing section).
- Follow through with referrals, and always thank contacts in writing, through email, or LinkedIn.
- Write notes on the business cards you receive so you'll remember the details when you follow-up.
- Stay positive. Staying positive makes you approachable and memorable. Be willing to listen closely and wait for your turn to speak.
- SMILE – it is a universal language.
- Be a good listener and give others your undivided attention.
- Extend a firm handshake so you will appear confident and warm.
- Try to remember names – repeat the person's name that you just met.
- Consider volunteering. Networking through volunteering gives you access to a new array of people.



Interview

A successful interview can land you that perfect job. However, in order for it to be a success, you will need to communicate clearly WHO you are, WHY you want to work for the employer, and HOW you can contribute to their team. In order to be confident and effective at interviewing, you need to prepare and practice.

The four most common interview methods are:



Phone Interviews



Online Interviews



One-on-one Interviews



Panel Interviews

General Interviewing Tips

- Research the company and review the job description prior to the interview.
- Identify your top skills and experiences that are relevant to the position.
- Complete a practice/mock interview prior to the real one. Research common interview questions.
- Dress professionally and practice your handshake – you only have a few seconds to make a good first impression.
- Bring multiple copies of your résumé and references printed on high-quality paper.
- Arrive 10-15 minutes early; turn your cell phone off.
- When answering questions, be specific and provide relevant examples. Quantify your results whenever possible.
- Ask two to three questions at the end of the interview.
- Collect business cards of the individuals(s) who interviewed you.
- Send a thank you note (either a hand-written card or email) to the interviewers 24-48 hours after the interview.



Phone Interviews

Used as a tool for screening candidates.
Usually done prior to an in-person interview.

If you're actively sending out résumés, you may receive a phone call from a potential employer at any time. If you're not prepared to talk, let the call go to voicemail and call the employer back within 24 hours. Your other option is to answer the call and ask if you can schedule a phone appointment at a future time. NOTE: Call the number you have on your résumé – make sure the recording is professional and the caller can leave a message.

Online Interviews

Used by many companies today through services like Skype, Zoom and Google Hangouts as a different variation to the phone interview.



Phone Interviews Tips

- Find a quiet location – no kids, pets, TV, music, etc. in the background.
- Have a pen, paper, your résumé, and the job description in front of you.
- Be ready to talk about your background, accomplishments, and skills.
- Know your salary expectations. Do your research ahead of time to find out what the company/industry pays. (You can use resources like onetonline.org, glassdoor.com, salary.com, etc. to find this information.)

These interviews save employers time and money. As the technology to conduct online interviews has improved, it's becoming a popular and efficient means to screen candidates. As with phone interviews, you need to be prepared, and make a good impression so you're not eliminated early in the recruiting process.

Online Interview Tips

- Download the video application the employer will be using ahead of time to navigate its uses.
- Check the quality of your Internet connection to ensure no problems exist.
- Treat it exactly the same as a face-to-face: Set up early, dress well, and have your résumé and notepad available.
- Answer questions looking into the camera, not looking at the screen.

One-on-One Interviews

Generally the most common type of interview.

An invitation to interview in person is not solely for the employer to assess your qualifications or credibility. Typically, the hiring team has already determined you have the appropriate knowledge and skills at this point. Therefore, the in-person interview is usually an assessment of your personality and fit with the organization. Additionally, it is also an assessment of your aptitude to handle the role.

One-on-One Interview Tips

- Conduct thorough research into the role and the company culture so you can share how you're a good fit for job and organization.
- Describe how you have used relevant work skills and the results you achieved.



Frequently Asked Interview Questions:

- Tell me about yourself.
- Why did you decide to leave your last position?
- Why did you choose your career path/major?
- Why do you want to work here?
- What are your strengths and weaknesses?
- Where do you see yourself in five years?
- What are your salary expectations?



Panel Interviews

When an applicant meets with a group of interviewers.

This may be done individually or with multiple candidates in the same room. Preparation for a panel interview is similar to a one-on-one interview.

Panel Interview Tips

- If possible, try to research the members of your panel ahead of the interview, and learn about their role in the organization.
- Speak directly to each person on the panel and try to make eye contact with everyone when answering questions.
- At the conclusion of the interview, thank everyone personally, shake everyone's hand, gather business cards, and send "thank you" notes to all.

Your Elevator Pitch or 60-Second Sell

The information you provide in this pitch can be used to answer the "Tell me about yourself" question where you cover all relevant information in order to quickly sell your worth to potential employers. Please reference the Networking section for how to formulate a compelling pitch.

Behavioral-Based Questions

Some of the most difficult questions to answer effectively are behavioral-based questions, especially if you're not prepared. Employers will often ask you to tell them about a time you demonstrated certain core competencies that are relevant to the position. Use the **STAR** technique to answer these questions:

- S** **Situation:** Describe a specific event – not a generalized description. Keep it brief but detailed enough to set the scene.
- T** **Task:** Explain the task you needed to accomplish, such as the goals and objectives of a work project or school assignment.
- A** **Action:** What did you do to solve the problem or complete the task? How did you plan? What approach did you take? What skills did you use? If you're discussing a group project, focus on your contribution.
- R** **Result:** What happened as a result of your action? What were the benefits? What did you learn? What was accomplished? Quantify if possible.

You may want to write out three to five stories describing times that you were successful at work, in school, or in your personal life. (Avoid situations that may make you emotional or divulge something too personal.) Work backward from the result and fill in the other sections. Think about the skills and competencies you demonstrated in each story and apply them to the appropriate questions.

Here are some of the core competencies employers are looking for with behavioral-based questions:

- Teamwork/Cooperation
- Leadership
- Initiative/Motivation
- Critical Thinking
- Time Management
- Customer Service
- Communication
- Problem-Solving
- Decision-Making

Sample Behavioral-Based Questions

- Give me an example of a time you worked cooperatively as a team member to accomplish an important goal. What was the objective and how did you achieve it?
- Tell me about a time you failed.
- Tell me about a time you had too many things to do. How did you accomplish your goal(s)?
- Tell me about a time you were given an assignment where the work was not well defined or was in an area in which you had little experience/knowledge. Describe the process you followed.
- Give me an example of a time you had to deal with a difficult customer/coworker/boss.
- Tell me about a time you successfully communicated with another person even when that individual did not agree with your perspective.
- What is the highest-pressure situation you have dealt with recently?
- What are you most proud of?



Salary Negotiation

You have a job offer on the table and you are considering accepting the position. Salary.com reports that 18% of people never negotiate salary and 44% say they negotiate only occasionally. How do YOU want to proceed?

Negotiating salary can be intimidating, but getting paid what you are worth will keep you from leaving over \$1 million on the table over your lifetime.* Although this may be an area where you have little or no experience, there are key strategies for making your way successfully through the salary negotiation process.

Women

Statistics show that 57% of men asked for more money after the initial offer, while only seven percent of women asked.** Research has revealed that women tend to be viewed as too aggressive if they ask for more money,*** but that perception is changing so DO NOT be afraid to ask. Remember, if you do not ask you will have no chance of receiving anything. Even \$1,000 or \$2,000 more in your base salary can be worth thousands of dollars over time.

You may be motivated to ask for more money when you consider the gender pay gap, the difference between men's and women's income. Based on data from the U.S. Census Bureau's 2017 American Community Survey, women make \$.80 (cents) compared to men. Equal Pay Day in 2019 was April 2nd, the approximate day the typical woman must work into the new year to make what a man made by the end of the previous year (equalpaytoday.org).

Your Research

To garner the best possible leverage in the negotiation process, it is important for you to research salaries of similar positions before the interview. Knowing the job-specific salary is a key piece of information to have before you sit down to discuss the offer. What skills do you have that support being in the higher part of that salary range? What is the lowest salary in that range that you would accept?

Some salary negotiation sites are: Salary.com; Payscale.com; and Glassdoor.com. Additionally, Career Services has access to accounting, finance, and administrative salary guides as well as the National Association of Colleges and Employers (NACE) quarterly salary surveys. NACE information is current and presents new graduate starting salaries.

You may also want to research the fiscal health of the company before your interview. If its annual report shows strong earnings, then you may stand a better chance of negotiating a higher salary.





The Mention of Money

Do not be the first to mention a dollar amount. The most effective strategy at this point is to first learn what the potential employer is offering. You have already identified a range of salaries for the position during your research, so wait for them to make you an offer.

*Source: Jeff Haden, Dec 19, 2016, inc.com. retrieved from: www.inc.com/jeff-haden/research-shows-not-negotiating-your-salary-could-cost-you-1-million-especially-.html

**Source: “Women Don’t Ask: The High Cost of Avoiding Negotiation—and Positive Strategies for Change” – February 27, 2007
Linda Babcock and Sara Laschever by Linda Babcock (Author)

***Source: Jennifer Ludden, 2011, Ask for a Raise? Most Women Hesitate, npr.org, Feb 8, 2011

The Ask

If you are asked what your salary expectations are before an interview, say that you are “negotiable.” This lets the employer know that you are open to discussion. If they persist, then give them a range but preface your answer with, “based on my salary research about these positions, the responsibilities of the position, my extensive experience, my education, and what I can bring to the table, I feel that a range of “x to z” is suitable for this position.” The bottom of your range should reflect the minimum you will take, not the actual job minimum your research has uncovered.

If you are asked what your current salary is, you can defer the answer and offer some alternatives such as:

- “For a candidate with the skills and experience you want, I’d expect that this position would not pay less than ‘x’, correct?”
- “Before we get to that, let me make sure I’m even in your ballpark. What is the salary range for this position?”
- “Since this position is not exactly the same as my current job, let’s discuss what my responsibilities at this company will be and work together to determine a fair salary for this position.”

If they press you further, be honest about what you are currently earning. However, consider the fact that there is support for making this practice illegal. The Paycheck Fairness Act was reintroduced for consideration by Congress in January, 2019 and was passed in the house in March, 2019.

It currently awaits a vote in the Senate. If the bill becomes law, employers will be prohibited from asking candidates about their wage history and from relying on prior wages to determine a salary offer (Congress.gov).

The Offer

If you do receive an offer, make sure you get it in writing. Do NOT accept an offer on the spot. Most employers expect you to take some time to think it over. It is customary for you to ask for 24-72 hours to consider an offer. Review the offer and talk with family members. Be sure to take into consideration the benefit package that comes along with the salary. Sometimes bonuses can be up to 25% of your salary or more, and matching retirement plans can be very appealing. The US Department of Labor (2016) states on average 31.4% of total compensation is in benefit form. Understand that the first salary offer is almost always negotiable. If the offer is not consistent with what your research shows, then you have room to negotiate.

Your Approach

Negotiating a salary is as personal as it is important. Those factors make it both complex and likely to move you out of our comfort zone. Nonetheless, it is key that you manage the discussion toward the positive. Ask questions – don’t deliver ultimatums. In this setting, as in all negotiations, you and another person are meeting in order to reach an agreement. At this point, it is likely that the employer wants to find some common ground and come to an agreement with you.

Caution

Candidates sometimes think they can take a lower salary NOW (employers may offer this) and make it up later on. DO NOT fall into this trap and think you can compromise your worth. Research shows that your negotiating power is strongest BEFORE you accept a new job.

The Bottom Line

Apply these negotiating techniques. You will clearly understand what the employer can offer and also guard against selling yourself short. Negotiating your salary TODAY impacts your lifetime earnings. Business Insider reports that a loss of a \$5,000 negotiation in a first job, and after 45 years of work, could equate to an earnings loss of \$1 million over a 45-year career.

Ultimately, you need to be willing to walk away from the job offer if you feel that the compensation package is not right for you.

Career Fairs and Recruiting Events

In today's market, more than 85% of open jobs are filled through networking. Recruiting events provide great opportunities to meet with employers to discuss career prospects and investigate careers associated with your field of study. Career fair connections can lead to consideration for future openings, formal interviews, and even job offers.



Here's what a career fair does for you:

- Provides an environment for professional interaction with employers.
- Offers an opportunity to utilize your 60-second sell.
- Increases your chances of obtaining a formal interview with an employer.
- Expands your network of professional contacts.
- Provides important insights about positions, occupations, and careers in your field.
- Permits you to learn more about specific employers and their hiring needs.

Here's what a career fair does for employers:

- Allows employers to learn more about you than what appears on your résumé.
- Employers can see and consider:
 - Your professional appearance and communication skills.
 - Your attitude, personality, and passion for the field and/or company.
 - Your PREPARATION as a candidate.
- Provides insight about how you would fit their workplace culture.



Walsh hosts



Two Career Fairs

Each year, in the spring in Novi and the fall in Troy.



Internship Connection

Each February in Troy.



Meet The Firms

Each fall in Troy. Public Accounting Recruiting Event.



IT Cyber Connections

Each January in Troy. IT Networking Event.



These events provide great opportunities for you to network with employers.



For a successful career fair experience, you need to prepare in advance:

- Make certain your résumé is relevant, up-to-date, and error free.
- Research participating companies.
- Create a brief list of non-salary questions about the company or field.
- Prepare answers for potential employer questions (i.e., your experience to date, strongest skills, how you could contribute, why you want to work for them, etc.).
- Perfect your 60-second sell.

Be ready to make your best first impression:

- Carry a padfolio with notebook, pen, and multiple copies of your résumé.
- Make sure you're dressed for success with a businesslike appearance.
- Practice your firm handshake and direct eye contact.
- Be sure to ask for business cards from employers.
- After the career fair, send follow-up thank you notes to employers you met, and connect with them on LinkedIn.



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