

Job Search Strategies for Today's Global Job Market

MSF Career Prep Bootcamp | August 19, 2021

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Gies Career Services**

MSF Career Prep Bootcamp Training Program

(presented by Gies Career Services)



20,000 ft

[Session 1 – day one]

Job Search Strategies for Today's Global Job Market
"Big Picture Overview"

[Session 4 –
day two]

Job Search
Strategies for
International
Students

[Session 3 – day one]

Common Career Paths for MSF Students

[Session 2 – day one]

Advanced Resume Writing
and LinkedIn

[Session 5 – day two]

How to Have Great Conversations
During Your Job Search

5 ft

A little bit about me



Industry -
Multinational

Small
Business/
Start-up

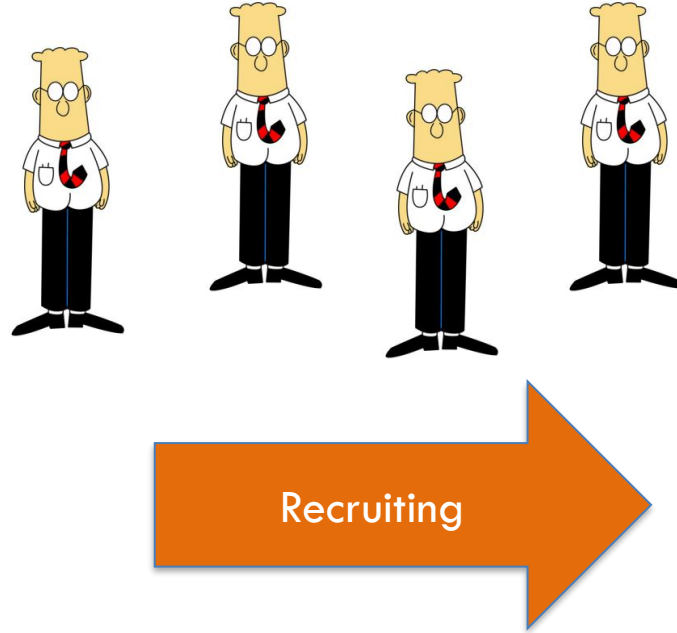
Non-
Profit/
University

Agenda



Part 1

THE EMPLOYERS' PERSPECTIVE



How do **employers** find candidates?



Career
Fairs

Job Boards
(e.g., Handshake, LinkedIn
job board, Careernomics,
Glassdoor, etc.)

Educational Events
(e.g. career workshops and
webinars, company visits,
case competitions, student
projects, etc.)

Company/organization
website

Company
Information
Sessions

Search firms
(3rd party
recruiters)

Social Media
(e.g., LinkedIn,
Facebook, Twitter,
TikTok, Wechat)

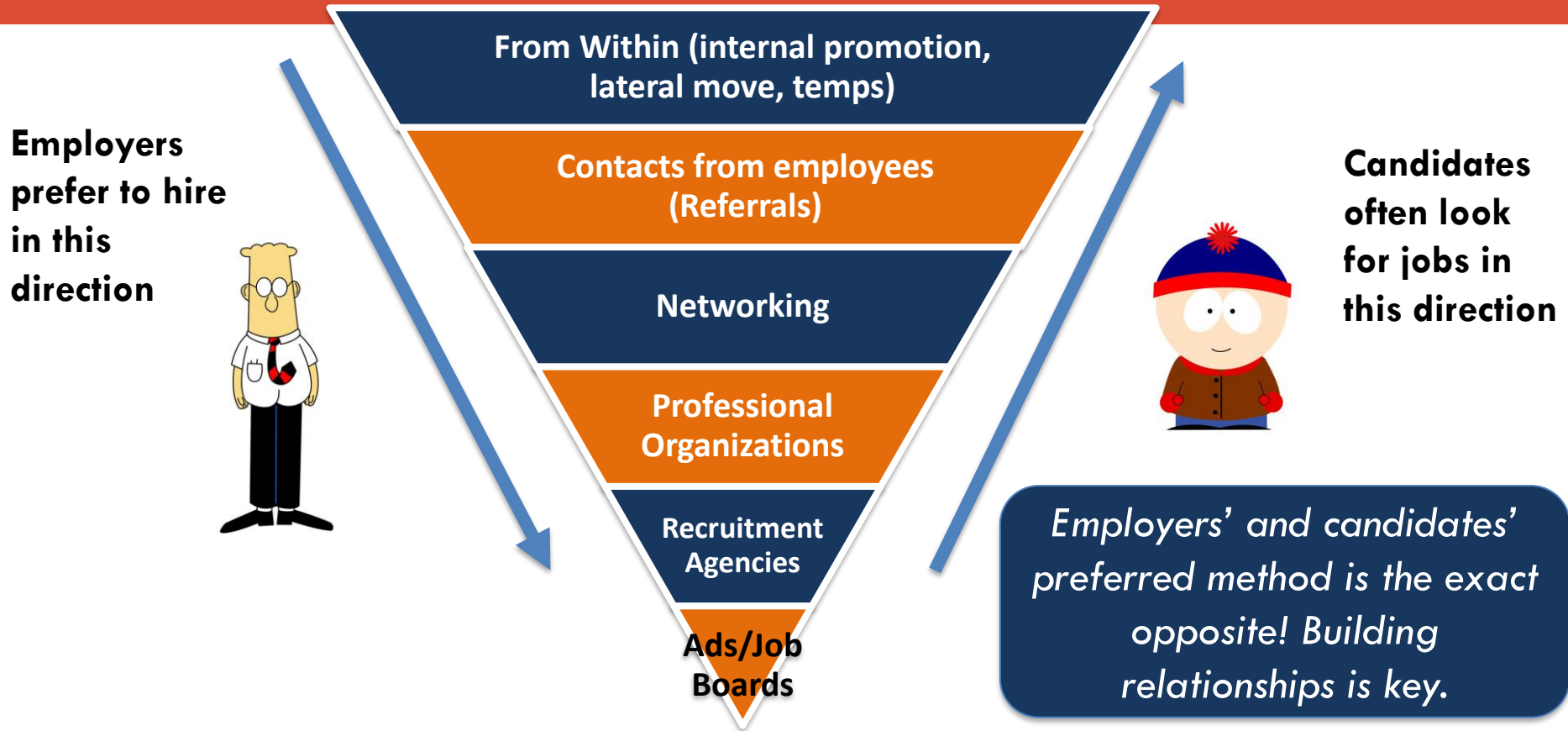
REFERRALS

FROM WITHIN
THEIR
ORGANIZATION

Networking/Social
Events (Formal or
Informal)



How do employers and candidates find each other?



Are most opportunities advertised or not advertised?

Job Boards
Company websites
Social Media



Professional
and
personal
connections
(your
“network”)



Most opportunities are “hidden” – relationship-building is key to discovering the hidden opportunities

Part 2

THE CANDIDATES' PERSPECTIVE: *6 JOB SEARCH STRATEGIES*



WHY do job candidates need to be strategic?

I'm sure I'll find a new job.
It's somewhere in
here, and it'll
jump out at me.
I just know it.



someecards
user card



Is this the most effective method?

Are we missing out on opportunities because we default to what is “easy” and within our comfort zone?

6 Job Search Strategies

U

UNDERSTAND how the job market works

M

MAKE time for your career search

I

INTERACT and engage with people & activities

S

SET the mind

U

UTILIZE a mix of job search “channels”

C

CREATE a Career Marketing Plan

1. **UNDERSTAND** how the job market works

4 FACTS

1. It's competitive - you are not the only candidate. It's a numbers game.
2. Timing is everything. Opportunities can come at any time so you want to be ready. Employers will not wait until you're ready.
3. It can be a long and emotional process – your patience and self-confidence will be tested!
4. The job search process is **SELF-DRIVEN** – **you need to be proactive! You know yourself best.**

The more you understand how the 'game' works, the more effective you will be as a job candidate (and the less emotional you will be!)

Sample Exercise #1: Conduct research

WHAT are the skills my target employers value when hiring?

What do employers look for when recruiting candidates?

Source: National Association of College and Employers (2021 job outlook survey)

1. Problem-solving skills
2. Ability to work in a team
3. Strong work ethic
4. Analytical/quantitative skills
5. Communication skills (written/verbal)
6. Leadership
7. Initiative
8. Detail-oriented
9. Technical Skills



Sample Target Roles

- Financial Analyst
- Credit Risk Analyst/Associate
- Data Analyst
- Equity Research Analyst
- Investment Banking Analyst
- Valuation Analyst

What skills/experience do employers value in these roles?

- Technical & Analytical skills?
- Certifications? (e.g., CFA)
- Creativity?
- Client-facing experience?
- Critical thinking? Problem-solving?
- Business and/or specific industry knowledge?

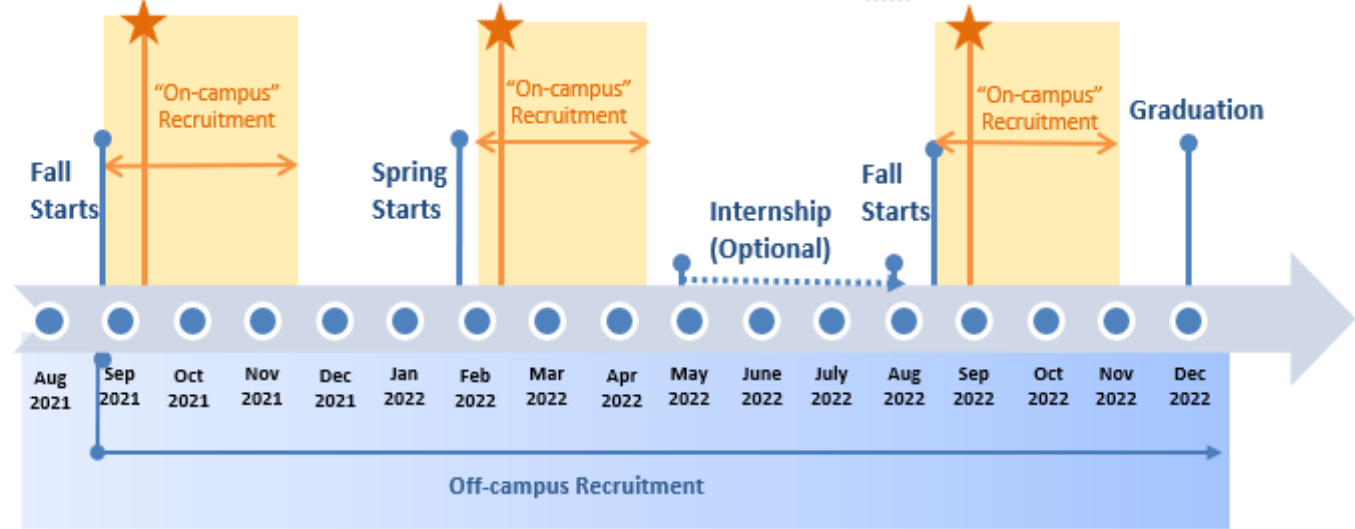
Sample Exercise #1: Conduct research

WHEN do employers recruit and what is the timeline?

Gies Business Fair (Fall) - September

Gies Business Fair (Spring) – end January

Gies Business Fair (Fall) - September



Leverage both “on-campus” and “off-ship” recruiting

Sample Exercise #1: Conduct research

What type of roles and experiences should I target based on my background?



Factors to consider:

- Graduation Date
- Years of Work Experience
- Motivation & Interest Level

Internships
(Full-Time, Part-Time)

Full-Time

Project-Based
Work/"Micro-
internships"
(e.g. short-term projects,
your courses working with
clients, virtual simulated
experiences)

Part-Time/
Contract
(e.g., on-campus roles, etc.)

Sample Exercise #1: Conduct research

What are some resources I should leverage to conduct my research so I can learn more about the job market, skills in demand, and my target roles & organizations?



- Collect and review job descriptions
- Visit the company/organization's website (their career section) and LinkedIn company page
- Reach out to your professional and personal connections (e.g. industry executives, alumni, professors, career advisors, etc.)
- Attend employer events and talk to the representatives (e.g. career fairs, information sessions, webinars, workshops, social events)
- Read Industry/Business news such as Wall Street Journal, Morning Brew, Business Week, Financial Times, etc.

2. INTERACT and engage with...people & activities

Sample List of People



Industry Executives



Your personal connections



Alumni



Current Students



Professors



School Administrators



Career Advisors

Sample List of Activities

- Career workshops
- Employer Events
- Networking and Social Events
- Student Organizations
- Professional Associations
- On-campus jobs
- Volunteer
- Trips/Travel
- Multi-Language Learning



Most common regret from alumni?

Studying too much and not investing enough time to engage in activities and with people outside the classroom.

Expand your connections...and your mind

2. **INTERACT** and engage with...people & activities

How do I find activities/events?

Suggested Resources

- **Gies Groups** (Gies College of Business related events; read all career newsletters!)
- **Handshake** (Campus-wide employer events, career fairs)
- **Illini Union Volunteer Programs**
- **Virtual Job Board – Office of Student Financial Aid** (list of on-campus jobs)
- **Uofl Connections** (List of Student Organizations at Illinois)

Previous MSF students were involved in student organizations such as: Illinois Business Consulting, FACES Consulting, Entrecorps, GLOBE, specific cultural clubs

International Student-Specific

- Subscribe to the International Students & Scholars (ISSS) newsletter
- Subscribe to the INTLconnect newsletter for international students (go to The Career Center website)

And many more! We will send you an email with the above resources for your reference.

3. **UTILIZE** a mix of job search “channels”



Career
Fairs

Job Boards
(e.g., Handshake, LinkedIn
job board, Careernomics,
Glassdoor, etc.)

REFERRALS

FROM WITHIN
THEIR
ORGANIZATION

Educational Events
(e.g. career workshops and
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Company/organization
website

**Bottom Line: Don't simply rely on
one channel.**

Company
Information
Sessions

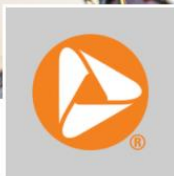
Search firms
(3rd party
recruiters)

Social Media
(e.g., LinkedIn,
Facebook, Twitter,
TikTok, Wechat)

Networking/Social
Events (Formal or
Informal)



Sample Exercise #2: Stay updated with employers and opportunities



PNC
Financial Services · Pittsburgh, Pennsylvania · 212,595 followers
101 people from your school work here · 50,995 employees

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [Life](#) [People](#)

LinkedIn <jobs-listings@linkedin.com> [Unsubscribe](#)
to me

Jun 13 (2 days ago)

Deborah Hom

Top job picks for you

- Senior Director, Organizational Development**
Trustmark Companies · Greater Chicago Area
11 alumni
- Corporate Trainer**
Alain Pinel Realtors · San Francisco Bay Area
5 alumni
- Leadership Development Director**
CNA Insurance · Greater Chicago Area
2 company alumni
- Senior Consultant, HR Learning and Development**
Northern Trust Corporation · Greater Chicago Area
1 connection

11:09

Deborah, we think you'll like these new opportunities.

Handshake

Picked for you based on your activity and interests

- Marketing Coordinator, NCAA**
WarnerMedia · New York City, NY
- Digital Content Internship (Fall 2021)**
Tesla · Hawthorne, CA
- Software Development Engineer Internship (Summer 2022)**
Amazon · Seattle, WA

Follow companies, download mobile job apps and set up email alerts from job boards so that you stay updated...it's also more convenient!



4. **CREATE** a career marketing plan – what is your **VALUE**?



Targeted and personalized



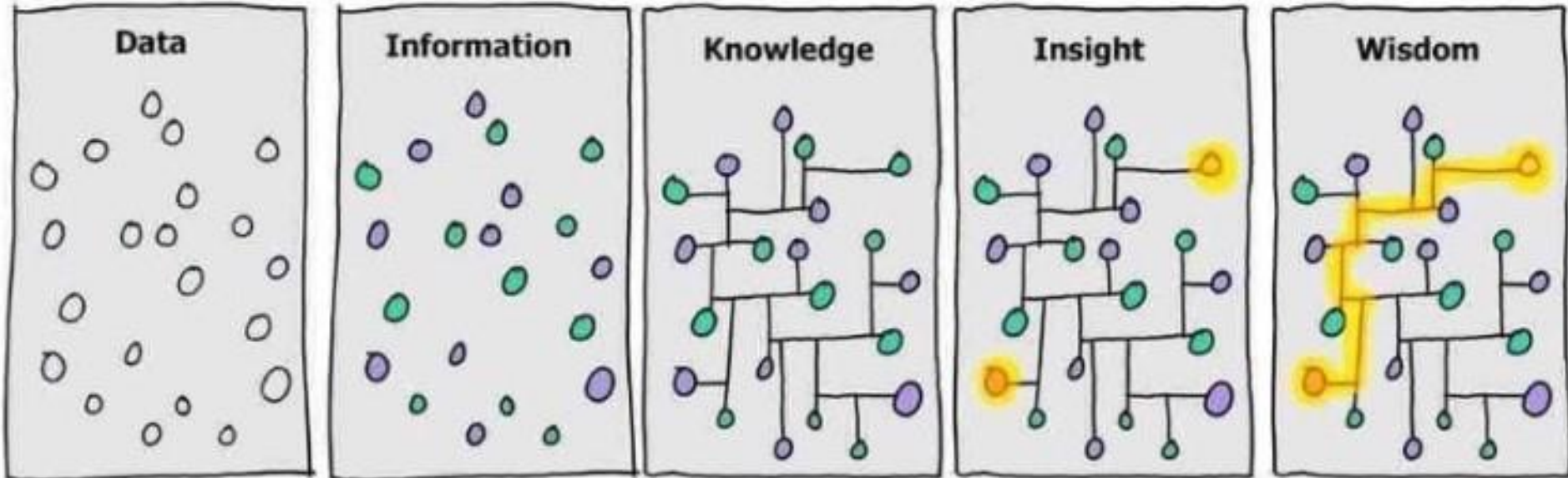
Your “Career Marketing Plan” consists of:

- Resume
- LinkedIn profile (and/or other job board profiles such as Handshake)
- Cover Letter
- Self-Introduction (e.g. for interviews, career fairs, networking events, informational meetings)

Take time to **SELF-ASSESS**: identify your strengths, areas of improvement, interests, and your career goals. Remember, self-assessment is an ongoing process throughout your career.

Sample Exercise #3: Connect the dots

How can I connect my skills, knowledge and experience so that it communicates VALUE to my target audience (employer) and benefits them?



Sample Exercise #4: Self-Assessment - Conduct a personal SWOT analysis



Strengths <ul style="list-style-type: none">• What are my top skills?• What am I naturally good at?• What do I feel my competitive advantage is over others?	Weaknesses <ul style="list-style-type: none">• What areas do I need to improve on?• What do I find difficult for me to do?
Opportunities <p>What opportunities do I feel are available to me?</p>	Threats <p>What risks/challenges do I face that might prevent me from the opportunities available to me?</p>

Sample Exercise #4: Conduct a personal SWOT analysis

Internal

*Focus on what you
can control*

*Instead of what you
can not!*

External

Strengths

- technical knowledge
- strong communication skills
- bilingual
- cross-cultural experience
- strong team player
- strong academic record
- top undergraduate and/or graduate program

Opportunities

- increased growth in my field
- my skillset is in demand
- geography (location is in need of specific talent)
- my degree and school is widely recognized

Weaknesses

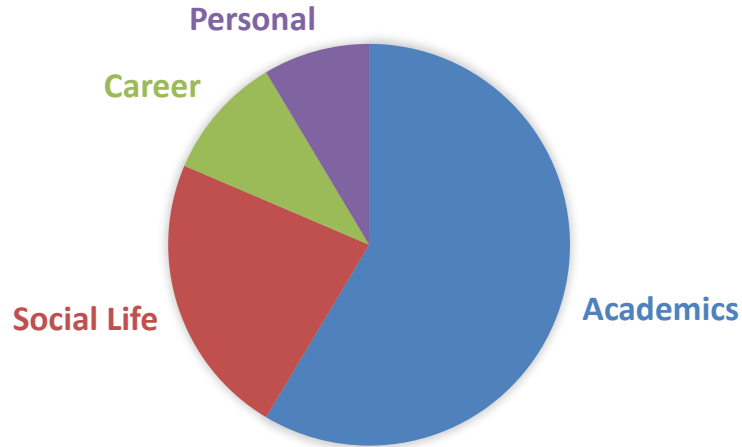
- public speaking
- basic Excel skills only; need advanced skills
- need to get certification (e.g. CFA, PMP)
- gain more leadership skills
- lack of knowledge on how to find jobs

Threats

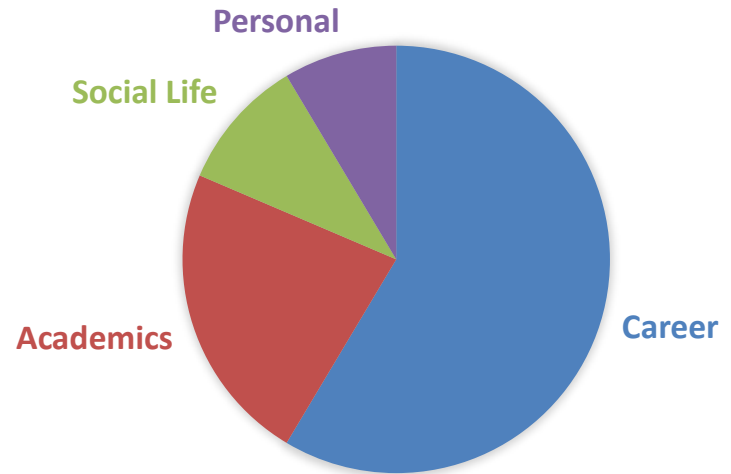
- job cuts in your field
- increased restriction on work authorization
- government regulation on specific industry
- too many applicants for this type of role (highly competitive)

5. **MAKE** time for your career search

STUDENT A



STUDENT B



What are your priorities? There is no right or wrong way of spending your time. It depends on what is important to you.

Sample Exercise #5: Keep track of your career activities

THE 2-HOUR JOB SEARCH

Using Technology to Get
the Right Job *FASTER*



STEVE DALTON

Senior Career Coordinator and Associate Director,
Baylor University's Piquette School of Business

Staying organized and
being disciplined is
important and gives you a
sense of control with your
job search

	L	A	M	P	
#	List	Alumni	Motivation	Posting	(Sponsorship)
1	Deloitte	Y	5	Y	Y
2	KPMG	Y	5	Y	Y
3	PwC	N	4	Y	Y
4	EY	Y	4	Y	Y
5	Cummins	N	3	N	N
6	ADM	Y	4	N	N
7	Malone Bailey	Y	5	Y	N
8	Morningstar	Y	1	N	N
9	Disney	N	2	N	M
10	Carr, Riggs & Ingram	N	4	Y	N
....	Chewy.com				
....	P&G Greater China				
....	Grant Thornton				
....	RSM				
38	BDO				
39	Plante Moran				
40	Mazars USA				

6. SET the mind

Undergraduate
mindset

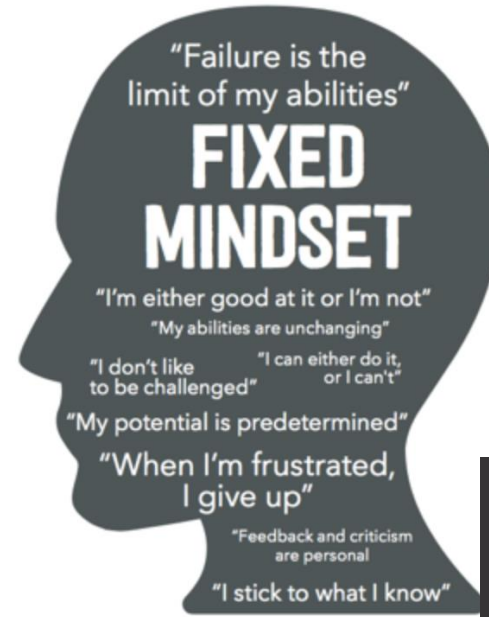


Graduate
mindset

Student mindset



Working
Professional mindset



**ATTITUDE
IS EVERYTHING**

LIFE IS 10%
WHAT HAPPENS TO YOU
& 90% HOW
YOU REACT TO IT

RECAP: 6 Job Search Strategies

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