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Strategic Career Planning - BUED – 470/570, 1 credit
Saturday, September 19, 8:00 a.m. – 5:00 p.m.
Saturday, October 10, 8:00 a.m. – 4:00 p.m.
Room: Somsen 321

Barbara Larsen, Associate Director, Career Services

Phone: (507) 457-5582

Office: WSU Career Services, 325 Maxwell Hall

Email: blarsen@winona.edu

Office Hours: Monday-Friday 8:00 a.m. - 4:30 p.m. or by appt.

Required Texts:

1) Rath, T. (2007). StrengthsFinder 2.0 New York: Gallup Press, ISBN 978-1-59562-015-6

Please be aware that you must purchase a NEW copy of this book as each copy includes a unique code used to access the assessment through their website.



THE GALLUP ORGANIZATION

2) Dahlstrom, Harry (2006). The Job Hunting Handbook, Dahlstrom & Company; ISBN 978-0-940712-92-8

Both available at WSU Bookstore

Laptop or access to a computer and internet required the 1st day of class to take the StrengthsQuest assessment.

Course Focus:

The purpose of this course is to introduce you to the career planning process including self-exploration, occupational exploration, and job search strategies. By learning this process you will hopefully be better prepared to obtain an internship or your first job after graduation and be more satisfied with the career/job you pursue. Furthermore, understanding this process will allow you to better manage your career throughout your life and make future career transitions easier.

Specific Objectives:

1. Students will learn how to examine skills, interests, and individual strengths.
2. Students will learn how to effectively identify and research organizations of interest.
3. Students will learn how to create self-marketing materials including a resume, cover letter and reference list and learn how to tailor them to individual positions.
4. Students will develop an understanding of professional portfolios and understand how to effectively use them in a job search.
5. Students will learn networking and job search techniques and apply these techniques now for job or internship opportunities.
6. Students will learn key skills for interviewing through mock interviewing activities.
7. Students will understand the components of a salary/benefits offer, how to research salary and prepare for effective salary negotiation.
8. Students will develop career-related goals to guide their future career path.
9. Students will increase knowledge of WSU Career Services and resources.

Class Policies

Attendance/Participation

Attendance is required for the benefit of your learning and as a courtesy to your classmates. It is essential that each student become actively involved in the class and share experiences. **Being this class meets for only 2 Saturdays, it is ‘imperative’ you attend both classes. Only emergency absences will be considered.** Any unexcused absence will dramatically affect your grade.

Your contributions during class are essential. As a member of this class, you are expected to be here, be prepared, and to participate. It is my expectation that you will make it to class *on time* and that electronic devices will be turned off. Failure to regularly arrive on time or participate *will* impact your final grade in the course.

Late work

No late work will be allowed. Period.

Quality of Work

Your work should reflect college level standards. All assignments are expected to be legible and grammatically correct. **Please be sure to proofread your work; failure to do so will impact your grade on assignments.**

Academic Integrity and Scholastic Dishonesty

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else’s work as your own, can result in disciplinary action.

Within this course a student responsible for scholastic dishonesty can be assigned a penalty up to and including an “F” or “n” for the course. If you have any questions regarding the expectations for a specific assignment, ask.

If at any time you have a concern regarding the class or your performance, feel free to come and talk with the instructor(s). We have high standards for you in the class and expect you to take responsibility for your work, but we will also be flexible as necessary. Any student with a documented disability condition (e.g. physical, learning, psychiatric, systemic, vision, hearing, etc.) who needs to arrange reasonable accommodations should contact the instructor(s) and Disability Services at the beginning of the semester.

Grading

Participation/attendance	20 pts.
StrenthsQuest Reflection Paper	10 pts. Due: Oct. 2
Strengths Grid	10 pts. Due: Oct. 2
Career/Employer Research	20 pts. Due: Oct. 2
Resume	20 pts. Due: Oct. 2
Cover Letter	20 pts. Due: Oct. 2
Career Services Advisor Appt.	10 pts. Due: Oct. 2
Informational Interview Paper	20 pts. Due: Oct. 2
InterviewStream/Self-Critique	20 pts. Due: Oct. 19
Attend Career Fair October 14	10 pts. Due: Oct. 19
<u>Career Action Plan</u>	<u>20 pts. Due: Oct. 19</u>
Total Points Available	280 pts.

Assignments

Each assignment is given a numerical score. There are a total of 280 possible points for all assignments and activities in this course. All assignments are due on the date listed and you will receive **0 points** for any materials turned in late (without previous arrangements). Grammar and spelling will be considered in your grade for each assignment, proof-read carefully (employers will). Use WSU Career Services, 314 Maxwell Hall, as a resource for many of your assignments.

Major papers and projects

1) **StrengthsQuest Reflection Paper:** Write a 1 page reflection about the StrengthsQuest assessment that answers these questions about **one particular strength you possess (also review strengthsquest.com website):**

- a. What is best about this theme?
- b. How do you use it in your academics?
3. How do you use it in job or other positions you have held?
- d. What would happen if you didn't have this theme?
- e. How does this theme help you be successful?

2) **Strengths Grid:** List your top 5 themes in a chart, listing the definition, benefit, example from past and a specific example of how you would use your theme in a position for which you are applying (1 page):

Strength	Definition	Benefits	Past Example	Future Illustration: <i>Marketing Intern</i>
Communicator	Enliven life with examples, stories and images Not only like to speak, but enjoy captivating the audience	<ul style="list-style-type: none">• Driven to reach out and connect with people• Easy to put thoughts into words• Enjoy presenting in front of groups	As a Princess Kay of the Milky Way Finalist I am a spokesperson for the dairy industry. Throughout the MN State Fair, I was able to speak to over 10,000 consumers about the importance of dairy products through large audience interaction and one-on-one conversations.	By being a great communicator it will be easy to initiate meaningful conversations to gather input from other employees. I will be able to incorporate these results into marketing plans and present the results in an engaging and informative presentation.

3) **Career/Employer Research:**

1. Research careers/occupations of interest to you, using resources from the career library or the internet. Find descriptions for at least 3 different occupations that fit what you might be looking for in a position.
2. Research and review different companies that hire in the occupations in which you are interested and identify 2 unique companies that are new to you and where you might want to work.
3. In a summary, identify the 3 occupations and the 2 companies per occupation, rank ordering which is most interesting to you and why. Consider how the occupations fit your personality and your strengths? What do you find appealing? What makes you unsure? What more do you need to know? This can be in a list form, as long as you include the why and the fit in your rank ordering statements.

No more than 2 pages.

4) **Informational Interview Paper:** One of the most important assignments, so start VERY early to get an individual you really want to meet.

Part 1: Networking (3) (see pages 16-17 in Job Hunting Handbook)

Identify three professionals (not students) who work in career areas you are considering (or similar to fields you are considering) with whom you could speak to for an informational interview or job networking. None of these people can be family, friends or staff/faculty at WSU or current students! They need to be **new** people you have identified **through** family, friends, cold calls, professors, mentors etc. Type up the

information for these 3 individuals including **all** of the following contact information for each person: Name, Title, Organization, City/State, Phone and/or Email, and how you identified this contact person.

Part 2: Informational Interview (see page 19 in WSU Career Guide)

Select one person from your networking list to do an informational interview with in person at their workplace (over the phone is NOT acceptable). **This person cannot be a professor or an advisor on campus.** Use the informational interviewing handouts as a guide for setting up the informational interview and for ideas on what questions to ask. You will need to write a **2 page reaction** to what this experience was like including at minimum the following:

- Who you interviewed
- Their educational background
- How you found this contact
- Describe the work environment
- What did you notice about the organizational culture?
- How does the culture relate to your personal values?
- New things you learned about the job
- What did you like/dislike about the position (how does it fit with you?)
- What types of entry-level positions are typically available in this organization?
- What advice were you given from the professional?
- What more do you need to do or learn before concluding that this work sounds right for you?
- What suggestions did this person have for getting into the field?
- What additional job leads or contacts did you secure as a result of this meeting?
- Your reaction to doing an informational interview (easier/harder than you thought?)
- Attach a copy of your thank you note and the person's **signed business card.**

5) Resume & Cover Letter: 1 page each

1. Use information from class lecture, handouts, and the career library resources, to construct (or re-construct) a resume that you will use to apply for an internship or job that truly interests you. (See pages 12-15 in Job Hunting Handbook and 11-15, 31-52 in WSU Career Guide)
2. Identify a real internship or full-time position and write a cover letter that you will send with your resume.

I require you to use the WSU Career Services Office (Winona or Rochester) for resume and cover letter review, as well as viewing podcasts, etc. to help you write your materials. It generally takes many drafts for a strong resume and cover letter. Get the WSU Career Advisor's signature and date of your visit.

6) InterviewStream Assignment & Self-Critique: Stop into the Career Services office at 314 Maxwell Hall. Perform the mock interview assignment. Copy your professor on the interview. Complete a self-critique of you watching your interview and hand in. (See pages 36-47 in Job Hunting Handbook and pages 24-25, 53-56 in WSU Career Guide)

7) Attend Career Fair on October 14, 2009. This is held in McCown Gymnasium. Talk to at least 3 employers about jobs/internships and get business cards from them. (See page 21 in WSU Career Guide)

8) Career Action Plan

What are you going to DO now? Using all the information you have learned in the course, what are your next steps in your career development or search? Think about:

1. Your themes from the StrengthsQuest on-line assessment.
2. Other personal skill areas and traits you have identified and how you hope to use these in your career and career development.
3. How are you going to start using your strengths and skills, what are your first steps?
4. Name your top two career areas of interest and why they fit you.
5. Discuss your interviewing skills: Do you feel confident? What do you need to work on and how will you get better?

Now is the time to set some tangible goals, SMART goals = strategic, measurable, attainable, realistic and time sensitive (with a deadline). In a format you will use, complete a Career Action Plan: an outline for how you will implement all that you have learned. Set REAL goals for yourself with REAL deadlines, such as, “I will contact Carlos Rivera, the friend of my mom’s at ABC Corporation to set up an informational interview by next Wednesday.” This can be a chart or a checklist or whatever format you prefer, not more than 2 pages, not less than 1 page.

1-2 pages

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DAY 1

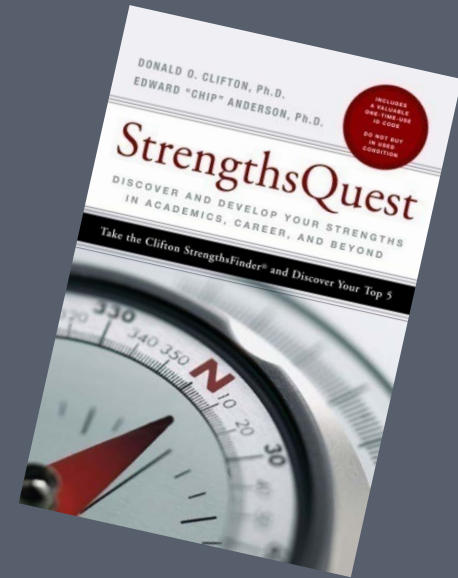
8:00-8:30	Schedule Course Introduction Syllabus & Assignments
8:30-9:00	Take StrengthsFinder Assessment
9:00-12:00	StrengthsFinder Presentation and group activity
12:00-12:45	Lunch
12:45-1:30	Career Services Tour- 314 Maxwell Hall (CS Library, InterviewStream room, employer interview rooms, career advisors, job board, other resources)
1:30-2:15	Career Services & You Presentation (website demo, EZ Link, events)
2:15-2:30	Break
2:30-3:30	Resume & Cover Letter Presentation
3:30-4:30	Homework Assignments: <ol style="list-style-type: none">1. StrengthsQuest reflection paper & grid2. Resume/Cover Letter assignment (make appt with career advisor)3. Informational Interview paper4. Career/ Employer research *Due Date:

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DAY 2

8:00-9:00	Reflection exercise & class discussion
9:00-10:00	“Interviewing to Win” presentation
10:00-10:15	Break
10:15-11:30	Guest speaker on “Effective Interviewing & Dress”
11:30-12:00	Questions
12:00-12:45	Lunch
12:45-1:45	Business Etiquette Presentation Discussion on Portfolios & Efolio
1:45-2:45	Networking Presentation Prepare “Elevator Speech”
2:45-3:00	Break
3:00-4:00	Discussion: 1. Salary Negotiation (NACE, weblinks) 2. Career Fair, Job Fair preparation 3. Job Search Strategies Evaluation Homework Assignment: 1. InterviewStream (Mock interview Career Services office) 2. Career Action Plan *Due in <u>1 Week</u> – Drop assignments off at 325 Maxwell Hall

WELCOME TO **STRENGTHSQUEST!!**



It is time to discover your strengths and put them to use!

2009

Presented by Barb Larsen

You Can Do It!

“It takes far more energy to improve from incompetence to mediocrity than to improve from first-rate performance to excellence”

- -Peter Drucker



Goals of StrengthsQuest



- To help you identify your greatest strengths
- To show you how to develop and apply your strengths
- To encourage you to apply your strengths in career planning and decision making
- To teach you how to maximize your strengths in academic learning and performance

34 Talent Themes

Name that Strength!

- **Achiever**
- **Activator**
- **Adaptability**
- **Analytical**
- **Arranger**
- **Belief**
- **Command**
- **Communication**
- **Competition**
- **Connectedness**
- **Consistency**
- **Context**
- **Deliberative**
- **Developer**
- **Discipline**
- **Empathy**
- **Focus**
- **Futuristic**
- **Harmony**
- **Ideation**
- **Includer**
- **Individualization**
- **Input**
- **Intellection**
- **Learner**
- **Maximizer**
- **Positivity**
- **Relator**
- **Responsibility**
- **Restorative**
- **Self-Assurance**
- **Significance**
- **Strategic**
- **Woo**

Definitions

- Talent: A naturally recurring pattern that can be productively applied; a potential strength
- Theme: A group of similar talents
- Knowledge: What you are aware of: factual knowledge, lessons learned
- Skill: the capacity to perform the fundamental steps of an activity
- Strength: the ability to provide consistent, near-perfect performance

What are Strengths-Talents?

- A talent is a naturally recurring pattern of thought, feeling, or behavior, that can be productively applied
- A great number of talents naturally exist within you, and each of them is very specific
- Your talents work in various combinations each time you do something very well, in your own unique way

What are Strengths?

- There is a direct connection between your talents and your achievements
 - ▣ **Your talents empower you!**
 - ▣ Talents make it possible for you to move to higher levels of excellence and fulfill your potential

Writing Challenge

- 1. _____ 1. _____
- 2. _____ 2. _____
- 3. _____ 3. _____
- 4. _____ 4. _____
- 5. _____ 5. _____
- 6. _____ 6. _____

Gallup Research

- 30 years researching talent and success
 - ▣ 2M interviews with “top achievers”
 - ▣ 50 countries
 - ▣ 34 most prevalent of 400 themes identified
- Strengths linked to strategic organizational results
 - ▣ 198,000 employees/ 7,939 units/ 36 organizations
 - Lower employee turnover
 - More productive units
 - Higher customer satisfaction

StrengthsFinder

- 180 item assessment from perspective of positive psychology
- A tool for helping people discover their talents
- Identifies and measures the 34 themes found to be most prevalent in individuals considered to be the “best of the best”
 - ▣ No talent is better than another – but “shadow” side!
 - ▣ No talent is more appropriate for a role than another
 - ▣ 33,390,720 different sets of Signature Themes possible

My Signature Themes



Theme	Description

Facing the Giants



- Movie clip

Scavenger Hunt: Differences

Person	Theme Name	One benefit of the Theme

Signature Themes: Matches

Person	Theme Name	One Benefit of the Theme

Yearning

An Argument!

What kinds of activities are you naturally drawn to?



Organizing a Closet!

Rapid Learning

Choosing the perfect gift!

- **What kinds of activities do you seem to pick up quickly?**



Meeting someone new!

Flow

Getting from point A to point B!

- **In what activities did the “steps” just come to you automatically?**



Event
Planning!

Satisfaction

Capturing an audience!

- **What activities give you a kick, either while doing them or immediately after finishing them, and you think, “Oh, when can I do that again?”**



✓ Checking it off the list!

Glimpses of Excellence

The perfect
advising session!

- **During what activities have you had moments of subconscious excellence, and you think, “How did I do that?”**



**Fixing
Something!**

Strengths in ACTION



- How can YOU develop your strengths?
- How will knowing your themes benefit you in your department?
- How can you utilize the strengths of the department?
- How will you use the strengths to help others?

Did you know...



- **87%** believe they should **fix their weaknesses**
- Only **2 out of 10** responded that they **work in their areas of strength** most of the time

Myths

Myth: As you grow, your personality changes

- ▣ As you grow, you become more aware of who you are

Myth: You will grow the most in your area of weakness

- ▣ You will grow the most in your areas of greatest strength

Myth: A good team member does whatever it takes to help the team

- ▣ A good team member deliberately volunteers his strengths to the team most of the time

Strengths-Based Organizations

- Create a common strengths-based language throughout the organization
- Recognize individual needs of employees
- Support employees in finding their own approach to their work
- Right person, right job
- Integrate into performance review process

Discussion

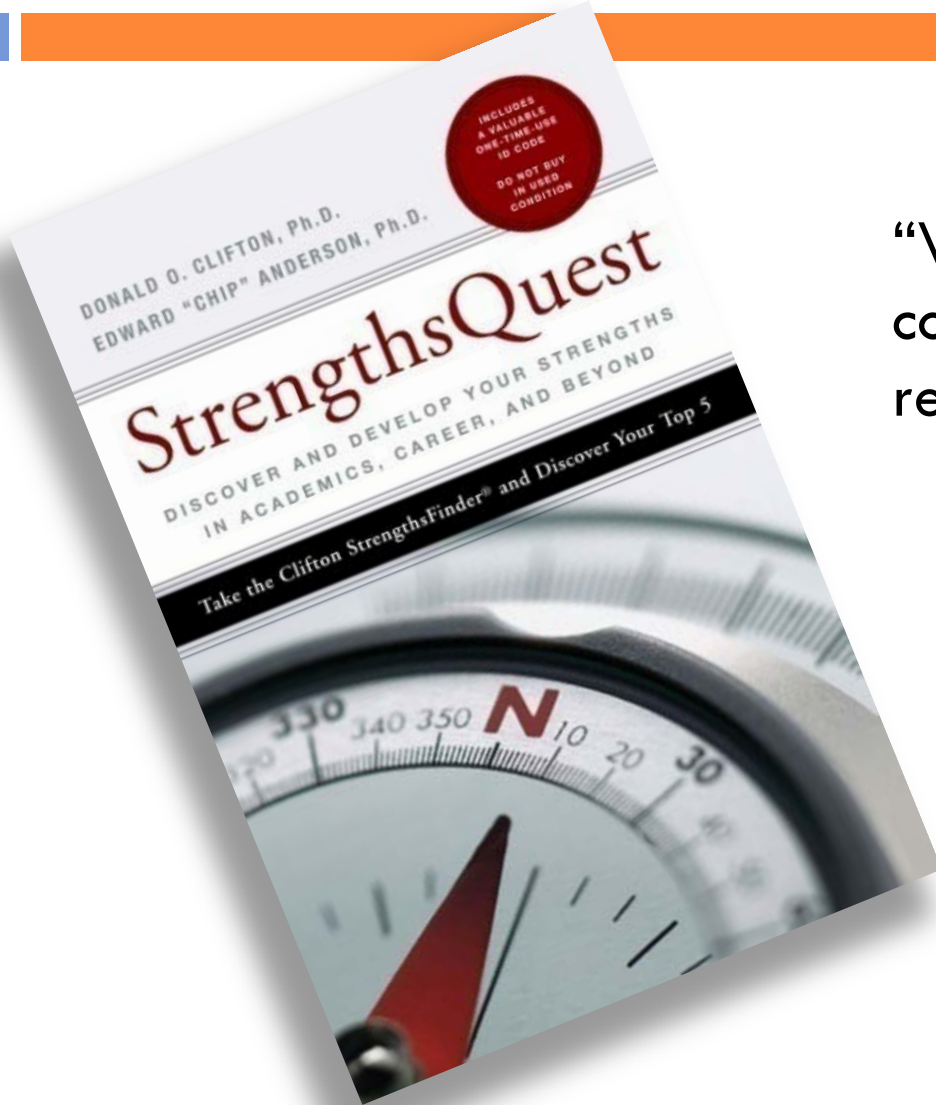
- What one discovery did you make while doing this exercise?
- Were there some people who had themes that you know you could benefit from if you partnered with them?
- Think about one of the themes that seemed least like you. Were you surprised by its benefit?
- As you work with others, how can you continue to build a better understanding of their unique talents?

Careers and YOU

- “Choose a job you love, and you will never have to work a day in your life!”
- “Do what you love and love what you do!”



THANK YOU!



“We all have the extraordinary coded within us, waiting to be released.”

-J.L. Houston