
Decide it. Experience it. Live it.

"We know how the story goes: if you work hard, get good grades everyone is happy. The business world, however, is another animal entirely. Politically motivated and fraught with nonsensical change, the corporate world is not a natural fit for graduates who leave school expecting results from a logical combination of education and effort."

Source: *They Don't Teach Corporate in College: A Twenty-Something's Guide to the Business World* by Alexandra Levit

What employers want you to know about winning in your job search

- Gain experience
 - Internships, co-ops, career-related employment, and campus leadership
- Create Connections (networking)
- Be a professional
- Be prepared
- Be persistent
- Be open-minded, flexible and realistic

What employers want you to know about winning in your first job

- Be a 24/7 learner
- Strong interpersonal skills are critical to gaining rapport with your co-workers and manager
- Act with integrity
- Take initiative
- Demonstrate commitment through hard work
- Be positive, yet humble

Source: *Recruiting Trends 2010-11*, Collegiate Employment Research Institute (CERI), Michigan State University

Employers expect new hires to have the ability to:

- Build and sustain professional relationships
- Analyze, evaluate and interpret data
- Engage in continuous learning
- Communicate through persuasion and justification
- Plan and manage a project
- Create new knowledge
- Seek global understanding
- Mentor and develop others
- Build a team
- Demonstrate initiative

Source: *Garner, Phil. (2009) Collegiate Employment Research Institute (CERI) Report*, Michigan State University

Manage your online reputation

Employers check Facebook

- 83.2% of recruiters used a search engine to review information about candidates
- 43% said they eliminated candidates based on this information

Suggestions for online reputation management

- Conduct an internet search of your name
 - You are your network, personal details about you or embarrassing photos can seep into the world wide web via friends and family in your social network
- E-mail friends and family and ask them to remove photos, un-tag yourself, and teach your family members about privacy settings
- Create a positive online presence through websites, professional blogs, or published articles
- Monitor your name on a regular basis

Sources:

Herman, R. & Gioia, J. (2008, February 20). Digital Dirt Hurts Candidates. The Herman Trend Alert. Retrieved from http://www.hermangroup.com/alert/archive_2-20-2008.html

How to Successfully Manage Your Online Reputation
