

Career Readiness Workbook



We Help You Develop Your Career

Clarity

Resources to help you find
your path.

Competitiveness

Tools to help you identify
your strengths.

Connections

Opportunities and guidance
to build your network.

Dear Cal Student:

Whether you are an undergraduate or graduate student, the Career Center is eager to help you achieve your goals. No matter what brings you here, our first-class staff, programs, and resources are ready to support you every step along the way. We look forward to assisting students and alumni with career exploration, internship and job searching, and the graduate or professional school application process. To assist in the process, we are pleased to provide this Career Readiness Workbook. As you begin planning for your career, we can assist you with the following:

- Assessing your strengths, values, personality and skills
- Understanding and demonstrating the career ready competencies essential for careers success
- Finding meaning in your experiences, interests, and goals, and translating that into a rewarding career

CAREER/MAJOR EXPLORATION

Many students have questions about which major or career field to pursue. We are committed to helping you make good career decisions. To this end, we have several online resources, including “Connecting Majors to Careers, FOCUS 2 and you can explore what previous Cal students did with their major.

HANDSHAKE

We strongly encourage you to use Handshake. Through Handshake, you can search for full-/part-time jobs and internships, research employers and learn about our career-related events.

ON-CAMPUS RECRUITING

Use Handshake to sign-up and interview with employers from across the country. Over 250 employers conduct interviews annually at Cal with students from any major and discipline.

Throughout this workbook, you will see symbols that reflect the eight Career Competencies we have identified as essential for success in the workplace; see page 6 for more information. We encourage you to access our website: www.career.berkeley.edu to explore all of our resources and services.

LETTER OF REFERENCE SERVICE

The Career Center has partnered with Interfolio to offer a central location for your reference files.
Visit: www.interfolio.com

We are eager to support your career development process and look forward to working with you.

Sincerely,
Tom Devlin
Executive Director, Career Center

OUR MISSION

We prepare undergraduates, graduate students, and alumni to make informed decisions about their futures by providing comprehensive resources, programs, and counseling on career development, internships, employment, and graduate school. We fulfill our mission through:

A dedication to providing all students:

Career Clarity - the opportunity to identify their career direction

Career Competitiveness - opportunities to enhance their marketability and career readiness via real world experiences

Career Connections - opportunities to engage with alumni and employers

Principals of Professional Conduct

The Career Center is committed to complying with the ethical standards of the National Association of Colleges and Employers (NACE) and expects students and employers to be honest and professional in the job and internship search process.

STUDENT RESPONSIBILITY

1. Provide accurate and honest information to the Career Center and to employers about your academic record, work experience, honors, activities, skills, and visa status. Misrepresentations may be subject to Student Conduct proceedings.
2. Conduct yourself professionally during all encounters with employers. This includes written or email correspondence, phone contact, and personal interactions during career fairs, networking events, and interviews.
3. The Career Center requires that all students participating in the On-Campus Recruiting Program cancel interviews in advance if they cannot keep an interview appointment as scheduled. When you fail to cancel your interviews in a timely fashion or do not appear for your appointments, your actions reflect poorly on you as an individual and on the University as a whole. Not only do you inconvenience the employer, but you may also deprive another student of a valuable interview opportunity. These situations, if unchecked, may also have more serious implications on the University's relationships with employers overall.
4. Honor your acceptance of a job or internship offer. Once you accept an offer, withdraw from consideration for other opportunities and do not continue to interview. It is unethical to accept a position and then renege (turn down the offer).

EMPLOYER RESPONSIBILITY

1. Employers should treat candidates with respect during interviews. All interview questions must fall within legal and ethical guidelines pertaining to antidiscrimination, ADA, and EEO laws and policies.
2. Employers should inform the Career Center when any offers must be withdrawn or significantly changed, or if a student reneges on a job or internship offer.
3. Employers should refrain from any practice that improperly influences or affects acceptances. Such practices may include undue time pressure for acceptance of offers or encouragement of revocation of another offer. Employers should strive to communicate decisions to candidates within the agreed-upon time frame.
4. The Career Center requires that employers who use OCR abide by the following policies in order to allow our students sufficient time to carefully consider their employment options and to make Informed decisions.
Full-time offers to Summer Interns: Students should be given until October 1 or a minimum of 2 weeks from the date of the written offer or whichever is later, to accept/decline offers. This will allow students time to review their upcoming on-campus recruiting employment opportunities. Full-time and Internship Offers from Fall and Spring On-Campus Recruiting: Students should be given a minimum of 2 weeks to accept/decline offers extended as a part of the OCR program. Check the "Employer" section of the Career Center website for updates on timeline.

Source: National Association of Colleges and Employers (NACE), <http://www.nacweb.org>

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Are You Career Ready?

The Career Center at UC Berkeley has identified eight professional competencies to help you prepare and succeed in the workplace.

Possessing these skills will make you more competitive in the marketplace and help you transition in your life after Cal.



Professionalism & Work Ethic

Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.



Global Perspective

Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.



Technical Application

Leverage existing technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to learn new and emerging technologies.



Creativity & Problem Solving

Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.



Career Management

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.



Communication

Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.



Leadership

Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.




Teamwork & Collaboration

Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

Career Readiness Self-Ranking

Rank yourself on a scale of “experienced” (5) to “requires substantial work” (1). Use the space to the right to list ways in which you can work toward improvement.

Leadership Rank _____ Notes:	
Communication Rank _____ Notes:	
Career Management Rank _____ Notes:	
Professionalism & Work Ethic Rank _____ Notes:	
Creativity & Problem Solving Rank _____ Notes:	
Global Perspective Rank _____ Notes:	
Teamwork & Collaboration Rank _____ Notes:	
Technical Application Rank _____ Notes:	



Leadership

- ☐ Get involved in Student Government
- ☐ Participate in leadership programs through the LEAD Center
- ☐ Eng with your Residence Hall Association
- ☐ Apply to be a Resident Advisor or GBO Leader
- ☐ Take on a leadership role in a student organization
- ☐ Get involved in programs through the Public Service Center
- ☐ Develop and lead a DeCal



Communication

- ☐ Become a campus ambassador through the Office of Admissions
- ☐ Become a Brand Ambassador for a product or service you use everyday
- ☐ Become a Peer Advisor at the Career Center or other campus services
- ☐ Write a letter to the Daily Californian on an issue that concerns you
- ☐ Practice your interview skills with Big Interview
- ☐ Publish substantial thought pieces on social media such as LinkedIn



Career Management

- ☐ Seek internships to clarify your career interests
- ☐ Conduct informational interviews with professionals in your fields of interest
- ☐ Utilize Career Center resources to find opportunities & learn to articulate your skills
- ☐ Shadow alumni through the Externship Program
- ☐ Join Berkeley Connect to meet alumni in fields you want to explore
- ☐ Join LinkedIn groups related to your career interests



Professionalism & Work Ethic

- ☐ Get a part-time job on or off campus
- ☐ Excel in academics and take your studies seriously
- ☐ Volunteer with a local non-profit organization or through Cal's Public Service Center
- ☐ Start an entrepreneurial venture or your own club at Cal
- ☐ Apply to be a Resident Advisor or GBO Leader
- ☐ A part-time job in retail or food services does count!



Creativity & Problem Solving

- ☐ Take a Freshman or Sophomore Seminar
- ☐ Join CREATE through the Public Service Center to promote arts in the community
- ☐ Participate in URAP as a Research Assistant
- ☐ Join a student group with a creative focus like Innovative Design or GIANT
- ☐ Compile a team and enter the annual Big Ideas Competition
- ☐ Hone your business problem-solving in a consulting club
- ☐ Get inspired with TED talks



Global Perspective

- ☐ Study Abroad through Berkeley Study Abroad (BSA)
- ☐ Learn a foreign language
- ☐ Volunteer to teach English as a second language in local schools
- ☐ Take an International and Area Studies course
- ☐ Attend free cultural programs & events on campus
- ☐ Use GoinGlobal in Handshake to find international internships
- ☐ Participate in the Global Internship Program through BSA



Teamwork & Collaboration

- ☐ Join an intramural sports team or club through Cal Rec Sports
- ☐ Be an engaged & contributing team member in all class and student group projects
- ☐ Join (or start!) a student club you are interested in
- ☐ Participate in Alternative Breaks or a Residential Service Initiative through the Public Service Center
- ☐ Develop and collaborate on a DeCal
- ☐ Compile a team and enter the annual Big Ideas Competition



Technical Application

- ☐ Go beyond the basics of using Excel
- ☐ Take a LinkedIn Learning tutorial and other online courses to develop technical skills
- ☐ Seek out social media responsibilities in a student organization
- ☐ Create a LinkedIn profile and use it regularly
- ☐ Participate in a Hackathon
- ☐ Create a GitHub account and develop an app****
- ☐ Grow your research skills with the Summer Undergraduate Research Fellowship (SURF)

Self-Assessment

Gaining Clarity

Career exploration is a lifelong process for most people, and that journey takes place through both reflection and action. The reflective aspect is known as "self-assessment," in which you take some time to consider yourself and your career preferences. Having done that, it will be easier for you to move into career research and action.



To clarify your post-graduate direction, there are **two essential activities** you must undertake. One is to learn about your specific career preferences through self-assessment. Another is to explore careers and evaluate how they meet your career preferences.

Self-Assessment Resources

Career Counseling—Schedule through Handshake.

In a counseling appointment we can help you assess your career interests, skills, and other dimensions.

On-line Resources

- Career Videos on our YouTube Channel
- Know Yourself & Decision Making activities that you can use anytime
- Interactive website such as [My Next Move](#)

Career Counseling Library in the Tang Center

- Strong Interest Inventory
- Myers-Brigs Personality Type Indicator

Vision Activity Prompt:

Imagine that you had 3 separate lifetimes to live - what would you do with your time?

Write about your vision. Don't limit yourself to occupational titles or career fields; instead, provide detailed descriptions of what you'd like to be doing, where you'd like to live, who you'd like to spend time with, and what special skills, training or interests you would hope to explore and develop.

Vision Activity Brainstorm

What I'd like to be doing:

Where I'd like to live? Check all that apply

- ☐ Northern California
- ☐ Southern California
- ☐ Northwest
- ☐ East Coast
- ☐ South
- ☐ Mid-West
- ☐ Northeast
- ☐ Abroad

What special skills, training or interests to I hope to explore & develop?




Career Tip: View additional resources on clarity on the Career Center website at: www.career.berkeley.edu/plan/clarity

Planning your Future Yearly Planner


During **your first two years** at Cal you may already be thinking about your post-graduation goals. This is the perfect time to explore the possibilities.

Freshman (ENGAGE)

- 
- Adjust to campus life. Learn how to balance academics and social activities
 - Learn about the many student services departments on campus; see a Peer Advisor
 - Get involved in student organizations or activities
 - Develop your time management skills at the Student Learning Center
 - Set up a Handshake account and your profile; review upcoming career-related events
 - Within Handshake, sign up for CareerMail based on your interests
 - Explore your major options in the Berkeley Academic Guide


Cal has so many opportunities and resources to help you identify your career related goals and take steps in the right direction. Although there is not a strict "timeline" for success, the suggestions below will get you started.

Sophomore (CLARIFY)


- 
- Investigate career options - try some self-assessment activities to gain clarity
 - Review Connecting Majors to Careers and "What Can I do with a Major In...?"
 - Learn about graduate and professional school (including pre-med/pre-health)
 - Meet with a career counselor to discuss your options and goals; develop a plan
 - Develop your networking and communication skills
 - Learn about internships and other short-term opportunities to build skills
 - Pursue an externship - shadow an alum in a profession that interests you
 - Attend Career Center programs such as workshops and Career Fairs

Now that you're into the **second half of your undergraduate career**, you may be focusing more intently on your post-graduation activities. Be sure to use these Career Center resources to help you prepare.

Junior (CONNECT)

- 
- Develop strong relationships with faculty
 - Attend the Graduate and Law School Fair, if you are interested in further education
 - Learn about career fields that interest you
 - Regularly utilize Handshake - become familiar with On Campus Recruiting
 - Create or update your resume and your LinkedIn profile
 - Build teamwork and leadership skills in your extracurricular activities
 - Develop analytical and problem solving skills to become more competitive for many jobs

Senior (COMPETE)

- 
- Meet with a career counselor in the beginning of Senior year
 - Make some decisions about your future goals - it is ok to have more than one direction
 - Develop your professionalism and work ethic within your various commitments
 - Assess your training, skills and experiences
 - Identify further development needed to be competitive for the opportunities that interest you
 - Build your network; conduct informational interviews with alumni and professionals
 - Update your application materials and practice your interviewing skills



Career Tip: All workshops, panels, fairs are listed in Handshake under "Events"

Building Your Network

What Does it Mean to Network?

Networking refers to the process of connecting with people and building relationships. It's about meeting new people, sharing information, and learning about potential opportunities and various career fields.

Networking Can Lead To Opportunities

Employers fill the majority of job openings through the unadvertised, or hidden, job market – and your network is essential to finding these opportunities. The contacts you make, if cultivated and used wisely, can lead to future employment.

Where Do I Begin?

Many students are concerned because they erroneously believe that in order to network they need to know people in positions of power who can ultimately offer them a job. The fact is that everyone has a network; it's just a matter of thinking broadly and creatively about who is in it. There is a good chance that either someone you know (or someone they know) works in a field that interests you. Start with making a list that includes:

- Friends, classmates and peers
- Family
- Neighbors
- Present or former teachers
- Present or former employers/co-workers
- Members of organizations to which you belong
- Professional acquaintances
- Counselors
- Alumni
- Religious affiliations

Where Do I Network

Everywhere!

Think about all of the places you go to interact with people:

- Career Fairs, Panels, Networking Nights
- Social Networking Sites/LinkedIn
- Classes/Conferences/Seminars
- Work/Volunteer Meetings/Social Gatherings
- Professional Associations
- Every interaction can create the opportunity to engage with a variety of people.

Career Center events are listed in Handshake



Berkeley Career Network

The Berkeley Career Network makes professional connections for Cal students and alumni. The network recommends new connections for you based on shared industries, majors, and professional interests.

It's easy for students and alumni to tap into the Cal community by sending messages and requesting online or in-person meetings based on their professional interests and goals.

Join the community at <https://berkeley.peoplegrove.com/>



Career Tip: Be in the know and sign up for CareerMail in Handshake

Informational Interviews

One of the BEST ways to learn more about a job or industry is to talk to someone who is currently working in that industry or job. [Informational Interview - *noun*: Informal conversation with someone working in an area of interest to you who is willing to give you information about a job, career field, industry, or work setting. *It is not a job interview, and the objective is not to find job openings.*]

1. Identify people to interview. Here's how:

- People you already know, even if they aren't in fields of interest to you, can lead you to people who are. This includes family, friends, peers, GSIs, professors, former employers/coworkers, etc.
- Search LinkedIn for professionals including alumni in a specific role, or in a specific industry you'd like to know more about.
- Use the @cal Career Network to identify Cal alumni who will talk to you about their careers.
- Attend networking events and seminars to identify possible contacts.

2. Initiate contact

- Contact the person by email, phone, or letter.
- Mention how you got their name (e.g., let them know if a mutual acquaintance referred you, Cal alumni network, LinkedIn, etc).
- Emphasize that you are looking for information, not a job, and that you are flexible with scheduling and time.

3. Prepare for the interview

- Develop a 30 second overview to introduce yourself, including your reasons for contacting this person. Plan open ended questions to keep conversation flowing rather than questions that call for yes/no answers.

4. Conduct the informational interview (Phone or in-person)

- Dress appropriately for in-person meetings, as you want to make a positive impression even though this is not a job interview.
- Restate that your objective is to get information and advice, not a job.
- Take notes if you like, ask for a business card, and ask for suggestions of other people to talk to.

5. Follow-up

- Send a thank-you note within 1-2 days to express your appreciation.
- Keep in touch. Mention that you followed up on their advice and tell them how things are going. This relationship could become an important part of your professional network.

Sample Inquiry:

Dear Ms. Jones:

I am a junior majoring in Political Science at the University of California, Berkeley and spoke with you briefly at the Cal Career Fair in September. Although I am not currently looking for a job, I am very interested in learning all I can about careers in the field of public policy and what skills I might make a point of developing during my last year at Cal. I would greatly appreciate 15 to 20 minutes of your time to ask you a few questions about your role as Health Policy Analyst with the City of Berkeley, as well as other types of work in the field. Thank you for your consideration. I will contact you next week to arrange a convenient time to meet with you.

Sincerely,
Your Name

Possible Questions:

- What is a typical day like for you?
- What are common entry-level jobs in this field?
- Can you tell me about your career journey, and what led you here?
- What are the rewards/challenges/frustrations of your work?
- What tips or advice do you have for a college student interested in this company/industry/line of work?
- What are the most important skills or qualities necessary to be a successful entry level candidate at this field/in this industry?
- What steps should I take to prepare to enter this field?
- Where do you see growth or change in this industry?

Organize Your Network

An effective network is well organized and maintained over time. Use the space below to brainstorm 3 contacts in your network that you plan to contact as a next step. Include the name of the contact, date of initial conversation, when you plan to follow up, and highlights of the conversation.

Contact: _____ Date: _____

Follow-up: _____

Notes: _____

Contact: _____ Date: _____

Follow-up: _____

Notes: _____

Contact: _____ Date: _____

Follow-up: _____

Notes: _____

Social Media's purpose is to:

1. Gain An Audience
2. Create Content
3. Make Connections



What message are you
sending to employers
with your online
activity?

Gain An Audience

Your involvement on social media can contribute to your online presence, so keep it clean. Ask yourself:

- "Who is on the other end of my messages?"
- "Is this how I want to present myself to the world?"

Create Content

Focusing on relevant content and trends will contribute to both your social media presence and professional growth. Use social media to engage in conversations relevant to your industry interest and expand your knowledge. Ask yourself:

- "Have I linked my blog or portfolio to showcase my skills?"
- "Am I engaging in conversations or sharing content related to my industry on social media?"

Make Connections

Once you have created your professional profile, contact old and new connections. Your goal each day should be to inspire others to connect with you and leverage those connections with colleagues, friends, and family. Networking could lead you to your next internship or job.

Google Yourself

What I Discovered:

What I Didn't Like:

What I Liked:

Take Action:

Twitter

This microblogging website is a great way to interact with people of similar professional interests from across the globe. It is also increasingly becoming a platform for organizations to post opportunities they have available.

How to engage on Twitter:

- Tweet your own posts. Pose questions or comment on something interesting going on in your field. This can demonstrate your knowledge and interest.
- Tweet about others' posts. Retweet or comment on articles written about your field or reply to others' tweets. This shows you are engaged in the field beyond the classroom.
- Follow organizations. Stay up to date on current events and find career opportunities. Increase your effectiveness by using a hashtag (e.g. #jobs or #recruiting) to "follow" organizations or people of interest.

Personal Portfolios/Blogs

There are a variety of other tools that you can use to develop your personal brand including blogs like WordPress, Blogger, Weebly, Wix, Joomla and Medium to name a few. Sharing sites such as slideshare.com, ISSUU, and LinkedIn's professional portfolio application. Consider showcasing samples of your work to demonstrate your capabilities. You can even incorporate this tool into a Twitter account or a LinkedIn profile.

LinkedIn

This professional networking site has grown to over 500 million registered members and provides you the opportunity to establish a professional online identity, participate in conversations on relevant topics, and make connections with professionals in your industry or career path. To get the most out of this tool, write articles, follow employers, and connect with people of interest to include alumni. You can even use LinkedIn to search and apply for jobs.

LinkedIn

5 Tips To Get the Most Out Using LinkedIn

1. **Appropriate Profile Picture:** Users with a profile picture are 14 times more likely to be viewed than users without. However, make sure that the picture is up-to-date and of you and preferably in working environment. A professional head-and-shoulders shot is ideal.
2. **Develop Your Headline (Summary):** Profiles with a summary are also more likely to get seen by users. Use this space as a brief introduction to yourself and to summarize your experience and achievements. This is also a good place to use keywords you want to be associated with. This will make your profile more prominent in search engine results.
3. **Complete Your Profile:** Treat LinkedIn like your expanded resume. Include specific details of projects you have worked, modules you have completed and targets you have reached. You can also publish videos, documents, websites and other media. This will liven up your profile and show off your skills.
4. **Build Professional Connections:** LinkedIn is for professional networking and could help you find our next opportunity, job or client etc. Connect with other alumni, interest groups and colleagues. All of these will make up your professional network.
5. **Publish Your Knowledge:** Once your profile is complete you can showcase your knowledge and your professional skills. LinkedIn allows you to publish posts, blogs and other content. However, this is not Snapchat so make sure all the content you post is professional and appropriate.

Connecting on LinkedIn: The 5 Point email



This professional networking site has grown to over 500 million registered members and provides you the opportunity to establish a professional online identity, participate in conversations on relevant topics, and make connections with professionals in your industry or career path. To get the most out of this tool, write articles, follow employers, and connect with people of interest to include alumni. You can even use LinkedIn to search and apply for jobs.

One of the best uses of [LinkedIn](#) is for exploring careers. It's actually pretty simple: you use your LinkedIn contacts to find people working in careers that interest you. Then you contact them and request a career chat -- also known as an informational interview -- to learn more about their job, their career path, and what advice they might have for you.

If you can't find someone amongst your contacts, try the [UC Berkeley Alumni](#) pages. Here you can search by major, region, job function, competencies and other areas to find an alumnus working at a job or company that interests you. Once you do, use the "Connect" feature to request an informational interview. Reaching out to a stranger can sometimes feel daunting, so here are five tips for writing a good "connect" email:

1) Include your photo

People respond more readily to a smiling face than compared to a bunch of words, so be sure you have a photo on your profile – a smiling headshot containing no other people.

2) Keep it brief

Be to the point with the message. Someone who receives a short, tailored message is more likely to respond – plus, a LinkedIn invitation has a 300-character limit!

3) State connection first

By mentioning your connection first, it gives the recipient a reason to care. It will maximize your chances of getting your message read.

4) Tell them why you'd like to connect

Be specific about why you'd like to connect so they don't think you are out just trying to add connections. However, don't ask for a job specifically -- you may scare off your contact, who may have nothing to do with hiring. Instead, if you ask to discuss the company, the industry itself or your contact's career path and current position, it feels more like a request for a conversation, not a job interview.

5) Maintain control of follow-up

This helps close the gap of time it may take to get back to you. For example, close your email by stating you understand they may have a busy schedule and if they do not reply to your email, you will follow up in a week; this provides the opportunity to contact them again -- just make sure that you do!

Sample 5 Point Email 300 Word Count Limit

Email Subject: UC Berkeley Student seeks your advice

Dear Sam,

I am a UC Berkeley junior and saw your profile in the LinkedIn Alumni pages. May I have 20 minutes to ask you about your experience with Salesforce?

I am exploring marketing careers in technology companies, and your insights would be very helpful. I know you may be busy, so will try you again next week if we are unable to connect this week.

Thank you,
Peter

The Job & Internship Search

Create An Action Plan

Set S.M.A.R.T (Specific, Measurable, Actionable, Realistic, and Time-bound) goals that include specific numbers to track your progress.

For example: “Complete 2 informational interviews with contacts in target companies within the next 15 days.” Below are additional suggestions you can include in your action plan:

- Create a target list of companies.
- Set S.M.A.R.T. goals for completing job applications and conducting follow-ups with contacts.
- Schedule self-care activities such as exercise, relaxation, or time with friends.
- Evaluate effectiveness of strategies and adapt as needed. Remember that UCS counselors are available to support you at any point in your process, whether you are just beginning to consider your options or are deep into the application!

Tips for An Effective Search

1. Every job and internship search takes time, energy and resilience. The most successful job searches involve consistent action and a determination that isn't hindered by hearing “no.”
2. Make sure all your documents are pristine. Difficult formatting or even simple typographical errors can exclude you from consideration.
3. Make sure all your documents are customized. Using the same generic resume or Curriculum Vitae (CV) for every position is a missed opportunity. Identify the critical skills for each position and use your resume/ CV as a way to demonstrate the best examples of your skills in action. A targeted resume/CV will always be more successful than a generic resume/CV.
4. Over 85% of jobs are found through networking and not just submitting resumes online. Be proactive by attending networking events, information sessions and industry panels. Try to meet as many professionals as possible and tell everyone you know that you're job searching. Reach out to UC Berkeley alums and use electronic resources like LinkedIn to make connections.
5. Practice your interviewing skills prior to actually needing them. Too often students scramble to prepare after being offered an interview slot. Practice on-line using Big Interview in the Resources section of Handshake.

SMART Goal Practice

Write a goal you would like to set in order to hold yourself accountable to reach a goal.

I will...

The Job & Internship Search

Develop A Target

The beginning of a job or internship search can seem overwhelming, but if you break it down into pieces, it becomes less scary. As you begin the process think about what you want and need in a position.

Here are some ideas on what to ask yourself as you clarify your job targets:

- Based on your values, interests, personality, and skills, what types of industries are you targeting?
- What types of job functions are you interested in that match your qualifications?
- What are job titles for those positions?
- Where are you interested in living? Are you willing and able to commute?
- What are your budget and salary needs?

Do Your Research

Research, research, research! Use resources such as Vault the Occupational Outlook Handbook, and O*Net to learn more about industries, market trends, and specific organizations. Company websites are also an excellent resource for learning specifics about the organization's mission, focus, and culture.

Search Opportunities

There are many search engines that you can use on your job or internship search. The key is to search them consistently on a regular basis so that you are aware of what is out there for your chosen field.

- Career Fairs and Company Information Sessions are an excellent way to learn about organizations, network, and identify openings. The Career Center hosts hundreds of employer information sessions and approximately 8,000 interviews through **On-Campus Recruiting**.
- Handshake – Includes over 40,000 job and internship postings by companies and organizations that recruit Carolina students. You can also learn about dates of On-Campus Recruiting and Career Fairs through Handshake.
- Other Search Engines – There are several sites that post openings specific to fields of interest. Keep in mind that using these sites to identify openings should constitute only a small portion of your overall job search strategy.

The Job & Internship Search

Tips for International Students

As an international student, you may have unique concerns when it comes to internship or job searches in the U.S. In addition to the search strategies on p. 16-18, consider these tips to become a more competitive candidate.

NETWORKING

Networking with personal and professional contacts is often the key to securing employment in the U.S. and should be a priority in your search. See p. 10 to learn networking tips and how to avoid shyness or modesty from getting in your way. In the U.S., it is very common for students to reach out to more experienced professionals. Having current professionals, Cal alumni and recruiters on your side increases the likelihood a company will see the benefit of hiring you as an international candidate.

Practicing networking is a great opportunity to refine your English language and interpersonal skills, so you can be successful in your search and have rewarding experiences at Cal. Strong English language skills, non-verbal communication skills and interpersonal skills are all crucial for international students who wish to work and succeed in the U.S., and it's never too late to start polishing those skills.

TARGET EMPLOYERS WITH A HISTORY OF HIRING INTERNATIONAL STUDENTS



To view which employers have petitioned for H-1B employment visas in the past, access **GoinGlobal** through Handshake, and **myvisajobs.com**. The latter resource allows you to search for H-1B employers by job title or industry and includes companies that have sponsored for U.S. Permanent Residency. To see where Cal international students have found internships and jobs, join the "UC Berkeley International Student & Alumni Network" LinkedIn group.

RESUME - U.S. STYLE

Resumes in the U.S. may be different from CVs in your home country. U.S. resumes do not include personal information such as marital status, date of birth, or photographs. They tend to be one page long and are focused on presenting information relevant to the position. For additional resources, see the Resume section on p. 21-24 for general advice and search the Career Center website for "International Students - Resumes" for advice just for international students.

INTERVIEWING - U.S. STYLE

When interviewing in the U.S., you are expected to be comfortable talking about your accomplishments, to demonstrate familiarity with the company and the job description, and to confidently persuade the employer that you are the best candidate for the position. This style of self-promotion may seem brash or boastful, but it will be necessary to adapt to the U.S. norm in order to successfully compete for positions. Interviewing gets easier with practice. For additional resources, see the Interviewing chapter on p. 29-41 for general advice and search the Career Center website for "International Students - Interviewing" for advice just for international students.



The Job & Internship Search

Work Authorization & Immigration Status

Employment Authorization for F-1 and J-1 Students

It is every international student's responsibility to be fully informed about work authorization options in order to facilitate the hiring process for employers. Eligible F-1 international students are able to work off-campus during their academic program using Curricular Practical Training (CPT) and after graduation using Optional Practical Training (OPT).

The typical duration of OPT is 12 months. International students who have received a U.S. Bachelor's, Master's, or Doctoral degree in a STEM field (Science, Technology, Engineering and Mathematics) major may be eligible to apply for a 24-month OPT STEM extension (for a total eligibility of up to 36 months of OPT). Check the Berkeley International Office's STEM OPT 24-Month Extension page to see whether you qualify for the 24-month extension. If you have further questions, please contact BIO. Eligible J-1 international students are able to work off-campus using Academic Training (AT) both during and after their academic program. All off-campus employment must be related to a student's field of study. Visit the BIO website for more details.

Discussing Work Authorization & Employment Visa with an Employer

Fortunately for employers, there is little paperwork involved in hiring an international student with practical training work authorization. However, if your employment extends beyond the practical training period, your employer will need to petition you for an employment visa. The H-1B is a common employment visa but there are other options.

The Berkeley International Office (BIO) offers workshops on H-1B throughout the academic year.

Employers unfamiliar with the process of sponsoring someone's immigration status may be intimidated by the prospect. The best way to prepare for this is to learn as much as you can about the options available to you through BIO and by speaking to an immigration attorney (BIO has a referral list on their website). You can then present the information in a confident, informed way that will encourage the employer. Employers may find the "U.S. Employer's Guide to Hiring UC Berkeley International Students" helpful on career.berkeley.edu.

Revealing International Student Status

There is no official time when you are required to tell an employer about your international student status. Most employers will ask in the online application form or by the first or second interview. International students should 1) respond honestly about their immigration status and work authorization eligibility when asked and 2) try to discuss this topic after they have marketed themselves to the job.. Ideally, the employer will understand that the skills and global perspectives you bring to the company will far outweigh the extra measures needed to hire you.



Target List

Target List

Keep track of the internships and/or jobs that you apply to during a recruiting cycle.

Company Name	Position Title	Resume	Cover Letter	Deadline to Apply	Heard Back from Company

Resumes

A well crafted resume can set you apart from other candidates. Strong resumes do more than summarize your educational background and work history; they emphasize the **results** of your efforts and draw clear parallels between your skills and experience and an employer's needs.

Curriculum Vitae (CV's)

CV's are commonly used outside of the United States. CVs are typically used to apply for a job abroad or when searching for an academic or research oriented position. CVs are more than two pages and cover your education accomplishments such as research, publications, patents, teaching experience, poster sessions and professional memberships.

THE 5 STEPS OF RESUME DEVELOPMENT

Step 1: Analyze the Position Description

Read the position descriptions thoroughly and then highlight all of the keywords which indicate required and preferred skills, abilities, attributes, and qualifications. If an employer is looking for someone who is innovative, punctual, and attentive to detail, consider using these same or similar words in your resume.

Step 2: Generate a List of Accomplishments

Create an inventory of your accomplishments—tasks you enjoyed doing, did well, and are proud of. Include education/training, volunteer experience, jobs, projects, travel, group or team activities, and skills. Focus on the outcomes of your efforts, including skills you have developed. Quantify your results if possible. Don't sell yourself short! Resumes are promotional tools.

Step 3: Identify Relevant Skill Areas

Frame your experience so that it focuses on skills and achievements that are desirable for that particular position/field/industry. Make sure each accomplishment you list highlights a skill the employer is seeking, often listed in the position responsibilities and qualifications.

Remember **transferable skills**, skills you've developed that can be used in many different settings! If you are applying to your first position in a field/industry, consider in detail which skills you have developed (and how) from past experiences that may translate to this new environment.

Step 4: Write Descriptive Phrases

Using **action verbs** (see p. 18), write concise phrases to describe experiences that demonstrate your relevant skills. The accomplishments on your resume should ultimately be targeted to address an employer's needs. Do your best to place them in order of relevance with the most relevant information as close as possible to the top.

Step 5: Choose a Format

Within **one page**, aim to develop a focused, succinct marketing document that clearly communicates your value and relevant experience and skills.



Action Verbs

Management Skills

Achieved	Analyzed	Assigned	Attained	Chaired	Conceived	Consolidated
Coordinated	Decided	Encouraged	Improved	Incorporated	Increased	Inspired
Launched	Managed	Outlined	Produced	Recommended	Reevaluated	Reported
United						

Communication Skills

Arbitrated	Arranged	Authored	Collaborated	Convinced	Counseled	Defined
Developed	Directed	Drafted	Edited	Enlisted	Formulated	Influenced
Mediated	Moderated	Motivated	Negotiated	Persuaded	Promoted	Reconciled
Recruited	Renegotiated	Reported	Researched	Spoke	Translated	

Research Skills

Clarified	Collected	Conceived	Critiqued	Detected	Diagnosed	Disproved
Evaluated	Examined	Extracted	Identified	Inspected	Interpreted	Interviewed
Investigated	Organized	Reported	Researched	Searched	Studied	Summarized
Surveyed	Systematized	Wrote				

Technical Skills

Analyzed	Assembled	Built	Calculated	Computed	Designed	Devised
Engineered	Fabricated	Inspected	Maintained	Operated	Overhauled	Programmed
Remodeled	Repaired	Solved	Trained	Upgraded		

Financial Skills

Adjusted	Administered	Allocated	Analyzed	Appraised	Audited	Balanced
Budgeted	Calculated	Compared	Computed	Developed	Estimated	Forecasted
Managed	Marketed	Planned	Projected	Reevaluated	Researched	

Creative Skills

Acted	Applied	Composed	Conceived	Created	Customized	Conceptualized
Designed	Developed	Directed	Established	Evaluated	Fashioned	Formed
Formulated	Founded	Illustrated	Initiated	Instituted	Integrated	Introduced
Invented	Originated	Performed	Planned	Produced	Projected	Refined
Researched	Revitalized	Rewrote	Shaped	Updated		

Helping Skills

Advised	Aided	Assessed	Assisted	Brought	Coordinated	Counseled
Demonstrated	Diagnosed	Educated	Encouraged	Enlisted	Expedited	Facilitated
Familiarized	Guided	Helped	Inspired	Maintained	Modified	Motivated
Performed	Referred	Rehabilitated	Represented	Supported	Upheld	

Detail Oriented Skills

Arranged	Compiled	Described	Edited	Estimated	Executed	Generated
Implemented	Maintained	Monitored	Observed	Operated	Organized	Prepared
Proofread	Recorded	Screened	Systematized	Tabulated	Validated	

Resumes & Curriculum Vitae (CV's)

A **chronological resume** is the most commonly used resume format. Listing your experience in reverse chronological order (with the most recent experiences first), this resume format accommodates all industries and levels of experience, and is preferred by the majority of employers and on-campus recruiters. Because a chronological resume presents your experience from most recent (relevant) to least recent (relevant), this format works especially well for students and entry- to mid-level applicants to demonstrate a vertical career progression. See the resume section of our website for examples of effective chronological resumes.

Although a chronological resume is often a safe bet for all levels, established professionals who have multiple gaps and/or unusually large gaps in their employment history, who are aspiring to make a career change into a new industry, or who want to promote a specific skillset may consider a skills/functional resume format or a hybrid/combination resume format as alternatives to the chronological resume format. If appropriate, established professionals may also move beyond a one-page resume.

While resume templates may be tempting, they tend to be inflexible; also, employers are often familiar with them and may perceive you as lacking ingenuity. Find a format that works for you, and use your own words to develop content that is unique to you.

THE RESUME BULLET: HOW TO SAY IT

Resume bullets should describe your skills and accomplishments, reflecting the order or priority that the employer has stated in their position description and requirements. Write bullet points for jobs, internships, volunteer experiences and activities where you've developed skills. Consider how these bullet points highlight skills and experiences that match the position requirements. Action-oriented statements highlighting your accomplishments should use concrete language and could include:

- **What:** What task (transferable skill) did you perform? Use action verbs! (See p. 18)
- **Why:** Why did you perform this task? e.g. to fulfill a goal, serve a need or make your organization/company better?
- **How:** Specifically how did you perform this task? What equipment, tool, software program, or method did you use to accomplish this task?
- **Result:** What was the positive result you achieved or impact you made by performing this task (quantitative or qualitative)?
- **Adjectives:** Spice it up with descriptors; sell yourself... go for it!

RESUME TIPS FOR FIRST-YEAR STUDENTS

- You may include work, leadership, and academic achievements from high school. By your third year in college, more recent experiences should replace those from high school.
- Don't worry about having limited work experience. Instead focus on transferable skills developed through other kinds of involvement or accomplishments.
- Your first "college resume" may require extra time to assemble. Expect to spend a few hours creating a rough draft, and make an appointment with a Career Counselor or see a Peer Advisor to review your document.
- Be patient with the process! Resumes are always a work in progress.



Career Tip: View many sample resumes on the Career Center website at:

<https://career.berkeley.edu/Tools/Resume>

Resume Checklist

RESUME CHECKLIST

- ☐ Are your name, address, city, state, zip code, phone number and email address at the top of the page?
- ☐ Is the resume pleasing to the eye with an easy-to-read font size and typeface, and an easy-to-follow layout? Can an employer learn the basics about you with a 10-second glance at it?
- ☐ Did you use bullets, bold, all capitals, and/or underlining to highlight the parts you want to emphasize (e.g., job titles)?
- ☐ Did you tailor your resume for the position by including key skills and experiences the employer wants?
- ☐ Is information listed in order of importance and relevance to the requirements listed in the job description?
- ☐ Does the resume avoid generalities and provide specific information about context, actions taken, and results?
- ☐ Do most phrases begin with action verbs such as “developed,” “initiated,” etc.?
- ☐ Have you been accurate and truthful about your accomplishments rather than being too modest or exaggerating?
- ☐ Did you check the spelling of every word and make sure the grammar and punctuation are correct?
- ☐ If you know your resume will be scanned, did you omit columns, underlining, and bullets?
- ☐ Have you had a Career Center Counselor or Peer Advisor critique it?
- ☐ If you were the employer, would you call you for an interview?

Do's & Dont's

Do:

- ☒ Draft a clear and well-organized document.
- ☒ Bachelor's candidate resumes should be no more than two pages of relevant information.
- ☒ CVs should be no more than 4 pages in length.
- ☒ Check the spelling of every word and ensure there are no errors. Customize the content for the organization or opportunity.
- ☒ Describe duties and accomplishments in bullets. Quantify results when possible. Keep format consistent throughout document.

Don't:

- ☒ Include a picture or personal information such as weight, height, marital status, SSN, age, race, and religion.
- ☒ Use personal pronouns such as I, me, or my. Exaggerate your experiences.
- ☒ Start bullet points with “Responsible for” or “Duties included.”
- ☒ State current or previous salaries unless explicitly instructed to do so.

Proofreading

- Any typo or grammatical mistake on your resume or CV can indicate that you are not detail oriented.
- Do not rely on spell check to catch misspelled words. You should have several reliable people proofread your document before you send it out.

Cover Letters

A well written cover letter should always accompany your resume or application. Its purpose is to introduce yourself, expand on the experience in your resume as it relates to the job description, and explain why you are interested in that specific company/organization.

A good cover letter should:

- Open with a compelling paragraph that tells a story and catches the reader's attention.
- Connect your experiences and qualifications with the desired qualifications of the employer.
- Include *specific information about why you want to work for the employer and industry.*
- Exemplify clear and concise writing skills with NO grammar/spelling errors.
- Demonstrate your knowledge of the position AND the company.



Cover Letters for Job or Internship Listings

Know the employer

1. Research the employer's organization to see how your experience, skills, and abilities meet its needs. In your cover letter, show why you are a good fit. Send the letter to a specific person whenever possible; otherwise, use "Dear Hiring Manager," "Dear Members of the Selection Committee," or "Dear Hiring Team."

2. Analyze the job description

Carefully review the position responsibilities and qualifications and design your cover letter to match these as much as possible. Sometimes position listings are vague. In these cases, draw from your experience of similar positions to infer which skills and abilities might be required or research similar positions online.

3. Analyze your background

Think about your background in relation to the position responsibilities and qualifications. Ask yourself, "What have I done that is similar to what this position entails?" Consider courses taken, classroom projects, work experience, summer jobs, internships, volunteer experience, extracurricular involvement, and travel. Be sure to indicate in the first paragraph what position you're seeking. If a specific person recommended you for or alerted you about the position, include their name and title up front. For example "Jason Ryner, your Marketing Manager, recommended that I apply for this position."

Prospecting Letters

If you are inquiring about possible openings, you are sending an Inquiry or Prospecting Letter. Address your letter to a specific individual, usually the person who supervises the functional area where you'd like to work. Be as specific as possible about the type of position that interests you. Ideally, your research will reveal the job titles used by this employer. If not, use generic job titles commonly understood in the field.

Cover Letter Checklist

COVER LETTER SAMPLE

STOP! Don't submit your cover letter until you have completed the following:

- ☐ Write an original targeted cover letter for each employer and position.
- ☐ State in the first sentence why you are writing and why you are interested.
- ☐ Show that your career goals are aligned with both the position and the organization.
- ☐ Make your points succinctly; every point should support your readiness to contribute.
- ☐ Proofread for typos and accuracy of contact information. Have another set of eyes review it, too.
- ☐ Run spell check before sending your final copy, but remember that it does not catch everything.
- ☐ Follow up with the employer if you hear nothing after 2-3 weeks. Inquire if any further information is needed and reiterate your interest.

YOUR NAME

Email - Phone Number - Address

Month Date, Year

Employer or HR Manager's Name

Company Name

Employer Street Address

City, State Zip code

Dear Mr./Ms./Dr. Last Name of Addressee:

Opening Paragraph

State the position you are applying for, how you found out about it, and ask for consideration based on your skills and experiences you have to offer. If you were referred by someone (ie: someone you know at the company, a recruiter you met at a career fair, etc) state that here. Make a general statement summarizing what qualifies you most for the job.

2nd Paragraph

In this section, you want to build a direct connection between the company's needs and your background and skills. Stress what you have to offer, avoid talking about what you want from them. Identify those parts of your experience that will interest THIS employer (refer to the job description if possible). You can draw attention to relevant course work, special projects and campus activities if they show direct relationship to this position. Do not restate what's in your resume, rather expand upon a specific project or accomplishment.

3rd Paragraph – Optional

Convince the employer that you have the personal qualities, passion and motivation to succeed at this specific company. Relate your interests/passion to what you know about the company. (Convince the employer that you not only have the *skills to do well at the job, but a vested interest in the company, the industry, and the work itself.*)

Closing Paragraph

Restate your interest in this position and how your unique qualifications fit the position. Request an interview, or tell the reader that you will contact him/her soon in order to schedule a mutually convenient time to meet. Thank the reader for his/her time and consideration.

Sincerely,

Your Signature

Type Your Name

Be Careful Not To...

- Make your introduction long winded or forget to include your job objective to cause confusion about what you're applying for.
- Forget to proofread your letter or use spell check!
- Write a great deal about your experiences without explaining why they are relevant. Do provide details that will let the employer know that you understand what their company does or what the job entails.
- Write more than one page, forcing employers to hunt for your qualifications.
- Explain what the employer can do for you, instead of what you can do for them.
- Send the same generic cover letter to all employers.

Cover Letter Draft

A cover letter tells the story of your qualifications as they relate to the position for which you are applying. Let the job description be your guide when considering which experiences to share. Use keywords and qualifications in the description to reflect on areas in which you have experience or transferrable skills. The more customized your cover letter is to the job; the easier it is for the employer to see you performing the job!

Paragraph 1: ATTENTION Introduce yourself briefly. Indicate the job you are applying to and how your background makes you a good fit for the position. Include a contact from the organization if you know someone.

Paragraph 2: INTEREST Explain why you are interested in the position or the organization. This is your chance to show the employer that you have read the job description and know the company. Use the space below to consider these questions:

What stands out to you about the position? For example, if a position requires the use of Spanish-speaking skills, tell the employer how you used this skill as a conversation partner in campus club. _____

Why do you want to work at this company? Is it the company culture, their mission or an initiative of interest? Be specific.

Paragraph 3: FIT Give concrete examples of experiences or skills you have that make you a good fit for the position. Use keywords or qualifications from the job description. Here is an example:

Job Description Qualification:

The ideal candidate will be able to build strong relationships with customers.

Your Customized Cover Letter:

As a Guest Services Assistant with the Carolina Union, I addressed customers' needs by frequently checking on them throughout their event. I promptly accommodated modifications to the event details, which led me to build strong relationships with our customers as evidenced by a 100% positive evaluation rate.

How would you relate an experience or story to a job description? _____

Paragraph 4: CLOSING Reiterate your interest by indicating that you would like to request an interview and thank the employer for their time. _____

References & Business Cards

When submitting job applications be prepared to provide references who can attest to your work. Ask professionals who know you well and can provide a strong, positive reference. Consider asking current or former employers, faculty members (especially for graduate school admissions), and advisors to student organizations.

A reference list typically consists of three people and includes:

1. Name
2. Title
3. Organization
4. Address
5. Phone Number
6. Email Address
7. How you know the person and for how long

Use the space below to start brainstorming whom you would include in your reference list

Name	Relationship	Contact Information

Sample Business Card (Front)

Your Name
 Youremail@berkeley.edu
 (510)555-5555
 B.A Sociology, May 20XX
 3.7 GPA
 Resume available at:
<http://linkedinmyprofile017/HN>

Sample Business Card (Back)

Seeking opportunities in Community Service
 Organizations within the East Bay region

- Spanish/English Bilingual
- Quantitative Research
- Volunteer Recruitment
- Community Organizer
- Program Coordination
- Budget Management
- Event Management
- 4 Years mentoring Latino Youth



Career Tip: Before you list someone as a reference be sure to ask their permission. Make them aware of your career goals and application so they can speak to the skills the employer seeks. Use the Career Ready Competencies on page 5 as a guide on skills sought by all employers.

Three Steps to Prepare For an Interview

Step 1: Research the Employer and Industry

Conducting research on prospective employers is essential to a successful interview. Employers want to hire candidates that can demonstrate solid knowledge and genuine interest in their organizations. So, what things should you know about an employer before the interview? Simply put: as much as possible.

You should be knowledgeable about the organization's mission, history, growth, products, competitors, locations, etc.

Step 2: Know Yourself

Keep in mind that anything and everything on your resume or CV is fair game for the employer to ask. Carefully review your resume and make sure that you can speak in detail about everything on it.

It is important that you are able to adequately communicate your skills, interests, and goals during the interview, and match them to the position you are pursuing.

Step 3: Practice, Practice, Practice

Like any other task you have mastered, interviewing is a skill. If you have ever been on a team, played an instrument, or performed in public, you probably didn't just show up to the event and expect to deliver a flawless performance. Instead, you probably spent many hours beforehand practicing, rehearsing, and visualizing what you would do and say. Well, interviewing is no different; it is a skill that requires preparation and practice.

Practice answering the interview questions listed on the next few pages of this workbook. Think about examples and stories about your experiences.

Identify Helpful Resources

1. Organization website & social media
2. Career Insider by Vault
3. _____
4. _____
5. _____

Identify Helpful Resources

1. Career Center Counselor
2. STAR/BAR Method for framing responses
3. _____
4. _____
5. _____

Identify Helpful Resources

1. On-line Big Interview Practice Tool
2. Career Center Mock Interviewer
3. _____
4. _____
5. _____

Interviewing

Interviewing is a two-way street; it is an opportunity for you to demonstrate your career ready competencies; as well as for you and the interviewer to get to know each other. Interviewers do not want to intentionally ask you difficult questions just to see you make a mistake. In fact, employers want you to do well during the interview. Think about it: they invest a lot of time and money screening and recruiting candidates. The sooner they can identify the right person, the sooner their job is done.

What Do Employers Look For During The Interview?

Employers typically want to know three things:

Can you do the job?

Will you do the job?

Will you fit in with the organization?

Your job is to provide enough solid information to answer an unequivocal “YES!” to all three of these questions. To do so effectively, you will need to be aware of the specific characteristics employers seek in new hires. According to the National Association of Colleges and Employers (NACE), who surveys hundreds of employers each year, the attributes most highly sought after are:

1. **Communication skills**
2. **Honesty/integrity**
3. **Interpersonal/teamwork skills**
4. **Motivation/initiative**
5. **Strong work ethic**

Career Center Interview Resources

Online resources for interviewing are located at career.berkeley.edu. **Big Interview** is an interactive tool that enables students to prepare for interviews using pre-recorded interview questions and webcam recorded answers. Use your CalNet to log-in to Handshake to access resources.

What Should You Look For During The Interview?

Just as employers interview you to see if you are a fit, you are interviewing them as well. By being attentive and thoughtful, you can learn important things about an organization during the interview. Some things you may want to consider include:

- How does the organization’s mission match with your interests?
- Does the nature of the job sound interesting?
- How is the organization run; does it seem well-organized?
- How do the other employees interact with each other?
- Are you excited about the possibility of this position?
- Does the job match your career interests?

What To Bring To The Interview?

- A professional portfolio with a pad and pen
- Several copies of your resume or CV
- Letters of recommendation (optional)
- Work samples (optional/based on industry)



Interviewing

NON-VERBAL Messages

Much of how and what we communicate is done through non-verbal communication.

Handshake

You should be comfortable offering a firm, dry, confident handshake. Avoid bone-crushing grips as well as a spaghetti arm.

Posture

Sit up straight with legs crossed or feet firmly on the floor; your back should be straight, head up and looking forward. Don't slouch!

Facial Gestures

Smile! There is no overstating the positive impact a simple smile can have during the interview. Don't be afraid to show your interpersonal skills and natural warmth during the interview.

Eye Contact

Maintain a good balance of eye contact with the employer, as this conveys honesty, confidence, and interest. Engage in eye contact when the employer is asking you a question or when you are responding. When you are thinking of your answer, it is okay to break eye contact.

Nerves

Work on controlling any nervous behavior before you meet with the employer in person. Avoid twirling and playing with your hair, tapping your feet, and wringing your hands. Also keep in mind that chewing gum is never appropriate in a professional setting.

The Nose Knows

Before your interview... Avoid smoking – it stays with you and on you. Eating strong foods such as garlic and onions. Avoid alcohol! Save the celebration for AFTER you get the job. offer! Avoid wearing strong fragrances.

VERBAL Messages

It's not just what you say but how you say it. The tone, speed, and length of your responses play a very important part in the effectiveness of your answers.

Take Your Time

- Employers are interested in how well you can answer their questions, not how fast you can answer them.
- If you are asked a difficult question, take a moment or two to collect your thoughts, rather than blurting out the first answer that comes to your mind.
- You can buy a little extra time by repeating the question aloud while you think.

Answer the Question (and then be quiet)

- While it's important that you answer each question thoroughly, it is equally important that your answers do not go on too long.
- Pay attention to the interviewer's non-verbal cues to make sure you are not losing your audience.

Remain Professional and Positive

- Regardless of how friendly or laid back the interviewer may appear, your language and vernacular should be completely professional and appropriate.
- Avoid using any slang, profanities, or stereotypes.
- At no time in an interview should you voice any negative comments or opinions about former supervisors, professors, or classmates. This can only hurt your candidacy.

"Like, Um, Uh, You Know"

Though these filler-type words may be overlooked in casual conversation, you definitely want to avoid using them during the interview. Be aware of these habits and practice to eliminate them.



Career Tip: If engaging in eye contact during an interview or conversation feels awkward, try looking at the bridge of the other person's nose, an eyebrow or just below the eye. These give the illusion of direct eye contact.

Dressing For An Interview

How you dress for an interview is important!

Here are some guidelines for traditional professional business attire to help you make a good first impression.

Professional Dress

- ☐ Well-tailored pant and skirt suits should have a good fit.
- ☐ Stick to dark and neutral colors such as black, navy or gray.
- ☐ Skirt should fall just above the knees and not be too tight.
- ☐ Coordinated blouse avoiding bold colors or patterns.
- ☐ Shirts should be white or blue button-down worn with a silk tie in a conservative pattern.
- ☐ Flats or low-heeled shoe (comfort is important).
- ☐ Dark shoes, cleaned and polished.
- ☐ Belt should match shoes.
- ☐ One set of earrings only. No more than one ring on each hand.
- ☐ Conservative hosiery at or near skin color.
- ☐ Dark, non-bulky socks.
- ☐ Makeup can be worn, however, stick to a neutral palette and slight application. Manicured nails with neutral polish.
- ☐ Religious dress or garments (such as a hijab) should be worn in neutral colors when possible.
- ☐ Groomed and neat facial hair. Hair should not be a distraction. Pull it back if you think you may play with it during your interview. Avoid bold hair colors.
- ☐ Portfolio or briefcase. (Do not carry an oversized purse)

Avoid:

- ☐ Casual wear (jeans, sweat suits, shorts, t-shirts, tank tops).
- ☐ Floral, plaid, or other “busy” designs. Wrinkled, untucked, pilled or linty clothing.
- ☐ Tattered, faded, stained or dirty clothing.
- ☐ Revealing fabrics.
- ☐ Excessive jewelry.
- ☐ Cleavage, chest hair. Open-toed footwear and athletic shoes.

Business Casual/Smart Casual

For more insight on different types of work attire, check out our on-line resources including [Youtube](#) & [Pinterest](#).



Career Tip: Before going to an interview, find out how the employees dress. This might involve researching the company online or even calling and asking before your interview. Always dress at least one step up from the employees (you don't have the job yet!).

Types of Interviews

Phone and Virtual Interviews

Many employers will conduct their first round interviews via the phone or virtually. These interviews are used as a precursor to an in-person interview.

- Make sure you are in a quiet, comfortable environment where you will not be disturbed.
- Smile! Regardless of whether the employer can see you, it can help you come across as personable.

Phone Interviews

- Use a landline, rather than a cell phone, if possible.
- Have your resume or CV, job description, and notes in front of you to glance at but minimize the sound of shuffling papers.
- Be prepared for pauses and silence. If there is an extended silence between questions, you can ask confirming questions such as “Was my answer clear?”

Virtual Interviews

- Check your internet connectivity, sound, and any applications before the interview to make sure they are working properly.
- Dress as if you are at an in-person interview. Look straight into the camera when talking to maintain eye contact.

Panel/Group Interviews

Though most interviews tend to be one-on-one, some employers will ask that you interview with several members of their organization in a group setting. Be sure that your responses address everyone on the panel.

On-Site Interviews

These interviews tend to be much more in-depth than the phone or campus interview, lasting anywhere from one hour to a full day or longer. However, the preparation process for an on-site interview remains the same: know the employer, know yourself, and anticipate and practice possible questions.

- Give yourself plenty of time to travel to the site, taking into consideration possible traffic delays. If possible, you may want to take a test drive over to the site a few days before the interview.
- Be friendly and courteous to everyone you encounter. You never know who has input in the hiring decision.
- Employers will typically (but not always) reimburse travel expenses if your interview is in another city or state. It is important that you clarify these details with the employer when arranging the interview.

On-Campus Interviews (First-Round)

Each year, hundreds of employers come to the Career Center at 2440 Bancroft to interview students for jobs and internships.

All students participating in on-campus interviewing are responsible for knowing the OCR policies, which can be found on career.berkeley.edu.

Employers who wish to interview students on campus post their open positions in Handshake.

Types of Interviews & Questions

Case Interviews



Case interviews focus on the way you think and how you go about addressing complex issues and problems. Typically, you will be presented with a challenging scenario (or case) with varying background or details.

Cases may come in the form of a brainteaser, market-sizing scenario, financial analysis, or management/ strategy issue. Interviewers want to see your ability to be analytical, logical, quantitative, and creative.

Your listening skills, insight, communication style, and persuasive skills are key to a successful case interview. There are many strategies that go into attacking a case interview question, and the best way to prepare is to practice.

Many of the global consulting firms have extremely helpful, interactive practice case interviews on their websites. Case Questions Interactive offers a variety of samples to practice such questions and can be found under Resources by logging into Handshake.

Interviews with a Meal



The point of the meal interview is for you and the employer to get to know each other, and for him/her to see how you conduct yourself in a social setting.

Employers will be assessing your conversational and interpersonal skills to determine how well you would fit in with the organization.

- Demeanor, language, and behavior should all be 100% professional.
- The meal you order should be in the mid-price range; not the most or least expensive item. You may want to ask the interviewer what he/she recommends on the menu to get a gauge.
- Avoid items that are challenging or messy to eat, such as pasta or dishes with a lot of cheese.
- Even if the employer is drinking alcohol, you should still refrain.
- If the service is slow or the food is not exactly how you ordered it, avoid complaining or making an issue of it.
- It is customary for the employer to pay for the meal. Make sure you show your appreciation.

Types of Questions

Traditional Questions

These types of questions help the employer get a better sense of who you are. Similar to the bullets on your that describe your experiences in detail, you need to back up your interview answers with specific, tangible examples.

- Tell me about yourself.
- Why did you choose your field of study?
- What are your greatest strengths and areas of challenge?
- What has been your greatest accomplishment/ set back?

Interviews: Types of Questions

- Which class did you find most challenging/enjoyable?
- Do you feel your GPA adequately represents your abilities?
- Where do you see yourself in 5 years?
- How will you add value to our organization?
- Why are you interested in this field/our organization?
- What do you know about our organization that isn't on our website?
- Who are our key competitors?
- What do you think it takes to be a good leader?

Behavioral Questions

Behavioral questions are designed to help the interviewer get a clear understanding of how you handle different situations. Unlike traditional questions that can focus on hypothetical situations, behavioral questions rely solely on your past experiences. The premise is that past behavior can be used to predict future behavior.

"Tell me about a time when you..."

- Made a difficult/ethical decision
- Dealt with a difficult team member or customer
- Failed to meet a deadline
- Demonstrated leadership skills
- Received negative feedback
- Overcame an obstacle
- Had to have an uncomfortable conversation with a co-worker

- Went above and beyond what was expected of you
- Persuaded someone to change their mind
- Had to stick to a decision that you did not agree with

Responding to Challenging Questions

Tell Me About Yourself

This is often the first question you will be asked and can often be the most difficult to answer. It is not an invitation to share your life story (age, birthplace, family information, etc.) but should focus on where you've been and where you're going regarding your education and career goals.

Example: "I will be graduating this May with a degree in Anthropology. For the last two summers, I have served as an intern with a local non-profit organization teaching reading skills to children in communities across the East Bay in California. I have also been very active in my sorority, serving as both the marketing chair and vice-president. My goal now is to join a non-profit organization such as XYZ that will allow me to continue to develop my leadership skills while providing support to underprivileged children."

What Are Your Salary Expectations?

You should do your homework and know what a typical starting salary is for the job to which you are applying. Cal has salary information for internships and entry-level jobs on our website.

Rather than a fixed number, give a salary range and justify it by mentioning the research you have done.

Example: "Based on the research I have done and the nature of the position, I am targeting a starting salary in the \$55,000-\$60,000 range."

Interviewing

Answering Tough Questions

What Are Your Greatest Strengths

Support your answers with detailed examples that relate to the job at hand.

Example: “My greatest strengths are leadership, communication, and team-building. For the past two years, I have been a Resident Advisor, where I oversee the safety and wellbeing for 64 students. In this role, I serve as a mentor, mediator, supervisor, and program director. I oversee town-hall style meetings for my floor and frequently have to make tough decisions to solve problems among residents.”

What Is Your Greatest Weakness

What the employer is really questioning here is your self-awareness and self-improvement. They are not interested in hearing you confess your flaws, nor are they looking for a perfectionist with “no weaknesses.” The best strategy is to pick a related example from your life that demonstrates growth, and ideally, your ability to turn a weakness into a strength. Your answer should be genuine, honest, and professionally related (nothing too personal).

Example: “One area that I am continually working to improve is my public speaking skills. When I first began college, the thought of speaking in front of a large group giving a presentation was enough to cause me stress. However, over the last two years, I have challenged myself to get out of my comfort zone and overcome this fear. In addition to taking a public speaking class, I became a peer advisor in the Career Center where I have the opportunity to present to groups often. These experiences have helped me become more comfortable addressing large audiences.”

Why Should I Hire You?

This is a chance to reiterate the skills and qualities you would bring to the employer, as well as an opportunity to explain why you are the best candidate for the job. It is challenging because although you don’t know your competition, your answer needs to reflect how you are unique among the candidates they are considering. This is often the last question asked, so make sure you “go for it” by showing enthusiasm for the job and how you will contribute.

Example: “As I mentioned earlier, I have strong skills in communication, leadership and teamwork. I can make immediate contributions to your organization because I know the sales territory I would be responsible for and my demonstrated abilities to build rapport with people would increase your clientele.”

Practice answering tough questions with our on-line interview tool called Big Interview.

Log-into Handshake and check out the Resources section to access hundreds of practice questions and interview lessons.



Career Tip: Not sure what you will be asked during the interview? The job announcement or program description will give you clues.

Practice, Practice, Practice

STAR/BAR Prep

Behavioral interview questions help interviewers understand how you may behave in certain situations. Interviewers like behavioral questions because the best predictor of future behavior is past behavior. When answering behavioral interview questions, use the BAR Method– SITUATION/BACKGROUND, ACTION, and RESULT.

SITUATION/BACKGROUND (OR TASK): What was the specific job or activity you (and/or group) were to accomplish or what problem were you solving? Who was involved? Where and when did this occur?

ACTION: What steps did you (and/or team) take and how did you go about completing them? How did you involve or manage others during the process?

RESULTS: Did you accomplish the job the way it was originally defined? Was the result an improvement or change? What lessons did you learn? What might you do differently? Because of your actions did you create, improve, or maintain good interpersonal relationships? What were the benefits of your actions for the organization or for other individuals? What core skills did you acquire? What did you learn about yourself?

Use the space below to create STAR/BAR answers to the following behavioral questions.

Tell me about a time you used your leadership skills to bring about change within a group or project?

Tell me about a time you used creativity and analytical skills to solve a problem.

Interviewing: Asking Questions

Asking Questions During the Interview

When an employer gives you the opportunity to ask them questions, take advantage of it! Asking questions demonstrates your sincere interest in the position and organization. **NOT** asking questions gives the impression that you aren't interested in the position.

Organizational Culture Questions

- Formal career planning with supervisor/mentor
- How/how often performance reviewed (especially in first year)
- Flex-schedule; telecommuting Socializing/team-building
- Communication and leadership style of managers
- Opportunity for new challenges/growth opportunities
- Dress code Community involvement
- Support networks, mentoring, diversity initiatives

Interviewer's Professional Background

- Why interviewer chose employer
- What keeps interviewer working with employer
- Roles interviewer has held
- How has employer helped interviewer prepare for roles



Inquiries That Stem From Your Pre-Interview Research

- Training/professional development for new hires
- Detailed questions about job Future focus for employer
- Employer responses to challenges (ask tactfully)
- Horizontal (generalist) training/ vertical (promotions) movement
- What it is like to live in employer location; relocation

Things NOT To Ask About:

- Salary and benefits (wait until you are given a formal offer)
- Personal information about the recruiter or other employees

Concluding The Interview

- As the interview draws to an end, be sure to:
- Ask about next steps
- Understand the employer's time frame
- Thank the interviewer
- Get business card for follow-up
- Reiterate your interest in the position

After The Interview

You should always send a thank you letter to everyone who interviewed you within 24 hours of your interview. Not only does this convey your professionalism, but it can also help make that extra push to enhance your candidacy. Depending on the organization's culture, you may email or mail your thank you letter. Your letter should summarize what impressed you most about the organization and position as well as highlight your experience or skills that appeared to interest or impress the interviewer(s). Be sure to also include any additional information that was requested (e.g., transcript, writing sample, references).

A week after sending the thank-you, you may contact the employer to show your continued interest and ask if there is any additional information you can provide.

If the employer does not respond within the expected time frame, you may phone or email the person who interviewed you to ask about your status.

Sample Thank You Letter:

Dear Mr. Brown:

Thank you for the opportunity to spend last Thursday at your manufacturing facility in Sunnyvale. The discussion we had was very informative, and I really enjoyed the tour of your plant and the informal conversation with your engineering staff. I was impressed with the effective manner in which Consolidated Engineering has adapted the management-by-objective system to their technical operations. This philosophy aligns well with my interests and training.

The entire experience has confirmed my interest in joining the team at Consolidated Engineering, and I look forward to hearing from you soon.

Sincerely,
James S. Moore

Every interview is a learning opportunity. After the interview, ask yourself these questions to prepare for your next one:

- How did it go?
- Did I feel at ease with the interviewer after any initial nervousness?
- How well did I highlight how my experience and skills would fulfill their requirements?
- Did I ask questions which helped me clarify the position and showed my interest and knowledge?
- Did I take the opportunity to mention my strengths and show what I have to offer?
- Was I positive and enthusiastic?
- How did I make myself stand out?
- What did I learn that I can apply to my next interview? How can I improve for next time?

After The Interview

Evaluating An Offer

Typically, employers will make a verbal offer over the phone followed by email/mail. Read over these documents closely. You should be enthusiastic when an offer is made. If you need some time to think it over, it is fine to ask. Remember that once you accept a position, it is unethical to continue looking for other opportunities or to renege (back out of your acceptance). Students who participate in OCR that accept and then renege on a job offer are at risk of losing their Handshake access. Please see the Principles Of Professional Conduct on page 3 for more information.

Things To Consider

Consider different factors in making a decision regarding the acceptance of a job offer. Few, if any, organizations will provide all that you would like to have in your “ideal” job, and you should know on which factors you can make comfortable compromises and which must be met.

1. The Industry

- History of growth
- Predictable future needs
- Degree of dependence on business trends or cycles
- Degree of dependence on government regulations or actions

2. The Organization

- Prestige and reputation
- Growth potential
- Size and company culture
- Financial stability
- Strong management team



3. The Job Itself

- Training and development opportunities
- Day-to-day activities
- Amount of stress or pressure, pace of work
- Requirements to relocate, travel, or work long hours
- Responsibility, autonomy
- Opportunity for advancement and/or individual achievement
- Salary and benefits package
- Involvement with good supervisor, peer associates
- Physical environment
- Social significance of work

4. General “Lifestyle” Factors

- Comfort with goals, philosophy of organization
- Geographic location
- Recreational and educational facilities, cultural opportunities

Salary Negotiation

Apply these tips to maximize your effectiveness in the negotiation process.

Prepare – Consider the four factors above and determine how these fit with your budget needs. Calculate the market value for the position based on the industry and location.

Practice – Negotiation is a skill. Make sure to practice before you negotiate!

Negotiate – Ask if the offer is negotiable. When you choose to negotiate, be positive to maintain a strong relationship with the employer. After you come to an agreement, make sure to get the final offer in writing.



Career Tip: When making a decision on a job or internship offer continue to use email etiquette with the employer whether accepting, rejecting or asking for an extension. You never know when your paths will cross again.

Starting a new career can be exciting but stressful.
Below are tips to propel you towards a strong career and financial future.

How To Thrive at Work

Manage Your Own Career

- Become proactive about managing your career and do not expect others to do this for you.
- Develop a list of career goals and be open to new opportunities that align with your current vision and values in life and work. Share this with a mentor to help hold you accountable.

Make Your Personal Brand Known

- Know your purpose in life and ensure that your career supports the fulfillment of that purpose.
- Have a clear and compelling personal brand that conveys your industry expertise. Showcase it in what you do inside and outside of the company.

Become An Industry Expert and Deliver Results

- Learn at least one critical industry skill per year to gain above-average technical skills relevant to your profession. Seek to enhance your communication skills by reading, taking courses, participating in organizations, or acting on feedback from peers and mentor(s).
- Work on projects that expand your skills and knowledge.
- Learn to solve complex, work-related problems and figure out creative solutions to obstacles that may surface.

Show Your Leadership Qualities – Even If You Are Not In A Leadership Role

- Take initiative on projects instead of waiting for someone to ask you to do it.
- Take informal opportunities to manage or mentor other people.
- Appreciate and acknowledge others' work and accomplishments.

Continue To Nurture And Build Your Professional Contacts

- Treat everyone respectfully inside and outside the organization.
- Talk respectfully about your manager, coworkers, and customers.
- Participate on cross-functional teams so that other people outside of your department can see your value.





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We are eager to support your career development process and look forward to working with you.

Please don't hesitate to call or email us.

Phone: (510) 642-1716

Email: ontheweb@berkeley.edu

Same day appointments available during the first six weeks of each semester.

Schedule these and all appointments in Handshake.

