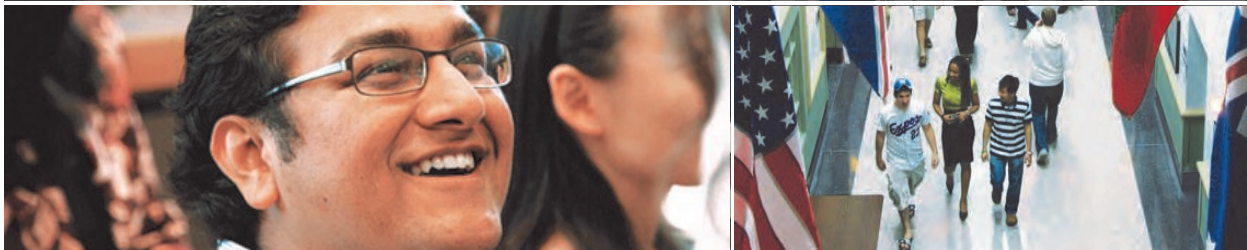


Weston Career Center



**Olin Professional Development Program
(Olin PRODEV) Summer Guide**
- Mastering the art of career readiness



- Welcome from the Director
- Graduate Career Services Team
- Program Overview
- Self Assessment and Exploration
- Self Introduction
- Professional Résumé
- Career Action Plan
- Summer Checklist
- Communication Skills for International Students



WESTON CAREER CENTER MISSION STATEMENT

- Equip a diverse body of students with skills, knowledge, and resources that inspire confidence to achieve their career goals.
- Build long-term partnerships with employers to connect them with the talent that best meets their hiring needs.
- Deliver superior customer service and execute leading edge solutions to achieve organizational excellence.

**OLIN PROFESSIONAL DEVELOPMENT PROGRAM
(OLIN PRODEV) SUMMER GUIDE**



WELCOME FROM THE DIRECTOR

Dear Class of 2011:

Welcome! Congratulations on your first days as part of the Olin Business School MBA Program. We are proud you have chosen Olin for your advanced business degree. The Weston Career Center's goal is to guide you on a career path, equip you with the skills and knowledge demanded in a competitive job market and connect you with outstanding employers and mentors.

It's an interesting and exciting time to be an MBA student. Our students are diverse in background, experience, interests and thought. We'll encourage you to think critically and creatively about yourself, the marketplace and how your interests, abilities and values can be positioned for the greatest reward and impact.

We take inventive approaches to identify, create and present employment opportunities. Drawing on our collective experiences, the Graduate Career Services team is ready to provide you with the education, expertise, support and counsel needed to achieve your career goals. You are an equal partner throughout this process. This approach capitalizes on everyone's strengths to establish your foundation for lifelong career management.

Your partnership with the Weston Career Center starts early and continues throughout the student experience. Together, we work to identify opportunities that excite and fit your interests.

We look forward to partnering with you.

Mark Brostoff, MHA '82
Associate Dean and Director, Weston Career Center
Olin Business School

MARK BROSTOFF
Associate Dean and
Director, Weston
Career Center
brostoff@wustl.edu
314-935-8970

Mark is a
Washington
University alum,
receiving his
Masters of Health
Administration in
1982.

Mark is a retired
Commander,
United States
Navy, Medical
Service Corps.

Mark comes to
Olin from Indiana
University where
he was the
Associate
Director, Kelley
School of
Business
Undergraduate
Career Services.

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Simon Hall Suite 10
314-935-5950
www.olin.wustl.edu
wcc-mba@olin.wustl.edu

BRAD MCLEOD

Associate Director, Graduate Career Services
c.b.mcleod@wustl.edu | 314-935-5986

Brad has over 30 years of corporate senior executive and consulting experience specializing in strategic human resources planning including assessment and selection of talent. His most recent assignment was as Executive Vice President for a St. Louis based international outsourcing company and was preceded by senior management positions with Procter & Gamble, PepsiCo/ Frito Lay and Deloitte & Touche.



KAREN HEISE

Graduate Career Services Advisor
heise@olin.wustl.edu | 314-935-9536

Karen's 20+ years of experience includes roles as a consultant, HR Manager and Recruiting Manager at firms including Coopers & Lybrand, Ernst & Young and Towers Perrin. She has held local, regional and national roles where she led recruitment and consulting for mergers and acquisitions, change management, energy, consumer products and technology practices. Karen has been with the Weston Career Center for six years.



CINDY JENSEN

Graduate Career Services Advisor
jensen@olin.wustl.edu | 314-935-8958

Cindy is a senior consultant with a global leader for human capital and career management solutions. Formerly, Cindy served as Executive Director of a nonprofit organization, worked in corporate training and started her own consulting business. Her Masters work was in clinical social work at Washington University, George Warren Brown School of Social Work and she earned her Bachelor of Arts degree from Alverno College in Milwaukee, WI.



SIMONA TRIPODI

International Career Services Advisor
tripodis@wustl.edu | 314-935-7619

Simona's background is in commercial banking where she worked as a Vice President at a regional bank after getting her MBA from Olin. Simona also has an MA in English literature from Clarion University, PA and undergraduate degrees in English and French from the University of Bucharest, Romania. Simona has been the point person in the WCC focusing on international programs and advising for the past 10 years.



GRADUATE CAREER SERVICES TEAM

Welcome to Olin's Professional Development Program (Olin PRODEV)

Olin's MBA Professional Development is a fully-integrated program with practical application of skills necessary to compete at the highest level. Our innovative approach begins with summer pre-work assignments in self-assessment, self-introduction, résumé development and career exploration.

The curriculum spans across the Olin MBA student experience and reflects the important evolution and skill building required for a successful internship, job search and career action plan. The curriculum provides intensive, interactive activities designed to develop the necessary competencies to succeed in today's competitive marketplace.



Olin **Boot Camps** and skill builders are sessions where students 'learn by doing' in an open environment which includes feedback from faculty, alumni, business professionals, recruiters, career center staff and fellow students.

Individualized advising appointments and ongoing engagement with the Weston Career Center staff serve each Olin student's unique interests and career goals.

Special **practice sessions for international students** will focus on skills that require additional development. These will be small group sessions where students will practice, receive feedback and improve. Topics include:

- Résumés
- Interviewing
- Conference applications
- Networking
- Cover letters and other business correspondence

PROGRAM OVERVIEW

PROGRAM SNAPSHOT*

AUGUST 2009				
MON	TUES	WED	THURS	FRI
3 Introduction to Weston Career Center	4	5 BOOT CAMP: Networking	6 Speed Networking Event	7
10 Self Assessment & CareerLeader	11	12	13	14
17 BOOT CAMP: Professional Résumé	18	19 Skill Builder: Professional Résumé	20	21

SEPTEMBER 2009				
MON	TUES	WED	THURS	FRI
31 International Skill Practice: Professional Résumé	1	2	3	4
7	8	9	10	11 Mock Interview with Business Guests
14 BOOT CAMP: Interview Skills	15	16 Skill Builder: Interview Skills	17	18
14 BOOT CAMP: Interview Skills	15	16 International Skill Practice: Interview Skills & Conferences	17	18
21 BOOT CAMP: Cover Letters & Business Communication	22	23 Skill Builder: Cover Letters	24	25
28 Targeting & Informational Interviews	29	30 Skill Builder: Targeting & Informational Interviews	1	2 International Skill Practice: Networking Part II
28 Targeting & Informational Interviews	29	30 International Skill Practice: Networking Part I	1	2 International Skill Practice: Networking Part II

* subject to change

BOOT CAMPS

Networking

This boot camp explores existing networks, allows practice of self-introduction skills and partners with our GO Week speed networking event.

Professional Résumé

This class builds upon the résumé developed as summer pre-work and includes recruiter insights on best-practices for résumés & cover letters.

Interview Skills

This class couples with our mock interview day where students participate in a mock interview and receive feedback from recruiters and alumni.

Cover Letters & Business Communication

This session builds upon a draft cover letter which is brought to class. This hands-on session includes the creation of a targeted cover letter and critique from guests and participants.

PROGRAM SNAPSHOT

OCTOBER 2009				
MON	TUES	WED	THURS	FRI
5 Case Interviews	6	7 Global Careers	8	9
21	22	23 International Skill Practice: Cover Letters & Other Business Communication	24	25

NOVEMBER 2009				
MON	TUES	WED	THURS	FRI
9 Targeting for Success	10	11	12	13

SPRING 2010				
MON	TUES	WED	THURS	FRI
		January 20 Skill Builder: Interview Skills		
January 25 Mock Interview with Business Guests				
February 8 Targeting—Refresh & Re-energize				
April 19 Internship Preparation— Transitioning for Success				

SELECTED GUEST FACULTY

Jim Waldrop
Principal and Co-
Founder,
CareerLeader, LLP,
former Co-Director,
MBA Career
Development
Programs at the
Harvard Business
School

Chris O’Leary
Author, “Elevator
Pitch Essentials”
and consultant in
the areas of
innovation,
marketing, and new
product
development

Frank Danzo
Author, “People Hire
People—Not
Resumes” and
Executive Vice
President, Career
Networking Pro

David Ohrvall
Founder, MBACase
and Author, “Crack
the Case”, former
Bain & Company
consultant

Neil Currie
Former Global
Recruitment
Manager,
Johnson & Johnson

Daniel Porot
International career
expert, author of 20
career books

Get Prepared!

CareerLeader™ is the premier on-line business career self-assessment program, used by over 130 of the top MBA schools in the United States and Europe. **CareerLeader™** includes three self-assessments:

- Business Career Interest Inventory
- Management and Professional Reward Profile
- Management and Professional Abilities Profile

ACTION REQUIRED

- 1) Complete CareerLeader by **SATURDAY, AUGUST 1st**. Access CareerLeader at <http://www.careerleader.com/cf/univ/olin.html>

username: olin
password: universe (case sensitive)

Locate your name in the drop-down box, and follow the instructions. If you have any problems, contact Linda Goetz at goetz@wustl.edu.

- 2) Research 2-3 industries, functions and/or companies that interest you. Utilize CareerLeader to better understand how your strengths and interests align with various business careers.

Conduct online research using the **Vault** guides to enhance your knowledge of different industry and companies.



“Exploring career options and completing the checklist during the summer before school even started helped me focus on goals by my first day of GO Week and hit the ground running.”

- Julie, MBA '09

SELF ASSESSMENT AND EXPLORATION

SELF INTRODUCTION



Being prepared and ready to capitalize on opportunities is vital as recruiters rely heavily on networking to identify candidates.

Think of your elevator pitch as an advertisement or interactive business card for yourself. It's a brief statement used to introduce yourself in a variety of settings:

- Networking Receptions
- Company Information Sessions
- Career Fairs
- Symposiums
- Talent Summits
- Road Shows
- Conferences

A good elevator pitch is conversational in tone, quickly gets to the point, and includes the following:

- Who you are
- What you offer (past experience, skills, strengths, etc.)
- How you and your skills/strengths/experience can help an employer

ACTION REQUIRED

- 1) Develop and refine your elevator pitch.
- 2) Practice, practice, practice!

The Nine C's of an Effective Elevator Pitch

Concise
Clear
Compelling
Credible
Conceptual
Concrete
Consistent
Customized
Conversational

- Chris O'Leary
"Elevator Pitch
Essentials"

*"Prepare your
elevator pitch.
It's one of the
most important
things that
enables you to
get attention
from recruiters
at a career
conference or
people at
parties.
Practice!
Practice!
Practice!!! My
mentor told me
he still practices
his elevator
pitch."
- Dukgun,
MBA '10*

The Weston Career Center utilizes a required résumé format to ensure consistent quality, Olin branding and ease of reading for the recruiter. Use the [Olin Résumé Guidelines and Template](#) to transfer your current résumé or CV into the Olin format.

ACTION REQUIRED

Update your résumé or CV to the Olin format and submit to the Weston Career Center via email to wcc-mba-resumes@olin.wustl.edu

NO LATER THAN SATURDAY, AUGUST 1ST.

NOTE: During the first week of GO Week, your résumé will be submitted to company recruiters as part of the Speed Networking event.

If the WCC does not receive your updated, Olin format résumé by **AUGUST 1st**, your admissions packet résumé will be provided to employers attending this event.

Your résumé will be critiqued and refined during the Professional Résumés Boot Camp.

JOSEPH METERS, CPA
40 North Main Boulevard, Apartment 27E
Big City, Missouri 63122
(314) 123-4567
xxxxxx@wustl.edu

EDUCATION

WASHINGTON UNIVERSITY	St. Louis, MO
OLIN BUSINESS SCHOOL	2002-Present
Candidate for Master of Business Administration, May 2004	
<ul style="list-style-type: none"> • Concentration in Finance • Recipient, merit-based Dean's Scholarship; • Member - Olin Finance Club; Active member of Cellar Dwellers, Olin Wine Tasters Club 	
UNIVERSITY OF HARTFORD	West Hartford, CT
Bachelor of Science in Business Administration, May 1993	1989-1993
<ul style="list-style-type: none"> • Double Major: Accounting and Economics/Finance, GPA; 3.6/4.0 and 3.5/4.0 	

EXPERIENCE

BOSTON BIOMEDICA, INC.,	West Bridgewater, MA
	1997-2000
<i>Corporate Controller</i>	
<ul style="list-style-type: none"> • Directed the accounting, finance and treasury functions for \$30 million, publicly traded (NASDAQ: BBII), biotechnology company. Oversaw financial reporting and compliance with SEC and numerous state and federal tax regulations. Communicated fiscal performance to attorneys, accountants, bankers, directors, and investors. • Reviewed and negotiated several fundraising transactions; closed one warrant sale agreement that generated approximately \$2.2 million for the Company. Analyzed and valued potential transactions in the form of convertible debentures, warrants and common stock. Prospective sales ranged from \$1.5 million to \$11 million. • Prepared capital structure and ten year financial projections of newly created pharmaceutical company which was carved out of publicly traded parent and presented to venture capitalists for sale. Oversaw all operational and financial issues related to carve out and assisted in valuation negotiations. 	
	1997-1999
<i>Director of Finance</i>	
<ul style="list-style-type: none"> • Facilitated the integration of two acquired companies, prepared pro forma financial statements of the acquired company and the parent for presentation to commercial lenders and board of directors. • Increased efficiency of finance function by enhancing training of accounting staff, outsourcing payroll function for entire corporation, and implementing stock option administration policy. • Implemented several multi-state and federal tax strategies that resulted in savings of more than \$2 million. 	
COOPERS & LYBRAND LLP	Boston, MA
	1994-1997
<i>Senior Associate, Business Assurance Services</i>	
<ul style="list-style-type: none"> • Managed financial statement audits of several public and privately held companies in the life sciences, high technology and manufacturing industries. • Assisted in drafting of S-1 for Boston Biomedica, Inc., initial public offering. 	
PRICE WATERHOUSE LLP	Hartford, CT
	1993-1994
<i>Audit Associate</i>	
<ul style="list-style-type: none"> • Audited financial statements of public and privately held companies in insurance, manufacturing and university industries. 	

OTHER DATA

Interests	Marathon running, competitive sailing, racquetball and golf, reading and travel
Membership	Active member of Big Brother Association of Greater Boston from 1997 through 2000
Volunteer	Volunteered as a classroom instructor for Junior Achievement

“Brush up on your résumé now and, if possible, practice for your interviews. Internship preparation begins on DAY ONE of GO Week, and it is intense. The Weston Career Center offers a multitude of resources to help you prepare and will provide you with the tools you need to bring the internship you desire within reach!”

- Sean, MBA '10

PROFESSIONAL RÉSUMÉ

CAREER ACTION PLAN



The Career Action Plan (CAP) is a personal roadmap for securing desired employment and achieving career objectives. Components of the plan will be developed throughout the Olin Professional Development Program (Olin PRODEV).

PART I: SELF ASSESSMENT

After completing CareerLeader, analyze results including descriptions of business interests, values, personal passions, skills, strengths and weaknesses.

PART II: MARKET RESEARCH

Using external sources, identify functions, industries and geographical locations that can best utilize your unique set of interests, skills and experiences. Include an analysis of desired prior experience and education, functional training required, possible career paths, industry growth rates, and regional work eligibility restrictions.

PART III: CAREER GOAL(S)

Based on your self assessment and market research, identify desired position(s) at graduation and beyond.

PART IV: GAP ANALYSIS

Identify gaps in your skills, knowledge or experience. For each gap, implement specific actions required to enhance your skills and qualifications.

PART V: PERSONAL MARKETING PLAN

Incorporate your self-assessment, market research, career goals and gap analysis into a Marketing Plan. This plan will summarize your “brand” and will include your Positioning Statement, Target Market and Networking Actions.

“Some might be thinking “I don’t pick the company. They pick me.” You ultimately choose where you go to work. Work hard to get as many options as possible. Throw a lot of spaghetti at the wall. Something great will stick.

*Be creative—
don’t focus on
pay.
Be tenacious—
you’ve got to
work both smart
and hard.
Be prepared—
do your
research.
Be open—
to different
opportunities.”*

*- Jeffrey Fox
BSBA ‘88
CEO,
Harbour Group
St. Louis, MO*



SUMMER ACTIONS REQUIRED

SELF ASSESSMENT

DUE AUGUST 1ST—CAREERLEADER ONLINE ASSESSMENT

Get ready for an interactive dialogue with Jim Waldroop, creator of CareerLeader, by anchoring your development with introspective analysis.



RÉSUMÉ

DUE AUGUST 1ST—OLIN RÉSUMÉ EMAILED TO WCC

Build your Olin résumé and get a jumpstart on the development of this important marketing tool.



EXPLORATION

Explore how your interests, abilities and motivators (CareerLeader) translate into business functions and career paths. Explore 2–3 areas and identify potential roles of interest.



SELF INTRODUCTION

Write, practice and refine your elevator pitch for use in a high-energy, highly interactive networking event with alumni and other business professionals during the first week of GO Week.



CAREER ACTION PLAN

Familiarize yourself with this tool and prepare your strategy. Consider how the architecture of your CAP will evolve through career exploration and beyond.

SUMMER RESOURCES

What else can you be doing over the summer?

Staying current with the business world is always helpful. Our top recommended resources are:

[Vault](#)

[Top MBA eGuide](#)

[Wall Street Journal](#)

[MBA Jungle](#)

[Businessweek](#)

[Fortune](#)

[Brandweek](#)

[National Association of MBA Women](#)

"You can't get started too early!"
- Katie,
MBA '10

International Student Communication Skills

Hone your communication skills.

Communication skills are essential. Your interactions with recruiters, including interviews, must be credible and demonstrate self-confidence.

Start preparing now. Improve your verbal skills by doing an English immersion program at home, or by signing up for one of the options offered by Olin over the summer.

Competitive Communication Program

We highly recommend you attend the two-week Competitive Communication class prior to the start of GO Week. It is offered **July 20–July 31, 2009**.

This is much more than a language class. It will help you prepare for both the classroom and the job search. You will learn how to make an effective case presentation and you will get a preview of essential job search skills such as how to reach out to alumni, conduct informational interviews, write an effective e-mail, telephone etiquette and interview strategies.



To sign up for this important class, e-mail Sharon Yoon at sharonyoon@wustl.edu.

Management Communications Lab

Olin's Management Communications Lab offers students the ability to craft succinct, precise communications through coaching, rehearsals, Web-based information and critique sessions. During the academic year, meet with a consultant to:

- Improve written assignments
- Strengthen presentation skills
- Practice English as a second language

The Weston Career Center advisors can also refer you to the Lab to fine-tune your job-search communication skills.

“International workshops particularly networking and interviewing sessions gave me a head start in my internship search. Practice interviews with the WCC helped me to get multiple internship offers.”

—Sayeed, MBA '10

COMMUNICATION SKILLS FOR INTERNATIONAL STUDENTS