

THE

# GUIDEBOOK



Your guide to the Career Navigator.

- 1 Self-Discovery
- 2 Industry Insights
- 3 Professional Branding
- 4 Document Creation
- 5 Networking
- 6 Job Search Strategy
- 7 Interviewing
- 8 Career Management



JOHNS HOPKINS  
CAREY BUSINESS SCHOOL

CAREER  
DEVELOPMENT  
OFFICE

# SELF-DISCOVERY



Webinar



Core  
Competency  
Model



Self-  
Discovery  
Questions

Take a career assessment or use the **Career Navigator** to access exploration worksheets. Identify your strengths, interests, values and consider how these apply to the world of work.

## STRENGTHS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## INTERESTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## VALUES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# INDUSTRY INSIGHTS



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Industry  
Resource  
Guides

Now you need to research your industry and job function to determine if your strengths, interests, & values align with your career choices.

Utilizing resources such as the **Occupational Outlook Handbook**, **O\*Net**, **Vault Guides**, and the **Industry Resource Guides** will give you insight to both your target industry and job function. Take note of the following information as you go through these invaluable resources. Are you seeing any trends amongst your industries and functions of interest?

## My Top 5 Job Functions

1. \_\_\_\_\_

4. \_\_\_\_\_

2. \_\_\_\_\_

5. \_\_\_\_\_

3. \_\_\_\_\_

## Research Tools

### Occupational Outlook Handbook

What They Do  
Work Environment  
How to Become One

Pay (National Average)  
Job Outlook  
Similar Occupations

### O\*Net

Tasks  
Tools & Technology  
Knowledge  
Skills/Abilities  
Work Activities  
Work Context  
Wages & Employment

Job Zone  
Education  
Interests  
Work Styles  
Work Values  
Related Occupations

### Vault

Industry & Professional Database  
Industry Guides  
Company Reviews & Rankings

A Day in the Life Of...  
Career Advice Blog  
Job & Internship Postings

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Now, identify what companies comprise your top 10 target list:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

If you identify a top company and want to know what other companies are similar, Google can assist! By typing “related:www.companywebsite.com” your search results will identify the competition for you. Let’s say you want to work at McKinsey or a similar organization, do a Google search using [related:www.mckinsey.com](https://www.google.com/search?q=related:www.mckinsey.com). In the search results, other top consulting firms, such as Bain, BCG, AT Kearney, Booz & Co., and more will appear.

## PROFESSIONAL BRANDING



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Value  
Proposition  
Guide

Equipped with knowledge about your target job functions, industries, and companies, you have the necessary tools to understand how to market yourself to them. Now it’s time to develop your value proposition as a candidate.

Refer to the [Professional Branding Webinar](#) in the [Career Navigator](#) to assist you with the next four exercises.

**T-Analysis | What are the technical & transferable skills needed for the job function?**

THEM (INDUSTRY, FUNCTION, JOB)		ME
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____
_____	→	_____

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**Six-Word Brand** | A great tool to simplify your brand and develop a **LinkedIn** header.

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**My Value Proposition** | Further your six word brand and use this as your resume profile.

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**My Elevator Pitch** | Your verbal value proposition + career goals. Used when networking & at interviews when asked, "Tell me about yourself."

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## DOCUMENT CREATION



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Resume  
Template



Cover Letter  
Sample

Remember: the purpose of the resume and cover letter is to get you an interview, not the job! These are important documents and need to be customized to each position you apply for, but do not dedicate more time towards this step at the expense of other important steps.

### Questions to ask yourself:

- Have I incorporated industry buzzwords and company research into my documents?
- Did I highlight key words in the job description and use them in both documents?
- Am I using **accomplishment (power bullets)** and **action-oriented statements**?
- Is my value clear in my documents as to why an employer should hire me?
- Have I modified my resume using the resume template in the Document Creation section of the **Career Navigator**?
- Have I scheduled an appointment with a career coach to review my documents?
- Did I upload my resume into **VMock** and score a 75% or higher?
- Did I upload my resume into **Handshake** after having it reviewed by a coach or VMock?

# NETWORKING



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LinkedIn Webinar



LinkedIn  
Top 10 Tips



Informational  
Interview  
Questions

Building strategic, long-term relationships can assist you in identifying and preparing for possible career paths.

According to the **U.S. Bureau of Labor Statistics**, 70 percent of all jobs are found through networking. There are numerous ways that employers capture job applicants, the Jobvite Index has discovered that while only 7% of applications are through employee referral, nearly 40% of company hires were first developed through an employee referral. This powerful information clearly indicates the critical importance of networking.

Resources in the **Career Navigator** walk through the five stages of the Networking Cycle: Target, Outreach, Meet, Follow Up, and Maintain Relationship.

Work your way through the list below to complete the Networking section.

Download the **Connection Tracker document** under Resources.

Conduct at least one informational interview a week with any of my tiered contacts.

Prepare for informational interviews by researching industry/company and developing well-informed questions.

Review the **Suggested Questions Document** on the **Career Navigator**.

Send a personalized thank you note for every informational interview I conduct

Establish my **LinkedIn** profile.

Have a career coach review my **LinkedIn** profile.

Understand and practice professionally appropriate behavior when attending events and/or asking for informational interviews.

Identify student organizations to join and take on leadership roles here at Carey.

Identify industry-related professional associations I should join.

Is there a student membership?

Does that association have a state, regional, or national annual conference I can attend?

# JOB SEARCH STRATEGY



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Recruiting  
Timelines

Creating a set of websites to check regularly, setting up job search agents, and tracking companies and jobs of interest will maximize the time you input.

Your job search strategy is a culmination of everything you have worked on up to this point. By now you should have a clear understanding of how your professional brand adds value and matches the requisite skills of your target industry, job functions, and organizations and sets you apart from your competition.

The **Career Development team** shares hundreds of job postings in **Handshake**, but there are many more jobs to be found all across the globe. Here is a list of suggested online resources that can assist you with finding posted opportunities; however, it is important to remember there is a hidden job market that is only discovered through networking, so do not neglect that crucial piece of your search strategy!

## General Web Resources:

**Handshake**

**Indeed.com**

**Vault**

**LinkedIn**

**Industry Resource Guides**

## Note your function-specific websites:

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Be sure to use the Job Tracking Spreadsheet on the Carey Career Navigator to ensure that you keep track of your applications and do not lose important information, such as deadlines or contact information.

## Action Steps for International Students:

Utilize the **Office of International Services**.

Meet with an **OIS @ Carey** representative to discuss your current status and how to best maintain your status to work within the United States after graduation.

Improve your speaking skills by participating in the **Business English Excellence Program**

- American Culture 101
- Variety of courses each semester, all with a different focus on the English language
- English Practice Partners Program

Create a profile on **MyVisaJobs.com** and utilize the Work Visa Database to research companies that petition for H1B visas..



# INTERVIEWING



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STAR Guide  
to Interviewing



Questions  
to Ask

Designed to assess your ability, willingness, and fit for particular companies and jobs, interviews come in many forms.

They may be conducted in-person, on the phone, or virtually and with a hiring manager, a large panel, or even a group of other candidates. Interviews range from technical questions, such as business cases, to behavior-based questions that assess your past actions and predict how you might handle future situations.

## Interviews address four areas:

1. Is the candidate focused with what they want to do?
2. Can the person do the job? (Ability)
3. Will the person do the job? (Willingness)
4. Will the person be compatible with the existing team? (Fit)

Out of all candidates interviewed, who **BEST** meets this criteria?

## Know Yourself

What are your unique skills?

Have a story prepared for every item on your resume.

Be prepared to talk about anything on your resume.

## Know the Position

Go through the job description and highlight repetitive terminology or industry buzzwords.

Anticipate questions based on the job description.

## Know the Company

Visit the company's **About Us** webpage.

Follow the company on social media.

Create a Google Alert on the company to learn its recent news.

Utilize the **S.T.A.R.** method for crafting the stories you want to tell the recruiters to leave a positive lasting impression.

***"What a strange power there is in clothing."***

***- Isaac Bashevis Singer***

Now is the time to invest in an appropriate business suit. Many retailers offer a 15% student discount with your student ID. Stick with neutral colors and conservative accessories. Learn more about how to dress for success in the Professional Branding section of the **Career Navigator**.



# CAREER MANAGEMENT



From your first 90 days to determining your next steps along your career path, the skills you have developed so far will provide you with life-long success.

The corporate ladder is becoming a rare occurrence in today's workforce. Beverly Kaye coined the term **corporate lattice**. Facebook COO Sheryl Sandberg writes in her book, *Lean In*, that **"careers are a jungle gym, not a ladder."** When determining what jobs you should take to advance your career, you want to focus on developing necessary and competitive skills, not just filling your resume. Do not be afraid to move up, down, or laterally. Be open to possibilities where you can grow as a professional and add value and impact to the organization.

## First 90 Days | Learn / Act / Reflect

Manager Expectations	Pay (National Average)	Lunch with Colleagues
Top Learning Items	Job Outlook	Social Events to Join
Problems/Needs to Address	Similar Occupations	Groups to Join
Feedback Received	Events to Plan	People to Thank

## Career Transition

Assess the time and complexity involved in making the career transition you want. Do you want to change job function within the same industry, or go to another industry but in a similar role?

## Target-Gap Analysis Template

Position with Company	My Level of Experience: Scale of 1 to 5 1 = no experience 5 = expert	My Past Employers With Which I Used My Skills A = most recent employer B = next most recent employer; etc.
Job Title (e.g. Accountant)	4	B
Requirement 1	5	A / B / D
Requirement 2	2	E
Requirement 3	5	A

## Balancing Demands | Scale of 1 to 10, mark your satisfaction in each area.

Which areas are energy drainers?

Which areas can you control better?

Which areas need more effort?

Which areas are problematic?

What does balance look like to you?

FAMILY & FRIENDS <input type="text"/>	ACADEMIC SUCCESS <input type="text"/>	HEALTH / SELF-CARE <input type="text"/>	MONEY <input type="text"/>
PERSONAL GROWTH <input type="text"/>	FUN & SOCIAL <input type="text"/>	PARTNER / RELATIONSHIPS <input type="text"/>	CAREER DEVELOPMENT <input type="text"/>