

Project: The Graduate

Environment

People are always willing to help college students, today even more so given the events of COVID-19. Accept any help that is offered and more importantly, expand your list of people that you ask for it. The probability that you receive a favorable reply from secondary relationship is higher in this environment.

Researching Companies – Go deeper and Go wider

*Most people limit their searches to the top 30 firms in their area of interest. Go deeper and find the small to mid-size firms in your area of interest.

*Most people only look at firms who specialize in their field. For example; marketing majors apply only to marketing firms. Go wider, a lot of companies have a marketing department.

When Applying – How to stay positive and closing the gaps

*While it is important to efficiently monitor and respond to online job postings, consider allocating time to researching companies in your field. First, it will help you maintain a positive attitude since many online job posting are slow to respond, if at all. Second, small to mid-size companies are more likely to respond to an inquiry by a recent graduate who expresses a sincere interest and knowledge about the company. Even if they do not have a job opening.

*While some job descriptions are unnecessarily intimidating in that they post too many requirements, some do require multiple skill sets. When trying to close a gap on your skill sets and those expressed in the job description, realize the difference between; “knowing what you don’t know” and “not knowing what you don’t know”. Expressing you understand why “the job requires expertise with Adobe Photoshop” closes the gap, albeit not completely.

*If you read a job description, and you possess half the skills, apply! Let them say you’re not qualified.

Better use of LinkedIn – Resume and Screening Companies

*The *Experience* box needs to match your resume and the *About* box provides an opportunity to describe your personality and desires. Note: personality descriptions like, “good interpersonal skills” or “team player” should be reinforced in your job experiences.

*Your LinkedIn address should be included on your resume with your email

*A company’s LinkedIn page provides useful and unique information. For example. The number of present employees versus 3 or 5 years ago provides good insights into the company’s growth.

Charities & Non-Profit Associations – Trends in your field and Expand your network.

*Charities and non-profit associations provide ideal opportunities to learn about trends in your field of interest and expand your network. Their value can be realized by becoming a member; volunteering on a committee or possible employment. When conducting research on those which are in fields of interest to you, consideration on who will be able to interact with needs to be considered.

Government/Washington DC.

*All roads lead to Washington. Name an industry and there is a regulator. Every regulator needs to answer to a House or Senate Committee. Staff positions at governmental regulators and congressional committees are a good next step after college.