

# PARTICIPANT PACKET



## PART 1

Personal Brand  
Networking  
Informational Interviewing

## PART 2

Career Panel: Mauricio Benitez  
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## WEBSITE LAUNCH FRIDAY, OCTOBER 21<sup>ST</sup>!



### Self-Directed Learning



#### [Career Development & Planning](#)

- Career & Self Assessments
- Planning
- Workshops
- Rice Career Profiles



#### [Video Library](#)

- Microsoft Office
- Adobe
- Social Media
- HR Videos



#### [Competency-Focused Development](#)

- Listening
- Public Speaking
- Writing

## Personal Brand: Do you have one?

**Most important point (MIP) – If you don't manage it someone else will.**

What is a brand? There are many different ways to describe it and here are a few:

- It helps define who you are
- It is a combination of tangible & intangible characteristics that makes your brand unique
- It is your reputation
- It is what sets you apart from others and how you bring value to a situation

How is a brand formed and how can you develop or even change it?

Branding is developing an image AND having the results to match. It is about intentionally building a name for yourself.

### A Brand Checklist

- I am branding myself for the career I want not the job I have
- I know what I am known for and / or what my expertise is
- I can easily describe what I do and how I add value
- I have a story to share
- I know how others would describe me if asked (e.g. colleagues, supervisor, friends, etc.)
- I know if I have a blind spot or career limiting behavior / habit
- I have examples of how I demonstrate my brand

Branding sentences to complete:

- I have the demonstrated ability to:
- I am committed to:
- I bring 3 key strengths to the department:  
1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_
- Five words that best describe me are:  
1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_



**Activity:** With a partner, answer one of the following questions:

- How do I want to be known / what do I want to be known for professionally?
- How do I describe what I do and what I contribute?



### **Handouts**

LinkedIn Personal Branding Checklist

**Visit our website launching Friday, October 21st for Self-Assessment Resources**

## Networking: *The New Normal*

**MIP: It is reported that between 70 - 80 % of jobs are secured by networking.**

### If you had to **grade** your current networking status, what would it be?

Steps to improve your networking "grade":

- Change your mindset. It is about building relationships and sharing information. Have you ever asked a co-worker for a good restaurant suggestion? Networking!
- Try to set a goal such as I will reach out to 1 person a week. Treat someone to coffee.
- Be intentional about building relationships around you. Remember that it may not be whom you know directly but whom they know that can be a connection.
- Do informational interviews.
- Stay organized and keep track of your communication.
- Attend events & be visible. Join a professional association, online group or community of practice.
- Work on a project team or committee.
- Attend a professional development event.
- Consider different kinds of connections, such as those with:
  - Technical knowledge
  - Organizational awareness
  - Backgrounds different than yours (educational, cultural, age)

If I am not interested in another position any time soon then what can a network do for me?

- Provide a different perspective
- Help you solve a problem
- Listen
- Support your efforts
- Help you get "unstuck"
- Give you valuable feedback
- Teach you new things

*Note: Online or social networking allows you to create a community of virtual contacts. There are many devoted to business networking or have a strong networking component (e.g. Sallyportal). Be sure to use appropriate business etiquette.*



### **Activity:**

1. Using the handout provided, take 5 minutes to complete the 5 Cs
2. With a NEW partner, discuss the "C" that is most important for you to have currently. Why?



### **Handout:**

Exercise: Your Network

## Informational Interviewing: *What 20 minutes can do!*

**MIP: It's just a conversation!**

Informational interviews are conversations that you arrange with people who have knowledge or experience in jobs or careers you wish to investigate. There are many reasons they are helpful and effective:

- You can learn about the *day / week in the life of a \_\_\_\_\_*. It is one thing to research and read job announcements and another to talk with someone doing the actual job. You can tailor the questions and learn more. You can also observe the environment (office / school) while you are there.
- You have the opportunity to connect with someone you may not know and make a positive impression.
- You can gain valuable insights about what skills or experiences are needed in order to craft a development plan.
- The conversation can re-energize you and provide the motivation needed to get started.
- You become more confident as you gain experience interacting with different professionals.

How do I arrange the interview (conversation)?

- A personal referral is a great way (use your network).
- Using on-campus groups or platforms like LinkedIn is effective, especially if you are a part of a professional group.
- Frame the invitation in a way that removes time as a barrier (15-20 minutes) and makes it convenient (work around their schedule, location, etc.) If they can only do a phone conversation that is fine.
- Explain the purpose of the discussion and how you acquired their contact information.
- Be sure to get detailed directions and get a number (cell) in case there is an issue.
- Do your homework and come prepared with a thoughtful list of questions.\*
- At the meeting – be on time, dress professionally & ask for a business card before leaving.
- After the meeting – Send a thank you note highlighting specific aspects of the conversation. If appropriate ask about a future “check-in” or follow-up. In addition, it is a good idea to debrief right after (make notes of things you think went well and maybe what to do differently in the future).

\*Sample Questions

### Questions

#### **What is your job like?**

- Typical day, week
- What kind of problems do you deal with regularly?
- What is the breakdown ( % ) of time spent on major areas of your job?
- What is the pace of the job?

#### **Type of Work**

- What interested you about this type of work and how did you get started?
- What jobs and experiences led you to this position?
- What do you find most exciting about this work?
- What are some of the trends for this area?

### Progression

- How does a person progress in your field?
- Is there a typical career path?
- What are the most important skills to have?
- What do you think has most contributed to getting you to where you are today?

### Advice

- What 2-3 tips would you give me in pursuing this job / career?
- What can I do next to best prepare or move closer to my goal?
- Is there anyone you think I should speak to next?



**Activity:** With a NEW partner, discuss one of the following:

- Share an example of whom (specifically) you can reach out to and why that person would be a good target for an informational interview.
- Which section of questions would be best for YOU to use based on where you are currently in your career and where you want to go? Why?

Visit the following sites for additional resources:

#### Article & Template:

<https://www.livecareer.com/quintessential/information-sample-letter> for a sample email invitation

#### Article:

<https://www.themuse.com/advice/5-tips-for-nonawkward-informational-interviews#!>

#### Video (1:45):



<http://www.forbes.com/sites/susanadams/2015/03/04/30-questions-to-ask-in-an-informational-interview/#555c757457c7>

## RESOURCES:

We invite you to visit our new Careers At Rice website (launching 10-21-16)

### Sections of website for Career Development Resources

Careers At Rice page

Organizational & Professional Development pages

- Self-Directed Learning/Career Development & Planning
- Self-Directed Learning/Competency-Focused Development
- Supervisor Development/Coaching Circles
- Supervisor Development/Competency Development
- Organizational Development

Training & Professional Development

### Resources Currently Available

Website Section/Page	Resource
<b>Self-Directed Learning/Career Development &amp; Planning / Career &amp; Self-Assessment</b>	<ul style="list-style-type: none"><li>• Exercise: Leveraging Your Personal Strengths</li><li>• Exercise: Values Identification</li><li>• Exercise: More, Less, Stop &amp; Start</li><li>• Exercise: Personal Snapshot</li><li>• Exercise: Wheel of Life</li></ul>
<b>Self-Directed Learning/Career Development &amp; Planning / Planning</b>	<ul style="list-style-type: none"><li>• Self-Directed Planning Worksheet</li><li>• Developing Staff at Rice University</li><li>• Exercise: Identifying a Coach or Mentor</li><li>• Exercise: Daily Success Habits</li></ul>
<b>Careers At Rice</b>	<ul style="list-style-type: none"><li>• Submit an Article or Career Development Resource</li><li>• Career Spotlights</li></ul>



**HANDOUT (Sample Resource)**

**Exercise: Wheel of Life**

### COMING SOON:

- Resources will be added weekly on our website including exercises, articles and videos