

Essential Advice for Entry-Level Job and Internship Hunting During COVID-19

Webinar

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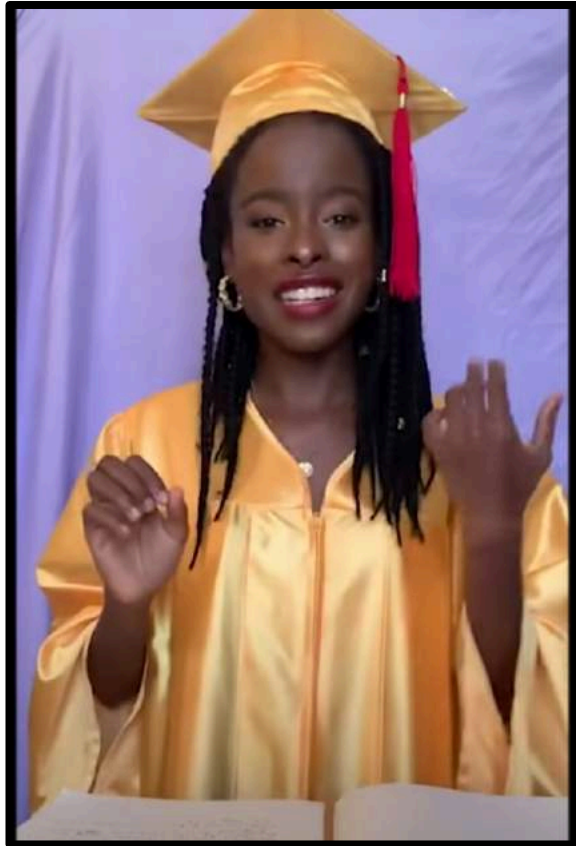
Lindsey
Pollak



Chelsea C.
Williams

WELCOME!

- Type your questions into the Q&A – we will answer at the end of the webinar
- Upvote questions
- All links will be posted to Chat
- You will receive an email with the full slide deck (including all links) after the webinar



“This 2020 class won’t just
navigate a new normal;
Together we’ll build one.”

- Amanda Gorman, Harvard '20
Some Good News



WELCOME

AVAILABLE NOW!


The Remix: How to Lead and Succeed in the Multigenerational Workplace


"An instructive and engaging book!"
- Reid Hoffman, cofounder of LinkedIn




Lindsey Pollak
Multigenerational Work Expert | NYT Bestselling Author |
Keynote Speaker | Podcast Host | Thinkers50 Radar 2020
| MG100
New York, New York

 Lindsey Pollak -
Multigenerational...
 Yale University



Chelsea C. Williams · 1st 

Founder of College Code | We help organizations develop
& retain diverse early career talent | DEI Advocate &
Speaker
New York, New York

 College Code
 Spelman College

3 MINDSET THEMES

- ✓ **Be proactive.** Do not be paralyzed. Think about how you can best use this time.
- ✓ **Be creative.** Cast the widest net possible. Focus on skill-set. Any job is a good starting point!
- ✓ **Be reassured.** There is a lot of empathy for the Class of 2020 and all college students.

1. ASSESS AND KEEP BUILDING YOUR SKILLS



- Improve your skills by taking a free e-course, listening to podcasts, reading books, etc.
- Offer to do project work
- Donate time to a nonprofit

ASSESS YOUR EMPLOYABILITY SKILLS

- 1. Applied Knowledge.** Take what you've learned, in and out of the classroom, and apply it to a new opportunity (job role or skillset).
- 2. Workplace.** Demonstrate the competencies necessary to thrive in our global, multicultural, multigenerational workforce.
- 3. Effective Relationships.** Communicate and collaborate with diverse people. Reflect a strong personal brand and character (including digitally!).

2. START A REALLY BIG LIST

Brainstorm as wide a list as possible of ideas and resources:

- Industries
- Employers
- Job functions
- People you know



JUMPSTART TO CAREER MAP

Name: _____

My Super Power: _____

One word to describe how I
want to impact the world ...

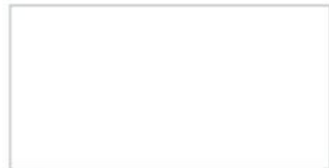
My top 3 values



My top 3 skills



A big life accomplishment



My favorite course

My top 2 hobbies

3 occupations I have considered



6 future employers



My early career advisors

1.

2.

3.

4.

My career vision

*What are you doing? Who are you
serving? Where?*



College Code

STRENGTHS AND YOUR JOB SEARCH

5 / 180



How successful are you at

Bringing other people round to your way of thinking?



Very unsuccessful



Unsuccessful



Slightly
unsuccessful



Neither successful
nor unsuccessful



Slightly successful



Successful



Very successful

USE THE ASSESSMENT TO STRENGTHEN...

1. Your use of time
2. Your reach
3. Your story

CREATE YOUR FREE STRENGTHS PROFILE

<https://strengthsprofile.com:443/Codes/Redeem?code=2020Strong>

3. BUILD A STRONG LINKEDIN PROFILE

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

The screenshot shows a LinkedIn profile for David Xiao. The profile header includes his name, title 'Econ Major and Aspiring Financial Analyst', location 'San Francisco Bay Area | Financial Services', previous company 'Berkeley Ventures', and education 'University of California, Berkeley'. Below the header is a 'Background' section with a 'Summary' and an 'Experience' section. The 'Experience' section features a job titled 'Venture Capital Internship' at 'Berkeley Ventures' from May 2013 to September 2013. A thumbnail image for the internship is titled 'INTRODUCTION TO VENTURE CAPITAL'. The 'Organizations' section lists 'Berkeley A Capella' as the 'Lead Singer' from March 2012 to the present.

4. STAND OUT BY DOING YOUR RESEARCH

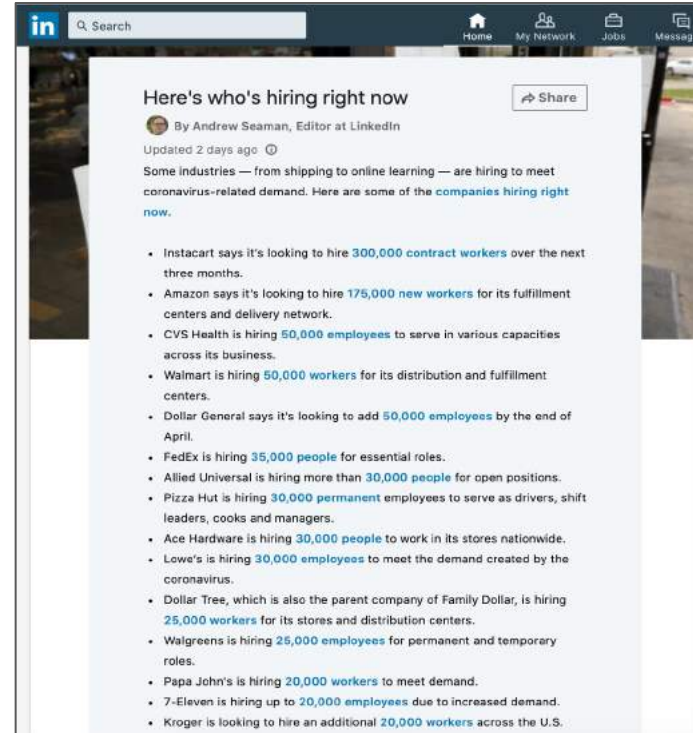


FIND OUT WHO IS #HIRINGNOW

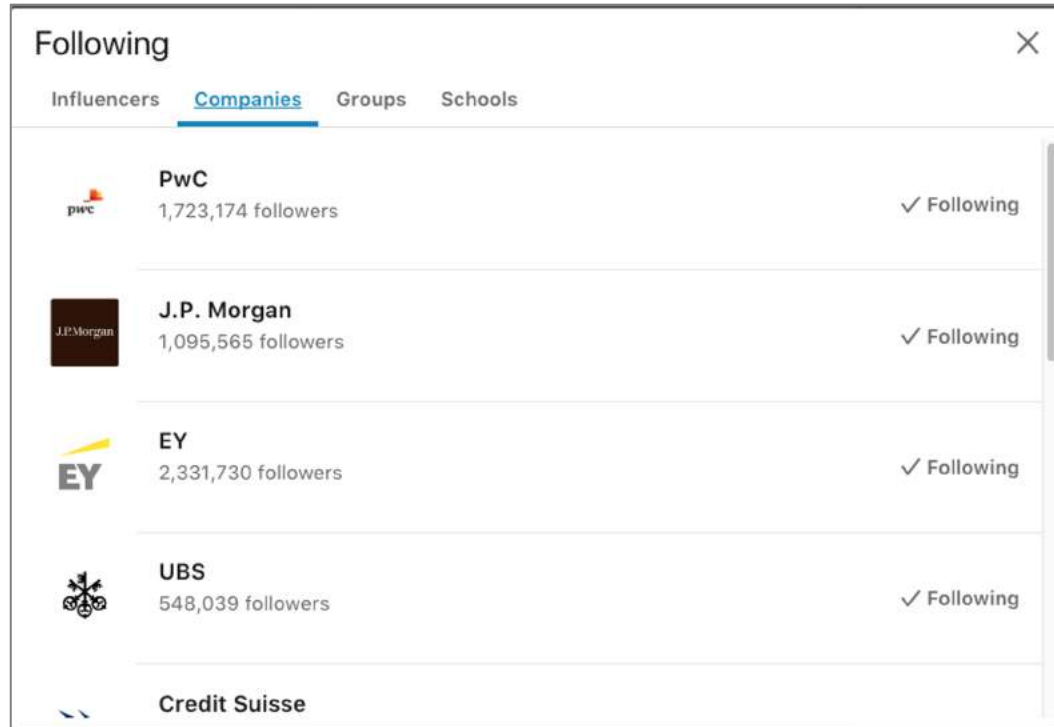
Do your homework on who is hiring.

Look to:

- Career center
- LinkedIn and Twitter #hiringnow
- Start-ups
- Association websites
- Niche job boards
- Local news sites/Craigslist



FOLLOW POTENTIAL EMPLOYERS ON LINKEDIN



APPLY THIS RESEARCH

- Find reasons to reach out to new and old connections.
- Discover new people and organizations to expand your Really Big List.
- Better utilize your university's resources.
- Build confidence and depth of knowledge.

UNDERSTAND CURRENT HIRING TRENDS

1. Stay alert to the **sectors experiencing growth**. Explore job opportunities at companies within these areas – e.g., healthcare, manufacturing, logistics, consumer goods, tech.
2. Focus on job opportunities in your **city/region** -- sites like [Emsi](#) provide real-time economic data and insights.
3. Be flexible -- you may not land a full-time job immediately. Be open to **contract, freelance and even internship** opportunities.

5. LEVERAGE YOUR NETWORK



- University career services
- Family friends
- Former employers, professors
- Associations and clubs
- Community resources
- Scholarship supporters
- Former classmates and alumni

BE SPECIFIC IN REQUESTS FOR CONNECTION AND HELP

- Review the person's LinkedIn profile before reaching out.
- Share relevant information from your Really Big List and ask for specific, direct help.
- Have a pre-written paragraph about yourself that your contact can forward to a hiring manager and/or their broader network of contacts.

6. SHOW YOUR GRATITUDE EARLY AND OFTEN



7. STAY POSITIVE AND TAKE STEPS DAILY



THANK YOU AND Q&A



Jeannie Liakaris

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REMINDERS

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FREE RESOURCES FROM OUR PRESENTERS



<https://strengthsprofile.com:443/Codes/Redeem?code=2020Strong>



<https://www.mycollegecode.com/studentresources>



Text "LINDSEY" TO 33-777