Mini-Syllabus – Career Planning & Marketing: BASE
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Week I, Friday, 8:30-noon: Job Search Skills

Career Planning … Or Else!

- SROB Model: this session introduces the concept of Success Related Observable Behaviors (SROBs) and guides the student in researching to discover them and define them in the context of a desired job / career field. SROB’s are used to help students “differentiate their product” by marketing their behavior patterns as they apply to the job as well as their technical skills and knowledge. Experiential tools: Skills Assessment: Building a Professional Portfolio; Introspective Exercise: Prove It!

- Students learn about the issues the recruiter is sorting out: candidate’s style, counter-productive behavior and temperament. They learn how to gather “intelligence” about targeted career roles and how to delve into their personal history to identify experiences / situations in which they demonstrated SROBs desirable to the job of their choice. These experiences are developed into “War Stories” which they may use in behavioral interviews.

Networking & Information Interviews (Most important CP&MI classes)

- We define “Networking” as developing, nurturing and utilizing personal relationships to acquire A-I-R (Advice, Information & Referrals). The beginning of the class is devoted to minimizing the psychological barriers to networking and overcoming the negative connotations often associated with it. Students surprise themselves as they construct their own personal network, beginning with family, neighbors, previous mentors (coaches, youth advisors, club / organization adult leaders), and others in their “community” known to themselves, their family, neighbors, etc.

- Students learn how to conduct an information interview with experienced professionals in their desired field who are identified during their networking contacts exercise. Topics also covered are debriefing themselves after an information interview to glean “intelligence” that can be used in their interviewing plan and maintaining contacts with networking contacts.

Week I, Friday, 1:30-5:00 pm: Interviewing Skills & Preparation

Interviewing Overview

- Students gain understanding of what to expect from on-site interviews; various interview approaches (behavioral interviews; case or situational interview; industry / field knowledge interviews; role plays; targeted selection interviews). Focus in on behavioral interviewing, the predominant tool used by recruiters. This session melds what was learned what was learned in the morning by showing students how to use the SROB research and self-discovery of their marketing bullets to construct an interview plan. There is an experiential portion in which students actually respond to a behavioral question and are critiqued by the instructor and fellow students, helping all students view the interview through the recruiter’s eyes.
Week I, Saturday, 8:30-noon: Resume Workshop

Developing a Resume that “Markets the Product” (vs. Just Reciting Facts!)

• Building on the work done the day before and continuing the theme, the view from behind the recruiter’s eyes, students learn how recruiters conduct resume reviews to determine whether or not to invite them for an interview. Understanding the value of SROB, they learn how to focus on accomplishment statements in addition to job-description statements, presenting themselves as both technically competent and one who possesses behaviors conducive to success in the particular role.

• Students may energize their resumes using accomplishment statements and power verbs, and they learn how to provide “supportive evidence for the successes they claim. They are provided with excellent “case study” samples from previous graduates who were successful in acquiring interviews and career positions to which they aspired.