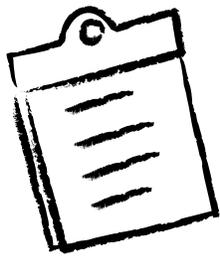


Job → SMART TIPS AND
REAL-WORLD TRAINING
START 101®

COLLEGE EDITION



A workbook to help
prepare for success
in post-college employment

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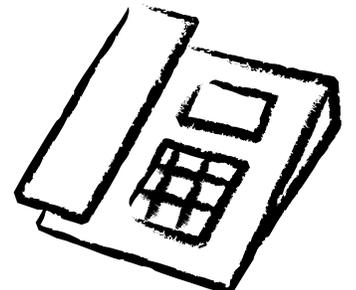
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WORKBOOK OVERVIEW

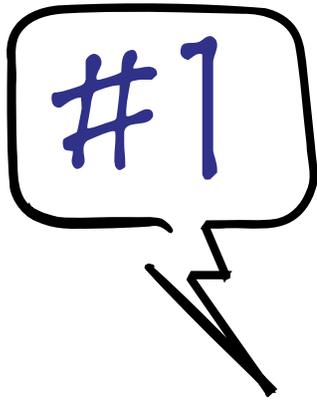
This workbook is a written companion to the college edition of JobSTART 101: Smart Tips and Real-World Training online course found at www.jobstart101.org. The course is provided at no cost by Business Roundtable and HR Policy Association to help college students better understand employers' expectations before they enter the workforce. The Business Roundtable asked hundreds of employers what skills they feel college graduates are missing when they start their first jobs. The goal of JobSTART 101 is to provide you with a foundation for building these skills so that you can be effective working in the professional world.

The skill areas of concentration are how to establish an e-brand, how to develop a workplace persona, how to build relationships, how to manage emotions, how to solve problems, and how to drive one's career. Each module focuses on one of these skills, and the purpose of the workbook exercises is to prompt you to start using the skills and applying them to your own life right away.

Within the course, you will begin answering questions in this workbook. After you have finished the course, we encourage you to finish the remainder of the workbook exercises and review the listed resources, which you will find helpful as you embark on your career journeys. Each workbook section should take approximately sixty minutes, and completion can be done on your own or with the help of an instructor.

JobSTART 101 is hosted by Alexandra Levit, a nationally recognized business and workplace speaker and the author of *They Don't Teach Corporate in College: A Twenty-Something's Guide to the Business World*.

Thank you for participating. We would appreciate your feedback as we continue to enhance the course to meet and exceed the needs of students, educators, and employers. If you have any questions regarding the course or this workbook, please contact us at www.jobstart101.org.



HOW TO ESTABLISH YOUR E-BRAND

Time to completion: 60 minutes



Learning objectives: Actively manage the information that appears in the search engines; create appropriate social networking profiles on sites like Facebook.com; effectively use electronic technologies like e-mail, texting, and instant messaging in a professional setting

1. Do a Google search of your name. What are the first three results? When you click on these pages, are you entirely comfortable with the information that appears? Why or why not?
2. What actions can you take to remove unsuitable or irrelevant content? Can you remove it yourself by making changes to your online profiles? If the information appears on someone else's site, can you contact that person and ask politely for it to be removed? Write notes on what you plan to say.
3. Can you write articles or contribute to blogs related to your fields of interest so that you can increase the positive content that prospective employers will see when they search for you? Write your ideas here.

9. Read the following e-mail message from twenty-three-year-old Jerry to his supervisor. List four things that could be improved to make the message more professional, and then rewrite it in your own words. If you need help, revisit the e-mail suggestions from Module One.

To: Chuck Thompson

From: Jerry Vasquez

Subject: Friday

Chuck, what up? Wanted to let u know that the Sears client called and said she will be in an hour later tomorrow morning. She says she isn't used to the traffic here yet, LOL. I wish she had planned ahead, tho. Its going to throw off my whole schedule for the day.

Jerry.

10. Imagine that you are starting a new job. How can you determine if INSTANT MESSAGING and texting are accepted modes of communication?

Additional Resources

- Brand-Yourself (<http://www.brand-yourself.com>)
- NetManners.com (<http://www.netmanners.com>)
- Google Alerts (<http://www.google.com/alerts>)
- Keyword Wordtracker (<http://freekeywords.wordtracker.com>)
- Personal Branding Blog (<http://www.personalbrandingblog.com>)
- ProBlogger (<http://www.problogger.com>)
- Reputation Defender (<http://www.reputationdefender.com>)
- Resume-Help.org (<http://www.resume-help.org>)



HOW TO DEVELOP A PROFESSIONAL PERSONA

Time to completion: 60 minutes



Learning objectives: Begin to establish an authentic, professional persona that you consistently sustain as you move into a new team, take on a new project, or meet new people; incorporate dress, social behavior, and communication that reinforces your persona and meshes with your organization's culture

1. Imagine that tomorrow is your first day working at an accounting firm. You are standing in your closet. What do you pick out to wear, and why? Whom will you approach if you need advice?

2. Think about the last time you met someone new socially. What did you talk about, and what was the flow of the conversation? How might that conversation be different when meeting a new business colleague?

3. Write three things you should take care to notice when you start working at a new organization.

8. You regularly participate in conference calls with a virtual team. As described by the host, what are three things you can do to ensure that you are perceived positively?

9. What are two best practices for developing strong presentations?

10. What does it mean to proofread your writing? What steps can you take to ensure that your writing in a professional setting is as effective as possible?

Additional Resources

- About.com Human Resources (<http://humanresources.about.com>)
- American Management Association (<http://www.amanet.org>)
- BNET (<http://www.bnet.com>)
- Business Writing Center (<http://www.writingtrainers.com>)
- First 30 Days (<http://www.first30days.com>)
- Presentation Zen (<http://www.presentationzen.com>)
- Self Growth (<http://www.self-growth.com>)
- Web Worker Daily (www.webworkerdaily.com)



HOW TO BUILD WORK RELATIONSHIPS

Time to completion: 60 minutes



Learning objectives: Establish a foundation to develop great workplace relationships, including creating valuable ties through networking and mentorships, encouraging collaboration and garnering respect, and giving and receiving effective feedback

1. What is one major professional association in a field that you are interested in? (If you don't know, do a quick Internet search.) How can it help you achieve your goals?
2. Does this organization have a local chapter? If so, what is an event coming up that you could attend?
3. How will you prepare for your first association meeting? What will you wear, how will you introduce yourself, and what type of people will you look to meet?

4. What specific information or knowledge would you like to gain by attending an upcoming networking event? Write a short script for what you will say to a person you hope to meet.

5. Good informational interview questions include the following:

- How did you choose this career?
- Describe a day in your life.
- What are some of the challenges you've faced in your career?
- What advice do you have for a college student who is just getting started in this field?

What three additional questions are most relevant for you to ask?

6. How might you go about finding your first mentor? Can your college's career center assist you? Where else might you look? How will you approach this individual? What value can you offer them?

7. What is a win/win negotiation? Imagine that you are supervising a staff of cleaning professionals in an office building. How can you use the concept of win/win to convince a group of them to sign up for the night shift?

8. What are three ways you can encourage positive relationships with the people at work?
9. Consider this scenario: You are the leader of a group project for one of your courses and are responsible for giving feedback to each individual team member. One member, Darcy, is an excellent writer but takes several days to return messages. How might you deliver this criticism constructively?
10. Think about a time when a professor or a supervisor told you something about your work that was unpleasant to hear. How did you respond then, and how might you respond differently now?

Additional Resources

- Brazen Careerist (<http://www.brazencareerist.com>)
- Business Networking International (<http://www.bni.com>)
- FindAMentor.org (<http://www.findamentor.org>)
- LinkedIn (<http://www.linkedin.com>)
- QuintCareers (<http://www.quintcareers.com>)
- Rypple (<http://www.rypple.com>)
- Steve Pavlina (<http://www.stevepavlina.com>)
- U.S. Societies and Associations (<http://www.infoplease.com/ipa/A0004878.html>)



HOW TO DRIVE YOUR CAREER

Time to completion: 60 minutes



Learning objectives: Master what makes an effective career goal; set goals with your supervisor; understand how to articulate your contributions to your organization so you can be appropriately recognized

1. SMART goals can be used in other ways than just thinking about your career. Practice using SMART goals on something you would like to accomplish before you graduate. Write your goal, and don't forget to include all the SMART (specific, measurable, attainable, relevant, and time-bound) aspects.
2. Who in your community of family members, friends, and instructors can assist you with achieving this goal? What steps will you take to solicit their help?
3. How will achieving this goal help you to realize your big-picture objectives?

4. What are transferable skills? List three such skills that you have developed throughout your college career that you would like to continue to refine.
5. Twenty-three-year-old Brian has a long-term goal of earning enough money speaking in public to support his fledgling writing career. His corresponding short-term goal is to develop and distribute materials to promote his expertise as a speaker at colleges and conferences. Consider how Brian will achieve his short-term goal using the SMART format.
- Specific: What three activities will Brian undertake? What is the exact result Brian should look to achieve with these activities?
 - Measurable: How can Brian track his progress?
 - Attainable: Is Brian’s goal—and the associated activities—challenging but also realistic?
 - Relevant: How and why does this short-term goal support Brian’s long-term goal?
 - Time-Bound: When will Brian finish the activities associated with the short-term goal?
6. Think about a situation in which your performance was critiqued (for example, a summer internship or a class project). Did you discuss your performance with an authority figure? What might you do differently as a result of what you’ve learned in this module?

7. As the host described in Module Six, what are three things to keep in mind before you ask a future employer for a raise?

8. In your first job, what are two things you can do to ensure that you are viewed as a valued contributor to your team and organization?

9. When it comes to total compensation, what other benefits must you take into account besides base salary?

10. Imagine that you are disappointed with the raise you receive at the end of your first year of employment. How should you react when discussing the matter with your supervisor?

Additional Resources

- **About.com Career Planning** (<http://careerplanning.about.com>)
- **Career Explorer** (<http://www.careerexplorer.net>)
- **Career Planner** (<http://www.careerplanner.com>)
- **Goal Setting Guide** (<http://www.goal-setting-guide.com>)
- **JobWeb** (<http://www.jobweb.org>)
- **Payscale.com** (<http://www.payscale.com>)
- **Salary.com** (<http://www.salary.com>)
- **Success Factors** (<http://www.successfactors.com>)

RECOMMENDED READING

- Alba, Jason. *I'm on LinkedIn, Now What???* Silicon Valley, CA: Happy About, 2009.
- Buckingham, Marcus. *Now, Discover Your Strengths*. New York: Free Press, 2001.
- Carnegie, Dale. *How to Win Friends and Influence People*. New York: Pocket Books, 1998.
- Carnegie, Dale. *How to Stop Worrying and Start Living*. New York: Pocket Books, 2004.
- Covey, Stephen. *The 7 Habits of Highly Effective People*. New York: Free Press, 2009.
- Ellis, Keith. *The Magic Lamp: Goal Setting for People Who Hate Setting Goals*. New York: Three Rivers Press, 1998.
- Ferrazzi, Keith. *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*. New York: Crown, 2005.
- Lavington, Camille. *You've Only Got Three Seconds*. New York: Main Street Books, 1998.
- Levit, Alexandra. *They Don't Teach Corporate in College: A Twenty-Something's Guide to the Business World*. Franklin Lakes, NJ: Career Press, 2009.
- Myers, Ford. *Get the Job You Want, Even When No One's Hiring*. Hoboken, NJ: Wiley, 2009.
- Pollak, Lindsey. *Getting from College to Career: 90 Things to Do Before You Join the Real World*. New York: Harper, 2007.
- Schawbel, Dan. *Me 2.0: Build a Powerful Brand to Achieve Success*. New York: Kaplan, 2009.



FEDERAL AND STATE RESOURCES

- **Careers.org** (<http://occupations.careers.org>)
- **Career One Stop** (<http://www.careeronestop.org>)
- **Grants.gov** (<http://www.grants.gov>)
- **State and Local Government on the Net** (<http://www.statelocalgov.net>)
- **Students.gov** (<http://www.students.gov>)
- **USA Jobs** (<http://www.usajobs.gov>)
- **U.S. Bureau of Labor Statistics** (<http://www.bls.gov>)
- **U.S. Department of Labor** (<http://www.doleta.gov>)
- **U.S Department of Education** (<http://www.ed.gov>)

ABOUT THE SPONSORS

Business Roundtable is an association of chief executive officers of leading U.S. companies committed to advocating public policies that foster vigorous economic growth. With nearly \$6 trillion in annual revenues and more than twelve million employees, member companies comprise nearly a third of the total value of the U.S. stock markets and pay more than 60 percent of all corporate income taxes paid to the federal government. Annually, they pay more than \$167 billion in dividends to shareholders and the economy. Business Roundtable companies give more than \$7 billion a year in combined charitable contributions, representing nearly 60 percent of total corporate giving. They are technology innovation leaders, with more than \$111 billion in annual research and development spending—nearly half of all total private R&D spending in the U.S. www.businessroundtable.org

HR Policy Association is the lead public policy organization of chief human resource officers from large employers. The Association consists of over three hundred of the largest corporations doing business in the United States and globally. These major employers are represented in the organization by their most senior human resource executives. Collectively, their companies employ more than eighteen million employees worldwide and have a combined market capitalization of more than \$7.5 trillion. These senior corporate officers participate in the Association because of their passionate interest in the direction of human resource policy. Their objective is to use the combined power of the membership to act as a positive influence to improve public policy, the HR marketplace, and the human resource profession. www.hrpolicy.org

ABOUT THE HOST

Alexandra Levit is an internationally recognized career author and speaker. A former syndicated columnist for the Wall Street Journal and a current syndicated columnist for Metro US, Alexandra has authored several books, including *They Don't Teach Corporate in College*, *How'd You Score That Gig?*, *Success for Hire*, *MillennialTweet: 140 Bite-Sized Ideas for Managing the Millennials*, *New Job, New You*, and *You're Not the Exception, You're the Rule*. She was recently named Money Magazine's Online Career Expert of the Year and speaks regularly at corporations, universities, and conferences around the globe on issues facing modern employees. www.alexandralevit.com