

**GLOBAL
FOCUS**



GET FOUND!



**A Guide to Career and
Internship Opportunities**

Contents

(click pages below to jump to a specific section)

Welcome to Global Focus “U”	2
GLOBAL FOCUS “U”: An exclusive, national database of top undergraduate talent.....	2
The recruitment model is changing	3
How to make Global Focus “U” work for you	4
Step One: Complete your profile	4
Playing to Your Strengths	5
Step Two: Set up a Job Agent	5
Step Three: Let the jobs come to you.....	5
EXTRA CREDIT College recruitment in a recruiter’s own words	6
THE WHOLE PACKAGE.....	9
THE BUZZWORDS GLOSSARY Words to Define your Greatest Strengths	10

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Last Updated: September 14, 2011

Welcome to Global Focus “U”

Congratulations! Your school is now a part of Global Focus “U”, an exclusive, invitation-only school/employer network. Only top schools with high-performing students are invited to participate in this program. Your school’s Career Services Center made an important decision to join this network—and now, you and your fellow students can **GET FOUND** by leading employers.

With Global Focus “U” you will get noticed by leading employers and gain access to more

1. Full-time job, career, and internship opportunities.
2. Quality, diverse job postings.
3. Sizes and types of companies in more industries

Ready to **GET FOUND** and **GET HIRED**?! Look for the Global Focus “U” link on your school’s career services site to create your profile and upload your resume.

GLOBAL FOCUS “U”: An exclusive, national database of top undergraduate talent

This invitation-only school network provides leading employers with an efficient way to search, identify and attract high-potential, best-fit candidates. With student profiles built to highlight academic, leadership, and club activities and involvement, Global Focus “U” saves corporate recruiters both time and money. School participation is invitation-only to guarantee only the best and the brightest in student candidates.

Within Global Focus “U”, you’ll find

- **MORE CAREER OPPORTUNITIES.** Global Focus “U” connects your school’s career services office with leading corporate recruiters more easily than ever before. For example, did you know that the recruiter who visits your school—the one from “Company X”—might be only one of twenty recruiters employed by Company X? With Global Focus “U”, *all of the recruiters* from Company X can connect with you, whether they are able to visit your school or not.
- **MORE QUALITY, FILTERED OPPORTUNITIES.** As a partner in our network, your school’s career services office has chosen to participate in one of the most recognized and exclusive networks available. So you can rest assured that every job posting and employment opportunity you see is a legitimate career opportunity. And by the way, you’ll never be “spammed” or “scammed” with illegitimate job offers and announcements.
- **MORE DIVERSE OPPORTUNITIES.** With corporate partners located around the globe, you gain access to widely diverse career opportunities when you register with Global Focus “U”. Whether you’re searching for employment in a particular industry or in a particular location you’re sure to find an opportunity that matches your unique interests and abilities.

The recruitment model is changing

Even with job boards, online networking, and social media recruiting— employers say they are still missing too many high-potential candidates. Global Focus “U” offers you the opportunity to GET FOUND.

Consider this: Recruiters may literally look at thousands of resumes from hundreds of sources while searching for that ideal candidate. The main problem with this information is that it is not standardized; recruiters have to search to find the information they need.

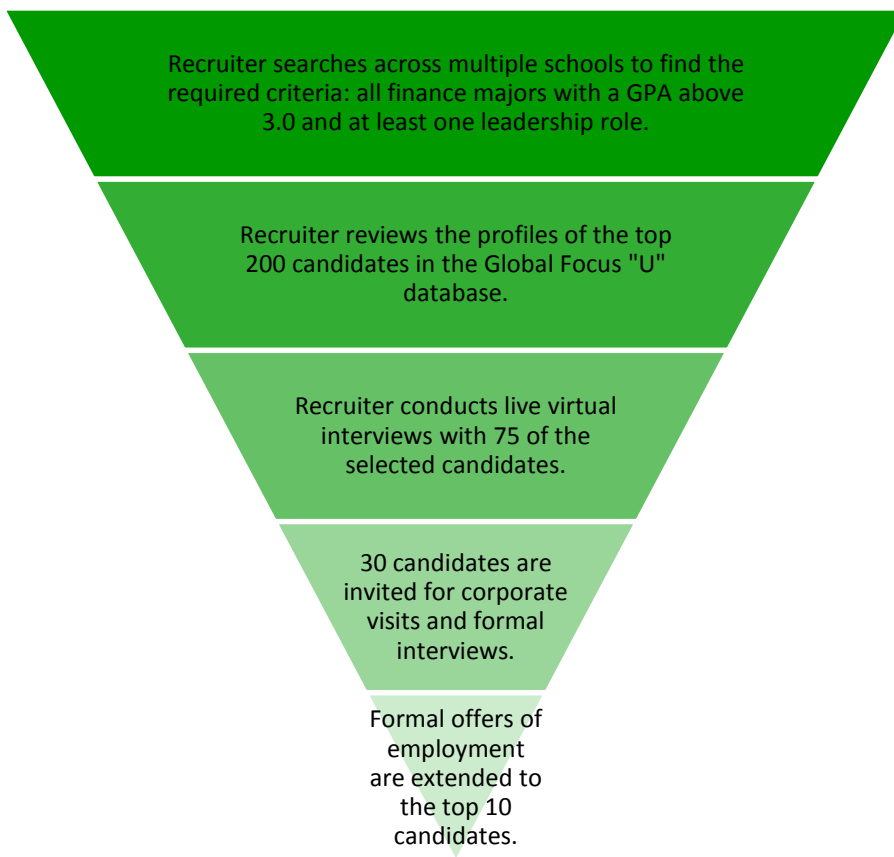
The Global Focus “U” database helps recruiters find exactly what they need by providing a common format for every student enrolled.

All an employer needs to do is choose their desired criteria, whether it be involvement in clubs and activities, geographic preferences, or demonstrated leadership and/or work experience. Search results are returned instantly from the thousands of candidates in the database. Those candidates that most closely match what the employer wants rise to the top of the list, making it easy for the employer to find the most qualified candidates for the job.

Recruiting Pipeline Example

Let’s imagine that a large financial corporation needs to hire ten candidates for a management training program.

The example shows how a recruiter might search the Global Focus “U” database to quickly identify quality candidates. Without Global Focus “U” it would be very difficult to gather, review, and interview the number of high quality candidates needed to make ten formal offers of employment. With Global Focus “U”, recruiters simply search the Global Focus “U” database and then directly connect with you.



How to make Global Focus “U” work for you

By now you can see that when it comes to your first, or your next internship/full-time job opportunity, you’ll definitely want to make it easy for recruiters to find and connect with you. If you don’t register, they’ll still be able to find your competition—right there in the database. It’s easy to GET FOUND, so why not? Five minutes and three steps is all it takes:

Step One: Complete your profile, upload your resume

Step Two: Set up a Job Agent

Step Three: Let the jobs come to you



Step One: Complete your profile, upload your resume

The goal here is to develop a robust profile. While prospective employers may initially find you based on specific search criteria (such as your major), it’s the detailed descriptions of your skills and experience that will draw employers in.

Creating your profile is a snap. You can set up your profile online from anywhere, and the registration process will guide you every step of the way. Checklists in the online profile make it easy for employers to search for specific attributes, plus they’re quick and easy for you to complete.

In your profile, you’ll include information such as:

- **Graduation date and date of availability** for employment – These dates help employers identify potential interns versus candidates for entry-level jobs. Keep in mind that your date of availability may not always be the same as your graduation date—are you taking any time off after graduation? Whatever your plans, you should be prepared to have some flexibility in your availability date.
- **Areas of interest** – Check off the type of work you’re hoping to find, according to function and industry. You can select up to 10 industries, from accounting to telecommunications. Job functions are also presented in checklist format. Pick the ones that fit your skills and goals.
- **Areas of work experience** – You’ll be able to differentiate between experience you gained during internships and other employment, so it will be easy for companies to see what you’ve accomplished in your field.
- **Language ability and geographic preference** – Are you proficient in a foreign language? Ready and willing to pack your bags and head out wherever an opportunity may take you? The more flexible you can be when it comes to where you will work, the more likely you are to get that coveted job with your top choice of employers.
- **Your resume/CV** – Ask your Career Services Office to help you hone your resume before posting it to be sure you make the best impression on employers. A one-page resume is usually best for internship- and first-time or inexperienced job seekers.

Playing to Your Strengths

Your aim is to be a “high-potential hire,” in recruiter-speak. In order to show employers that you’ve got what they want, emphasize your greatest assets and skills. The best way to do this by giving details in the profile sections that tell employers about your background. Ask your Career Services Center to help you complete your profile using strong, positive language that shows your achievements and strengths. Some sections where you can shine include:

<p>Academic Honors: If you’ve earned academic honors, don’t hesitate to list each and every one. Employers will be impressed with your hard work and smarts.</p>	<p>Fellowships: Fellowships are usually merit-based and competitive, which shows a high level of achievement employers will appreciate.</p>
<p>Scholarships: Being awarded a scholarship usually signifies that you outshone every other applicant by virtue of your achievements. Be sure to tell why you earned each scholarship so employers can get to know some of your strengths.</p>	<p>Charitable Work / Volunteering: Now is not the time to be modest. If you’ve been involved in public service or charitable organizations, outline what you helped to accomplish. Many companies look for employees with a philanthropic bent.</p>
<p>Clubs / Campus Organizations: List any clubs and organizations you’ve belonged to, from professional clubs to honor societies, and any leadership positions you’ve held within them. There is no limit to the number of clubs you can list, so your employers can get the full picture of your involvement on and off campus.</p>	<p>Sports Participation: Many employers cite a candidate’s participation in sports as a positive influence in their decision to hire him or her. If you’ve developed skills such as leadership, teamwork, and endurance on the field, let employers know what you gained from the experience.</p>

If you only remember one thing about filling out your Global Focus “U” profile, it should be this: your profile is an abbreviated version of your qualifications that recruiters use to evaluate you during an initial search. Above all, your profile must be professional and concise. *See [Buzzword Glossary](#) for attributes ranked “highly-desirable” by employers.



Step Two: Set up a Job Agent

Once your profile is complete, you can set up one or more job agents to find exactly the kind of work you’re looking for. You can choose from criteria such as company name, job title, location, and so on. Save your search by giving it a name, and then decide how often you want to receive updates about new jobs that meet your criteria. Whenever a new matching job appears in the system, you’ll receive an email. It’s that simple.

Want to view job postings right away? You’re free to browse the job boards as soon as you complete your profile. Don’t forget to set up job agents to ensure you don’t overlook any golden opportunities.



Step Three: Let the jobs come to you

Using the one-two punch of Global Focus “U” profile and job agent, your next step is to sit back and watch the opportunities land in your inbox. You can let employers take the lead and reach out to you, or you can be more proactive and apply to jobs that attract your notice.

EXTRA CREDIT

College recruitment in a recruiter's own words

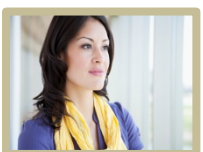
What, exactly, are recruiters looking for? When asked what it takes for a job candidate to get noticed, three seasoned recruiters from high-profile companies offered some very useful advice. Here's what they had to say.

The Panel of Recruiters



Recruiter #1: Vanessa

Company A is a global technology solutions leader and a Fortune 500 healthcare company. Recruiter has sixteen years with the company, eight of which have been in recruiting.



Recruiter #2: Karen

Company B is a global Fortune 500 pharmaceutical company with hundreds of subsidiaries in dozens of countries. Recruiter has five years in recruitment and university relations at the company, with previous recruitment at two other top-ranked corporations.



Recruiter #3: Mason

Company C is a major financial services company in the Fortune 500. Recruiter has 2 years with the company, with fourteen years' experience in the field of recruitment.

**NOTE: The names of the recruiters have been changed.*

What makes an intern or a new graduate stand out to you from amongst the herd?

Vanessa:

Even during a candidate's early career, a certain sense of **maturity** is expected. **Professionalism** is really important. While some firms may be all right with cut-offs and green hair, we're not that kind of employer. Having **experience** in one's field and being able to demonstrate that experience is also important. One thing I look for in particular are candidates who have held **leadership roles** in clubs of any sort. Whether a candidate was the president of a fraternity as a senior, or a lifeguard as a freshman, many kinds of leadership roles demonstrate the kinds of qualities we're looking for.

Karen:

At our company, we have nine core competencies across the organization, regardless of the level at which you are currently working. To be successful, you have to meet all of those qualities. Some of the most important are **strategic thinking**, **leadership qualities**, and strong **ethics**—very, very strong ethics, both in terms of integrity and work ethic. Beyond these qualities, teamwork and collaboration are huge.

Mason:

Someone that has **done their homework** and can **take a position** on an issue. Someone that knows why they are interested in a position and why they would be a good fit for that position.

What are the top three qualities you look for in a candidate? How do you determine whether a candidate demonstrates these qualities?

Vanessa:

A candidate who **communicates well** and who **gets results** is the kind of person we're looking for. Equally important, though, is a candidate's sense of **ethics**. Behavioral-based interview questions help us figure out whether a candidate is on the same page as the company or not. For example, I might ask: "Tell me about a time when you felt pulled in two directions on a question of ethics or values." Answers to such questions are always enlightening.

Karen:

These same attributes that makes a candidate stand out from the crowd are what we're looking for: **leadership, ethics, and teamwork**. We definitely look for candidates who've demonstrated leadership. Someone who has held a leadership role in a club, who's been involved in extracurricular activities, who's done volunteer work. Whether it was in college or high school, leadership experience is what we're looking for.

Mason:

Written and verbal **communication skills**, and a **passion for the market/job**—does the candidate have a grasp on what is happening in the market?

What percentage of new hires is drawn from interns accepting full-time positions versus graduating seniors who have not done internships?

Vanessa:

In the 2010-2011 recruiting year, we had 38 interns, but were hiring 125 people. Not all of those interns converted to full time, so only about 17% of our new employees came from internships. This year, everyone must go through the intern program. We've now got 143 corporate interns, which is high number. We want to convert about 70% of those interns—the national average [of interns who accept a full-time position] is about 73%, so we'd be right in line with that. That 70% would make up **42% of all full-time hires** for the year.

Karen:

Our new goal is that **80% of full-time hires** will come from interns and co-ops. Interns are with us for 12 weeks, whereas co-ops spend a full six months working here.

Mason:

This depends on the year and how well the business can project its hiring needs into the future, but on average and across all businesses, **65% of our class** comes from interns accepting full-time positions.

If you could only give one piece of advice to job- and internship-seeking undergraduates, what would it be?

Vanessa:

Get hands-on experience so you learn how to apply knowledge and can demonstrate what you bring to an organization.

Karen:

Be focused. Be focused in your job search! Start researching your freshman year about the kinds of companies and attributes you want or need. It can't be an afterthought your senior year. You can't decide all of a sudden, "Hey, I'm graduating; I need a job!" It's a process, and it's extremely competitive. For you to gain experience and be able to demonstrate the attributes employers are looking for, it's too late to do it if you wait until your senior year.

Mason:

Treat every interaction as an interview. Network well, but efficiently. Make sure you understand what is happening in the markets so that you can take a position on an issue.



THE WHOLE PACKAGE

Putting it all together with your school's career services office

Finding a job or internship isn't just an interaction between you and the recruiter. Your school's Career Services Center (CSC) is your strongest ally when it comes to landing the position you want. Career Services professionals are an invaluable resource—don't let their expertise go to waste! Three key areas in which your CSC can help are:

- **Resume review.** Naturally, your CSC can help you polish your resume by pointing out which of your accomplishments will shine brightest to employers. They can also help you eliminate unneeded information to get that resume down to one pristine page—what most employers want to see.
- **Employer relationships.** CSC personnel often have strong relationships with multiple companies that are interested in hiring candidates from your school. CSCs often deliver job postings from these companies to students, in addition to coordinating on-campus recruitment events.
- **Interview preparation.** CSC staff can help you prepare for “the real thing” by holding mock interview sessions, during which you can practice what you want to say and receive constructive criticism on aspects you might improve. Your CSC may also be able to help you set up a virtual interview with a prospective employer through the Global Focus “U” system. Global Focus “U” uses InterviewStream to seamlessly connect job seekers and employers via online video conferencing. Your CSC staff can also direct you to Global Focus “U” company snapshots, concise summaries of all the pertinent information you need to know: employment prospects, training offered, educational assistance, and even the top qualities a company is looking for when they hire new employees.

**When it comes to finding the perfect career,
don't rely on luck and don't wait!**



**Get on the path to success with Global Focus “U”
and your Career Services Center.**

THE BUZZWORDS GLOSSARY

Words to Define your Greatest Strengths

It seems that there are few key qualities and skills that employers value above all others. Topping the list are the ideas of leadership, achievement, and motivation. But what does it really mean when a company says they want a candidate with “leadership” skills? And how do you demonstrate that you have such qualities? This section looks at the attributes many employers rank as highly desirable, those “buzzwords” that can get you hired. If you feel confident that you have one or more of these attributes, be sure to mention them as you include details about your strengths in your profile.

Achievement. In the world of internships and entry-level jobs, “achievement” doesn’t have to mean you’ve climbed Mount Everest or launched your first start-up at age 20. Employers have a pretty reasonable expectation of what achievements to expect from collegiate candidates. Now’s the time to tout your good grades, academic awards, and inductions to various honor societies. Did you earn Employee of the Month at your food services job? Did you snag a coveted internship or get nominated for a writing prize? Set a new record on the track field? Achievements like these are just what employers are looking for; they show that you stand out from the crowd. And don’t forget to think about your achievements in social clubs, religious organizations, and in volunteer gigs. It all counts—plus, your affiliations help to show prospective employers who you are and what you value.

Communication. Being a good communicator doesn’t mean you have to be born with the gift of a golden tongue. Good communicators have a few things in common, whether they’re tongue-tied or effortlessly fluent when it comes to words. Good communicators state their message clearly, for the correct audience, and using an appropriate tone (often one of neutrality). They know when to refrain from stating their message, too, both by being an active listener and by leaving out information that doesn’t need to be expressed (such as personal feelings, off-topic comments, and so forth). Good communication also has to be timely: the message should come before it’s too late to make an impact. While employers value someone who can express their ideas thoroughly, it’s also good to cultivate your ability to express your ideas succinctly. While academia may demand long and complex writing in the form of research papers, dissertations, and the like, employers will expect candidates to communicate both clearly and concisely. During the recruitment process, this will be of the utmost importance.

Critical Thinking. While employers want workers who can and will follow directions, they also want people who can think for themselves and troubleshoot on their feet. Companies want to know that you can analyze a situation accurately and arrive at a logical conclusion. Being able to see the big picture and multiple viewpoints are integral to critical thinking. But how to demonstrate these kind of skills to an employer? One good way is to tell about a real-life problem you solved using thinking skills such as comparing, making inferences, and evaluating evidence. For example, you might describe a science experiment you fine-tuned until it gave you the result you were looking for. Or you could spin a story about the time you won a contest by solving a series of increasingly-complex clues.

Determination. Determination is one of those qualities that can almost border on the negative if it’s not portrayed in the correct light. Example (positive): You were determined to earn the money to pay for a semester abroad, so you took a part-time job for six months to accomplish your goal. Example (negative): You were determined to get an internship at Company X, so you barged into the front office and insisted on speaking with the company president. (Unsurprisingly, you were shown the door

instead.) If you want to show that you've got determination, the key is to choose your examples carefully. Emphasize situations in which you actively worked toward a goal over a prolonged period of time, especially if you overcame hardship to reach that goal. Avoid discussing situations in which you used any means to achieve your ends; employers may be repelled by overly aggressive methods or any behavior that isn't 100% above board.

Global Outlook. While you might not have to speak six languages to impress potential employers, you *will* want to show that you can work with diverse groups of people, no matter what corner of the globe they may hail from. By all means, highlight your experiences with and interests in other cultures, including international travel or study you completed during your collegiate career. Whether you spent a semester studying ecology in Central America or backpacked across the land Down Under, your international ventures show both a sense of adventure and an open-mindedness to explore the world. Haven't been that far afield? Our own vibrant multicultural society offers plenty of opportunities to get to know people from all walks of life. Your global experience could be as elegantly simple as becoming friends with and learning from someone of a different cultural background.

Leadership. In a recent survey of Global Focus "U" employers, 96% of recruiters cited leadership as being "important" or "very important" to their search. Being a leader doesn't mean you have to be the president of every club you join. Were you a member of any committees? Did you help organize a charity event or social extravaganza? Were you a squad leader in ROTC or in your school's marching band? Any leadership role, even if you weren't the president or chairperson, is valuable in the eyes of an employer. Companies want to see that you can step up and take charge when things need to get done—especially at crunch time. If you've had success leading when under pressure, don't hesitate to let employers know what you've accomplished.

Leaders do more than just give direction. They impart skills and direction to other people, too. Have you worked as a tutor or mentor for other students or for children? Were you a Resident Assistant or Advisor? If so, you've shown leadership by acting as a role model.

Motivation. In terms of employment, motivation often refers both to *what* motivates you (be it money, position, or prestige) as well as *whether* you're motivated. Self-motivation is an important quality many companies look for when they're interviewing candidates. Sure, employers understand that you're motivated to make a good salary or earn that corner office someday, but they also want to see that you're motivated to challenge yourself and to learn everything you can about your field. They want to see that fire in the belly—to know that your passion for the work comes from within, and not from the dangling carrot of a paycheck. Someone who is self-motivated also takes the initiative when needed, so be ready to tell employers about a time you put yourself forward at work, in class, or elsewhere.

Perseverance. Perseverance is closely related to determination, but oftentimes with more of an element of hardship to it. If determination = progress through willpower, perseverance = endurance under duress. Perseverance is good, old-fashioned stick-to-it-iveness: when the going gets tough, the tough dig their heels in and refuse to give up. Got a story about how you finished that half-marathon even though it started raining and you had blisters on both heels? That's perseverance. What about the summer you endured vicious heat waves while doing volunteer trail maintenance at your local state park? Again, perseverance. Some candidates show great perseverance at school, too. After all, it's not exactly easy to double-major and hold down a job at the same time, is it? Think about all the ways in which you've overcome tough obstacles and didn't let them get you down on the way to achieving your goal. Those are the ways in which you've shown perseverance.

Proficient with Information. It goes without saying that in an information world, companies need employees who can sort through the information overload and make it work for them. A good candidate is resourceful and knows how to carry out effective research projects, so be ready to present your skills in this arena.

Teamwork. One thing some people lose sight of at big companies is that everyone is ultimately on the same team. All employees want their company to succeed; otherwise they might find themselves out of work. While some competition amongst coworkers is normal as people vie for position and promotions, employers need to know that no matter what, they can trust you to work cooperatively with your colleagues to get the job done. You can demonstrate your skills in teamwork and collaboration by showing prospective employers how you've worked successfully with others. Whether you choose to tell about a group project you completed as a class assignment or your participation in a cooperative committee, employers will be glad to hear about your ability to listen, compromise, and divvy up the work sensibly. Be sure to give credit where credit is due, though. Employers may see it as a red flag if you downplay the role of former classmates or colleagues or criticize their contributions. You can avoid this pitfall by choosing a situation in which your team worked *well*, with every person pulling equal weight and with each member's skills put to best use in order to achieve the common goal.

Visionary. Someone with vision is open to the many possibilities of the future. Visionaries look toward the future by setting goals and using their imaginations. They also attend to the present by using their mental skills to explore current problems in new ways. If you're skilled at brainstorming creative ideas or solutions for tasks at hand, emphasize your ability to think quickly on your feet to employers. If you're more of a long-term idea person, be ready to tell about one or more of your visions for the future that helped shape the course of events.



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