DID YOU KNOW?

SEVEN CEOS WITH SURPRISING COLLEGE MAJORS

KEN CHENault
COMPANY: AMERICAN EXPRESS, CEO
DEGREE: HISTORY AT BOWDOIN COLLEGE

CARLY FIORINA
COMPANY: HEWLETT-PACKARD, FORMER CEO
DEGREES: MEDIEVAL HISTORY AND PHILOSOPHY
AT STANFORD UNIVERSITY

STEPHEN SCHWARZMAN
COMPANY: BLACKSTONE GROUP, CEO AND
CO-FOUNDER
DEGREE: INTERDISCIPLINARY STUDIES AT YALE
UNIVERSITY

CHRISTOPHER CONNOR
COMPANY: SHERWIN-WILLIAMS, CEO
DEGREE: SOCIOLOGY AT OHIO STATE UNIVERSITY

ROBERT IGER
COMPANY: THE WALT DISNEY COMPANY, CEO
DEGREE: COMMUNICATIONS AT ITHACA COLLEGE

DENISE M. MORRISON
COMPANY: CAMPBELL SOUP COMPANY, CEO
DEGREES: ECONOMICS AND PSYCHOLOGY AT
BOSTON COLLEGE

MICHAEL DELL
COMPANY: DELL, CEO & FOUNDER
DEGREE: INCOMPLETE, PRE-MED AT THE UNIVERSITY OF TEXAS AT AUSTIN

SOURCE: FORTUNE.COM

#SUCCESSHASNOLIMIT
DID YOU KNOW?

10 JOBS THAT DIDN'T EXIST 10 YEARS AGO!

1. THE IOS DEVELOPER
   - Apple announced the iPhone in 2007, and 3rd party development for iOS took off in 2008 with the release of iOS 2 and the App Store.
   - 2008: 89
   - 2013: 12,634
   - 142x growth in 5 years

2. THE ANDROID DEVELOPER
   - Google's Android platform was also announced in 2007, with the release of the first Android-powered handset in 2008.
   - 2008: 53
   - 2013: 10,554
   - 199x growth in 5 years

3. THE ZUMBA INSTRUCTOR
   - Zumba started in the early 2000's and quickly gained traction in 2007 as 10 new studios started popping up all over the US.
   - 2008: 16
   - 2013: 6,331
   - 396x growth in 5 years

4. THE SOCIAL MEDIA INTERN
   - LinkedIn, Facebook, YouTube and Twitter were all founded between 2003 and 2006. These networks really started hitting their stride after 2008 and are currently on a peak popularity. Be a change that this is a growing profession.
   - 2008: 25
   - 2013: 4,350

5. THE DATA SCIENTIST
   - Our digital lives have created an overwhelming flood of information. In the last 5 years, data scientists have come to the rescue by trying to make sense of it all.
   - 2008: 142
   - 2013: 4,326
   - 30x growth in 5 years

#SUCCESSHASNOLIMIT
Did You Know?

10 Jobs That Didn’t Exist 10 Years Ago!

6. **The UI/UX Designer**
   - User interface and user experience designers focus on making our technology intuitive and user-friendly. Seeing as our lives are increasingly intertwined with technology, UI/UX designers are in high demand.
   - 2008: 159
   - 2013: 3,509
   - 22x growth in 5 years

8. **The Beachbody Coach**
   - Beachbody coaches are distributors of fitness products produced by Beachbody, Inc., the most famous of which is P90X, launched in 2004.
   - 2008: 0
   - 2013: 3,360
   - 3,360x growth in 5 years

7. **The Big Data Architect**
   - Although it’s been around for at least 3 decades, the concept of big data took off around 2008. This year, the Computing Community Consortium published a white paper which propelled the term into the mainstream.
   - 2008: 0
   - 2013: 3,440
   - 3,440x growth in 5 years

9. **The Cloud Services Specialist**
   - While cloud computing has been around for more than a decade, the adoption rate among businesses has skyrocketed in recent years. The growth in the number of jobs and the importance of cloud services remain.
   - 2008: 195
   - 2013: 3,314
   - 17x growth in 5 years

10. **The Digital Marketing Specialist**
    - Social media and digital marketing have become significant factors for many businesses. And we’re pretty sure that’s the least D.
    - 2008: 166
    - 2013: 2,886
    - 17x growth in 5 years

Source: LinkedIn Insight Team

#SuccessHasNoLimit
Interview Skills
PURPOSE OF AN INTERVIEW

- Sell Yourself
- Find out more about the organization
- Determine good fit for you and the employer

Why do they interview you, anyway?
THE AGENDA

• Before the Interview
• Commonly Asked Questions
• During the Interview
• After the Interview
...BEFORE THE INTERVIEW
YOU GET THE CALL

- Answer/Return the call in a quiet location
- Have your schedule in front of you
- Smile
INTERVIEW LOGISTICS

Time

Type

Interviewer(s)

Location
GOOD FIRST IMPRESSIONS

- Dark or muted colors are more professional
- Women wear stockings, men dark socks
- Avoid heavy perfume or cologne
- Clean hands, nails, and brushed teeth
- Conservative hair style (and facial hair)
- Have you checked your virtual presence lately?

*First impressions: It takes about 90 seconds for your interviewer to make an overall assessment of you.*
INTERVIEW ATTIRE

**BUSINESS PROFESSIONAL**
- Light button-up shirt
- Pressed suit
- Appropriate length skirt
- Polished, closed-toe shoes
- Natural looking makeup
- Portfolio
- No bulky jewelry

**BUSINESS CASUAL**
- Nice blouse
- Pressed suit

**BUSINESS PROFESSIONAL**
- Fresh haircut
- Clean shaven
- Appropriate tie
- Portfolio
- Polished shoes

**BUSINESS CASUAL**
- Button-up shirt
- Matching belt and shoes
- Pressed blacks

What to wear?

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.

**NOTE:** For interviews, always choose Business Professional attire.
RESEARCH THE COMPANY

- Review the position description
  *(Be prepared to explain how your experience and skills fit!)*
- Research the company
  - Company Website
  - Employee LinkedIn Profiles
  - Career Insider, Glassdoor.com
  - CNN money, Google Finance, Business Week
- Prepare 3-5 questions for your interviewer
PRACTICE

Mock Interview Tool in Your SCOTLink Account
...MOST COMMONLY ASKED INTERVIEW QUESTIONS
“Tell us a little bit about yourself?”

- What makes you different from others?
- How organized and concise are you?
- What brought you to this career?
- Why do you want to work with this organization?

The wrong answers:
Anything that is overlong.  
Sentimental, idealistic responses.
Q & A... No. 2

“Why do you want to work for our organization?”

- Where you work should be important to you
- Remember your homework here
- Let them know that you know about their achievements and challenges
- Don’t overdo it

The wrong answer: “Well, I have all these student loans...”
Q & A...No. 3

“What is your greatest weakness?”

Approach:
Identify a weakness that does not contradict a core competency needed for the job. Then, explain at least 2 specific ways you have overcome/managed the weakness and provide evidence of effectiveness.

The wrong approach:
• Don’t state a “strength” and spin it to sound like a weakness (interviewers get annoyed with this old strategy)

• Don’t NOT have a weakness (because you do!)
LET’S TALK: Interview Experiences

What are some tough questions you have been asked during an interview?
BEHAVIORAL QUESTIONS

Be A STAR

<table>
<thead>
<tr>
<th>Situation or Task</th>
<th>Describe a specific event or situation. Give enough detail for the interviewer to understand. Draw from campus, work, or community experiences.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action</td>
<td>Describe the action you took. If you are describing a group project, focus on your role.</td>
</tr>
<tr>
<td>Results</td>
<td>What did you accomplish? What did you learn?</td>
</tr>
</tbody>
</table>

- Tell about a time you were in a leadership position, worked in a group, made a mistake, etc.
- Prepare 3-5 STAR examples
...on to DURING THE INTERVIEW
ARRIVING AT THE INTERVIEW

- **ARRIVE EARLY!** (10-15 minutes)
- Leave cell phone in the car
- Interview begins in the parking lot—be courteous
- Bring extra copies of resume
- Take cues from interviewer
DURING THE INTERVIEW

- Firm handshake
- Sit, taking cue from interviewer
- Make effective eye contact – smile!
- Express confidence in your abilities
  - What would you bring to the organization?
- Tie your background to the position
- Speak clearly with enthusiasm

Be Honest
Think Positive
Practice Active Listening
Be Careful Not to Criticize
CLOSING THE INTERVIEW

- Your time to ask questions
- Ask about the next step (if not already mentioned)
- Ask for business cards if not offered
- Shake everyone’s hand, call them by name if possible and thank them for their time
- RELAX...you’re done!
Any Questions?

...on to AFTER THE INTERVIEW
AFTER THE INTERVIEW

- **DO** send a thank you note (email, card)
- **DO** follow-up if the date that they said they would get back to you has passed
- How often depends on the industry
- **DO** Always be professional

*Exception:*
*If the employer stated to not contact them, do not contact them*
WHEN AN OFFER HAS BEEN MADE

Accepting an Offer

- Be enthusiastic
- Find out the details
- Find out how much time they can give you
- If you feel this is the right job, it is okay to accept the offer over the phone

Declining an Offer

- Respond promptly and courteously
- Remain positive
- Don’t burn any bridges!
SALARY NEGOTIATION

Should I negotiate?

- Not standard practice for all applicants
- Accept the offer if you feel that it meets your needs
- Entry-level employees do not usually have a lot of latitude for negotiation
- Depends on types of employers and job market

How do I negotiate salary?

- Approach prospective employer in a non-confrontational manner early in your decision making process
- Maintain professionalism throughout the interactions
- Present an appropriate salary range for the position (supportive reasons such as relevant internship experience, special skills, high GPA, or other job offers)
- Consider cost of living
WHAT TO SAY WHEN YOU DON’T GET THE JOB

- Many companies do not inform you of their decision if they are not hiring you

- *Remain professional*

- Situational: ask them what could have made you a stronger candidate

- Don’t burn any bridges!
MOST COMMON INTERVIEWING TIPS

• Show your passion and motivation for the job
• Review your qualifications for the job
• Be ready to briefly describe your experience
• Do not ask about salary
• Participate in a practice interview
• Review resume and/or portfolio
• Bring extra copies of resumes
• Look sharp, be sharp
• Leave your cell phone in the car
• Be courteous to everyone in the office
• The interview starts when you drive in the parking lot
• Be CONFIDENT!!!
Did you know we offer ON-CAMPUS INTERVIEWS??!!! (OCI)
WHERE CAN YOU FIND US?

Veitch Student Center

Materials Science & Engineering

Bourns College of Engineering

HUB

Career Center!

Drop-Ins
M-Th: 10am-3pm
F: 10am-12pm
Appointments:
951-827-3631
GET CONNECTED.

Be in the know, keep up to date with the latest happenings and join discussions with alumni, company and career professionals. No spam, just career info you want, when you want it.

#SUCCESSHASNOLIMIT

Facebook: Join our Fan Page: "UC Riverside Career Center"

LinkedIn: Link in to our group: "UCR Career Center"

Twitter: Follow us: UCRcareercenter

YouTube: Watch our videos: "UCRCareerCenter"

Pinterest: Follow us: "UCRCareerCenter"

Instagram: Follow us: "UCRCareerCenter"