

Career Resources Toolkit

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Career Fairs

Leeds Career Fairs

Colorado Business School Career Fair at Sports Authority Field/Mile High Stadium

Friday, September 12th, from 12:00 PM to 7:00 PM

Fifth Annual Leeds School of Business Spring Career Fair at Stadium Club at Folsom Field

Wednesday, January 28th, from 12:00 PM to 4:00 PM

Second Annual Career Pathways & Internship Expo in the Koelbel Atrium

Wednesday, March 4th, from 2:30 PM to 4:30 PM

CU Career Services Fairs (relevant to Leeds students)

Just in Time Internship & Career Fair

Wednesday, April 15th, from 9:00 AM to 3:00 PM (technical day)

Thursday, April 16th, from 9:00 AM to 3:00 PM (non-technical day)

Additional Events Information can be found online at <http://www.colorado.edu/leeds/student-resources/career-development/upcoming-career-development-events>

Undergraduate Career Development

Student Expectations

As a member of the Leeds community, I understand that I represent not only myself, but also my fellow students, and the faculty and staff of the Leeds School of Business. Further, I am aware that my actions affect how employers view Leeds and may affect decisions on whether a company will continue to recruit at Leeds.

In order to have access to the services and resources of Leeds Undergraduate Career Development, I agree to the following:

- I am responsible for dedicating adequate time towards my career development by utilizing the resources made available by the Leeds Career Development office, as well as other programs and organizations at Leeds and on Campus.
- I will make sure that all information found on my resume, unofficial transcript, Career Buffs profile and other social media platforms is up-to-date, truthful and accurate.
- I will honor all interview and employer commitments. Cancellations of on-campus interviews must be made at least 48 hours prior to the scheduled interview date.
- I will sign up for interviews with only those employers for whom I have a genuine interest in working.
- I will exercise professional conduct during any and all recruitment-related activities, including interactions on- and off-campus with company representatives, student organizations and Leeds staff members.
- I will notify the employer on a timely basis of acceptance or non-acceptance of an offer, either verbally or in writing. I will withdraw myself from the recruiting process after accepting an offer and inform the Career Development office of my acceptance.
- If I renege on a verbal or written offer, the Associate Dean of Undergraduate Affairs will be contacted.
- Jobs listed on Career Buffs may not be shared with another recruiting entity or posted to another job site.
- I will not share my Career Buffs login information with other individuals at CU or peer institutions.
- I accept that failure to meet the above expectations may result in lack of access to Career Development services and on-campus interview privileges.

II. Career Development Resources

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Be Career Ready at Leeds!

First Year: Explore

Get a Mentor

The **Peer2Peer** Mentoring Program connects first-year students with upperclassmen mentors. Mentors help their mentees adjust to college life and make the most of their first year at Leeds! Join today!

leedsmentoring.colorado.edu

Join a Club

Clubs are a great way to get involved and gain **leadership experience.**

- Delta Sigma Pi or Alpha Kappa Psi
- Leeds Association for Information Systems
- Women in Business Club
- CU Finance Club
- Society for Human Resource Management
- CU American Marketing Association and many more!

Understand your Strengths

Career Development offers a variety of career and personal assessments. Please contact us to get started.

StrengthsQuest: 20 minute assessment that identifies your top five strengths and how to use them

CareerLeader: Provides insight into business careers that fit your interests and skills

Explore Career Resources

Over 4,000 jobs and internships are posted annually for Leeds students on

Career Buffs

careerservices.colorado.edu

Find career guides on individual industries by using

Career Insider by Vault



<http://leeds.ly/leedsvault>



Connect with 13,000+ Leeds alumni on **LinkedIn** and join our group for internship postings and career advice

Meet your Career Advisor



It's easy to make an appointment with your career advisor! Just go to

leeds.ly/careeradv

Your career advisor is assigned based on your area of emphasis whether you're undecided or have declared.

Be Career Ready at Leeds!

Sophomore Year: Build

Join
YAMs

The **Young Alumni Mentors** program connects sophomores with recent Leeds alumni to bridge business curriculum to practical career application. Join today!

leedsmentoring.colorado.edu



Learn About
Career
Opportunities

Explore **career paths** relevant to your area of emphasis. Gain an understanding of industries and career options by:

- Talking to faculty in your area of emphasis classes
- Attending career panels and company info sessions
- Joining Leeds clubs and organizations
- Visiting local employers on Company Field Days

Create an
Internship
Search Plan

Make an appointment with your career advisor to develop your plan. Start now:

- A. Set up a job agent on Career Buffs
- B. Create Google Alerts on companies that fit your interests
- C. Do a mock interview with your career advisor
- D. Visit your career advisor for guidance on internships

Practice
Networking

Attend the
Sophomore Summit

to gain professional etiquette skills and meet mentors and corporate partners.

Connect with Leeds alumni and employers at

Networking Nights

throughout the year. Collect business cards and follow-up with employers for informational interviews.



Set up an
Informational Interview

with a business professional to learn more about their job and company.



Attend
Career Fairs

Get to know employers via campus Career Fairs:

Leeds Spring Career Fair

January 28th - 12-4pm - Stadium Club at Folsom Field
Sponsored by Leeds Career Development

Career Pathways & Internship Expo

March 4th - 2:30-4:30pm - KOBL Atrium
Sponsored by Leeds Career Development

Just in Time Career Fair

April 16th & 17th - 9am-3pm - UMC
Sponsored by CU Career Services

Be Career Ready at Leeds!

Junior Year: Connect

Join
PMP

Preparing business leaders. That's what the

Professional Mentorship Program

is all about. This two-year program matches students with experienced business professionals providing a distinct competitive advantage as you prepare to enter the business world. Join today!

leedsmentoring.colorado.edu

Connect with
your Career
Advisor

Make an appointment with your career advisor regarding

Internship Applications.

Update your account and preferences on Career Buffs in the fall.



Engage with
Employers

Attend

Information Sessions

to learn more about companies where you might want to intern

Connect with employers at
Career Events

throughout the year by attending campus and Leeds career fairs and workshops



Leeds clubs and organizations bring in great

Industry Speakers.

Use these opportunities to learn about companies and careers!

Refine your
Personal
Brand

Refine your personal branding materials. Are they?

Clear: What are your top three 'brand promises'?

Concise: Provide concise evidence to back your promises.

Consistent: Keep your materials consistent and professional across all platforms.



Broaden your
Network

Alumni: Connect with 13,000+ alumni via the Leeds School of Business LinkedIn group.

Mentors: Talk to your PMP mentor about his or her network or reach out to our office.

Faculty & Family: Let faculty and family members know your interests and find out who they can connect you to.

Be Career Ready at Leeds!

Senior Year: Select



Start Early!

Reflect on your internship experiences, strengths and abilities, passions and goals.

Revise and update your resume, Career Buffs and LinkedIn profile.

Research companies and industries of interest using Career Buffs, Vault and other online tools.

Reach Out to your career advisor and talk to faculty, mentors and friends about your interests and goals.

Create a Post-Grad Plan



Make sure to **apply for graduation** with your academic advisor. Make an appointment at leeds.ly/ugadvising

Check on **deadlines** for professional certification tests, such as the CPA, BAT, GMAT or GRE and graduate program applications

Define a portfolio of options to pursue

Utilize your Connections

Connect with as many companies and individuals as you can! Attend Career Fairs, Info Sessions, Speakers and On-Campus Interviews.

Complete your Senior Survey



Do you have plans for after graduation?

Yes

Fill out the Senior Career Survey!

Sent out by your career advisor

No

Make an appointment with your career advisor:

leeds.ly/careeradv

Become a Mentor

Join the **Young Alumni Mentors** program. Become a mentor to a Leeds sophomore. It's an easy way to give back and stay connected to Leeds! Join today!

leedsmentoring.colorado.edu



Career interest and assessment tools

➤ Career Leader College

- *Not sure which career path to follow? Take this assessment, specifically designed for business students*

➤ StrengthsQuest

- *Want to see how your natural talents can help you thrive in academic, career, and social settings?*

Please see a career advisor to learn more about all of the career/personality assessments available to students.

Exploration tools

➤ Vault

- *A comprehensive guide to industries, professions, career advice and more. Free for Leeds students*
 - Find Vault at: www.colorado.edu/leeds/career and click on “Student Resources Portal” on the left side and then select “Career Exploration”
 - Make sure to create your account on a computer in the Leeds School

➤ Candid Careers

- *A website that provides thousands of short informational interviews with real professionals (including some Leeds alumni) working in all of the various business fields.*
 - You can access Candid Careers videos through your D2L account

Job search and preparation tools

➤ Career Buffs (CU’s job board) Registration

- *Career Buffs is the online job/internship database for CU Boulder students and alumni.*
- Google Career buffs and click on first link that says “Welcome to the Career Buffs System! - Career Services” or use <http://careerservices.colorado.edu/students/CareerBuffs.aspx>
- Click on green button on left side of screen(**See screenshot below**)
- Log in with your CU Identikay and Password
- Once you are logged in you can upload Resumes and cover letters under My account (top left side of page)
>My documents
 - Helpful hints for building an effective Career Buffs search:
 - Once in Career Buffs, click on “Job Search” tab
 - There are many fields to choose from, but if you use the following fields, you will build a useful search:
 - ❖ Advanced search
 - ❖ Position type (part-time, seasonal, internship, full time, etc.)
 - ❖ Major (Leeds School-Finance, etc.)-this field is optional
 - ❖ Job Category (it is wise to select more than one category)
 - Hit search button
 - Once search results appear, hit Save Search button
 - Your saved search will automatically update daily
 - Saved search can be found on left side of your Career Buffs home page



Having trouble with Career Buffs?
Call 303.492.4100

➤ Interview stream

- *Practice your interview skills using our virtual mock interview website. All you need is ½ hour and a webcam*
 - Practice your interview at: leeds.interviewstream.com
 - Register using your colorado.edu email address ~ interviews are password protected for your privacy

Internship Search Checklist and Plan

Finding an internship takes time – complete these steps throughout the semester prior to when you wish to start your internship

Develop Your Internship Search Tools

- Prepare a rough draft of your resume and have your YAM mentor or Leeds career advisor critique it.
- Draft a tailored cover letter and have your YAM mentor or Leeds career advisor critique it.
- Make sure to talk to your references in advance, and make sure they are willing to serve in that role.
- Manage your social media sites.
- Remove any unprofessional content and lock down your privacy settings.
- Create a professional LinkedIn profile.
- Use a variety of resources and strategies to create a “watch list” of companies and opportunities (use the search plan on the next page).
- Learn to execute a productive search in Career Buffs.
- Follow Career Development on [Facebook](#), [LinkedIn](#), and [Twitter](#) for Hot Internships; read Career Development newsletters and emails!
- Search employers’ websites for internship opportunities.
- Attend Leeds and CU career fairs and employer information sessions.

Use Your Network!

- Your network begins with your family, friends, mentors, neighbors, supervisors and professors, advisors and Career Development staff.
- Let your contacts know that you are looking for an internship – tell everyone you meet!
- Reach out to Leeds or CU alums for informational interviews.

Apply

- Finalize your resume – fine tune it for each internship to which you are applying.
- Write a targeted cover letter for each internship to which you apply.
- Send your application materials, typically your resume and a cover letter, to potential employers.
- Follow up with organizations via e-mail or phone 1-2 weeks after applying to confirm that they received your materials. Inquire about a timeline for decisions and ask about any other steps you should take.
- Create a job search notebook and keep detailed notes about where you applied, to whom you spoke, when you sent your application, and when you followed-up.
- Schedule a mock interview with your Leeds Career Advisor.
- Begin interviewing!

Interview

- Do your research on employers (both company and individual) before you interview with them. Use resources such as LinkedIn, Vault and Glassdoor.com.
- Schedule a mock interview with your Career Advisor prior to your first interview.
- Reach out to your YAM mentor for interview tips.
- After each interview, write a thank you email to the interviewer(s); send it within 24 hours of your interview.
- Continue to apply for internships – don’t wait for an answer after each interview before applying to other opportunities.

Accept an Offer

- When you accept an offer, get all the important details: start date, work hours, office dress code, etc.
- Write thank you emails to the people in your network who helped you and let them know that you got an internship!

Resume Basics: What, Why, and How

The purpose of a resume is to market yourself to employers by concisely summarizing your education, experience, and transferable skills. You should view your resume as a marketing and personal branding tool, used to convince an employer as to why you are the best person for the jobs. Most often, employers will have to “meet” you on paper before they meet you in person. With this in mind, the most effective resumes are not generic, but use the job description to guide their content along with your own personal achievements and contributions.

- **Sequence:** Your resume should be structured from most important to least important experience, in reverse chronological order (most recent to least recent). Your education is the most important thing you are doing, so goes at the top. The rest of the order is up to you. Is your leadership experience more impressive than your work experience? Flip categories around to reflect your most significant categories. Sports achievements will go at the bottom unless you are a CU Student-Athlete.
- **Length:** At this point in your life, your resume should be no longer than 1 page. If you are struggling to make everything fit, consider removing sections that are not pertinent to the job for which you are applying. A resume is not “everything you’ve ever done.”
- **Margins/Whitespace/Font:** You want to limit excessive whitespace, as much as possible, while ensuring that the document is not overflowing with text. Margins between .5 and 1 inch are recommended for business school resumes. You need to appear to fill a page, so make your font 12 if you don’t have a lot to put down, 10 point font if you do. Do not go below 10 point.
- **Alignment:** Use alignment to draw the reader’s eye to important information. For example, all of the organizations you worked for, job titles you held, and dates of employment should align so that a recruiter can quickly find this information. ***Alignment should remain consistent throughout the entire document.***
- **Formatting:** Much like alignment, formatting should remain consistent throughout your resume. For example, if you choose to bold and italicize your job titles, make sure you bold and italicize all every job title in the document. Use periods or no periods, just be consistent.
- **Content:** By the end of your Freshman year your resume content will be 75% high school and 25% college; by the end of your sophomore year - 50% high school, 50% college; by the end of your junior year – 25% high school and 75% college; by the end of your senior year it should be 100% college. So, get involved so you can start trading your high school experiences out for college experiences.
- **Errors:** Your resume should be 100% error free. Review your resume for spelling, grammar, and punctuation. Additionally, an extra set of eyes never hurts. Have a career advisor, faculty/staff member, or parent review your resume, after you’ve proof-read it.

View over 10 editable resume templates online at
www.colorado.edu/leeds/career

Larissa Leeds

9999 9th Street, Boulder, CO 80304 • larissa.leeds@colorado.edu • 303-333-3333 • www.linkedin.com/in/larissaleeds

EDUCATION

University of Colorado at Boulder – Leeds School of Business

May 2015

Bachelor of Science in Business Administration with an emphasis in _____

List any Certificates or Minors here

Cumulative GPA or Business GPA (list only if above 3.0 and list whichever GPA is higher, your cumulative or business GPA)

- **Relevant Projects:** You may want to include details of class projects here, especially if they are directly related to your employment goals. Tell WHAT the project was, HOW you completed it and what the RESULTS were, if any.
- **Relevant Courses:** You may want to include specific courses in your area of emphasis or toward a certificate. List higher level electives only and list by name. (No course numbers)

Other Colleges/Universities, City, State (list semesters abroad, transfers or other degrees)

Spring 2014

Degree and Major, dates attended (use the same format as your University of Colorado description above)

If you did not receive a degree, put “Coursework toward B.S. in Business Administration” or “Courses included....”

HONORS AND AWARDS (use 2 bullets, if you have only one honor, put under GPA, or this category might not exist!)

- List any ACADEMIC OR EDUCATIONAL honors or awards or scholarships, i.e., Dean’s List, Fall 2013
- Sports achievements and awards will be at the bottom under a PERSONAL ACHIEVEMENTS section

LEADERSHIP (this could be an ACTIVITIES or VOLUNTEER EXPERIENCE section, or not exist at all!)

Name of Organization, City, State

Fall 2013-Present

Officer/Position Title (Member since Fall 2011)

- List leadership experience in reverse chronological order (most recent first). No personal pronouns, I, me, they, our, etc.
- Leadership is different from work experience. If you were “leading” a group, either in a club, committee or team environment, list it. Sports are OK here if you were a captain. If you are a member, but not a leader, just change the category header. Or, call it LEADERSHIP AND ACTIVITIES if you have some of both.

Name of Organization, City, State

Fall 2011-Spring 2013

Officer/Position Title

- Quantify results and accomplishments of your position, not just responsibilities held. Tell the reader what YOU did, not what the committee/club as a whole did. Do you know how much money you raised, people you recruited, or impact you made, QUANTIFY! List this important info! Give details and show your level of responsibility. Be consistent with periods
- One position or activity is fine, this resume just has two or you could have 3 or 4 if you’ve been very involved

EXPERIENCE

Name of Company, City, State

June 2012-Present

Your Position Title

- List your positions in reverse chronological order and again quantify your results and accomplishments and highlight your level of responsibility. You can incorporate personal strengths into these bullets if you feel it helps explain your role
- All work experience is relevant to employment goals and shows responsibility, time management, etc. Employers often scan resumes for key words that apply to criteria in their job descriptions. Research jobs of interest and use the relevant key words in your resume

Name of Company, City, State

Summers 2010-2012

Your Position Title

- Avoid short phrase-y bullets, take the time to think of and write out a detailed description of what you did. Use *past* tense if the job is over and *present* tense if you are still there, i.e., June 2014 - Present
- Always use at least two bullet points if possible unless you’re pressed for space, one is fine

SKILLS (remember, skills are taught and tangible and do not include personal strengths, which are subjective)

- List any and all of your computer skills – this category doesn’t have to exist if you are out of space and have standard skills
- List language skills (classify your ability: Basic, Conversational, Proficient, Fluent)

ADDITIONAL INFORMATION (or PERSONAL INFORMATION or PERSONAL ACHIEVEMENTS)

- Use this section for any other information that helps market you to potential employers
- Examples- use a bullet for current or high school sports, music or significant accomplishments not listed above
- If you don’t have quantifiable accomplishments use an INFORMATION header and list intramurals, hobbies, interests or certifications. If you are personally funding the majority of your education and living expenses, list that here

Creating Bullets/Action Statements

One of the most important parts of your resume, are the job descriptions you write for each leadership, volunteer or work experience. Try to stay away from many short phrase-y bullets, it would be better to have a few bullets that tell a story. Well written bullets or action statements tell employers what you've done, how you've done it, and if you did it well. Think about this: did you just show up for work and do what you were told? Or did you go above and beyond? What happened as a result of your efforts? Did you accomplish anything? Try to make these personal to your efforts.

- **Don't use personal pronouns in a resume.** Change "I" and "My" to action verbs. Your action statements should never start with "I" or "My," instead use action verbs to bring attention to the skills and accomplishments your action statement will exemplify.
- **It's all about the verbs:** To show that you took initiative in your past positions, begin your bullets with Implemented, Improved, Changed, Invented, Created, Developed, Suggested, etc. These and many more amazing verbs/bullet openers can be found below.
- **Actions and Results:** Try to write a bullet that shows your action, then the result, all in one bullet. (What did you do and how did it end? Did anyone use the report you created? Did it help? Did it work? Did it decrease man hours and increase revenue? Did you generate 50 leads, 3 of which became new clients?) If there are no results of your efforts, (some jobs don't have results) try to at least show the size and scope of your responsibility. "Assisted over 300 customers at the busiest location in Colorado in a 5 hour shift."
- **Quantify Whenever Possible:** Employers are always looking for quantitative evidence to back-up your statements. For example, "Increased B2B sales by 25%," has a greater impact than simply stating, "Increased B2B sales." Numbers don't lie and paint a better picture of what you've done. If you are referencing the size and scope of your job, simply state "Ensured the safety of over 150 swimmers" or "Taught group swimming lessons to 10 swimmers, ages 4-6."
- **Order:** Order your bullets from most impressive to least impressive. Just as your resume is from most important to least important, so are the action statements under each job. Try to have at least 2 bullets for every entry.
- **Length:** Bullets/action statements CAN wrap down to the next line and should if the space is needed. Your bullets can be longer and include more than one piece of information about a certain topic, just separate with a semi-colon and keep going.

- **Do:** Send your document to others as a PDF attachment. Use key words in your resume that apply to job criteria. Use present tense if you are still doing the job, past tense if not.
- **Don't:** Do not use a picture of yourself. Do not use "Objectives" or "References Available Upon Request". Do not have a personal strengths section, use those words in your job bullets. Skills are different and are taught and tangible, i.e, language and computer skills – include these.

Frequently asked Questions

Should I put my high school on my resume?

If you are a Freshman or Sophomore, it's ok to put it in 2nd place, under CU in your education section. If you are proud of your coursework or GPA, list that. You can also put it at the bottom under a personal information section. If you feel like your alumni network is strong and you are looking for positions back in your hometown, then keep it on so people know you are a local.

What address should I put on my resume?

If you are looking for a job in Colorado, put either your school or home address if you are from here. If you are looking for a job out of state and you are from that area, put your permanent address on so people looking at your resume know you are from there and wanting to come back.

What should I put in my Honors and Awards category? What if I don't have any?

This section is reserved for academic and educational honors, not sports. You could include sports honors as long as they were academic in nature. You can also put scholarships here and honor societies. If you don't have any academic honors, don't worry, just don't have that section at all!

Should I put my GPA on my resume, I have a 2.8?

A good rule of thumb is to only include a cumulative GPA that is at least a 3.0 or above. You could use your Business GPA instead if that one is better. And only seniors can use an area of emphasis GPA. Only pull out your emphasis GPA if you've had at least 3-4 classes.

It might take me longer to graduate than 4 years, should I put when I started at CU?

Put your graduation date only. Employers care about when you are leaving, not when you got here.

Where should I put my semester abroad?

Put other colleges you've attended, whether abroad or a transfer, under your Education section, under University of Colorado.

Should I talk about my class projects?

If you have completed a semester long or significant project in any class, list it. It shows that you understand the concepts even if you haven't used them in the real world. Try to tell what the project was, how you completed it and if there were any results.

What goes in a Personal Information, Additional Information or Personal Achievement section?

Anything else you think might help tell your story and market you! You could have information about sports achievements or high school achievements that were significant. You could have a bullet that lists your interests, hobbies, intramurals, or certifications. If you are personally funding the majority of your education and living expenses, list that here.

What would I put in a Skills section?

Skills are taught and tangible and do not include personal strengths, which are subjective. Include personal strengths in the bullets under the job you feel like you used these strengths. Skills are languages, i.e., Fluent, Proficient, Basic Spanish and computer skills. Do not list that you can use the internet. If you are a marketing student, it's ok to mention social media from a professional standpoint.

What if I haven't had any leadership positions, but a lot of activities?

Title that section ACTIVITIES instead. But consider getting involved and leading in a team.

Synonyms for Words Commonly used in Resumes

ability aptitude capability	business undertaking pursuit venture affair pursuit venture affair concern interest matter negotiations transactions	develop originate create derive cause effect generate bring about result in give rise to design devise make build construct synthesize form prepare organize sponsor prompt	implement execute enforce job situation position post status footing appointment capacity occupation calling profession career	point out indicate exhibit display reveal demonstrate show credit with assign to promote evaluate raise
adopt use utilize employ apply mobilize exert restore revive specialize in	carry out discharge execute pursue fulfill perform practice exercise undertake transact assume accomplish achieve attain	earn merit exceed excel surpass better top progress advance	manage handle deal with represent operate oversee designate engineer execute supervise conduct engage in regulate check direct administer take charge	responsible liable accountable answerable account for plan design project proposal scheme outline map model program
assist dispatch expedite cooperate maintain promote	company concern enterprise establishment institution corporation firm organization	effective forceful potent valid strong vigorous productive influential dynamic	participate share collaborate coordinate synchronize combine pool take part in contribute	result obtain secure way method means system policy procedure
authority command charter domain scope field control jurisdiction commission province circle in charge of	continue keep up remain resume persevere persist adhere to cooperate collaborate contribute to support	emphasis stress accentuate feature		
authorize entitle delegate empower qualify invest endow				

Cover Letter Writing - 3 Easy Paragraphs

- Don't stress! Follow these guidelines and remember - this letter is about what you can do for the company, not what they can do for you.
- Cover letters give you a chance to sell yourself to a **specific** job and show how you are a good fit for the **position**. Your ultimate goal is to convey this simple point: "You need it, I have it." Showing overall passion for the company is important too, but job specifics are crucial.
- Cover letters give you a chance to speak on behalf of your resume and experiences, since the things that you've done might not speak for themselves or be an exact fit. Your job is to show the employer why your past experience is transferable and relevant to the job you're applying for. Tell them why your experience should matter to them.
- In order to be effective, you need to write a new cover letter for each job (unless the job requirements are identical, you can sell yourself the same way - but be **very** careful doing this; if you forget to change the company names, you're doomed!)
- Address your letter to a specific person if possible, otherwise use Dear Recruiting Committee or Dear Hiring Manager – NOT "To whom this may concern". (Understand that many Human Resources Departments do not make finding their recruiters easy for fear of being overwhelmed with emails and phone calls.)
- Always use a cover letter even if they don't ask for one. After all, you have to say **something** when sending your resume!
- Your cover letter can be the body of the email with your resume as an attachment. If you are using your cover letter in the body of an email you do not need to do the standard business letter format you will see on the samples with physical addresses.
- A cover letter should be 3 paragraphs – Introduction, Sales Pitch and Conclusion.

Paragraph #1 - Introduction (*Tell the employer why you are writing and interested in the job*)

- Who are you? (Not your name!) Your year in school, school, degree
- Why are you writing/what position are you applying for? You can include how you found the posting and if you were personally referred or have a contact, drop the name here.
- **Why are you interested in the position?** This is so important, companies want to talk to people that really want to talk to them. Be genuine.
- Show your industry/company knowledge and excitement to be a part of it. Compliment them.

Paragraph #2 - Sales Pitch (*Show the employer you are a good fit for the position and get an interview*)

- This is the happy marriage paragraph. It should mention both you and the employer. A paragraph full of "I's" is a one-sided relationship.
- Choose 3 skills/traits the employer is requiring and show how you meet these requirements. Use the job description and qualifications to help you. You only need to address 3 and show how these experiences will be helpful to them. This is essentially a 6 sentence paragraph. A sentence about your qualification and one about how it relates to them. Do this 3 times.
- **DO NOT** restate everything that is on your resume. They can read. Instead think about why these experiences make you a good fit for this position and then make a connection to what they need and what you have.

Paragraph #3 – Conclusion

- Restate in one sentence how you can add value to their firm.
- Show your interest in the company and thank them for their consideration.
- If you do have a contact name and can follow up, let them know you will and then **DO IT!** (1-2 weeks is a good timeframe.) If there is not a contact or an email and you have applied through a website, there's not a lot you can do. You can try to find an alum (that you know) that works there to use as a connection, but if they don't know you, they won't vouch for you.

Example Cover Letter

Dear Hiring Manager:

I am pleased to submit my resume for your Marketing Intern position. As a student at the Leeds School of Business at the University of Colorado, I am excited about an opportunity to work for a dynamic tech firm utilizing my creative and strong interpersonal skills in a marketing based position. Although I am a finance major, I find that my personal strengths are more in line with a position in customer service, communications and marketing. I enjoy working in a team environment and am eager to utilize my strengths, education and enthusiasm while supporting your staff. I will be graduating in December 2014.

In an innovative firm such as yours, someone who is adaptable and learns quickly is a necessity. My varied work experiences have taught me the invaluable skill of thinking on my feet, solving my own problems and the importance of organization and time management. As a sailing instructor responsible for many students at once, I have learned to be very clear and concise in my communication skills and creative problem solving abilities. As an Intern in the Career Development office at Leeds, I have developed my organizational, administrative and verbal and written communication skills when working with students, employers and staff. I would be comfortable representing your company both verbally and written, to both employees, external clients and the media.

Marketing comes naturally to me as I am someone that is very aware of the people around me and the perceptions of others. I am willing to learn whatever I need to know for this position and believe my intuitiveness, positivity and work ethic would be an asset to you team. Thank you for your time and consideration, I will follow up with you in 2 weeks if I haven't heard back from you.

Sincerely, Barry Booya

View editable cover letter templates online at
www.colorado.edu/leeds/career

III. Interviews

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Informational Interviews

Introduction

An informational interview is an opportunity for you to meet with a professional in the field to gain information regarding the career options for that field or occupation. Informational interviews are helpful if you are trying to pick a major or career field and want an insider's point of view to better understand different options. They are also an opportunity to grow your professional network.

Ways to Find Contacts

- *Career Buffs*: Search the Employer Directory tab to find professionals in your area of interest
- *LinkedIn*: Reach out to Leeds and CU alumni who are working in your area of interest
- *Professors*: Ask if they know alumni or colleagues who are employed in organizations of interest.
- *Your Personal Network*: Ask friends, family, and acquaintances for contacts in companies or your field of interest.
- *Employer Presentations*: Introduce yourself professionals who speak at your class or club meeting
- *Career & Internship Fairs*: Get information about organizations and business cards of employers.

How to set up an informational interview:

- Be clear in all of your correspondence that you are not looking for a job. Instead of asking for an "informational interview," explain that you want to gather information regarding the company and industry to help with your future career path.
- Call or email to set up an appointment. Have your list of questions prepared in case the interviewee says they have time right now.
- Ask the interviewee for 20-30 minutes, either in person or on the phone. If you are meeting at the company, make sure you have correct directions and that you arrive a few minutes earlier than your scheduled appointment.

How to prepare for the informational interview:

- Try to find out a bit about the person you're meeting. What's going on in his or her company or industry? Do a Google search and if you have some time in advance, set up a Google news alert so that you don't miss big developments.
- Know what you want to accomplish with the meeting -- don't expect the other person to set the agenda.
- Have a list of prepared questions and bring a notebook to the interview. Ask open-ended questions (usually start with "what" or "how").

Informational Interviews cont.

Finally, here are some questions you may want to consider:

1. Can you tell me how you got to this position?
2. What do you like most about what you do, and what would you change if you could?
3. How do people break into this field?
4. What are the types of jobs that exist where you work and in the industry in general?
5. Where would you suggest a person investigate if the person were particularly skilled at (fill in the blank — quantitative thinking, communications, writing, advocacy)?
6. What does a typical career path look like in your industry?
7. What are some of the biggest challenges facing your company and your industry today?
8. Are there any professional or trade associations I should connect with?
9. What do you read — in print and online — to keep up with developments in your field?
10. How do you see your industry changing in the next 10 years?
11. If you were just getting involved now, where would you put yourself?
12. What's a typical day like for you?
13. What's unique or differentiating about your company?
14. How has your career (or industry or company) differed from your expectations? What have been the greatest moments and biggest challenges?

Follow up:

- After the meeting, make sure to follow up either by email or with a handwritten note. If you said you'd send an article, contact someone or do something, make sure to do what you said you would.
- Record important information you received, including any referrals, reading suggestions, advice, etc.
- When you contact the referrals, you may want to let the original interviewee know and take that opportunity to again demonstrate your appreciation for his or her time.
- Find creative ways to maintain the new connection. When you read an article or hear a story you think may be of interest, forward the information.

Interview Preparation

Note: Reading this cannot take the place of a mock interview with your Career Advisor, but is a great way to prep for one!

Please make a one hour [interview appointment](#) with your advisor so we can actually help you answer some questions, rather than to just tell you how to answer them.

- **The point of an interview:** An employer is deciding 3 things: Your ability to do the job, your desire to do the job and if they like you. In business, your personality and likeability are very important. Interviewing is a lot like dating, both people are trying to decide if this is a good fit, and you need to be yourself, but on your best behavior.
- **Remember:** Your cover letter is to get the employer to look at your resume a little longer. Your resume is to get the employer to consider calling you. A phone interview is to land a face to face interview. And a face to face interview is to sell yourself and get the job!
- **Your cell phone and social media sites:** As soon as you start sending out resumes, make sure your voicemail is professional and says either your name or phone number so the employer calling you knows they've reached the right person. This would be a good time too to make sure your Facebook profile pic is conservative and *your privacy settings are set*.
- **Phone Interview:** Most companies will do a phone interview before a face to face interview with the exception of on-campus recruiting. This allows the company to rule out people before they waste their time bringing you in to their office.
 - A phone interview could be used as a screening tool or could be your interview! You won't know until it gets started – it could be with a Recruiter or a VP. If it's an out of state company, plan on a longer more in depth interview.
 - Be aware that the phone call could come at any time, if you take the call and are about to walk into class, politely let the caller know that you are very interested in talking to them but are on your way into class and try to arrange a different time to talk. **If you try to take the call in the hall, you will not do your best!** If they are just calling to set up a time to talk, then go ahead and set the time. Or, the call could be set up ahead of time via email.
 - For the call make sure you are available, have reception, have charged your phone, are awake, alert and sitting up! And make sure you have your resume in front of you, because they will. If they ask you to walk them through your resume, you won't be able to!
 - At the end of the call - close the deal - state that you are interested in moving to the next step in the process, ask what that is and their timeframe is for getting back to candidates.

- Get the person’s full name again and email address. You will send a short thank you via email after the call reiterating your interest. Simply say, “May I please get your email address, I would love to be able to follow up.”

- **The face to face interview – General Tips:** Bring a portfolio with a pad of paper, and possibly a calculator if you anticipate a case question (consulting and investment banking) and extra resumes. Make sure you know where you are going, have directions, phone numbers and details and **arrive 10 minutes early**. Have a firm handshake, sit up straight, make eye contact (with everyone in the room), **DO NOT** have your phone out or on, smile, relax, don’t fidget, be enthusiastic, don’t say UM, LIKE, YA KNOW, or YOU GUYS, pay attention to the question and answer the question asked, all parts of it. Wear your suit – all of it (yes, boys, the jacket too!) and shave!
 - If you think you would like to take notes, ask if it’s OK first, jotting down what they asked you can help you keep your train of thought if you think you’ll be too nervous. You can take up to 3 seconds to think, process and answer, but not much longer. You should spend about 2-3 minutes answering each question.
 - If they have really stumped you, repeat the question back to them to buy some time!
 - Negative questions – Always remain positive when asked negative questions. For example, “Tell me about a time you had a conflict with a student, co-worker, manager” When starting to answer a question about a negative situation, begin with a positive statement – Don’t blame or complain, describe problems as challenges. Focus on solutions rather than difficulties.

- **Types of Interview Questions:**
 - **Resume Questions** – very easy to answer, you’ve already lived it!
 - **Technical Questions** – expect a few questions that test your knowledge of a topic
 - **Behavioral Questions** – the majority of questions you will get in an interview are designed to find out how you have behaved in the past. Employers believe this is a good way to determine how you will behave in the future. They require a mini-story. They will start with “Tell me about a time....” See the sample behavioral questions to practice.
 - Pull your examples from school, projects, work, internships, life, etc. Have 5-6 success stories memorized for these questions. i.e., Teamwork, Conflict, Time Management, Organization, Stress, Leadership, Problem Solving
 - Your answer will be 2 minutes in length
 - You will tell them what was going on, what you did and how it ended
 - Think of the acronym C.A.R. – Challenge, Action Result
 - **Challenge:** Do not go on and on about what was going on, set the stage, give enough details for the listener to follow the story and then move on to your action. **(30 seconds)**
 - **Action:** This is the most important part of the story. People want to hire action oriented individuals. Talk about your actions in steps, “First I did this, then I did this and lastly I did this.” This shows you are systematic and organized. **(1- 1 ½ minutes)**
 - **Results:** Always choose stories with good results and good endings! The only time you will tell a story with a negative result will be the question: Tell me about a time you set a goal and failed. **(10 seconds)**
 - **Case Questions** – A case question or a case interview is used as a way of evaluating certain characteristics of a candidate. It is an analysis of a business or open-ended question or problem

where you are asked to “crack the case”. It is a way to find out both your analytical and creative problem solving capabilities. You are not required to have a right answer, but just a rough, yet basically accurate answer.

- Usually only for consulting positions, and some investment banks—
- Questions could be business cases, brain teasers, riddles, mental math etc.
- Take notes, ask questions, maintain eye contact and take your time.
- Think out loud and present your thinking clearly and logically. Your interviewer wants to know that you can reason in a rapid and logical fashion.
- Google “Practice case interviews” for help – Deloitte has great samples.

▪ **At the end of the interview**

- Have questions that you have prepared ahead of time to ask them, make sure they are relevant to your job and something you really want to know. Don’t ask how they like working there or what they do. See our list of sample questions to ask.
- Ask for business cards from everyone in the room, send a thank you email that day, and a handwritten thank you through the U.S. Mail to the person leading the interview and coordinating the process for you.
- Take the time to give one last sales pitch if you think you didn’t get a chance to sell yourself or you messed up some questions. Don’t backtrack, it’s too late, just tell them sincerely why you are so interested. (If it went well, you won’t need to do this)

Common nonverbal mistakes made at a job interview

From a survey of 2000 bosses

In a survey of 2000 bosses **33%** claimed that they know within the first **90 seconds** of an interview whether **they will hire someone**



The average length of an interview is **approximately 40 minutes**

Statistics show that when meeting new people the impact is:



Clothes

Interviewing Tips

What Interviewers Look For

It is vital to understand what interviewers are looking for and how you can give it to them. They want to know:

- How you present yourself - A good first impression is vital.
- How bright or intelligent you are - Ask good questions during the interview.
- What you've done - Emphasize your experience (internships, part-time jobs, special accomplishments, student organizations, etc.)
- How committed you are to work - Convey your willingness to work hard.
- What kind of person you are - Convey maturity, responsibility, enthusiasm, confidence, energy and trustworthiness.

Your Appearance

- Appearance should reflect maturity and self-confidence.
- Dress tastefully. A suit or sport coat with a tie and slacks for men and a suit or tailored dress for women are acceptable. Make sure your dress and/or neckline are not too short or too low.
- Avoid too much make-up, jewelry, or cologne/perfume.
- Leave your phone OFF and off the table.
- Do not chew gum during an interview!
- Leave large bags outside the interview room.

Know Your Product

In order to "sell" yourself, you will need to organize your thoughts in advance. Know your resume cold. It is your responsibility to convey a good picture of who you are and how you would fit into their organization. Emphasize your professional compatibility to the organization and job description through your:

- Interest, values, skills, and personality
- Education and experience
- Proudest achievements
- Ways you have overcome obstacles
- Personal strengths/weaknesses
- Why you are attracted to the position
- Have at least 5 success stories prepared – people remember stories longer than lists of qualities
- Bring quantifiable, concrete data to prove to the interviewer that you have what it take, avoiding generalities or vagueness

Know Your Buyer

Make sure you know your career field and industry as well as the company of the interviewer. Make sure you know about their:

- Services and products
- Organizational structure
- History of their organization
- Future plans
- Recent information in the news
- Growth record
- Main competitors (if possible to find)

Become a Good Communicator

- Understand your audience.
- Tailor your answers according to your interviewer's position in the company.
- Senior members of an organization will be concerned with strategic and large-scale issues.
- Day-to-day supervisors will be more concerned with tactical and small-scale issues.

Responding to Questions

Make sure to keep in mind the following:

- Speak clearly and concisely (two to three minutes per question)
- Take time to collect your thoughts.

- Use nervous energy in a positive manner.
- Be enthusiastic.
- Use active verbs and concrete examples.
- Avoid filler words like “um”, “like...”, “ya know”...etc.
- Do not insult previous employers.
- Maintain a conversational flow.
- Use open and engaged body language.

Be Sincere and Unique

Recruiters are adept at sensing “canned answers.” These responses don’t convey interesting or reliable information about you. When you answer remember these guidelines:

- There is no single right answer. How you answer is often much more important than the exact content of your answer.
- Be honest. Don’t pretend, for example, that you were sure about your major from the start. The details about how you chose it may illuminate your decision making process.
- Give details and examples. General answers become boring.
- Be specific. Details illustrate your points and make answers more vivid and memorable.
- Stay focused and don’t ramble.
- Don’t repeat yourself.
- Respond directly and succinctly.
- Keep the position in mind.

Emphasize Your Best Qualities

Because recruiters look for these qualities, you should highlight them in your interview answers:

- Leader
- Team player
- Effective Communicator
- High Energy
- Goal-Oriented
- Strong Initiative
- Organized
- Quick Learner
- Self-Confident
- Comfortable with Ambiguity
- Ethical/Integrity

Repeat your key strengths several times during an interview

It’s essential that you comfortably and confidently articulate your strengths. Explain how the strengths relate to the company’s or department’s goals and how they might benefit the potential employer. If you repeat your strengths then they will be remembered and if supported with quantifiable accomplishments; they will be more believable.

Put yourself on their team

Emphasize alliance with the prospective employer by using the employer’s name and products, or services. For example, “As a member of _____, I would carefully analyze the _____ and _____.” Show that you are thinking like a member of the team and will fit in with the existing environment. Be careful though not to say anything that would offend or be taken negatively. Your research will help you in this area.

Practice, Practice, Practice

Practice will help you hone your message and improve your delivery. Then review what went well and what you could improve for future interviews. Make an appointment with your career advisor and also practice in the comfort of your own home with [Interview Stream](#), our on-line interactive video tool.

Behavioral-Based Interview Questions

Questions

- Describe a situation in which you were able to use persuasion to successfully convince someone to see things your way.
- Describe a time when you were faced with a stressful situation that demonstrated your coping skills.
- Give me a specific example of a time when you used good judgment and logic in solving a problem.
- Give me an example of a time when you set a goal and were able to meet or achieve it.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.
- Give me a specific example of a time when you had to conform to a policy with which you did not agree.
- Please discuss an important written document you were required to complete.
- Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
- Tell me about a time when you had too many things to do and you were required to prioritize your tasks.
- Give me an example of a time when you had to make a split second decision.
- What is your typical way of dealing with conflict? Give me an example.
- Tell me about a time you were able to successfully deal with another person even when that individual may not have personally liked you (or vice versa).
- Tell me about a difficult decision you've made in the last year.
- Give me an example of a time when something you tried to accomplish and failed.
- Give me an example of when you showed initiative and took the lead.
- Tell me about a recent situation in which you had to deal with a very upset customer or co-worker.
- Give me an example of a time when you motivated others.
- Tell me about a time when you delegated a project effectively.
- Give me an example of a time when you used your fact-finding skills to solve a problem.
- Tell me about a time when you missed an obvious solution to a problem.
- Describe a time when you anticipated potential problems and developed preventive measures.
- Tell me about a time when you were forced to make an unpopular decision.
- Please tell me about a time you had to fire a friend.
- Describe a time when you set your sights too high (or too low).

www.quintcareers.com/sample_behavioral.html

Answer your question in 2-3 minutes and follow the framework below, just think of C.A.R.

- **Challenge**
 - Who (Your Position/Role)
 - What (What was the situation, what was going on, what were you tasked with doing?)
 - Why (The Problem/Assignment)
 - Remember: Don't go on and on about what was going on, this portion of your answer should be about 30-45 seconds. Just set the stage for your listener.
- **Action**
 - How: How did you develop and execute the steps of your plan? How did you go about solving this problem? Did you investigate, plan, analyze, research, practice more, try harder, etc.
 - Give the steps: First I did this.....Next I did this..... Lastly I did this.....
 - Remember: This is the most important part of your answer, a minute or more. People like to hire action-oriented individuals.
- **Result**
 - What happened as a result of your efforts? (Quantify! Did you get a good grade? Reach your goal? Increase/decrease/save/profit/improve? Use money, percentage, or time.)
 - Let the employer know that you can produce the same result for them! All of your stories will have a positive result, unless they ask you about a time you failed. Your result is that no matter how hard you tried, you did not achieve the results you intended to.

Questions Asked in Every Interview

Questions you *must always* be able to answer in any interview

1. Tell me about yourself.
 - This question is supposed to be an ice-breaker. It is NOT walk me through your resume, it's a first date answer. People just want to get to know you. 2 minutes is fine for the length. Think of this answer as a timeline or a chronological overview of YOU! It's easy to think of it in a Past, Present, Future sort of way.
 - **Example:** "I grew up in a small town in Nebraska, I played sports my whole life and played high school football for 4 years. I was very interested in playing collegiate football, but knew that was probably not going to happen, so I started looking at colleges. I had been to Colorado before skiing with my family and really fell in love with Boulder when I visited. I was admitted into the Leeds School of Business when I applied, I've always known I was going to study business because I've been interested in the markets and economy for years. I specifically chose to study Finance because I love numbers and investing and the creativity involved in finance. Since I've been at CU I've been involved in some great organizations and have taken some very interesting finance classes and at this point, I'm just looking for a way to start putting what I've learned to use in a real world business setting and am excited to talk to you today about your Financial Analyst internship.
 - **This is "your story", make it your own! Tell them things that aren't on your resume. But remember, it's the first answer, you'll have plenty of time to tell them more.**
2. Why are you interested in our job?
3. Why are you interested in our company? What do you know about us?
4. Greatest strength(s) – Really think about what you can offer an employer that the next candidate can't.
 - Be interesting and do not say "hard working" everyone says it and it's boring. Instead use words like ambitious, motivated, perseverant, and proactive. But better yet, choose a word that really describes who you are – creative, strategic, responsible, compassionate, analytical, etc.
5. Greatest weaknesses – They mean personal weakness, do not say "Math" or "Public Speaking".
 - Make sure you choose a weakness that goes with the job. (Do not say you are not detail oriented if it's a finance job, or that you are sometimes too quiet if it's a sales job.)
 - Choose a weakness that affects only you, something that would not affect your performance in the workplace. Never admit to the following weaknesses: stubborn, lazy, procrastinator, disorganized, controlling, poor time management skills, etc.
 - Give some good news about your weakness, then state your weakness and how you are working on it. Memorize your answer to this, the more uncomfortable you are, the more you will say, the worse your weakness becomes.
6. Why should we hire you? – This is your big chance to SELL YOURSELF!
 - Think of 5 reasons. Only one should be technical, educational or anything else on your resume.
 - Choose reasons that directly related to their job and job requirements. Be sincere and interesting and if you are going to give a reason for being hired, make sure you can back it up with an example.
 - In order to sell yourself in an interview, you need to know what you are selling. Take some time to figure out who you are, what you have to offer and why a company would be lucky to have you.

Interview Questions that Stumped CU Students

Recently, students at the University of Colorado at Boulder were asked, "What was your toughest interview question?" Here are some of their answers:

1. Tell us a little about yourself.
2. Walk me through a DCF valuation or If you had to pick one financial statement to value a company, which one would it be and why?
3. What is your worst quality?
4. A case question on how to re-engineer a company process.
5. Define effective communication.
6. Describe a situation in which you felt personally threatened.
7. Describe a situation in which you stepped up and became a leader in a group situation.
8. Describe a situation in which you voluntarily took a leadership role and were able to solve a problem.
9. Explain "Finite Element Analysis" in two minutes.
10. Describe a time when advanced planning got you through a difficult project.
11. How do you differ from the other applicants?
12. How do you handle stress?
13. How much money are you expecting to make?
14. How were you innovative in your job (and give examples)?
15. How would you benefit our company?
16. How would your friends describe you and why.
17. If you could choose one person dead or alive, who would you like to meet?
18. If your friends had to critique you, what would they say you need to improve upon?
19. In a past situation, how did you deal with a team member who was not pulling their weight?
20. List the steps taken to solve a problem.
21. What is your greatest accomplishment?
22. Name a specific leadership position in which you were faced with a problem and overcame it.
23. Name the most important innovation you have ever come up with.
24. Sell me on you.
25. Technical questions
26. Tell me a tough decision you had to make in your life.
27. Tell me about a time when you faced an adversary. How did you cope with it?
28. Tell me about a time when your morals/personal values were compromised.
29. What are your weaknesses?
30. What can you offer our company?
31. What is one word that you feel most accurately describes you?
32. What is the biggest mistake you have made and how did you recover?
33. What is your definition of success, and how can you apply that definition to helping our company succeed?
34. What motivates you?
35. What things have you done in the past year to improve yourself as a person?
36. What was the hardest thing you ever had to do?
37. What would your best friend say is your best attribute?
38. Where do you see yourself in 10, 20, 30 years?
39. Where do you want to be in five years?
40. Why did you choose your major?
41. Why do you think you would be good for this position?
42. Why do you want to work for this company?

Questions to ask the Employer

Although an interview feels like it's about you, it's actually about how you can help your future boss and future employer succeed. It's about finding out what their requirements and hopes are and matching up your background and experience with what they need. Hopefully you've had a chance in the interview to sell yourself to their needs and now it's time for you to ask questions.

- Have 3-5 questions prepared.
- Avoid asking questions that you really don't want to know the answer to but feel like you have to ask something.
- Avoid questions that have nothing to do with the job or is something you found buried on a website.
- Ask about what you really want to know! Show you've done your research.
- Never ask about salary or benefits. You'll find these out when they make you an offer!

Read the job description closely and make notes on what you'd like to clarify further. Write these questions down ahead of time. Some additional questions could include:

1. Have many interns/full time employees do you have in the department?
2. Do your interns typically work on special projects or contribute to daily business tasks?
3. I was reading through the job description and would love to know more about X, Y or Z.
4. What type of projects have your interns worked on in previous years?
5. How big is the department and what are some of your current needs?
6. What is the career path for this full time job? What departments and positions could this job lead to?
7. What is the career path for an intern, do you use internships as a source of recruiting for full time jobs?
8. What is the biggest change your group has gone through in the past year?
9. How does the company / my future boss do performance reviews? How do I make the most of the performance review process to ensure that I'm doing the best I can for the company?
10. What type of people are successful here? What type of people are not?
11. What's the number one thing you're hoping this new person will be able to do for you?
12. Who are some of your competitors and what do you consider to be your greatest competitive advantage?
13. What has your sales growth been like for the past 5 years? (For a full time position, especially in sales!)
14. What can I do to ensure success of your department/group?
15. What are some of the characteristics of the people that work out best in this role/company?
16. What is the department's greatest strength and weakness?
17. What is the organization's plan for the next five years, and how does this department fit in?
18. Can you explain the organizational structure?
19. What is your timeframe for making a decision or when do you think I should hear back from you?
20. What is the most rewarding part of your job?

Feel free to Google more questions, just remember to make them relevant and not too intrusive in terms of asking about financial performance.

IV. Professional Etiquette

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Professional Etiquette Tips & Tricks

Professional/Thank You/Prospect Email Template

SUBJECT: make sure it is clear, no abbreviations (introduction, meeting time, purpose, who referred you, etc.)

Dear Mr. /Ms. _____,

I. INTRODUCTION/PURPOSE

- In the first paragraph, thank them for taking the time out of their day to meet with you (in person / via phone / Skype). It always helps to mention what you enjoyed or learned
- If you haven't met before, use this paragraph to state why you have contacted them and how you were connected

II. NEXT STEP(S) AND FOLLOW-UP

- In the second paragraph, tell them how your conversation with them got you thinking about future plans, next steps, etc. If you committed to follow-up on something at your meeting, let them know when you expect to be done and if you've made any progress

III. THANKS! AND CLOSE

- In the third paragraph, ask to schedule another meeting or make future plans. Provide well-defined options for follow-up (dates, times, locations). Sometimes it helps to include a questions to continue the conversation past the "Thank you"

Best (*sincerely* or *regards* are other options),

YOUR NAME

Leeds School of Business, Class of 20__

EMAIL ADDRESS

PHONE CONTACT

Tips

- Respond promptly (within 2 days)
- Be professional
- Proof-read (TWICE!)
- Keep to 1 screen (25 lines)
- Use proper grammar and punctuation!

Professional Attire

Business Professional vs. Business Casual vs. Casual - when and what to wear!

Business Professional - for an interview, career fair or formal business event

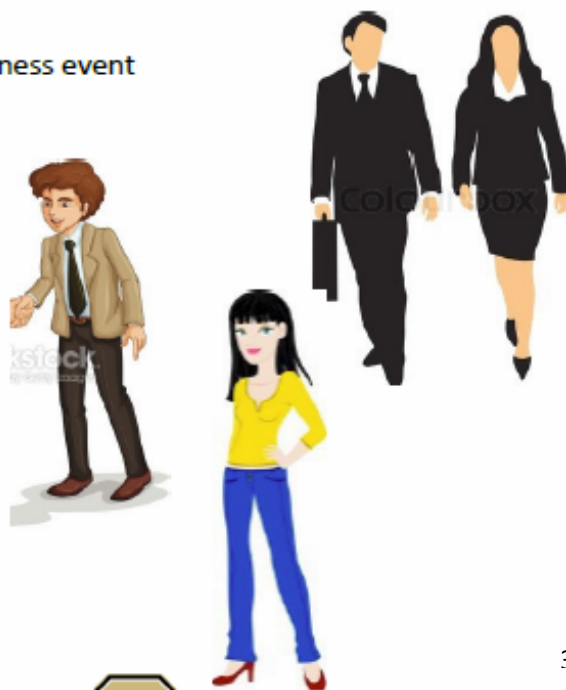
- Suit, ties and dresses
- Stick to business colors: black, navy blue, gray or brown
- Look polished and clean
- Dress shoes, pumps (low-heeled)

Business Casual – for informal meetings/workshops

- Typical attire in an informal workplace
- Khakis/dress pants
- Nice top (e.g. polo, button down, blouse)
- Loafers, flat shoes, Sperry's
- NO jeans

Casual - for in-class meetings, outdoor or active events

- This is basically a non-dress code
- Wear what makes you comfortable (i.e. jeans are ok)
- Tennis shoes or nice sandals
- NO sweat pants/sweat shirts or athletic attire
- NO shorts, tank tops, or flip flops



Professional Etiquette Tips & Tricks

Elevator Speech/Tell me about yourself

Practicing your introduction is key to making great connections. There are many types of introductions that can be used in different scenarios. Below are the basic components that you can incorporate into your introductions and an explanation of two of the most common introduction types, Elevator Pitch and Tell me about yourself.

An **Elevator Speech** is used for when you are networking in person. It is a quick 30 second “commercial” about you and what you are looking for. Once you have your speech written down, be sure to practice, practice, practice!

Career Fair Example: “Hi, my name is Jack Dawson. I’m currently a junior majoring in business, specifically in the area of finance, at the Leeds School of Business at CU-Boulder. Last summer I had an internship with the Groundhog Hedge Fund Group and I’m currently looking for this summer’s internship, hopefully learning more about how the international financial market operates. I noticed that you have a position posted like this and it would be great to learn more about it. I have always had an interest in numbers and I feel certain that this is something I want to do in my future career.”

Tell me About Yourself is used in interviews. This is usually about 2-3 minutes long and includes stories about yourself. This is used more as a way for recruiters to get to know more about you!

Past → family, background, significant events, passions/interests

Present → CU, involvement, major, job/internships, unique experiences

Future → personal and career aspirations

Networking Tips

Before: Do your homework

- Find out who is attending the event (contact organizer if needed)
- Utilize resources to learn about who is attending
 - Vault (leeds.ly/careervault)
 - LinkedIn (Leeds School of Business)
 - Company website
- Prepare and practice your elevator pitch (see above)
- Practice your handshake and eye contact

During: Work the room

- Collect business cards!
- Make sure to interact with a variety of people
- Act professional, smile, and be polite
- Make eye contact, be sincere, be yourself
- Keep your hands free for shaking hands and accepting business cards

After: Follow-up

- Contact those you spoke with at the event
- Use the business cards you collected to do more research, write your notes on the back
- Connect on LinkedIn
- Continue to stay in touch, even when you don’t need something immediately from them





LinkedIn Profile Checklist

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.

David Xiao
Econ Major and Aspiring Financial Analyst
San Francisco Bay Area | Financial Services

Previous: Berkeley Ventures
Education: University of California, Berkeley

153 connections

[Improve your profile](#) [Edit Profile](#)

[www.linkedin.com/in/davidxiao](#) [Contact Info](#)

Background

Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.

Experience

Venture Capital Internship BERKELEY VENTURES
Berkeley Ventures
May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.

INTRODUCTION TO VENTURE CAPITAL
A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Organizations

Berkeley A Capella
Lead Singer
March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

Continued >>

EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

COURSES: List the classes that show off the skills and interests you're most excited about.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

Skills & Expertise

Most endorsed for...



Honors & Awards

The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (162)
- Public Economics (230A)

Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao
Econ Major and Aspiring Financial Anal...



Paul Smith
Student at UC Berkeley

Recommendations

Received (2) –

Venture Capital Internship Berkeley Ventures



Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Social Media Do's and Don'ts

Do's

- Maintain a professional public profile.
- Upload a professional headshot as your profile photo.
- Show that you're interested in your prospective field.
- Post links to interesting stories and participate in debates and conversations when appropriate.
- Make LinkedIn connections with recruiters and internship coordinators and join alumni networks.
- Assume that anything you post will be made public at some point, whether through hack, leak, or privacy policy change.
- Be aware that nothing fully leaves the internet even if you delete it—it's still on a server somewhere and will be forever.
- Google yourself so that you know what recruiters/future employers are learning about you via the internet.

Don'ts

- Don't upload anything you wouldn't want **everyone** to see.
- Avoid posting unprofessional photos of yourself to ANY social media site.
- Avoid posting insensitive, offensive, and/or inappropriate material.
- Never post updates about illegal activities.
- Never rely on privacy settings 100%.
- Avoid posting negative status updates or tweets.
- Don't badmouth a classmate, professor, mentor, boss, or job—it just doesn't look good.
- Avoid talking about anything online that you wouldn't want to discuss in an interview.