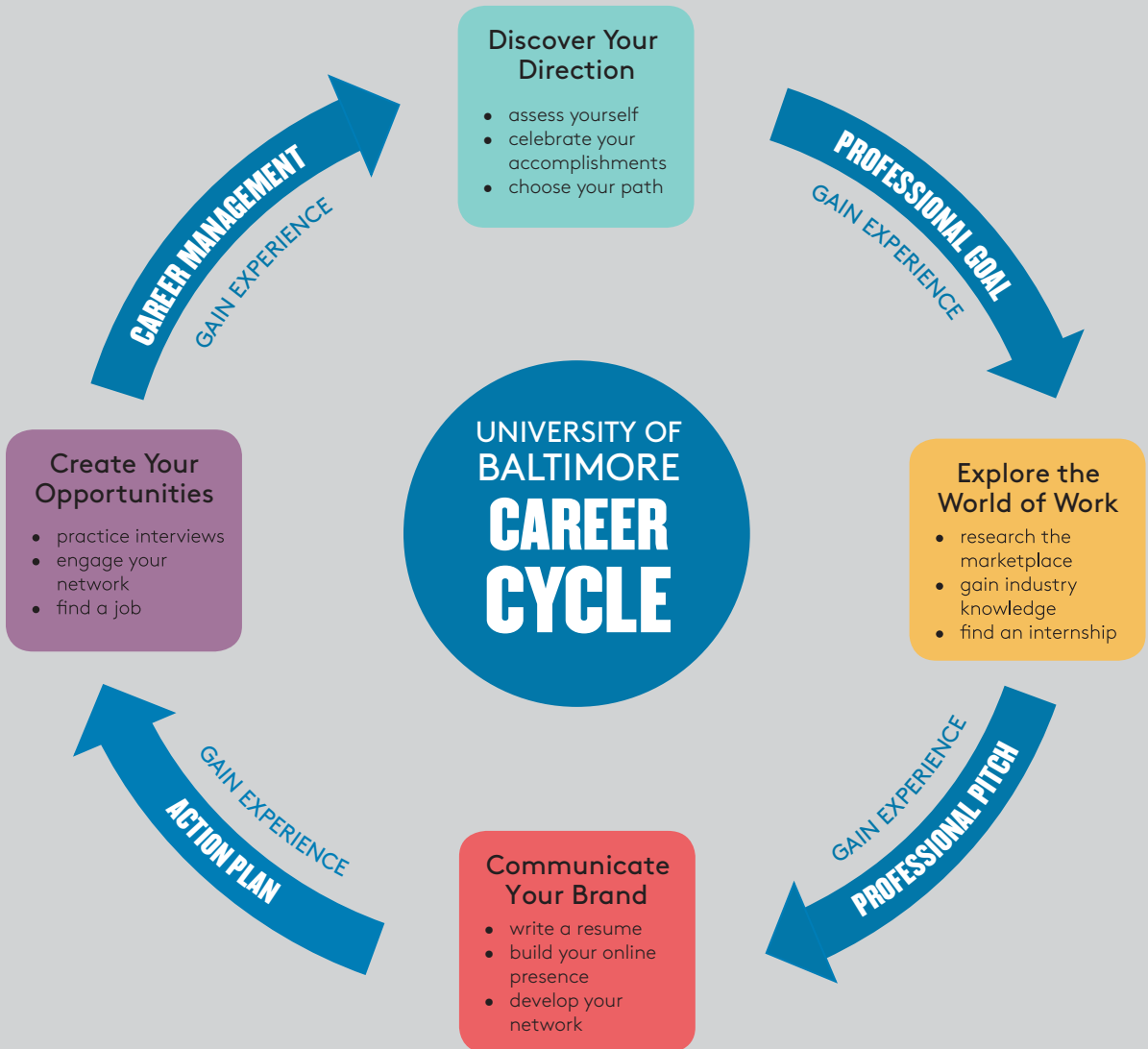


UBalt Career Cycle Workbook



How the UBalt Career Cycle Works

Learn how to manage your own career.

The award-winning UB Career Cycle is a tool you can use repeatedly throughout your lifetime. No matter where you are in your career—just starting out or switching gears—this cycle can help you get where you want to go.

How the UBalt Career Cycle works:

Each phase of the cycle has a set of outcomes related to your career success. After learning about each phase, you'll be prepared to take an action step.

Phase	Action Step
Discover Your Direction	Define Your Professional Goal
Explore the World of Work	Create Your Professional Pitch
Communicate Your Brand	Design Your Action Plan
Create Your Opportunities	Career Management Plan

Become an Expert Career Manager.

Career planning is a continuous process. Rather than simply prep you for a job, this workbook can prepare you to become an Expert Career Manager. You'll learn how to use the UBalt Career Cycle as a framework for growing professionally, and you'll also learn how to stay:

- excited about the future
- engaged in actively pursuing career goals
- connected through a professional network and brand you build

Along the way, you should continually seek to [gain experience](#). A checklist is provided at the end of this workbook.

You may travel around the Career Cycle multiple times as you gain knowledge, experience, and insight.

UBalt Career Cycle Phases

Discover Your Direction

Where do you want to go?

It pays to learn more about yourself—your knowledge, skills, abilities, accomplishments and the values that drive you. When you know your strengths and what brings you joy, you can create your own route toward personal fulfillment.

As you discover your direction, you will:

- assess yourself
- celebrate your accomplishments
- choose your path

When you're done, you'll be ready to define your professional goal (see page 5).

Explore the World of Work

Where do you belong?

Exploring the world of work means searching for your "sweet spot." You'll discover and confirm that your professional goal is a good fit. In this phase, you're encouraged to learn about trends in your field, problems you want to solve and challenges you will face.

As you explore the world of work, you will:

- research the marketplace
- gain industry knowledge
- find an internship

When you're done, you'll be ready to create your professional pitch (see page 6).

Communicate Your Brand

Where do you stand out?

Your professional brand differentiates you from everyone else. It reveals what makes you unique and well-suited to the goal you have chosen.

As you communicate your brand, you will:

- write your resume
- build an online presence
- develop your network

When you're done, you'll be ready to design your action plan (see page 8).

Create Your Opportunities

Are you ready to make things happen?

Opportunities don't always knock on the door. Make sure you have a strategic plan to stay focused on your professional goal.

As you create your opportunities, you will:

- practice interviewing
- engage your network
- find a job

When you're done, you'll be ready to develop a career management plan (see page 9).

Reminder: consider how you will gain experience each step of the way (see checklist on page 10).

For resources to help you through each phase of the cycle, visit www.ubalt.edu/careercycle.

Career Competencies Assessment

According to the National Association of Colleges and Employers, students are career ready when they have built competencies in seven different areas, outlined in the chart below.

By taking this assessment, you will develop a better self-awareness of your own competencies as they relate to what employers consider critical for effectiveness and success in the workplace. On a scale of 1-5, please rate your comfort level with the following actions, with 5 being the most comfortable and 1 being the least comfortable.

Critical Thinking/Problem Solving	5	4	3	2	1
1. Resolving a customer complaint or solving a problem for a group					
2. Managing a personal or organizational budget					
3. Drafting a student organization's constitution or mission statement					
4. Developing your own mission statement or professional pitch					
Oral/Written Communication	5	4	3	2	1
5. Convincing team members that your idea will improve the team or workflow					
6. Drafting professional correspondence to students, professors, and mentors expressing ideas, desires, or concerns					
7. Presenting group findings in a class or at work					
Teamwork/Collaboration	5	4	3	2	1
8. Resolving conflict among a group/viewing conflict from another perspective					
9. Volunteering to be of service to a struggling or overwhelmed team member					
Information Technology Application	5	4	3	2	1
10. Utilizing MS Office tools at a basic level (Word, PPT)					
11. Utilizing advanced MS Office tools (Excel, Access)					
12. Learning a new computer software to accomplish a particular task					
Leadership	5	4	3	2	1
13. Taking on or serving on a student organizational board or group project lead					
14. Initiating and conducting team meetings/phone calls					
Professionalism/Work Ethic	5	4	3	2	1
15. Maintaining a strong (or competitive) GPA while working part time or full time					
16. Seeking feedback regarding work or classroom performance					
Career Management	5	4	3	2	1
17. Discovering information and/or professional organizations in the industry in which you would like to work					
18. Updating resume after each new experience (job, internship, project)					
19. Utilizing the internet for research, staying up-to-date with current business specific trends					

Career Competencies Assessment

Each section should be scored separately.

Mostly 4/5	You are comfortable to assume tasks and responsibilities that demonstrate career readiness and are most likely to be able to communicate them on a resume and in person.
Mostly 2/3/4	You are somewhat comfortable with demonstrating your career readiness. Be sure to continue growing and seek out experiences where you have opportunity for growth.
Mostly 1/2	You are not comfortable demonstrating your career readiness. Be sure to learn more about the career competencies that employers require of employees. Consider gaining experience to begin developing your skill sets.

Learn more about career competencies by visiting the National Association of Colleges and Employers website: www.nacweb.org/knowledge/career-readiness-competencies.aspx

Define Your Professional Goal

Examples:

"I have been working in the nonprofit world in development for 10 years and now I want to take my experience and become a consultant to nonprofit organizations. I am studying business management so that I understand all aspects of running my own business and have a credential that leaders will recognize. My Plan B is to direct a nonprofit myself."

Write your professional goal below.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Explore the World of Work Action Step

Create Your Professional Pitch

The 30-second professional pitch is your personal advertisement. Your pitch is a response to the request, "Tell me about yourself," and should engage your listener. This is not really a speech because it takes place in the context of a conversation.

Sample Pitch Script

My name is...my major is... [Describe your current situation]

Example: My name is Jane Doe. I am a junior majoring in marketing at the University of Baltimore.

I recently... [Describe relevant professional or academic experience]

Example: I recently completed an internship at XYZ company working with social media marketing.

My goal is to... [Describe career or academic plans]

Example: My long-term goal is to become a Marketing Analyst for a digital marketing company.

I am looking for opportunities to...

Example: I am looking for opportunities to further develop my skills in brand management.

This script is a suggested sample and should be personalized to fit your needs.

Explore the World of Work Action Step

Professional Pitch Tips

1. Adapt your pitch to your listener and the situation.

The point is to connect with your listener, so keep your pitch conversational rather than delivering a memorized speech.

2. Practice until it becomes natural.

Practice everywhere, with anyone, anytime. Use your pitch at networking events, when meeting new people, in interviews, and any time you are asked "What do you do?"

3. Always ask about opportunities and connections.

Remember to ask who you should talk to and ask your listener to help you in specific ways that do not require too much effort on their part.

4. Your pitch can and should evolve.

Keep working on it until you think it resonates with the majority of your listeners.

Communicate Your Brand Action Step

Design Your Action Plan

Your action plan is your guide to implementing your professional goal. Experienced career coaches know that working with a plan significantly increases your likelihood of success in accomplishing your goal. It keeps you focused and helps you stay organized, and it's a document you can share with your career coach, networking contact or mentor.

Fill out your action plan below.

Professional Goal

What do you want to make happen?

Unique Brand

What makes you particularly qualified to accomplish this?

Professional Pitch

Use the responses above to compose your 30-second self-promotion.

Use this checklist to promote yourself:

- | | | |
|---|--|--|
| <input type="checkbox"/> update resume | <input type="checkbox"/> practice pitching | <input type="checkbox"/> create LinkedIn account |
| <input type="checkbox"/> update UBworks profile | <input type="checkbox"/> practice interviewing | <input type="checkbox"/> identify/attend networking events |
| <input type="checkbox"/> other _____ | | |

Reminder: consider how you will gain experience each step of the way (see final page in the workbook for a checklist)

List additional steps you plan to take (including due dates) for achieving your professional goal.

List people and organizations you can contact to help you reach your goal.

Create Your Opportunities Action Step

Career Management Plan

Once you have successfully landed an internship or job, been accepted into graduate school, or received a promotion, you'll want to transition to your new step smoothly. Your transition plan will help you do that while working toward continuous progress. Practice making the case for yourself through identifying opportunities, interviewing effectively and networking with decision makers. Use the items below as a guide.

Communicate your transition to your network. Since many people helped you make it to this next step, take time to thank them all for contributing to your success. This lets them know what you will be doing and keeps them as part of your ongoing network. You can maintain and grow your professional network ongoing through use of social media, attendance at events, professional memberships, presentations, etc.

- [] Contact companies with whom you interviewed or schools to which you applied
- [] Thank recruiters, faculty, and people who wrote you letters of reference
- [] Notify anyone else in your network of your new status

Hit the ground running in your new role. Keys to success in your new role include learning the culture of the organization and its major mission, goals and objectives. As you align your contributions to the organization's expectations, you will add value.

- [] Determine the organization's mission
- [] Assess the organization's goals and objectives that resonate with you
- [] Stay aware of issues, trends, and needs that align with your interests and skills
- [] Seek opportunities to address issues or trends to add value
- [] Be clear about responsibilities, expectations, priorities, and performance evaluation.
- [] Stay aware of issues, trends, and needs that align with your interests and skills
- [] Get to know your supervisor and their expectations
- [] Learn about company culture, including how to dress and preferred communication methods

Advance your career on the job. Build alliances and establish the ability to influence others. Consider seeking out mentors along the way and establishing your own internal board of advisers on whom to draw as you need information and support.

- [] Identify prospective mentors and maintain your network
- [] Note key individuals who can help you grow in specific areas (your own board of advisers)
- [] Review your professional goals
- [] Set performance goals for yourself and your areas of responsibility
- [] Continue to grow and learn in your role and industry
- [] Seek out opportunities to lead or work on special projects

Gain Experience Checklist

No matter what phase of the UBalt Career Cycle you are in, gaining experience is crucial. While you are a student at UBalt, you should set a goal to gain experience through at least 2-3 of these methods.

☐ Attend professional association meetings and conferences

See if the industry you're interested in has a local, regional, or national organization that hosts networking or social events where you can meet people already engaged in your chosen profession and connect to career services to help newcomers in the field. These organizations are great places to start building your networks, and many offer reduced membership rates for students.

☐ Schedule an informational interview

Find someone who is doing what you would like to do and "pick their brain." Invite them for coffee, saying you know they are an expert in their field and you want to learn about trends, opportunities, and ideas for transitioning into their industry or sector. Remember: you are not asking for a job; you are seeking information to better prepare yourself to make this transition.

☐ Look into experiential learning opportunities at UBalt

Further develop your knowledge, skills, and abilities by participating in research and project-based learning; community and civic engagement activities; or internships, study abroad, and work study positions.

☐ Get involved on campus and in the community

Grow your skills and develop relationships in whatever ways you can. Employers desire candidates who get involved outside of what is required academically and seek out candidates who can demonstrate they are leaders. Here are some ideas to get you started:

- Student Organizations: Develop and grow your skills that can be directly transferrable to the workplace while meeting new people and developing long-lasting relationships—a key skill for networking. As you dedicate more time and effort, you may consider taking on leadership roles within the organization. Learn more: www.ubalt.edu/csei.
- Volunteer: Give back to your community and put your passion for a specific cause to work. Turning your passion into a profession is a surefire way to find work that is meaningful—and to make a difference in Baltimore and beyond. Learn more: www.ubalt.edu/bemore.
- Lectures and Seminars: Gain knowledge and perspective when you attend some of the many lectures, workshops, and seminars that happen throughout the year on campus. Learn what's happening on campus through the Daily Digest, an email sent to the UBalt community each weekday, or by visiting www.ubalt.edu/calendar.

☐ Find a mentor

Having someone more experienced than you to support you on your career path is invaluable. Most successful people, when asked how they made it, refer to people who mentored them. Ask someone in your network if they'd mentor you, or try one of these avenues:

- UBalt Connects Mentorship Program: Connect with a mentor who will help you explore your interests, set career goals, and grow professionally. Learn more: www.ubalt.edu/studentssupport.
- Savor UBalt: Talk with a UBalt alumnus who has a similar career path over a meal at a local Baltimore restaurant. From there, informal one-on-one mentoring relationships can develop. Learn more: www.ubalt.edu/alumni.

☐ Connect with faculty and alumni

As a student at UBalt, you are part of a strong—and large—network. Our faculty and alumni work in their fields and already have industry knowledge and connections. They know firsthand the impact a UBalt education has, and they've made the transition from college to the workplace. Developing connections with them will afford you greater insight into possible careers and help you continue to network long after graduation.



Want to learn more about the Career Cycle?
Visit us on the UBalt website.

