

Career Action Plan

Name: _____

Date: _____

As a graduate business student, your job now is to seek a position that will meet your professional and personal goals. Success is much higher when you write down your goals and lay out a strategy with details for the internship search.

Directions: Complete the following sections.

Function:	State your desired function. For example, I desire to work in a marketing role.
Industry:	You may or may not have a desired industry, which is perfectly fine. If you do, state your desired industry. For example, I desire to work in the technology industry.
Geographic Preference:	State what geography you desire for an intern position or if you do not have a preference, state that as well. For example, I desire to work in the northwest portion of the U.S. with Seattle as my top pick.

Based on your increased self-knowledge, cultural preferences and prior work, and internship experiences, use the desired state model (see next page) to lay out your strategy for obtaining a job/ internship.

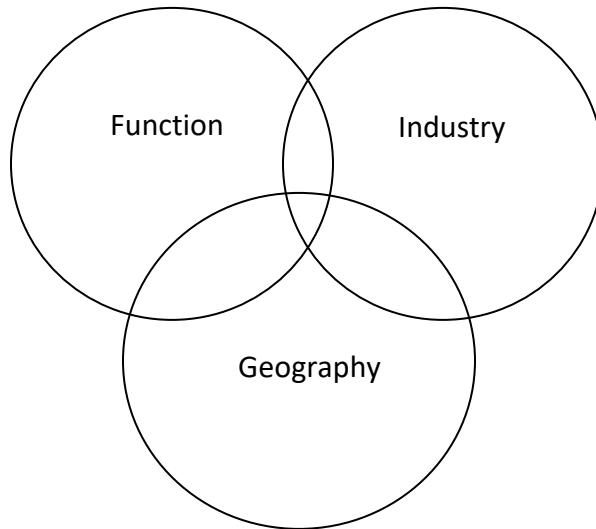
1. Be creative, original and true to yourself.
2. After completing, bring a hard copy with you when you meet with your career coach.



Current professional desire: _____

Example:

I desire to obtain a summer MBA internship position in a marketing role in the technology industry in the NW U.S., preferably in Seattle





Make it SMARTER

- **Specific** – Is this goal clearly defined?
- **Measurable** – How will this goal be measured?
- **Achievable/Attainable** – Is it possible? Have others done it? Do you have the knowledge, skills and abilities to achieve this goal?
- **Relevant/Results-oriented** – Is this a required action? Will the outcome help you achieve your career plans?
- **Time Bound** – What is the clearly defined completion date?

Example:

Pre-SMART: I desire to obtain a summer MBA internship position in brand management in the technology industry in the NW U.S., preferably in Seattle.

SMART: I desire to accept a summer MBA internship in brand management in the technology industry in the NW U.S., preferably in Seattle, by March 1, 2019.

SMART Goal #1: _____

SMART Goal #2: _____

SMART Goal #3: _____



What are the Barriers/Solutions?

Example:

Barrier: I don't have time to research companies.

Solution: Use networking opportunities to learn more about companies that interest me.

BARRIER	SOLUTION



Goal – Don't confuse your goal with the actions you will take to accomplish them. Below are five SMART tasks for the previous SMART goal example.

(I desire to accept a summer MBA internship in brand management in the technology industry in the NW U.S., preferably in Seattle, by March 1, 2019.)

1. Every week between classes on **Tuesday, I will spend 60 minutes** generating **5-10 companies** that I will reach out to in order to obtain an internship position by March 1.
 - A. Generate my company leads using internet resources such WPC Connect, library databases, LinkedIn and others.
2. I will set a **2-week follow-up window** to follow up with every company that I have contacted or have applied for a position.
3. I will log my activity and document results.
4. I will conduct **a minimum of one** informational interview per week with 2nd year students, alumni, company employees or family and friends affiliated with the industry, function or location.
5. Continue this process until I receive an offer for an internship with an organization that fits me, according to my strengths, preferences and goals.



On this page, insert the SMART goals you previously set and provide three SMART tasks that will help you to accomplish each goal.

SMART Goal #1: _____

SMART Task A)

SMART Task B)

SMART Task C)

SMART Goal #2: _____

SMART Task A)

SMART Task B)

SMART Task C)

SMART Goal #3: _____

SMART Task A)

SMART Task B)

SMART Task C)