

Impact MBA Career Roadmap



Wondering how you can maximize your time and efforts to launch your sustainability career while completing the Impact MBA at CSU? Consider working your way through the checklist below! It was developed with YOU in mind by career counselors who work regularly with Impact students and are familiar with the field.



Phase 1: Begin your grad program with intentionality

- Identify your interests within the broad variety of sustainability-relevant roles (or business roles within a sustainable company) and industry areas
 - **Browse the career options** in sustainable business page on the Career Management Center's website (it's linked on the Impact MBA page).
 - **Watch** a few of Trish Kenlon's **Interviews** on Sustainable Career Pathways to see which role/field/industry appeals to you.
 - Peruse LinkedIn's **list of industries** to find potential areas of interest. Then research the sustainability work being done (or that *needs* to be done) within those industries.
 - Read **blogs** and/or listen to **podcasts** highlighting the work that needs to be done and the types of professionals doing it (e.g. Climate Careers Podcast, The Green Jobs Pod, EDF's Degrees podcast, BSR Blog, McKinsey Sustainability Blog, etc.).
- Become familiar with the resources available to you through the College of Business.
 - Consider registering for **BUS 515: Career Management**, a powerful 1-credit class that provides tools to create a career strategy and personal brand.
 - Come to the **Career Management Center** for a drop-in (Mon-Thurs, 10am-2pm), get to know the staff, and gain a sense of the many types of support they can provide.
 - Build a profile on **Rams Connect** (linked on the CMC's website) and reach out to professionals who work in sustainability, many of whom are also Impact grads.



Phase 2: Maximize your fellowship and network strategically

- In the fall semester, meet with Impact MBA leadership to talk through your interests, where you want to grow, and the skills or experiences you want your fellowship to build.
- Set up an appointment with a career counselor in the CMC for help **tailoring your resume** to match your fellowship/s of interest.
- Join the "CSU College of Business | Impact MBA Network" **LinkedIn Group**.
- During your fellowship, **connect with everyone** at the organization whose role, department, or background interests you – set up informational interviews/lunches/coffees and ask for connections (preferably outside of the organization) who do similar work.

- Use your fellowship topic to make new external connections: identify professionals working on similar issues (peer organizations, industry groups, conference communities) and reach out for conversations while your fellowship work is active.
- **Document** what you're working on **during the fellowship** so that the corresponding experience section on your resume is detailed, fresh, and includes data, outcomes, and metrics.
- **Post on LinkedIn** about exciting projects you're working on and/or interesting content you're learning about.
- If time allows during your fellowship, see if the organization could benefit from you working on any **extra projects** that align with what you want to do professionally – to gain as much experience as possible in your areas of interest. Gaining experience is always easier when you're already inside of a company and have some trust built.
- Consider "**good time journaling**" while you're in your fellowship, writing down each responsibility/activity and noting how much energy it gives or takes from you as well as how engaged you are (or *aren't*) in it – pay attention to this journal and look for themes!
- Look into **attending a conference** related to the kind of sustainability work you would like to do. Make a game plan for networking, seeking out relevant training, and building your brand before arriving at the conference.



Phase 3: Mount a proactive job search in your last semester/s

- Consider whether your fellowship experience has caused you to **broaden, narrow, confirm, or shift** your career focus and steer your job search accordingly.
- Actively connect with the **Impact MBA alumni** network to learn about career paths, get advice on roles and organizations, and identify potential opportunities and introductions in your field of interest.
- Build a **company list** with at least 40 companies/organizations of interest on it – use LinkedIn and ChatGPT to help you discover which entities are doing the work you're interested in.
- **Reach out to people** who are working for those companies to set up informational interviews. Do not ask them for a job; instead, ask about their career, experience with the company, etc.
- **Stay in touch** with people who seemed supportive of your goals – check in every few months to thank them again for their guidance, ask another question, share an interesting resource, etc.
- Be **active on LinkedIn**, building your brand, sharing interesting news items, talking about what you're gaining in your classes, celebrating wins in your field, etc.
- Continue to **pop into the CMC** for drop-in's or appointments so that the career counselors can support you in your search process.

