



**RICE | BUSINESS**  
**Jones Graduate School of Business**

Tamara Clarkson

# Process for reaching your goal





1. Storytelling
2. Pitch
3. Networking
4. Interviewing



How/when would you tell your story?

# Why Storytelling Is Important

- Makes message more understandable
- Increases trust, builds rapport
- Helps your message spread
- Makes it easier to agree

Why would this be important in a recruiting/interview setting?

# Let's Practice!

- Get in pairs
- Take turns
- Tell a story about a time you accomplished something you were really proud of.

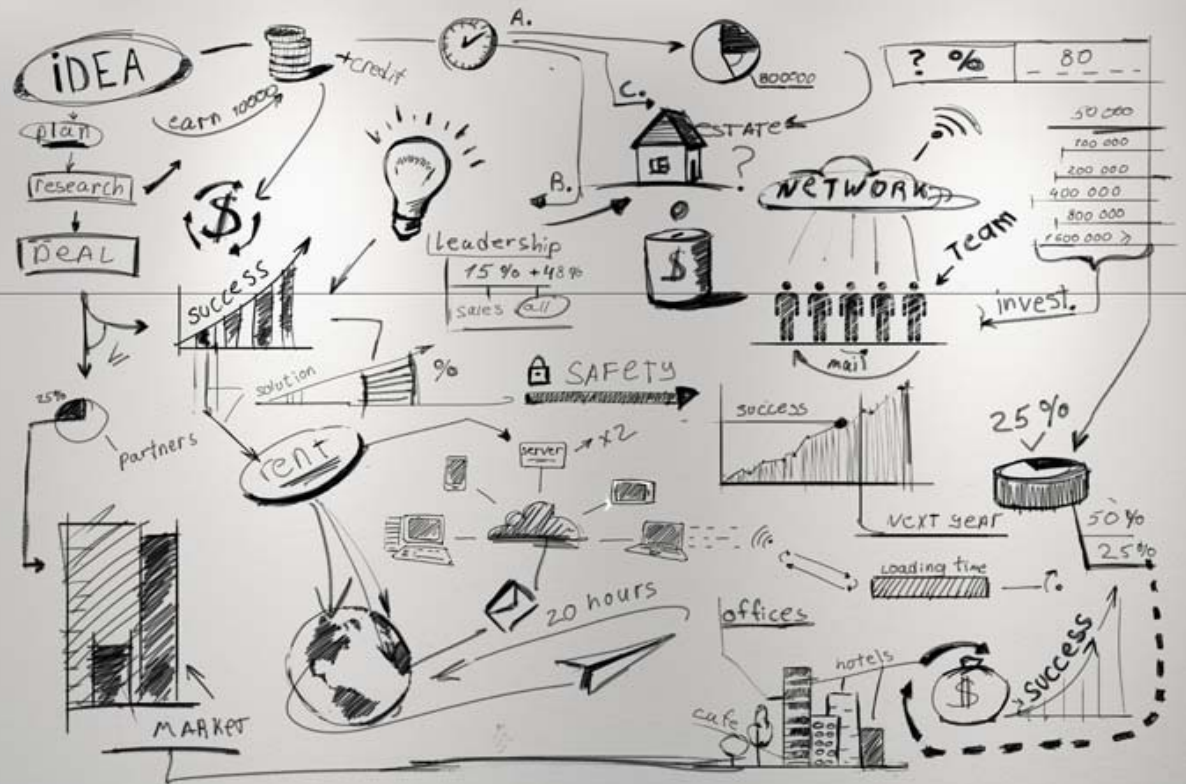
# Telling Your Story

- **What makes a story**  
structure, objective, timeline, agent, place
- **What makes a good story**  
character, conflict, climax, conclusion, interpretation, reflection
- **What makes a true story**  
completeness, accuracy, context, balance

# Let's Practice – one more time

- Get with the same person
- Keep in mind what we just discussed
- Go again!





WHAT IS A PITCH? WHEN WILL YOU USE IT?

# PITCH FLOW



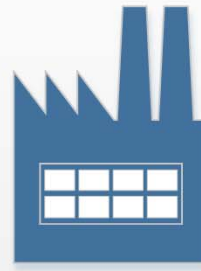
**Introduce Yourself**



**Past Experience**



**Personal Interests**  
*Why an MBA?*



**Why this Industry/ Company?**



**Researched Question**



**Exit Statement & Next Steps**



# What is Networking?

- True networking is simply a *mutual exchange of information* between people who have common interests and goals.
- Good networking is a lifelong process that takes time and is a *skill that can be learned and therefore refined*.
- You should be building and maintaining these relationships before you need them; start now!
- Goal: to learn and turn strangers into advocates





# The Importance of Networking



# When will I network?

- You already have been!
- Throughout your professional career – not just when you need a job
- You should prepare for four main types of career networking activities immediately:
  - Company Information Sessions or Visits (Treks)
  - Conferences/Career Fairs
  - “Informal” Events (Partios, etc)
  - Jones School Alumni Events

# 4 Point Email

1. **BRIEF:** Short (<75 words)
2. **HUMAN:** Connection goes first
3. **EGOLESS:** Request advice & insight, not job assistance
4. **SINCERE:** Define interest specifically and generally

Subject: Fellow Rice MBA seeking your insight

Hi Sarah,

I'm Tamara, a first-year Rice MBA student, with a background in oil & gas engineering. Since you have experience in engineering and moved on to a consulting role at Deloitte, I'm wondering if you have time to tell me more about your story and how you made the transition?

I'm available for a coffee chat or phone call on \_\_\_\_ at \_\_\_\_\_. Any insights would be greatly appreciated.

Best,  
Tamara

# How to Prepare for Networking

## **Informal networking:**

- Be yourself
- Discuss interests
- Find shared interests-creates rapport
- Informal settings can lead to more formal networking (*i.e.: meeting someone at a party or on campus, then inviting them for coffee*)
- Do not share your resume at this time-*Be prepared in case requested*

## **Formal networking:**

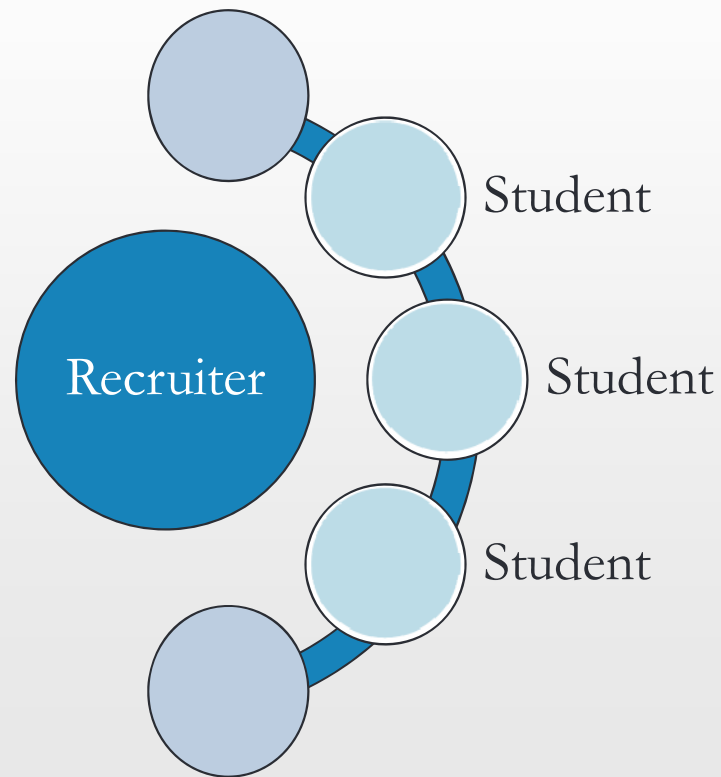
- Research the company/players before you connect
- Remove the “What’s in it for me?” mentality – What’s in it for them?
- Be able to articulate who you are and what value you can add



# Networking Events

	Info Sessions/ Visits	Conferences	“Informal” Events
<b>What to Wear</b>	Business Casual (unless otherwise specified)	Business Professional	Business Casual
			Smart Casual
<b>What to Bring</b>	Portfolio & Pen	Portfolio & Pen	Business Cards
	Several Resumes	Several Resumes	
	Business Cards	Business Cards	
		Note Paper	
<b>What to Say</b>	Brief Introduction	Brief Introduction	Just Conversation

# The Half-Moon Effect



## How to Navigate it?

- Think about how you can help the speaker relate to the whole group
- Enter and exit smoothly
- Shake hands with the speaker, introduce yourself, ask your question
- Ask smart, relevant questions
- When you ask a question, listen to the response
- Avoid dominating the circle or being mute



# Setting the Interview Tone

- The Warm-up
- Three questions that are *almost* always asked in an interview

*1. Tell me about yourself (walk me through your resume)*

*2. Why are you interested in this industry and/ or company?*

*3. Why are you interested in this position?*

# Prepare

- Best thing you can do
- Think of what the job would require – back to job description, skills
- Have stories ready – for each skill (two or three)
- Story should be rich enough to answer the question and any possible follow up questions. Avoid very personal situations.

# Rice Business Candidate!

**R**emarkable

**I**ntentional

**C**onfident

**E**nthusiastic:

# Types of Interviews

- Traditional
- Technical
- Case
- Panel
- Virtual
- Behavioral
- Combination



# Why Behavioral Interviewing?

- Based on the theory that past performance is a good predictor of future performance
- Brings objectivity to the interviewing process by rating candidates on similar competencies





# Advantages of Behavioral Interviewing

- Eliminates misunderstandings of candidates experiences
- Minimizes personal biases and impressions
- Obtains higher quality information
- Better assesses job-related qualifications
- Increases consistency of applying evaluation criteria

# S.T.A.R.

- Situation – Brief overview of what happened 10%
- Task – What needed to be done (be specific) 20%
- Actions – Skills you utilized 60%
- Result – Impact to the organization 10%

# STAR Pitfalls

- Describing a situation too broadly – be specific
- Spending too much time describing the situation
- Talking about the group action versus your individual action
- Forgetting to include the result
- Using the same example over and over again
- Going longer than 2 minutes

# Let's Practice!



**“My short-term goal is to bluff my way through this job interview. My long-term goal is to invent a time machine so I can come back and change everything I’ve said so far.”**

# “Tell me about a time when you had to work with a difficult person.”

## Say This...

I was part of a cross-functional team at work tasked with xyz. One member was not as involved; he'd be late to meetings, not do his work, and didn't participate in the discussions. It really bothered me, so I arranged a private meeting with him. I reminded him that the outcome of the project was dependent on the whole team working together, and that we really needed his talent. He didn't say much at the time but started being a more active member and was more timely in carrying out his responsibilities. Our team completed the project ahead of schedule and under budget.

## Not That...

I was on a team at work and one of the guys was really lazy and uninvolved. We were all worried because we knew leadership was putting a high strategic priority on our project. So we talked to him and told him how important he was to the team.....and it worked out OK. He started coming to the meetings more, and we were able to get all the work done.

# Tomorrow

- How to make the most of your recruiting time
- The Market that comes to you (traditional) vs. the Market you create (networking driven search)
- Lessons learned: Jimmy Moffett '12 – Jones School Alumni Board Association

Thank you!

# Presentation Timeline

Topic	Slides	Time (in Mins.)
Intro and Search Process	2	5
Storytelling: Basics	3 – 4	10
Practice	5 - 7	20
Pitch	8 – 9	10
Interviewing: Basics	10 - 16	15
STAR	17 - 18	10
Practice	19	10
Networking: Basics	20 - 22	10
When, How, Where	23 -25	10
Half Moon Effect	26	10
Instructions for next day and final questions	27	10