

Do Your Research!

- **Determine Career Goals**
- **Pre-interview Preparation**
- **Company Research**
- **Vault**

Interview preparation occurs well before you are granted an interview! Preparing for the upcoming interview season requires you to establish your career goals and decide which **industry** and which **functional area** you would like to perform within that industry. A large part of a successful interview comes from the preparation you do beforehand:

- Knowing your desired industry and function
- Ability to articulate transferable skills on your resume, tailored to their company needs
- Attending company information sessions
- Researching recent company activity (either online or in the library/BIC)
- Reviewing the website
- Utilizing *Vault* to gain additional information about the job and the company

Industry and functional areas examples:

(Industry: oil and gas; functional area: marketing manager –see additional examples below)

Determining Your Career Goals

Identify targeted companies and functions

Industry is the part of the business community where you want to begin your career. Identifying industries leads to the next step....becoming immersed in that industry such that you're perceived as OF that industry...an insider. You know the latest news, industry jargon, competitors...all of this creates the portrayal of you as a passionate insider.

The **Function** is the job you'll DO when you walk in the door. Are you burying yourself in financial statements in excel all day? (corporate finance) Are you talking to potential clients? (business development) Traveling to a client site? Sitting in meetings? (consulting)

First decide which industry and job function you prefer, then begin company research.

Your preferences might change later on, and that's ok.

Industry and functional areas examples

Perhaps you are interested in the oil and gas industry→and within an oil and gas company, you seek a functional area related to marketing.

If this is correct, you might seek a Market Research Internship with Baker Hughes.

Industry examples and Job Functions are in no particular order.

Industry Examples

Accounting
Automotive/Transportation
Computers/High Technology
Entrepreneur
Food/Beverages/Tobacco
Healthcare Services/Healthcare Products
Household/Consumer Products
Machinery
Petroleum (Oil & Gas)/Energy
Renewable Energy
Software/Printing/Publishing
Telecommunications
Commercial Banking
Consulting
Diversified Financial Services
Entertainment/Media/Leisure
Inv Banking/Brokerage/Securities
Not-for-Profit
Real Estate

Job Function Examples

Business Manager
Accounting/Audit/Management Control
Account Executive
Consultant
Corporate Finance
Energy Finance
Owner/Operator
Project Manager
Treasury or Financial Analyst
Information Management Broker
Investment Banker
Investment Management/Researcher
Sales and Trading
Venture Capitalist
General Management/Manager
Operations/Supply Chain Manager
Brand/Product Marketing Manager
Market Researcher/Manager
Sales Representative

Determining Your Career Goals: Identify targeted companies and functions

It is important to note that the **job function** you choose tends to be more important to you than the **industry** in which you'll work.

If you are interested in financial services within the energy industry, that is great. However, if you find a company fit within a technology company—that allows you to perform a financial services position (such as a financial analyst for IBM), then you are more likely to be happier with the job function itself, regardless of the industry.

Perhaps you're initially interested in corporate finance within the energy industry. You quickly meet a contact in within a Fortune 500 technology company, such as Microsoft, who offers you a corporate finance position. Most individuals will find satisfaction in either industry, so long as they have the opportunity to perform in a job that suites they're interests and skills sets.

However, you may just want experience in the Energy industry, regardless of the position—that's OK too. If your previous job function and related experience is not within the energy industry, exploring opportunities therein may be the best approach.

Pre-interview Preparation

- **Know yourself.** Your *CareerLeader* results have helped you focus on your skills and the value you can add to a company. What is your target industry (oil and gas; technology; CPG) and which functional area (job function) within that area? (marketing manager; supply chain manager; project manager; business development)
- **Know your resume.** Highlight the benefits and the skill sets (or transferrable skills) you brought to your previous companies-show how your background supports your entry into the industry and function you plan to pursue.

More on: Know your resume....

For example:

If you “*managed multiple client accounts daily*”...

➔ Then you, *Managed clients relationships daily, delivering quality service and meeting or exceeding expectations*

The *transferrable SKILL* is **managing client relationships**

➔ You can translate this SKILL into many other business functions (financial services, supply chain or operations, marketing, or consulting), regardless of the actual position/job title you previously held.

The SKILL you have is what is important to communicate—not the job itself

Look at your resume and **find 3 Transferable Skills** you have. What are they? Write them down.

In this case, Do Not write the job title. (Transferable Skills-examples: Managing, teamwork, analysis, problem solving, etc)

- **Prepare 3 or 4 success stories.** Reflect on past jobs and pick out one or two instances when you used those skills successfully. Practice telling interesting, compelling, yet brief, stories that focus on these transferable skills, such as: teamwork, a time when you overcame obstacles, your attention to detail, or your success in meeting mission-critical deadlines.

The **STAR** approach works best when forming *clear, concise interview answers*.

STAR approach:

Situation: What was the situation?

Task: What was your role? What needed to be accomplished?

Action: What action did you take?

Result: What was the outcome?

For example:

Behavioral Question:

Give me an example of a time you solved a problem.

Answer:

Situation: *Senior management asked me to figure out where the problem existed with the delivery of our goods that were not arriving to clients on time.*

Task: *I had to survey all vendors and clients not receiving product to determine where the problem existed.*

Action: *I interviewed all parties about the deliveries and the timelines for each. I discovered that our shipping company was behind on all of their vendor delivery times due to inconsistent “expected delivery dates” as outlined by our contracts via the inventory management system.*

Result: *I updated our inventory management system (IMS) to reflect the correct delivery dates and communicated updates to vendors to ensure notification of changes were received. As a result, deliveries began to arrive on time, as designated in the IMS notes.*

- **Know the company.** Research their website. Be aware of the functional areas for which they hire and the kinds of positions (rotational, etc.). Know their leadership and their competitors. Attend company info sessions, learn about the company culture and be able to articulate how you would be a good fit. (Why XYZ company?) *You need to show passion here!!*
- **Understand the industry and how your skills will add value.** Be familiar with the current industry landscape. How big is the industry? Who are the leaders in the industry and what are the trends the companies are most likely to be facing? Are there specific technology, labor, finance, regulatory, or other issues faced by all companies in the industry?
- **Participate in Mock Interviews.** The CMC and many of the clubs offer mock interviews. Interviewing is a learned skill and you can always improve with practice! *Remember that the person who interviews best will get the job! (not necessarily the most qualified)*

The actual interview is really just a question of finding the best way to sell yourself in about 30 minutes. You will need to convey to an employer that you are the right “fit” for their organization, and be aware for yourself that this is where you choose to work.

Company Research—Preparing for the Interview

Once you’ve landed an interview, careful company research will provide important data to refer to during your session. This allows you to demonstrate that you are fully up-to-speed with the employer’s latest products and services, as well as their strategic initiatives.

Begin with the following steps:

- Go to Vault, WetFeet, Hoovers.com, and the company’s website
- Review news articles (NYT, WSJ, Houston Business Journal, etc), financials, annual reports, recent press releases, and company presentations
- Ask second year students, who previously interned at that respective company to share their experiences and insight to company culture
- Research and network with JGSB alumni working at company interviewing you
- Be prepared to ask pertinent questions!

Once you feel confident with the information you have produced with your research, you are ready to go to the interview.

The CMC suggests using VAULT as a starting point...

Vault Career Insider can assist with the following career areas:

- Company research
- Industry research
- Professions/Changing Careers
- Career and Interviewing Blogs
- A day in the Life (of an Investment Banker, of an

- Salaries
 - Company reviews (reviewed by current and former employees)
 - Much more!
- (see last 3 pages of this handout for Vault screen shot examples and sample research findings that can benefit you)

The screenshot shows the Vault.com website in a Mozilla Firefox browser window. The address bar displays the URL <http://www.vault.com/wips/myportal/usa/home>. The website's navigation bar includes links for Jobs, Resumes, Salaries & Reviews, Blogs, Videos, Corporate Responsibility, Discussions, and For Employers. A search bar is prominently displayed. The main content area is divided into several sections:

- What's the key to your career success?**: This section features a graphic of a blue card with the word "Excellent" and a list of links: "Get the Inside Scoop on Leading Companies", "View Vault's top employer rankings", "Read the latest reviews by employees", "Research companies", and "Tell us about your employer".
- Top Videos**: This section includes a video player for "How John Got Hired" and a "MORE VIDEOS" section with thumbnails for various topics.
- Now on Vault**: This section features a Q&A article titled "Unusual Career Paths: Futurologist" by Alex Tuttle, with a transcript of the interview.
- From the Store**: This section promotes the "VAULT GUIDE: Vault Guide to Top Internships 2010 Edition" for \$14.95.
- Job Search Strategy Webinars**: This section promotes a webinar titled "Fortune 500 Recruiters give insider advice!" and includes a "See the event calendar" button.
- POLL**: A poll titled "Compared to three months ago, I believe the market for job seekers is:" with options "About the same" and "Up to \$300 off Vault Career Services".

The bottom of the browser window shows the Windows taskbar with the Start button, several open applications (Sent Items - Microsoft..., Jobs, careers, emplo..., Document1 - Microsof..., Document4 - Microsof...), and the system clock showing 11:53 AM on 11/15/10.

Investment Banking

#7 Top 50 Banking Employers	#6 Best to Work For	#6 Best to Work For Diversity View all Rankings
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ADD Printed book

A Day in the Life: Investment Banking Senior Associate

We've asked insiders at leading investment banks to offer us insight into a day in the life of their position. Here's a look at a day of a senior associate at a major investment bank.

6:00 a.m.: Wake up.

6:30 a.m.: Jump into car to go to the airport.

7:00 a.m.: Meet MD in line and take shuttle [from New York] to Boston for client meeting, lugging eight books.

9:30 a.m.: Pitch client with a few M&A ideas and some financing strategy, stumbling a bit in part of the pitch, so the MD helps out.

11:00 a.m.: Drive high speed back to the airport to catch 11:30 a.m. shuttle.

11:28 a.m.: Make flight by two minutes.

1:00 p.m.: Back in office. Call desktop support because BlackBerry and cell phone are acting weird again, then quickly clean out e-mail inbox.

1:30 p.m.: Conference call (running customer due diligence for a deal).

2:30 p.m.: Meet with first-year associate and analyst to go over follow-up from the morning meeting. Give them an outline so they can start working on modeling/presentation.

3:00 p.m.: Call a few clients to see what's new.

5:00 p.m.: Do some work on filing for a deal, and schedule the next drafting session.

8:00 p.m.: Do some work on various other pitches.

10:00 p.m.: Leave and meet friend for late dinner. Spend part of dinner on now-fixed BlackBerry and cell, going over various issues with associate and analyst.

REMEMBER!!

- Every interaction with the company is part of the hiring process. From meeting an alum on campus to shaking hands with a recruiting contact at a diversity conference, you are always under examination from potential employers.
- **Articulating Transferable Skills is key!** You **MUST** be able to explain why the company should hire you. Simply speaking, you must communicate that you will either A) make them money – create value or B) save them money – not destroy value and do this, either as a great team player that fits with the team, or by relating skills from previous experience.
- Studies have proved time and again that hiring happens because of fit! Your “fit” with the culture of the company. Do not underestimate the importance of casting yourself as a candidate that “fits” with their company culture!
- Technical interviewing skills are assumed. By technical, we mean the “mechanics” of the job for which you are seeking. Understanding the technical aspects of Market Research, DCF (discounted cash flow), and/or consulting cases –are company base assumptions during the hiring process.
- **PASSION!** The question most frequently asked of the Career Management Center by recruiters is “Do you think s/he would take the job if we offered it?” Companies are comprised of people; people don’t like rejection therefore they will avoid making an offer if they believe you’ll reject it. **DEMONSTRATE** your desire for the job. **TELL** them “this opportunity is why I went to business school. I want to work for you!