HOW TO INCLUDE ALP (Action Learning Project) ON YOUR RESUME & LINKEDIN

ALP ON YOUR RESUME:

- Your ALP project should go in your Education section.

- Create an ALP title which highlights the role you seek and/or title of the project, such as: **Strategy and Marketing Consultant; Category Analyst; Financial Analyst; Brand Management Consultant**

- Use key Finance, Marketing, Consulting, Operations words in your description. Tailor it as much as you can to match your career interests.

- In the early stages of your project, write your bullets in present tense (see first 2 examples).

- Do not reveal anything confidential. As a general rule, problems are universal and thus can be discussed. Specific data, actions and solutions should be kept confidential.

EXAMPLES:

EDUCATION

2014 – 2016   **RICE UNIVERSITY**, **JONES GRADUATE SCHOOL OF BUSINESS**   **HOUSTON, TX**
Candidate for Master of Business Administration (MBA) degree, May 2014. GMAT 690, GPA 3.6.
Concentrations: Finance, Energy
   WASTE MANAGEMENT, M&A Lead – Action Learning Project (ALP), Spring 2015
   - Designing an internal process for WM to evaluate and pursue potential M&A opportunities
   - Interviewing senior M&A personnel from large (>$2B in market cap) corporations to determine best practices; supplement findings with rigorous academic research on successful M&A activity

2014 – 2016   **RICE UNIVERSITY**, **JONES GRADUATE SCHOOL OF BUSINESS**   **HOUSTON, TX**
Candidate for Master of Business Administration (MBA) degree, May 2014. GPA 3.7.
Concentrations: Energy, Marketing
   HALLIBURTON, Strategy & Market Research Consultant – Action Learning Project (ALP), Spring 2015
   - Surveying Landmark's clients to analyze and build a study of IT architecture of corporations in petroleum exploration and production industry
   - Evaluating and developing strategic options aimed at encouraging clients to upgrade to new versions of software

2014 – 2016   **RICE UNIVERSITY**, **JONES GRADUATE SCHOOL OF BUSINESS**   **HOUSTON, TX**
Candidate for Master of Business Administration (MBA) degree, May 2014. Concentrations: Finance, Energy
   CAMERON, Financial Analyst – Action Learning Project (ALP), Spring 2015
   - Analyzed 2009 sales data for five brands (revenues of $1B) in Valves and Measurement Group; provided recommendations to current pricing strategy to increase profits by over $1MM

2014 – 2016   **RICE UNIVERSITY**, **JONES GRADUATE SCHOOL OF BUSINESS**   **HOUSTON, TX**
Candidate for Master of Business Administration (MBA) degree, May 2014. GMAT 700.
Concentrations: Energy, Global Business
   GULF STATES TOYOTA, Operations Consultant – Action Learning Project (ALP), Spring 2015
   - Analyzed systems and vehicle flow processes; produced recommendations creating greater visibility, enabling more efficient inventory storage and shipment methods, and reducing transport time and cost
   - Constructed model to estimate inventory profitability by simulating raw material inflow, throughput, and shipment rates; model output used to identify inventory "sweet spot"
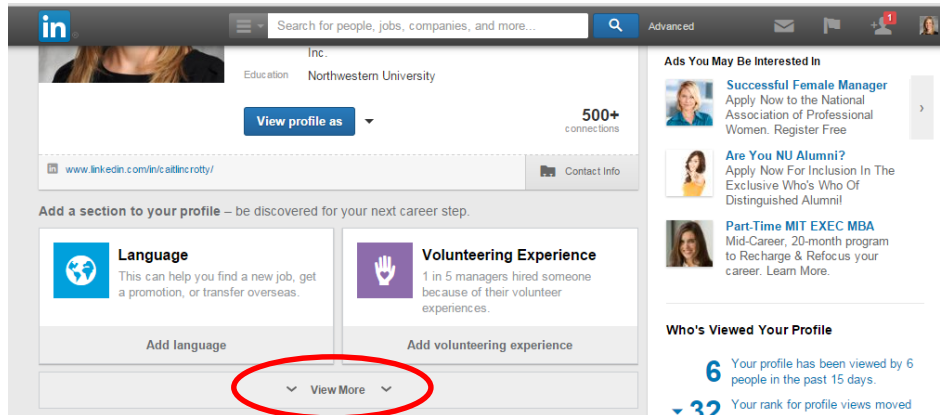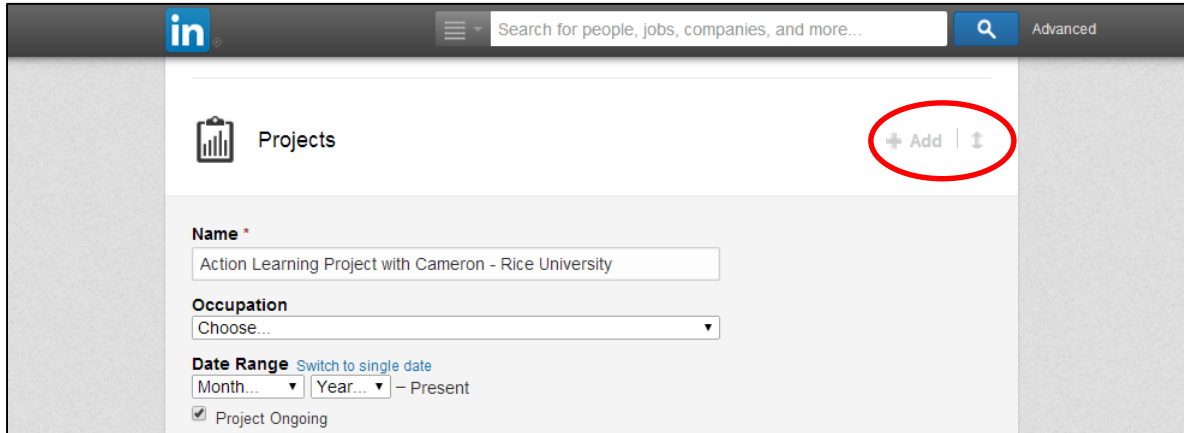
Add your ALP project under **"Projects," not "Experience."**

WHY: Since LinkedIn enables searches by company, listing your ALP under "Experience" can give the impression that you are employed by that organization. This in turn has led company employees to believe that students are misrepresenting themselves and the nature of the project.

TO ADD A PROJECT:

1. Select "Edit Profile," then click on the "Projects" box under "Add a section to your profile."

2. Add a title such as "Action Learning Project with Cameron – Rice University. Under "Occupation," select "Student at Rice University." You can change the date to be a range, rather than just one month. Add a project description, either in paragraph form or bullets. Click "Save."

3. After saving your project, drag this section toward the top of your LinkedIn profile so that it's one of the first things people see.

More LinkedIn Profile Tips:

-   Know that LinkedIn broadcasts any changes to your profile. You can turn this feature off by going to Privacy & Settings (click on your picture in the top right), then **"Turn on/off your activity broadcasts"**

-   Make your profile visible to everyone. You want people to be able to find you easily. To do this, click on "Profile," then on "Manage public profile settings" in the dropdown next to "Edit Profile."

-   **SUMMARY:** Be concise and confident about your qualifications and tailor it to your interests. Use as many keywords as possible for your FUTURE field of interest. The Summary is what a viewer sees first about you. They scroll down for the rest.