



*Creating knowledge...Inspiring individuals...Transforming business.*

## Message from our team:

Dear Incoming MBA Candidate,

Welcome to the Olin Business School and Weston Career Center (WCC). We are proud you have chosen Olin for your graduate business education. The goals of the Weston Career Center are to: (1) guide you through the career planning process; (2) equip you with the job search skills demanded in a competitive professional labor market; and (3) prepare you to manage your career effectively.

We are resourceful in how we approach an ever changing and demanding employment market. Through close collaboration with the Graduate Programs Office and faculty, we deliver career coaching and guidance to maximize your go-to-market readiness. The Career Advising professionals of the Weston Career Center draw from experience in a wide range of functions and industries. We are ready to share with you our expertise, support and counsel to help you achieve your career goals.

Your engagement with the Weston Career Center starts early. The following describes resources, many of which are described in detail in OlinCareers, the Weston Career Center website, and ways to utilize them, including the first steps outlined in this guide. These steps to launching your action plan are designed to get you ready for the recruiting process now as well as build your long term career skills. Early preparation and an effective career plan have no substitute in today's competitive marketplace. Together, we can help you to identify opportunities that fit your career interests.

We encourage you to think critically and differently about yourself, the marketplace, and how your interests, abilities and values can be positioned for the greatest reward and impact.

We look forward to partnering with you.

Weston Career Center Staff  
[OlinCareers.wustl.edu](http://OlinCareers.wustl.edu)

## 2018 MBA CAREER PLANNING FIRST STEPS

1. **Assess Yourself, Skills, Interests, and Goals.** Self-assessment tools are provided to help you better understand your strengths and opportunities related to your career goals.
  - [Olin Career Planning Questionnaire](#)— this questionnaire provides the Weston Career Center with valuable insights on your current career desires and your preparedness to achieve them. **Early completion** of the questionnaire will allow us time to prepare ourselves to meet with you upon your arrival on campus.
  - **CareerLeader™** is the premier online business career self-assessment program, used by over 130 of the top MBA schools in the United States and Europe. *CareerLeader™* includes three self-assessments – Business Career Interest Inventory, Management and Professional Reward Profile and Management and Professional Abilities Profile. You are encouraged to complete *CareerLeader™*, and analyze your results, including descriptions of business interests, passions, skills, and strengths, to gain a better understanding of the alignment of your skills and experiences with your career interests.
    - Access **CareerLeader™** from OlinCareers, in Your Career, Career Action Plan, Self-Assessment.
    - Use the email address you used for the Olin application process and registration key: **olin-viola**
2. **Research Industries, Companies, Opportunities.** Conduct research using the many tools available to gain market insights and intelligence.
  - Based on your self-assessment and market research, start to identify functions, industries and geographical locations that best match your unique set of interests, skills and experiences.
  - Resources such as Vault Insider Guides and Going Global are valuable research tools available in OlinCareers to help you build your knowledge of industries and job functions
  - Following a process of self-assessment and research allows you to identify gaps in any skill-set or experience that may hinder your ability to fully achieve your career goal. Once a gap is identified, you are able to identify specific actions required to enhance your skills and/or qualifications that will improve your marketability.
3. **Develop Solid Business Communication Skills.** Employers seek candidates who are able to demonstrate strong communication skills. A compelling résumé and cover letter will make a memorable impression that can differentiate you from the rest.
  - We recommend an Olin résumé format to ensure consistent quality, branding and ease of reading for the recruiter. In fact, it will be a requirement if you wish to have your resume accessible to employers who subscribe to MBA Focus for the purpose of sourcing and identifying talent for employment consideration. You will find [Resume Guidelines](#), and easy-to-use templates in [Optimal Résumé](#) on OlinCareers.
  - A cover letter is another important tool in your job search. Review [Cover Letter Guidelines](#) on OlinCareers to draft a cover letter.

4. **Prepare your self-introduction (elevator pitch).** It is an advertisement or interactive business card for yourself. A good elevator pitch is conversational in tone, quickly gets to the point and provides the answer to the “**tell me about yourself**” request. OlinCareers has resources to help you prepare your self-introduction.
5. **LinkedIn and Building Your Personal Brand.** LinkedIn is one of many communications tools you have to express your brand. It’s important that all your communications activities work together to increase your visibility and credibility with your target audience. You should take some time to review your LinkedIn profile to ensure it is ready for primetime viewing by potential employers and alumni.
  - Download the [LinkedIn Intensive Workbook](#) to assist you in refining your profile content.
  - The LinkedIn Checklist - [WCC/MBALinkedInIntensiveChecklist.pdf](#) can also be found on the OlinCareers LinkedIn page. This checklist provides you with section by section tips on building or enhancing a LinkedIn profile that will gain the attention of recruiters.
  - Fill out the [Personal Branding Pyramid](#) with your information to discover your own personal brand. A brand pyramid is a tool companies use in developing and defining brands. The pyramid can help you build your personal brand. Your key resources are the results of the CareerLeader self-assessment, your resume and feedback from others. Use these to look for themes and differentiators to help you tell your story to the marketplace.
6. **Schedule an Appointment with a Career Advisor.** The core service offering of the Weston Career Center is the opportunity to meet one-on-one with an experienced career advisor. Individual, personal advising appointments will allow you to assess your go-to-market readiness as well as discuss your interests, goals and career objectives with someone who can help you create a customized plan.
  - We encourage you to meet or speak with an advisor prior to arriving at Olin. Once your course work begins, other demands will divide your time and energy, making it difficult to focus on career development and the internship search. Gain a competitive edge by beginning the process prior to the start of classes. Call 314-935-5950, [e-mail](#) or use this link [Schedule an Online Appointment](#) to schedule an appointment.

*Being well prepared is very important in order to capture the attention of employers early in the recruiting process. It's never too soon to refine your career tool kit. Building or refining a career plan, crafting or updating your résumé, and polishing your self- introduction and interviewing skills now will give you a competitive edge.*

*We look forward to working with you during your time at Olin.*

# Checklist

Before your first advising appointment with a WCC Career Advisor:

- Complete Olin Career Planning Questionnaire  
*(Time commitment: approximately 10 minutes)*
- Complete CareerLeader™ assessment.  
*(Time commitment: approximately 45 minutes)*
- Conduct industry and company research
- Refine résumé and cover letter
- Review LinkedIn profile and define your personal brand
- Start preparing for MBA recruiting conferences and fall networking events by researching and refining your self-introduction (elevator pitch)
- Schedule an appointment with a career advisor

## **CONTACT US:**

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