

Cornell College Young Alumni Career Phonecast of December 11, 2019

Michael Geneser: Hello. Good afternoon everybody and welcome to our call. We're very happy to have you all here. My name is Michael Geneser, I'm the director of alumni engagement here at Cornell college and your host for today's call. I'll give you a little bit of information about myself and then introduce our speaker, but as we go along I want to make sure that you all are invited to submit questions to us about topics that are really front of your mind, as it relates to the career world. We have some definite topics that we will talk through, but in the event we can answer as many questions of yours as possible, we definitely want to do that. So you have a couple of ways to do that. If you're following along on the live stream, on the website, there is a box right below the live video that you can submit a question to us right there.

Michael Geneser: If you're listening on the call at any point, press *3, and you'll be taken out of the live call and you'll be sent to some screeners that we have that are listening up to gather questions and submit those to us. If your questioning is selected, we'll bring you in live to the call to answer your question that way, and hopefully we'll get to as many of those as we can. So at any point, again, *3 if you're on the phone to head over and ask a question that way, if you're on the web, type it into the box and we'll follow along as many of those as we can and answer those in the time we have. So without further ado, I'll introduce our speaker now and she can tell you a little more about herself.

Jodi Schafer: Yeah. Hi everyone. My name is Jodi Schafer and I am the senior director of the Berry Career Institute here at Cornell. Just to give you a little background on the Berry Career Institute. For those of you who maybe were at Cornell before the Berry Career Institute was a thing. We serve all of the students here at Cornell and we offer several programs through the Berry Career Institute. So not only do we do general career coaching and guidance as well as graduate education guidance, we also have a leadership development program. Mock trial is now part of the Berry Career Institute. Dimensions for health professions, which used to be a standalone is part of the Berry Career Institute. And the former Barry's center is of course part of the Berry Career Institute. We are also looking at entrepreneurial options that would be a part of our office, and we now house the Ingenuity in action, which is part of the new curriculum that will require every student to do two experiential learning activities during their time at Cornell.

Jodi Schafer: So that's kind of what we do for current students. We frequently talk with alumni as well, who are seeking some career advice and we're happy to do that. We have a staff of five individuals who can help. And just to give you a little bit of background about myself, so you know kind of my expertise coming into this call, I've been working for Cornell going on four years now, but prior to Cornell I was in talent management at a medical device company, where I looked at

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things like high potential candidates within the organization and how those candidates were selected for promotion. I also did talent acquisition, so I was hiring and recruiting individuals on a regular basis and then learning and development for the company. So making sure that employees were satisfied and continuing in their career even while they were working for us, and if they were even looking for other opportunities.

Jodi Schafer: And then prior to that I worked for the university of Iowa in admissions for the full time MBA program. So that's my background and I think what we would like to start with ... Again, Michael mentioned that we want to take your calls first and foremost. But before we do that, I thought I'd tell you a little bit about how we are prepared to help you as alumni going forward. If you want one-on-one assistance, we can absolutely provide that. So on your screen you should see a couple of ways in which we can help, the primary way is through career coaching and that can be everything from kind of talking through your situation, maybe you're looking to switch careers completely, we can talk through that. Maybe you just want to get ahead in your current career, we can look at documents for you.

Jodi Schafer: So if you're looking to apply to a different organization for a different position, we can look at that resume and cover letter. We can talk about networking opportunities and how to network, tools that might be available to you. And then finally, if you're preparing for an interview, we often get calls from alumni who might be doing that and just want to practice interviewing. So we can do that in person if you're in the area, but we can also do that, it can be a video interview or over the phone. So those are a few of the ways that we're currently helping alumni and we're prepared to help you going forward, so I'm going to go ahead and take a couple of questions before maybe getting into, we have a few slides that we can get into if we need to, but I'll take those questions first. So it looks like-

Michael Geneser: Yeah, so we'll have ... And I recognize too, that I said earlier that I would tell a little bit about my background as well too, and then I glossed over that because I was giving you all instructions. So I'll mention quickly, prior to coming to Cornell, I was previously at the university of Iowa. I worked in undergraduate admissions there for a little bit, but then in the full time MBA program as well, the same program as Jodi, we missed each other in our times there, but both worked for the same program and most recently coming over, I was working on the career services team there providing career coaching to graduate business students in MBA program, and a specialized master's program as well. So this is an area that's near and dear to me as well too, and hopefully something that, depending on how questions go from folks, I'd love to be able to learn some of my thoughts or ideas about topics as well.

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Michael Geneser: So one of the questions that we've received here, is on the idea of a mid-career folks, and point out what our resources or what are the things to think about if they're considering changing fields, and that's some of the information as Jodi mentioned, there's a team here Berry can help with. So what sort of things might people think about when they're changing careers and where can the Berry Career Institute team help with that?

Jodi Schafer: Yeah. So the question is kind of about mid-career, some resources and that's often an individualized response depending on kind of what career you're in, but something that is relevant to everybody and many of you probably do know that LinkedIn has become an incredibly valuable tool for networking. Every fortune 500 CEO and HR department is on LinkedIn, so it's not just in person networking anymore, it's definitely kind of using that resource to connect with individuals that you may not already be connected with, send personal messages to at least get a conversation started, from there you can move into a phone call or a face to face. But it's a great resource as well just to find other Cornellians. So there's an alumni insights tool on LinkedIn that is absolutely fabulous.

Jodi Schafer: So you can go in, just type Cornell College into LinkedIn and you will see every alum from Cornell that is on LinkedIn, and it will drill down into the industry they're working in, what their major was, the city they're working in and various other data will be out there. And then you can connect, especially if you're looking to change careers or maybe you want to get into a specific company. Yeah, so it shows companies too, I didn't mention that. But you can see so many things from that tool and directly connect, and alumni as you probably all know, a great resource, a willing resource to connect with other alumni. So we regularly talk about that tool because it has been so effective for students and alumni to get in touch with their network.

Jodi Schafer: So that would probably be number one, and then to go further depending on your individual situation, we would probably talk about industry associations. When you talk about resources, there might be credentialing that would really help you in your career. And we would talk about those things as well with you individually.

Michael Geneser: And I'll put a plug in while we're on this topic as well too, something that we're working on in the alumni engagement office that crosses over very nicely into this world of career networking. We're working on a new platform that's specifically for alumni to engage with each other, with very much an eye toward the networking and the career enhancement type of realm. So, we're planning to have that out to folks in the next few months, but really it harnesses a lot of the same type of power that LinkedIn does. It's just a community that's

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specifically set for Cornell alumni. And so you don't have to necessarily know how to navigate to the alumni find tool on LinkedIn, which I hope you do because it is an incredible tool to use.

Michael Geneser: This will be something specific for our alumni to go and find each other, and you'll have the opportunity to build out some aspects of your profile and indicate different ways that you are both willing to help other people, but also ways that you would like to seek help from people as it comes to career and networking, that type of stuff. And then the system will have ways to help you match up with people and easily connect with folks. So this is something that we're working on again to launch in the next few months. We're working with Jodi and her team in the Career Center on making sure that we are thinking through the best ways for people to connect and share this information.

Michael Geneser: And I think one of the new things that will roll out over time as well too, is the idea of having students in this platform so that current students have the opportunity to connect with you as an alumnus if you are in a field that they are interested in as well, they'll have a way to connect with you so you can serve as a mentor to those folks, in addition to maybe seeking a little bit of help yourself as it comes to navigating, changing careers or new jobs or whatever that looks like. So more to come on that, but that's an exciting platform that we're looking forward to launching as well.

Michael Geneser: Another question is about the idea of sort of how to get in the door at a place or how to find information, if maybe a website or a company you're looking at doesn't really have a career page or isn't actively advertising jobs on their website. How you go about getting on their radar, sending a resume or a letter of interest directly to somebody, but getting your foot in the door. So Jodi, do you have any thoughts about sort of a plan of action for something like that?

Jodi Schafer: Yeah. So a lot of smaller organizations may not have active jobs open on their website. In that case, you do want to try to be top of mind to them so that when they do have an opening, they can go into their archives and find those candidates that expressed interest outside of a specific opportunity. So, they used to be very common for people to kind of drop off, maybe even walk into the organization and drop off the resume and cover letter. Even in my last job, people would still do that and it actually left a pretty favorable impression because nobody does it anymore. So that's a good way to kind of put your interests out there. But also a lot of companies will take passive candidates, so they are building their base of recruiting contacts by just taking general interests and then they'll go to those files once they have a job and then they'll see if there's anybody who's qualified.

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Jodi Schafer: So by all means, go ahead and submit your resume and cover letter if you have to the HR department, you can usually find that online. Again, I would use LinkedIn to try to find some contacts that you can maybe start a conversation with, rather than just sending that information cold to the organization. But by all means, yes, it's never going to hurt to put your resume and cover letter in front of an organization even if they don't have a job available.

Michael Geneser: Again, a reminder for those following along on the various means, the way to get questions over to us, if you're on the live stream online, there's a comment question box right below the video that you can submit questions directly to us. If you're on the phone anytime you want, just press *3 to be taken out and speak with someone to share your question and then we'll try to answer those as we get to them as well. So, while we may be waiting for some more questions to pop up over to us in the queue, we can maybe get over to some of the ideas that we've put together ahead of time. By we, I mean Jodi, put together ahead of time to share thinking through the various things that you all might want to know about where you are in your career, whether that's just a couple of years out, whether you're in that more mid-career or whether you've been out for a little bit and you're looking at new opportunities or enhancing the career you're currently on.

Michael Geneser: So, one of the topics that we thought would be of interest is, you move into a new role or you move into a new job and this first period of time, one to three months that you're really trying to make your impression, and learn the ropes about the company, but also make sure you're putting your best foot forward on things. And so, really it's thinking through those first days and beyond. And Jodi, do you want to talk a little bit more about what your thoughts were and how people can think about those first couple months on a new job?

Jodi Schafer: Sure. I put first 90 days and beyond here because the first 90 days you're really trying to learn the organization. And so the expectations for new people isn't high, they're just knowing that you have to learn the job. So 90 days and beyond is when you really start to make an impact potentially. So there's two ways that I thought about this, and I thought about this in terms of when I was working with executive level management on high potential candidates and what we looked at, these are some of the things we looked at. So we were always thinking about, did that person deliver results? Were they seen as a leader, whether it be informal, so they weren't in a leadership position, but people really respected them and valued their insight or as a formal leader, maybe they were a manager.

Jodi Schafer: And then we looked at, what kind of potential do they have? Are they displaying characteristics that could lead them to a higher level career? So as we thought

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about that, we would always look at how did the person build their reputation? So was the person a problem solver? And you hear that often, problem solving is one of the things that everybody is looking for. And what that really means is the person is resourceful, they're given a problem and they dig into it. They know some things that they can look at to find the answer, they develop a solution. It may not be the right solution, but they come to their manager with multiple ways to approach the problem, and then they start bouncing ideas off with their manager so they don't necessarily have to ask a ton of questions before just diving in themselves and trying to find an answer.

Jodi Schafer: They also tend to keep the big picture in mind. So as they're dealing with this problem that has been given to them in their own job, they might find three other problems that they're going to see down the road and they bring those problems to their manager, management or departments, anybody who needs to know about it so that everybody is aware that just by answering this one thing, you're going to find other things that are important too. And then always think two steps ahead, so don't just look at the problem in front of you, think about what are the other things that need to be considered? And then you probably heard this one before, but there's a lot of jobs out there that aren't very pleasant.

Jodi Schafer: Nobody really wants to do them. I think about, one of the things that a lot of people would sway away from was technical projects, where it was super complicated and they knew it might take a really long time, but oftentimes those projects nobody else wants to do are the things that the company or organization needs done the most. So if you can dive into that kind of work that management tends to very much respect that. And then on the other side, on the right hand side, kind of supporting the organization. So this is important because as you think about the people that are going to help get you promoted, they might be a part of developing the company culture. And so you want to show that you're supportive of senior leadership and what they're trying to do.

Jodi Schafer: You know they're trying to do these things not to make your life harder, but to make the organization better. So anybody who embraces company culture can kind of work across divisions, that shows that you realize that the company or organization is not just about what your department does, but it has many facets, and the better you understand that the more effective you can be at your own work. They're looking for people who are utility players, so individuals who can really do anything that's asked of them, though they have the philosophy that they'll learn it. Those people are highly valuable to an organization. Those that are a positive change agent, so they support initiatives for change. So there's lots and lots of people who resist change, it's a human tendency, but for those who can kind of embrace that and know the why behind

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it and help to be a champion within the internal ranks, that's really important to senior leadership.

Jodi Schafer: And then lastly, you may have heard this, be careful of job hopping, I think in the first couple of positions that you're out of college or at least the first one, it's acceptable maybe to leave shortly after being there if you were just trying to find your way or making money. But once you really get into a job that is influencing your career, you want to be real careful of leaving prior to two years, because some organizations, the one that I worked for previous to my work at Cornell included, would look at duration or longevity in the jobs that you held before, the one you're applying for. So you have to be real careful not to have kind of a spotty track record of different places that you've worked.

Michael Geneser: Again, for those that might want to send questions over to us, again, a couple of ways, the box below the live stream is a great way to submit questions over to us and then there's always an opportunity if you're on the phone to hit *3 and have a question that will bring you in live. We did get another one, which is a really great question. So let's say you are looking to make a job change, and you live obviously in one geographic location, but you're maybe looking to move to a new area and you might be concerned that employers for that area are only looking for more local candidates.

Michael Geneser: I certainly remember talking with students about this when I was with the business school at Iowa, because a lot of them really think about what address they have on their resume, will that deter people if they're applying to jobs across the country because they might be looking only for people in their area. They might not think people will really relocate from where they are out to their area, so I understand the question, it's a really great question. Jodi, I don't know if you have any thoughts about how to maybe overcome this?

Jodi Schafer: Yeah, so it is a great question because I can tell you from working in a company in Iowa, there was great concern that if you didn't live in Iowa or have some connection to Iowa, you may come and do the job for a while, but you wouldn't necessarily retain in the company. And so there's a huge cost to that. So organizations are very cautious about making sure that the candidates are looking at, are committed to not just the organization but the geographical area. So, some of the ways to overcome that, for starters, put it in your cover letter. So you want to put first and foremost, first paragraph, I'm excited about this opportunity, but I'm also looking to relocate to whatever state it is, state, country, wherever for X reasons.

Jodi Schafer: You don't want to leave anything to the imagination on this one, because if there's something on your resume or CV that's leaving questions in the

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recruiter's mind or the hiring managers mind, you should know they're thinking about it. This is one of those things, there might be other things like why aren't there dates on this resume? What is the candidate trying to hide by not putting dates? So, we would look through resumes and we would say, okay, these are the questions that I need to get answered. If I'm going to talk to this candidate, I want to get answers. But if you're a candidate that is trying to apply for a position, you should try to anticipate what they might be wondering about on your resume.

Jodi Schafer: And this is one of those things. So put it in your cover letter. If you don't have a chance to submit a cover letter, I again would try to find somebody in the organization that's relevant and let them know about your personal situation as far as geography goes.

Michael Geneser: All right, so while we think about other questions that come in, we can work through some of the other topics that we hit on. And Jodi, you mentioned maybe this a little bit before as well to talk about the idea of different things that industries or companies might look for when it comes to new skill development or how to sort of work on personal development in terms of credentialing in some of those things as well. So maybe in a broader sense as well, how can folks think about the idea of continuing with their own personal development and the job they're in to maybe enhance the current job they're in or as it comes to maybe a job change and learning, and gathering a new skill set that maybe they don't currently have?

Jodi Schafer: Yeah, so when you think about the job you're in, there's constantly ways to learn new things. This is where working across divisions might be helpful, if you can learn a new technology, that's always a great way to learn new skills. So, whether it be Salesforce or Tableau or whatever it is, try to learn those tools. I constantly think about technology because it's so prevalent in pretty much every career now, so that's a big one. But there are certainly other things besides technology like soft skills that are really important. So say you're working in kind of an individual capacity within an organization, try to volunteer to be in kind of maybe more team based work, other committees you can get involved in.

Jodi Schafer: This also helps get your name out. So, it kind of depends on what position you're in, but there are oftentimes many ways you can get involved. There used to be a culture committee at the organization I worked at, can you be a part of that? And then there are things outside of what's offered within the organization. Many companies will offer tuition reimbursement for higher education. So definitely explore that, with your HR group or your manager, because if you're trying to switch careers, it might take getting a graduate

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degree. Because the graduate department will help you with all the things we're talking about today, and they might have connections but maybe it would be hard to obtain if you're staying within your current organization and doing the work that you've continued to do.

Jodi Schafer: Lots of different ways to do this, join associations, industry associations. But if you're looking to switch careers, the biggest thing is you're going to want to do a skills gap analysis. So first, identify what skills you have that you really feel are transferable to this next opportunity and make sure you can tell a story related to each of those skills as to how that skill actually transfers. You'll need this both for your resume cover letter and in-person discussions, but then also take an assessment of what gaps might exist, and then you'll need to work to develop those gaps. That could be taking a course outside of your current employment, or it could be finding ways to fill that gap within your current organization.

Jodi Schafer: Being self-aware of those things is really important so that you're not swimming against the tide and trying to interview and you're not getting any bites. It's being real self-aware of the skills you have and the skills you need.

Michael Geneser: Wonderful, thank you for that. Trying to see if we have any questions that have come in. We've got one about-

Jodi Schafer: Oh, how do [inaudible 00:25:38] find my strengths for a new field?

Michael Geneser: Yeah, we've got actually a calling question that is very related to sort of the topic we were just talking about, this is from Rick, and so Rick if you're ready, I'm going to bring you in the line and feel free to ask in case we didn't get all of your questions you were hoping for answered about sort of skills are transferable skills or anything else you wanted to ask as it relates to this topic. So Rick, I think we have you on the phone now, so go ahead and ask your question.

Rick: Okay, great. Hey, thank you very much. So I am thinking about switching career fields and I appreciate the idea sort of trying to do an assessment of your strengths and might be transferable in telling a story, but in doing that, what if I identify shortcomings or what are some ways that I might be able to address skills that aren't quite in alignment with my future field? Are there some quick ways to get training or some tricks with my resume that I can build some strength to what might not otherwise be an obvious strength for a new career field? It's kind of like what you were talking about just a little deeper.

Jodi Schafer: Yeah. Okay, thank you Rick. That's a great question. So first and foremost, I would say pull a couple of job descriptions in the area that you're interested in

pursuing and then look at the requirements. So if you are consistently seeing similar requirements, that's the kind of a deep dive into what skills you may have, and what might you not have. And from there, it's very specific to the individual, so it's hard to answer this right off the top, but what I will say is that you can kind of talk to a career coach, this is where I might advise you to come to come speak to the Berry career Institute because we can better understand, we can look at your resume.

Jodi Schafer:

And oftentimes when we see a resume, that person actually does have some of those skills, but they haven't figured out kind of how to tell that story. And this is where general career coaching comes in because we can ask you kind of some leading questions to try to get at what are the skills that you have and how could they apply. So just having that second opinion sort of go through the experiences you've had, and maybe reconfigure the thought process about how it could apply. And then that helps to tell your story a little better. So at the end, we hope to get with you really kind of rework your resume, your cover letter and then to go a step further, once we have figured out exactly what skills you might be missing, we can give you very direct advice about how to enhance those. But that really is an individualized process depending on the field you're going into and what you've already done.

Michael Geneser:

And I'll echo that, from my experience working in the career field as well, this is one of the things that was really an eye opening experience for the students when we were working with them. To Jodi's point, having a student come in and say, "I don't think I have the necessary skills for X job that I'm looking to do or to move into." And it really was a matter of asking questions and really digging deep on what it is that they did for their career. A lot of times I don't know that we fully appreciate the skills that we really exhibit and develop in a job. The full breadth of what those are. We sometimes sort of get tunnel vision on the ones that we utilize all the time, but not realizing there are a lot of other ones that can come along with that, and when you meet one-on-one with a coach and have that conversation, you can really figure out what some of those are and realize there's more there than what you thought.

Michael Geneser:

And then to Jodi's point, it becomes a lot of connecting the dots, right? That becomes the pieces that work into keywords in the resume update and a refresh of that, it becomes part of what is your cover letter, and then it translates into the interview process as well too, which is something that we could talk about a little bit more too, is how to then build those stories and build those examples that really prop up and really compliment those skills once you've the chance to identify them, looking at what the job that you're going for requires of skills, and then figuring out I actually do have those skills and what are the stories about examples in my work that I could really sort of put

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together to figure out what's going to really compliment that skill and what's going to showcase that skill so that it really comes to bear when I'm trying to convey that in a thought to an interviewer.

Michael Geneser: So those are all things that can really come out that those coaching conversations can really help to pull out. So if that's you, please take advantage of these resources, whether that's somebody in your network or whether that's somebody here that we can help do that with. Usually it's someone else's perspective that helps to pull that stuff out, and so you can really gain a lot from. So we've got another question here as it relates to the job search process and sort of the timing of how some of that goes, what is maybe too long of a process that maybe you start to worry about not getting any traction and not hearing stuff or what sort of timing about what that process can look like.

Michael Geneser: So Jodi, do you have any thoughts about, as people are going through the job search process, how long is too long? What's timing look like, and when should folks think about maybe refreshing it, switching things up.

Jodi Schafer: So I would say that length of time is probably less important than the number of opportunities you've applied for. So if you've applied for 20 opportunities and you really were able to match up your qualifications with what the job description was asking for, if you looked at that job description and all of the requirements you were meeting and you still aren't getting calls, that's when you probably want to ask for help and have somebody kind of look over your resume, your cover letter to make sure that you're putting your best face forward, you're hitting on the things that are of interests to hiring managers and HR professionals. But I would say it's less about the amount of time and more about the effort and how much effort you put forth.

Jodi Schafer: So I think if you have 10 opportunities and you are a good fit for all 10 of them, that's when you probably need to start thinking about getting additional help. I don't think you need to be worried about this, that's a natural tendency, but the biggest thing is just making sure that you're getting advice. If things aren't coming through, you don't keep doing the same thing, that's when you should probably seek out help so that you can kind of reconfigure your materials or your information to try to get a different response. Anything you'd add to that, Michael?

Michael Geneser: No, I think that's great. Yeah, it is very natural to have a period of time go by where you're not getting the responses you want, you're not getting the traction and to start to feel worried or that you should wholesale change everything that you've been doing, and that's not the approach. Keep going, tweak a little things here and there're, things you can't control and sort of keep

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an eye on and see what works, and what doesn't. Maybe it's just a matter of a few words here or there on your resume or a cover letter that start to get caught up more in HR systems, that capture those key words and things such as to get some movement that way.

Michael Geneser: Sometimes that's all it can take is a few little small tweaks here or there. We have another good question about the idea of a liberal arts degree and graduating with that, which as we all know, provides a wonderful foundation for skill development and for growth and a lot of educational areas that can be utilized a lot of different ways. But sometimes it's tough to see those potential career areas and how they might map back to various aspects of a liberal arts degree. So any thoughts you have about assessing those potential career areas and finding where those connected pieces are between the education you receive at a place like Cornell and what the career world tells you back?

Jodi Schafer: Yeah, there's not an easy answer to this. I think this is true not just to liberal arts degrees, but of any degree. I think that sometimes when we're in college, we're pursuing a major and we think that we'll get out and we'll be able to work in that field. But the reality is, often you have to go out, you have to try a few things and you have to gain some skills that are relevant to the marketplace but maybe weren't taught in school that are real practical skills, right? The liberal arts is a phenomenal base, as Michael indicated, to really move you up in your career. You are a strong problem solver. So everybody is going to want that however you first have to prove yourself.

Jodi Schafer: So you have to go out and you have to gain some experiences and you might need to supplement your liberal arts degree with some technical skills. So, first and foremost, you just have to try things. And some of them you may not like, but by trying things that uncovers opportunities that you may not even know existed. So when we come in and have speakers talk to our students, that's the number one thing they say, I just went out, and they might even say I needed a job and all of a sudden I fell into this great career because I saw all of these opportunities that existed from this job, I wasn't even necessarily that interested in.

Jodi Schafer: And so they learn these skills, they maybe learned a specific skill that segued into another career. And then they started seeing the pieces come together and seeing the opportunities that existed in kind of that field that they initially were interested in. And they become more marketable because they've gained real practical skills through the first several years of an entry level career.

Michael Geneser: We have a question here that kind of ties back to a little bit about what we were talking about before in some regards, which is, it could be thought of in the

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same way as the first few weeks or months on the job, but this is on how you make an impression. But this is in your current role, you're not a new employee, but you've been there for a while, but still feel like maybe you have skills that aren't being fully utilized and you have ideas for where the company can make improvements on things or where you can lend some ideas to help make things better. And the ideas, how do you go about sharing those ideas? How do you go about conveying those thoughts and try to maybe make an ask for more responsibility or more things that might utilize more of those skills?

Jodi Schafer: So, I think the first step is to go to your manager and let them know that maybe you don't feel like you're being fully utilized and asked for ideas on how you could be, where could you lend your skills, where would you be a good fit for an area that maybe needs more resources. So the first thing would be to go to your manager, you never want to step over your manager because that can cause a problem. But if you've done that, they will probably give you some ideas. I think speaking up in meetings that are about areas that the organization is working on and you have ideas about that in a meeting, you can speak up in that venue, that makes sense.

Jodi Schafer: But you do have to be a little careful about going to an executive before you've gone through the proper channels for expressing how you might want to help. So I think it's great when somebody doesn't feel like they're fully utilized and they're willing to go throughout the organization and find ways that can be, but just know that there is a chain of command in a lot of places for that kind of thing.

Michael Geneser: It all add to just the thought on that topic, sometimes where you can make headway on these things, where we've students had success in previous worlds I've worked in or showcasing your skills to your coworkers, so maybe you have a skill in a certain area that isn't being utilized but it's still a strong skill and you have a coworker on your team or somewhere else in the department who is tasked with something in their work, that is the skill area you have, but maybe it's not a skill that they really have. Go offer up your services say, "Can I help you? This is something I feel really good about that I have the ability to do, can I help you feel more comfortable or can I help you do this to make this a better skill for you?"

Michael Geneser: Put yourself out there for instances like that. That goes a long way, obviously in building teamwork, and building that comradery with those on your team, but it allows others to see you utilize the skills that you do have that maybe otherwise you don't have opportunities to present in the work you typically do day to day as well, so you can kind of accomplish a couple of things in that world by putting yourself out there and helping your team accomplish whatever it is. See if we

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have any other questions or any other topics. Looks like we have a question that just came in related to, in the career search world, the use of maybe headhunters to help find opportunities and find things out there for pros and cons. What are some of the things to think about maybe when it comes to utilizing some of those services?

Jodi Schafer: Yeah. So in my last organization, we did use recruiters and head hunters. Just one thing to be aware of is that they oftentimes only get paid if they find the company talent that is hired. So because of that, they're trying to find the best fit for the position, and they can also offer career advice. They oftentimes will give you tips for how you might make yourself a more desirable candidate because they want you to get hired. So they're trying to give you that advice. So I think headhunters make a lot of sense. They also are very good for individuals who are just getting out of college, so for those of you that are zero to five years out, they can be a real good option to get you into maybe an organization you want to work in. Maybe they're getting you into an area that isn't exactly what you want to do, but it gets you into the organization you want to be in.

Jodi Schafer: We have many examples of hiring people from a recruiter, that then, we hired permanently and they moved throughout the organization and then have been star employees. So I think that's a very reasonable option, and everybody should consider if they are having a hard time finding that opportunity.

Michael Geneser: So I think in the interest of time and making sure that we're being mindful of everyone's time here, there's maybe one more topic that we haven't touched on as much that we had some information to just be thoughtful of it, and we've touched on this a little bit, but maybe going into depth a little bit more is the idea of networking, where this comes into play and just ideas to think about when it comes to how to go about networking, it can be a very squishy, a very vague and maybe sometimes scary thing to think about putting yourself out there to do this. But we wanted to really maybe just talk to a few ways to make it less scary and to make it work for you and to the power of that. So thinking about some of those ideas Jodi, do you have some thoughts about how people can best utilize their networks and regardless maybe of where they are in their career, how the network comes into play? And where they can find benefit from it.

Jodi Schafer: Yeah. So I think you can look at now working in a couple of different ways, and there are tiers of how strong people in your network might be for kind of helping you out and you helping them out. So when you think about that, those who are kind of your most aggressive supporters are typically people you have previously worked with. So you saw them every day, you knew them personally or know them personally and they know your capabilities and can speak on your

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behalf. So that's like layer one of networking and that is your strongest source to tap into. That could not only be current coworkers, previous coworkers, it could also be peers you had while you were in college. And it could be your alumni base. So individuals within your alumni base, so this goes probably to that next year, but people that you maybe don't know, but went to Cornell, you have that bond of Cornell, so that's a very strong base to tap into.

Jodi Schafer: Beyond that, is when for a lot of people, it gets a little more scary to connect with people you don't know. But before we get to that piece, I would say for those colleagues you used to work with or you currently work with or people that you have really known well in your past life, you want to stay in touch with those individuals. You don't want that network to go cold. So you want to regularly reach out to them, maybe send them articles about something that's relevant to them. Just connect on a personal level just check in with them every once in a while. See if they want to go for coffee, lunch, happy hour, whatever the case may be. But don't let that network go cold if you know it's somebody who could potentially help you.

Jodi Schafer: And again, you don't want to think about your network in terms of just how they help you, you also want to help them. That's what the term network really means, it's a give and take. So that keeping those networks warm, but then with new acquaintances, these are people that you might meet at industry association events. It might be an alumni event where you meet somebody. I have young alumni groups here, in every city there's [inaudible 00:43:53] young alumni groups, young professional groups. There's one of those in every single city that you would be in, but also like the young alumni group, with those individuals that you meet, you want to immediately connect with them.

Jodi Schafer: A lot of times people will connect directly through LinkedIn, and you'll make that initial connection, you'll send a brief note, LinkedIn will only let you send a brief note, and then once you connected you can get their email through LinkedIn and then you can email them to maybe start up a phone call, if you'd like to learn more about them. You always want to reference things that maybe you talked about if you were at an actual event, so just try to make it as personal as possible, but again, you don't want to then have that phone call, and then not follow up again. So you want to find ways to make sure you're consistently following up with that network so it doesn't go cold.

Jodi Schafer: Also, I put virtual on here and just because it becomes such a big part of how we network, so you want to make sure that you're not just connecting virtually but also posting. So if you can post relevant articles or industry insights on LinkedIn, that's going to help you stay top of mind to your network, because they see

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when that happens and it just make you appear as a credible resource going forward.

Michael Geneser: And I'll add one note in relation to the LinkedIn connection piece. Jodi mentioned there's note you can take along a brief message with your request to connect with somebody. Really take advantage of that request or that message option and make sure to include something, especially if it's a new acquaintance or someone you're reaching out to for the first time. If you think about when you get a request from somebody, if it's a name you're not really familiar with yet and you're still trying to figure out maybe who this person is or why do I know this person that's maybe requesting, you're probably going to be a lot more likely to actually accept their request and start that connection if they've included the note that said, hey, remember we met at that trade show or that conference together or you offered to connect with me and I found your name this way.

Michael Geneser: Or if somebody shared your name with me, that little brief message you can include can go a long way in helping to make sure that, that message is actually received and that person becomes a connection versus just sending a connection with no description. You might leave a person sitting there wondering why is this person reaching out to me? I don't know if I recognize this name, I can't place this person. So messages there, that can be a really powerful thing again to take advantage of. So I think with that we really want to kind of wrap up today's conversation. I hope that for those of you that that tuned in for however long you were able to join us for the call, that you found the information here helpful, and there were pieces you could take away from where you are in your career, and where things might be that you could use some various help or just a sounding board of ideas.

Michael Geneser: To kind of end with, I wanted to put back up here again, the ways that the Berry Career Institute here on campus can help. And so again, be mindful of where you are, where you think you might benefit from a conversation or an outreach with somebody and utilize that if it can be of assistance in whatever way that is. So thank you again for taking some time out of your day and we'll record and send out this webinar again afterwards, so don't worry if you didn't take incredible notes along the way, we'll send it out again so you could follow along and reference some of the things that we talked about today. But thank you all again, and take care.

Jodi Schafer: Thank you everybody. And you can reach out to myself or anybody in the Berry Career Institute by just going to the Cornell website, type in Berry career Institute, and it'll take you right to our contact information. Thank you.



