

MBA LEADERSHIP & CAREER PLAN

MBA CAREER MANAGEMENT



FOSTER
SCHOOL OF BUSINESS



Planning is critical to the success of any new venture, including the launch of your MBA career. This leadership development and career planning document will serve as a framework and provide benchmarks to see if you're reaching your goals. This process is key to help you think through your goals, become aware of your opportunities and gaps, and keep you on track.

We have drawn from theory, empirical work, and best practices to craft a plan that will facilitate and accelerate sustainable changes towards the ultimate leadership and career goals that you set for yourself. As a business student, apply your business acumen to your most important entrepreneurial venture – you.

You should take some time to work with mentors, coaches, partners, and colleagues on your plan. We hope that you'll incorporate their input, along with your results from the FRL 360 results you received in LEAD week. Ask them to look for holes so you can adjust accordingly. Seeking input is a great way to get an objective view and to help keep you accountable. Continue to update your plan as you learn more and advance in your career and on your career goals. Reference this plan weekly to keep on top of your action steps.

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1 – LONG TERM GOALS

YOUR LONG TERM LEADERSHIP GOALS/MISSION STATEMENT:

Briefly describe your change vision for who you want to be as a leader upon graduation. What impact do you want to have, and in which communities? How are you measuring your life?

YOUR LEADERSHIP IDENTITY:

What do you want others to know about you? How do you/will you share your core values, your strengths, and your leadership narrative? Note that you will build on these answers in your fall Professional Development (PRO DEV) course in the Brand Essence exercise.

YOUR LEADERSHIP DEVELOPMENT:

How do you plan to nurture your leadership development? What will you do to shore up your weaknesses? What will you do to maintain your psychological capital?

2 – SHORT TERM CAREER GOALS

WHAT TYPE OF INTERNSHIP & POST GRADUATION JOB DO YOU WANT?

INTERNSHIP

Function(s):

FIRST POST-GRAD POSITION

Function(s):

Companies of Interest:

Companies of Interest:

Locations of Interest:

Locations of Interest:

3 – “PRODUCT” DESCRIPTION

DESCRIBE YOUR PRODUCT & SERVICE (YOU)

Copy and paste your Foster resume here. This is your primary marketing piece.

BRAND ESSENCE & TAGLINE

Insert the results of your Brand Essence exercise here – your brand statements,

Brand Essence Tagline.

4 – MARKET ANALYSIS

Conduct research to answer the following questions. (Check resources in Section 8 for help.)

Note: To learn how to research a company and/or industry, attend the Competitive Analysis Workshop on October 13, 2015 in PCAR 394. Section A students: attend from 9:30-10:20am, Section B students: attend from 10:30-11:20am.

MARKET OUTLOOK

What is the market outlook for your function and industry?
Is the demand growing or shrinking for your function?

SALARY RANGES

What are salary ranges for the types of jobs you want? Consider the size of the company, the industry, and the locations when researching salary ranges.

TARGET MARKET

Your Target Market: What companies want people like you?

5 – GAP ANALYSIS (Example)

SKILLS & EXPERIENCE

Research what skills and experience companies want for your functional roles. Look at job postings with titles you want, in companies you are interested in. If you are considering more than one function, do a gap analysis for each. What are you lacking? An example is shown.

Set an appointment to meet with your 2nd-year Student Academic Advisor (Hartley Riedner – Domestic Students, Snigdha Singh – International Students) to discuss your academic plan for developing signature strengths and filling your gaps.

EXAMPLE

WHAT THEY WANT - Financial Analyst (Amazon)	WHAT I HAVE
3+ years of finance experience 4-6 yrs of work experience Quantitative data analysis Advanced Excel Access preferred SQL preferred Exceptional oral and written communications skills Cross-functional work Work in fast-paced environment	0 yrs of finance exp 5 yrs of work exp Yes, analyzed customer data Yes, created pivot tables, did V-lookups, etc. No No Exceptional written, average oral Yes, worked with marketing and sales teams Yes, managed multiple deliverables at once

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED ?

EXAMPLE: For gaps in Finance experience, oral communications skills, SQL, and Access...

Finance:

Find strategy projects where I can use finance skills. Select the best finance classes to meet my goals. Volunteer to take on finance roles in clubs and associations. Search out all opportunities to use finance skills through independent study or 2nd year field study projects.

Oral communications:

Force myself to speak out in class. Join Toastmasters. Work with the Foster Business Communications Advisor.

SQL and Access:

Teach myself. Talk to my academic advisor about classes available on campus outside of Foster.

5 – GAP ANALYSIS (Yours)

Now fill in the boxes below with 3 job descriptions of functional roles you identified in Section 2 above. You can do this for either Internship, or Full Time roles.

WHAT THEY WANT

WHAT I HAVE

1

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED?

WHAT THEY WANT

WHAT I HAVE

2

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED?

WHAT THEY WANT

WHAT I HAVE

3

WHAT ARE THE GAPS, AND HOW MIGHT THEY BE ADDRESSED?

Are your gaps too wide to make you a competitive candidate in your chosen field? Get outside opinions to help you determine that. Share these action goals with your career coach and others to help keep you accountable.

6 – MARKETING PLAN

NETWORKING, LINKEDIN, JOB SEARCH STRATEGIES

How do you intend to make your target market aware of you? Incorporate the following actions as part of your marketing plan.

CREATE NETWORKING GOALS:

- 1 Set up informational interviews with individuals in the companies and functions you are interested in. Develop an organizational system so you can keep track of connections and follow-ups. How are you incorporating your FRL 360 results on your Transformational Leadership skills to create an actionable networking plan? Are you diversifying your network? Balancing giving and taking?

NAME	COMPANY	CONTACT INFO	DATE OF CONTACT	DATE OF MEETING	FOLLOW UP DATE
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- 2 Search out meetups, professional associations and events that are in your functional area and industry. Join them and attend, build relationships and immerse yourself in your field, keeping up with the latest developments.

EVENTS TO ATTEND

1

2

3

4

- 3 Build relationships with faculty, staff, alumni. Keep them updated on your goals.

1

2

3

4

- 4 What other ideas do you have to build your professional network and become known in your field?

6 – MARKETING PLAN Continued

BECOME ACTIVE ON LINKEDIN

Create an attractive profile, develop your brand on LinkedIn, and engage in LinkedIn activities such as following companies, joining groups, and posting updates.

My LinkedIn profile URL is:

APPLY PROACTIVELY

Be proactive and professional about applying for open roles. Check Foster Jobs, LinkedIn and your favorite companies' websites often and submit your application materials early. Ensure your resume and cover letters are meeting recruiters' high expectations.

**Company
Websites:**

NATIONAL CAREER FAIRS

If you are open to jobs outside of the Puget Sound area, attend a national career fair such as those below. Look up the registration deadlines and other information for those you are interested in.

ORGANIZATION	REGISTRATION DEADLINE	CONFERENCE DATE & LOCATION
<u>NBMBAA</u>		9/22-26, Orlando
<u>REACHING OUT MBA</u>		10/8-10, Chicago
<u>NSHMBA</u>		10/8-10, Chicago
<u>MBA VETERANS</u>		10/15-17, Nashville
<u>WOMENS MBA (NAWMBA)</u>		10/15-17, Houston
<u>ASIAN MBA</u>		10/16-17, New York City
<u>NET IMPACT</u>		11/5-7, Seattle
<u>BOSTON CAREER FORUM (JAPANESE) LANGUAGE</u>		11/20-22, Boston

FOSTER JOBS

Ensure your most updated resume is on Foster Jobs and MBA Focus. MBA Career Management will pull your resume from [Foster Jobs](#) to create resume books for employers. Company recruiters may contact you through [MBA Focus](#). Access to these sites will be provided once your resume is approved.

WHAT OTHER IDEAS DO YOU HAVE?

7 – BOARD OF ADVISORS

Every successful business leader has trusted advisors to help them reach their goals. Who are yours, and who do you want to develop to be yours?

YOUR ADVISORY BOARD

- 1
- 2
- 3
- 4

WHOSE BOARD ARE YOU ON?

8 – RESOURCES

This is not an exhaustive resource list. Use your initiative to find other sources of information that are helpful.

FOR MARKET OUTLOOKS:

Occupational Outlook Handbook: www.bls.gov/ooh

Washington State Labor Market: <https://fortress.wa.gov/esd/employmentdata/>

FOR SALARY OUTLOOKS:

salary.com

jobstar.org

salaryexpert.com

vault.com

wetfeet.com

payscale.com

careerinfonet.org

glassdoor.com

OTHER RESOURCES:

[Career Development Toolbox](#) (Introduced in PRO-DEV)

[Career Path](#)

[Foster Jobs](#)

[Foster Business Library](#)

[MBA Career Management Library](#) (In Dempsey 212L)

TYPICAL MBA JOB TITLES BY FUNCTIONAL AREA:

FINANCE

Financial Analyst/Manager
Controller
Credit Analyst
Treasury Analyst
Investment Analyst
Portfolio Research Analyst
Equity Research Associate
Portfolio Manager
Investment Management Associate
Risk Analyst
Financial Advisor

SALES AND BUSINESS DEVELOPMENT

Business Development Manager

Sales Manager
Account Executive
Relationship Manager

OPERATIONS

Operations Manager/Analyst
Supply Chain Manager/Analyst
Vendor Manager

DATA ANALYTICS

Research Analyst
Business Analyst

MARKETING

Product Marketing Manager
Product Manager
Marketing Manager

Marketing Analytics
Pricing Analyst
Marketing Communications Manager
Category Marketing Manager
Brand Manager
Channel Marketing Manager
Field Marketing Manager
Market Research Analyst
Online Marketing Manager
Digital Marketing Manager
Market Planning Manager

CONSULTING

Consultant
Management Consultant
Client Manager

HIRING FIRMS

For typical companies that hire Foster MBAs, see the Foster website, especially the Career Path pages, the Student Profile (<http://foster.uw.edu/wp-content/uploads/2015/02/mba-career-class-profile-2015.pdf>), and this list of hiring firms (<http://foster.uw.edu/careers/full-time-and-evening-mba-career-management/employment-statistics/>)

FOSTER

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