

Introduction

The **Alumni Career Search Manual** was designed to serve several related purposes. It can be:

- Read from start to finish, by someone who would like a review of the entire job search process.
- Accessed, by subject or by chapter, as a resource to learn details about specific phases of the job search.
- Used by “career transitioners” — those wishing to transfer skills into new industries and disciplines. It includes a special chapter devoted specifically to those wishing to make that transition.

The Manual

The manual was written from a post-MBA career perspective. Sections on career transitioning, networking, working with executive recruiters, and negotiation are all designed to inform and educate individuals at that stage in their careers.

The manual begins with six exercises that will help you to define your product (your services). The exercises will all be used or referred to in later chapters, so it is a good idea to complete them, if you are actually planning to the entire guide.

CHAPTER 1: THE RESUME will help you to craft a high impact resume. At this stage in your life, your prior accomplishments will weigh heavily in any discussion of your value to a company or organization, so a section has been designed to help you to develop statements that succinctly relay that information. You will also find that the standard one-page resume will not allow sufficient space for you to elaborate on your skills and experience or to adequately convey this information. Suggestions for dealing with this, too, have been offered.

CHAPTER 2: CAREER TRANSITIONING will help you to answer the question, “Can I switch industries or disciplines?” A discussion of the different directions that are available will be presented. The opportunities and the challenges will be outlined. The appropriateness of a functional resume will be discussed, and helpful online resources will be introduced.

To be effective in your career search, you must go beyond the resume. In **CHAPTER 3: MEDIA KIT**, you will learn how to develop and deliver effective verbal self-introductions. These are the two-minute bio and the one-minute intro (aka “the elevator speech”). You will also learn how to compose other written materials. The components of cover and marketing letters will be discussed, along with the use of reference letters and how to choose and coach your professional references.

CHAPTER 4: JOB MARKET RESEARCH will introduce two important research databases: Career Search and Global One Source. These resources will help you explore industries and industry sectors, and will provide valuable information about potential career markets within them. The alumni career services website features both of these databases, and they come at no charge to SOM alumni.

CHAPTER 5: NETWORKING and **CHAPTER 6: EXECUTIVE SEARCH FIRMS** are devoted to the two most productive avenues available to career-seeking professionals. The entire concept of increasing your personal and professional network will be explored in detail. Tips and techniques are included. Resources are described and defined. To help you to take advantage of this advice, a web page has been developed to assist you in identifying recruiters working in your industry. Your networking potential will be greatly enhanced by the use of the Online Alumni Directory.

CHAPTER 7: INTERVIEWING will take you through the entire process. The section includes preparing for the interview, interviewing protocol, types of interviews, answers to difficult questions, and good questions to ask.

CHAPTER 8: NEGOTIATING JOB OFFERS deals with the process from a different perspective than the one you had when you first entered the job market. By the time you've reached mid-career, negotiation is no longer just an issue of "more" and "better." Career transitioners may face situations in which they are not just haggling for more salary. Instead, they may be inventing creative ways to enhance a less-than-stellar salary offer by adding perquisites, work/life benefits, and the opportunity to change career paths.

We realize that a guide like this cannot cover, in sufficient detail, every situation that you might encounter. We encourage you to read it through anyway, and complete all the exercises. In addition, you should take advantage of all the further resources we mention. However, if you feel that you need more assistance, or if you would like a more personal discussion of some points raised in the manual, get in touch with the Career Development Office (CDO), which offers one-on-one career assistance to all SOM alumni. If you would like to schedule a meeting with a Career Counselor visit:

<http://www.mba.yale.edu/recruiting/contact.shtml>

However you choose to use this guide, we hope that it helps you to understand the changes and meet the challenges of your mid-career job and career search.