**ALUMNI JOB-SEARCH ROADMAP UNC Kenan-Flagler**

**Career & Leadership for MBA & Alumni**

At Career & Leadership for MBAs & Alumni, we have lots of resources and services to assist you at every step of the way! This Roadmap is designed to help plan the key steps of a good job search as well as to quickly find the bet resources to address your needs.

**CAREER CHANGE / GOAL SETTING**

***To make good decisions about where to go next with your career you need to take stock of who you are and what you bring to the market, generate new ideas of where your skills and interest might fit, and research your ideas to evaluate the best options.***

* Review the [**Career Choice and Change**](https://www.kenan-flagler.unc.edu/alumni/career-management/career-choice/) page on the [**Alumni Career Management website**](https://www.kenan-flagler.unc.edu/alumni/career-management/).
* Visit [**Career Connections**](https://mba-kenan-flagler-unc.12twenty.com/Login) to schedule a meeting with a career coach to discuss your concerns.
* Ask your coach about the possibility of completing the Career Leader assessment to gain insight into your interests, motivators, skills, etc.
* Use the [**Top 3 / Bottom 3**](https://www.kenan-flagler.unc.edu/wp-content/uploads/2019/12/Top-3-Bottom-3-Exercise-ADA.docx) exercise to review your work history and what it can tell you about yourself.
* Utilize the alumni-networking tools at the end of this document to find fellow Kenan-Flagler alumni or students to conduct informational meetings to explore and vet your options.
* View the [**Switchers**](https://www.youtube.com/watch?v=cpEDMFWduX4)and/or the [**Disruptive Candidate**](https://www.youtube.com/watch?v=IPDBVmQ1Ijo) webinar videos.

**JOB-SEARCH PLANNING**

***Boost your job-search effectiveness by developing and executing a well-thought-out job-search strategic plan.***

* Explore the [**Strategic Job-Search Planning**](https://www.kenan-flagler.unc.edu/alumni/career-management/strategic-job-search-planning/) section of the Alumni Career Management website.
* View the [**Gaining Traction | Creating Your Job-Search Strategic Plan**](https://www.youtube.com/watch?v=_2NbknPO8ig) video to learn the how to create a personalized written job-search plan.
* Watch the [**Personal Branding | What, How, Where**](https://www.youtube.com/watch?v=8TZnwgTxDbQ) video to learn how to effectively articulate the value-add you bring to the market by developing your personal “brand.”

**RESUMES**

***Powerfully present your skills, experience, and knowledge in a polished resume targeted to your goals.***

* Watch the [**Resumes 2.0 | Strategies for Experienced Professionals**](https://youtu.be/SMc0v9piPks) webinar video and take lots of notes to capture ideas you’d like to implement.
* Read the [**Resumes**](https://www.kenan-flagler.unc.edu/alumni/career-management/resumes/) section of the Alumni Career Management website for additional tips.
* Use the [**Resume Checklist**](https://www.kenan-flagler.unc.edu/wp-content/uploads/2019/12/resume-checklist.pdf) to self-critique your resume and craft a better draft out of the gate!  Print the doc and check off each item as you implement/consider it.
* Ask your coach about gaining free access to **VMock**, an online tool that provides instant feedback on your resume as well as suggestions for improvement.
* Review [**Summary Samples**](https://www.kenan-flagler.unc.edu/wp-content/uploads/2019/12/summary-samples.pdf)to will stimulate your thinking about crafting a powerful opening statement..
* Look over these [**Resume Samples**](https://www.kenan-flagler.unc.edu/wp-content/uploads/2020/02/Sample_Resumes.pdf) that illustrate the kinds of messages that might be included in a resume, how they’re presented, and how the entire document might be designed.
* Set up an appointment with your coach to review your resume.

**COVER LETTERS**

***Promote your candidacy by writing compelling cover letters that directly target employers’ needs.***

* Read the [**Cover Letters, Etc.**](https://www.kenan-flagler.unc.edu/alumni/career-management/cover-letters-etc/) section of the Alumni Career Management website.
* Watch the [**Cover Letters | Crafting a Compelling Message**](https://www.youtube.com/watch?v=8MhM3mO5JxA) video for tips on how to more quickly and easily target employers’ needs and devise a message that thoroughly addresses them.
* Review the [**Cover Letter Samples**](https://www.kenan-flagler.unc.edu/wp-content/uploads/2019/12/cover-letter-samples.pdf) document to gain insight into how cover letters are structured, how they address employers’ needs, and different styles and formats.
* Schedule a cover-letter review with your coach.

**NETWORKING**

***Gain insight, advice, and job leads by polishing your networking strategy and technique.***

* Revamp your networking approach and skills by watching reviewing the [**Networking**](https://www.kenan-flagler.unc.edu/alumni/career-management/networking/) page on the website and watching the [**Networking 2.0 | Refining Your Strategy**](https://youtu.be/bv6hQyJeo6Q) video.
* Raise your visibility among employers, recruiters, and networking contacts; learn about new companies; and ramp up your networking by leveraging LinkedIn; view the [**LinkedIn Profile Development**](https://www.youtube.com/watch?v=3EimifC0zoM) video.
* Conduct company/industry research to expand your list of target companies, evaluate employers of interest, and be better prepared for interviews by connecting to fellow alumni and students using the [**Alumni Career Advisors Network**](https://give.unc.edu/directory-kfbs/), [**Alumni Directory**](https://give.unc.edu/directory-kfbs/), and the [**UNC Kenan-Flagler LinkedIn Alumni**](https://www.linkedin.com/school/unc-kenan-flagler/people/) pages.

**INTERVIEWING**

***Brush up your ability to sell yourself effectively by presenting a compelling case in interviews.***

* Refresh your interviewing skills by reading the [**Interviewing**](https://www.kenan-flagler.unc.edu/alumni/career-management/interviewing/) section of the website and watching the [**Behavioral Interviewing | Effectively Making Your Case**](https://www.youtube.com/watch?v=93jhS0maZ8U) video.
* Learn how to fully leverage the question you ask in an interview by reviewing the [**Interviewing – Questions to Ask**](https://www.kenan-flagler.unc.edu/wp-content/uploads/2019/12/interviewing-questions-to-ask.pdf) handout.
* Polish your interviewing skills by conducting a mock interview with your coach.

**NEGOTIATING**

***Get the deal you want by learning to negotiate job offers with skill and confidence.***

* Update your negotiating approach by familiarizing yourself with the [**Negotiating**](https://www.kenan-flagler.unc.edu/alumni/career-management/negotiating/)page on the website.
* Learn to maximize your job offers by watching the [**Negotiating Job Offers | Strategies to Get the Deal You Want**](https://www.youtube.com/watch?v=NakCUGLRY3g&list=PLRx4bLUbf2Ew4b4h5Ty-c8O-dsvGk5yQ4&index=29&t=4s) video.

**RESOURCES**

***The following resources are portals to the above resources and more!***

* [**Alumni Career Management Website**](https://www.kenan-flagler.unc.edu/alumni/career-management/) | This site is your portal to a wealth of career and job-search resources tailored to alumni, including our [**Career Advice**](https://www.kenan-flagler.unc.edu/alumni/career-management/) pages.
* [**Career Connections**](https://mba-kenan-flagler-unc.12twenty.com/Login#_blank) | This password-protected site is where you can schedule coaching appointments, search job-postings open to alumni, register for Career & Leadership webinars and other event, access an online resources library, submit your resume to our resume book, etc.
* [**Alumni Career Advisors Network**](https://give.unc.edu/directory-kfbs/) | A group of roughly 2,300 alumni who are ready and willing to offer advice, insight, and contacts to support your career efforts.
* [**Alumni Directory**](https://give.unc.edu/directory-kfbs/) | Allows you to tap into the nearly 42,000-strong UNC Kenan-Flagler community of alumni.
* [**UNC Kenan-Flagler LinkedIn Alumni pages**](https://www.linkedin.com/school/unc-kenan-flagler/people/) | An interactive graphical tool offering a quick and powerful way to identify KFBS alums and students by functional area, employer, location, etc.