



Global Explorer Program

2017-2018 Career Navigator Series &
Future Leaders Series Curriculum



CNS: Career Navigator Series

Your grandparents may have had a job for life. You, however, will likely be in your third job by your 30th birthday. By the time you retire, probably not before your 75th birthday, you are expected to have worked in six different industries. That's *industries*, not jobs.

Some of those industries may not even exist yet. We millennials, for instance, were all born before the widespread uptake of internet, the release of the first smart phone and the rise of social media¹. Today, six of the ten largest companies in the world are internet and mobile technology firms.

The purpose of the Career Navigator Series (CNS) is to empower you take your first few career steps, and those that follow, with agility and confidence.

CNS Format & What to Bring

Career Navigator Series events typically take place on Tuesday evenings. Networking events will follow both panel sessions.

Unit 1: Business Psychology I
Unit 2: Business Psychology II
Unit 3: Acing the Interview
Unit 4: Graduate Panel Q&A

Unit 5: Executive Panel Q&A
Unit 6: CV Surgery
Unit 7: CV Drop-in
Unit 8: Host Company Mixer

Bring only yourself and your City Internships binder to each CNS event. Please note that for the Graduate Panel, Executive Panel, and Host Company Mixer we will have guests from outside of our program joining us. Be sure to dress appropriately.

¹ The World Wide Web became publicly accessible in 1991. The first smart phone was released in 1994. The first recognized social media site was launched in 1997 – the median birth year of CI students in 2017 is 1996.



UNIT 1: BUSINESS PSYCHOLOGY I

How can I win friends and influence people? It's complicated.

Unit 3 teaches you a framework to help you navigate the most complex object in the known universe, the human brain.

Agenda & activities

>> Speaker with group-based exercises

To kick off the series, we'll explore key behavioral concepts such as emotional intelligence (Phineas Gage) and motivational theory (McClelland) and their application in the workplace. You'll learn practical methodologies to help you to better appreciate and understand your own and others' motivations and behaviors.

Where & when

TBD. 90 mins contact time.



UNIT 2: BUSINESS PSYCHOLOGY II

How can I get more done in less time? We all get 24 hours a day. Be deliberate about what you *do* do – and what you don't do – in the time you have.

There are many tried-and-tested ways to help ensure you are as productive and impactful as possible. Some are better than others. Unit 2 focuses on the better ones.

Agenda & activities

>> Speaker and group-based exercises

As an extension to Business Psychology I, we explore key concepts concerning communication and personal presence (Mehrabian's Rule) and personal effectiveness (Cogg's ladder, Eisenhower matrix) in life and the workplace. You'll be able to apply these ideas to your internship, helping you tackle your task list with renewed rigor.

Where & when

TBD. 90 mins contact time.



UNIT 3: ACING THE INTERVIEW

You've submitted the job application, and now you're on to the next round: the interview.

Since interviews can be won or lost in the opening minutes, Unit 3 teaches you to get any interview off to a strong start by mastering your elevator pitch.

We'll also give you some tips on how to prepare, what to wear, and the best ways to follow up.

Agenda & activities

>> Speed-interviewing: Play both interviewee and interviewer in a speed-dating format.

>> Elevator pitch drafting: Structure an effective elevator pitch, referencing the highlights from your academic, professional and personal skills and experience.

>> Speed-interviewing - Redux: A repeat of exercise one, only better.

Where & when

TBD. 60 mins contact time.

UNIT 4: GRADUATE PANEL SEMINAR



Do marketing professionals spend their lives entertaining clients with unlimited expense accounts? Very few, if any. Do all bankers arrive at swanky bars in expensive cars and spend all night spraying pink champagne? Only in the movies.

If you're not sure what you can expect as you start your career, you're not alone. Unit 4 gives you access to a panel of young professionals a few years into highly successful careers. Their goal is to give you an undiluted, insider's view on what to expect in the early stages of your career.

Agenda & activities

>> Q&A panel session.

This is an interactive session. Think of at least three thoughtful questions you'd like the answers to, perhaps about your specific career path or about life after college generally.

>> Networking & drinks reception.

Leave the pretense at the door for this one, our panelists are probably not going to hire you. Instead, use their insight to figure out how to get hired and how to excel once you have.

Where & when

TBD. 90 mins contact time.



UNIT 5: EXECUTIVE PANEL SEMINAR



What separates leaders from the rest? Why do some people excel in the academic world only to fall flat in the professional? Tough one.

Unit 5 gives you access to a panel of experienced professionals, accomplished leaders in their respective fields, who'll share their wisdom and experience with you. Our panelists offer an expanded perspective from the Graduate panel, they are decision-makers tasked with developing and executing commercial strategies, growing teams and businesses, hiring and firing, and everything in between.

Agenda & activities

>> Q&A panel session.

This is an interactive session. Take the opportunity to learn about the good (and bad) decisions that got our panelists to where they are today. Your best thought-provoking questions, please.

>> Networking & drinks reception.

Our panelists are people you can learn a great deal from, you should want to impress them. Put your best professional networking hat on. And keep it on until the end of the event.

Where & when

TBD. 90 mins contact time.

UNIT 6: CV SURGERY



What's black and white and read all over? It's not your resume, sadly.

That's because your curriculum vitae – loosely translated, '[the] course of [your] life' – will typically receive a five-to-seven initial glance before arriving on the 'yes' or 'no' pile.

In the 2015/16 graduate hiring season, the largest graduate employers received 172 applications per vacancy. In other words, for every 'yes' there were 171 'nos'.

To help ensure you're the 'yes', Unit 6 focuses on helping you draft the most compelling – and important – piece of marketing material you've ever written.

Agenda & activities

Three hurdles generally stand between you and an interview invitation. We'll show you how to send your resume into battle with a fighting chance.

>> Satiating the robots: An introduction to Applicant Tracking Systems and keywords.



>> Navigating the gatekeepers: Understanding general turn-ons (and -offs).

>> Impressing the final decision-maker: Understanding industry and role-specific turn-ons (and offs) and assessing team fit.

>> The graduate market in 2017: An insightful guide to positioning yourself versus prevailing market supply and demand.

Where & when

TBD. 90 mins contact time.

UNIT 7: CV DROP-IN



Unit 7 serves as an extension to unit 6, offering you one-on-one time with a coach to review your resume in the context of your career goals. Set up some time and come in with an up-to-date draft of your resume. We'll go through it together.

Agenda & activities

>> One-on-one career goals review.

>> One-on-one resume review.

Where & when

TBD. 60 mins contact time.

UNIT 8: HOST COMPANY MIXER



An opportunity for you to say, “thank you” and enjoy a drink with your internship supervisors, buddies, mentors and CI coaches. You'll also get to introduce yourself to people from other host companies.

Agenda & activities

>> Networking and drinks reception.

Where & when

TBD. 90 mins contact time.



FLS: Future Leaders Series

More than 70 percent of educators believe that new graduates are well-prepared for work. Only 42 percent of employers agree. In fact, many employers believe that young jobseekers lack the critical skills required to succeed in the workplace².

In short, those sending graduates into the graduate jobs marketplace are substantially more confident than those receiving them. This divide between universities and employers leads to the paradoxical concurrence of mass youth under-employment alongside masses of unfilled graduate job vacancies.

So, while today's young jobseekers are, on average, more highly educated than any preceding generation, they face more scrutiny from hiring companies than any preceding generation. The purpose of the Future Leaders Series (FLS) is to help you develop and build upon the critical social, cognitive and commercial skills highly valued by employers.

The Future Leaders Series provides a platform for you to:

Distinguish yourself from the graduate masses. Build and demonstrate commercial awareness by applying concepts including company analysis, market analysis, marketing & sales, money matters and people & productivity at your host company.

Take your education from the classroom to the boardroom. Engage and impress decision-makers and senior figures at your internship by completing tasks set in the workshops at your internship and by delivering a striking business analysis project and presentation.

Add compelling evidence to your resume. Produce credible additions to your resume that signal your viability as a sound investment to prospective employers.

Format & What to Bring

Future Leaders Series sessions typically take place on a Thursday evening. The dress code is relaxed.

- Unit 1: People & Productivity
- Unit 2: Company & Market Analysis
- Unit 3: Money Matters
- Unit 4: Career Planning

Bring your City Internships binder and a WiFi-enabled device (a laptop or tablet preferably) for each FLS session.

² Mckinsey & Company, Education to Employment: Designing a System that Works.



UNIT 1: PEOPLE & PRODUCTIVITY

How do good leaders inspire and drive performance?

In Unit 1 we'll delve into the hotly debated field of emotional intelligence, inviting you to explore what makes you tick and learn how to apply cognitive attribute frameworks when engaging and influencing others.

Objectives & learning outcomes

Exercises & tasks: Complete McClelland's motivational theory questionnaire for discerning motivational needs. Explore roles and career paths suited to your profile.

Homework & application: Invite three people at your company to complete a motivational theory questionnaire and see if their profiles match their career paths. Book your final presentation with your supervisor and the company's leadership.

Further reading & guidance

Concepts & tools: Motivational theory, behaviors for success, profiling for roles and career paths.

Where & when

TBD. 30 mins workshop.

UNIT 2: COMPANY & MARKET ANALYSIS



Can you describe your company's mission in a single sentence? What is the size and value of your company's target market? How does its market share stack up with the competition?

Unit 2 challenges you to distill your host company's commercial objectives and activities into a single paragraph. You'll also spend some time calculating the size and value of your company's market and its market penetration.

Objectives & learning outcomes

Exercises & tasks: Research basic company info. Draft 'my company [solves this problem] [for this demographic] by [offering these products/services]' and 'pays the bills by [revenue model]' mission statements.

Calculate market size and value. Estimate your company's market share. Identify three notable competitors; the market leader, an innovative new player and your host company's closest competitor.

Homework & application: Engage with key senior employees and seek to understand their paths and long-term vision for the company.

For the three selected competitors, research basic company info (see Unit 1) and perform SWOT analysis.



Further reading & guidance

Concepts & tools: Product positioning; demographic targeting; product mix and distribution; business and revenue model; company structure. Using LinkedIn advanced people searches.

Market research and valuation; SWOT analysis.

Where & when

TBD. 30 mins workshop.

UNIT 3: MONEY MATTERS



The US Federal Reserve releases a statement detailing all expenditure and income spent and received by all government departments across the country each day. If they can manage it for a population of 320m, you can do it for a population of one.

Unit 3 challenges you to build a balance sheet capturing your own personal income and expenditure using Excel. You'll use this framework to do the same for your company; an often grounding activity that will also help you to develop an evidence-based view of your impact on your company.

Objectives & learning outcomes

Exercises & tasks: Build your personal balance sheet in Excel, accounting for regular income and expenditure. Repeat the exercise considering the same for your company.

Homework & application: Engage with your company's finance or office manager to see how accurate your estimates were.

Further reading & guidance

Concepts & tools: Balance sheets; budgeting and cash flow analysis; basic Excel arithmetic; general use of Excel.

Where & when

TBD. 30 mins workshop.

UNIT 4: CAREER PLANNING



"If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much." – Jim Rohn.

Choosing a career can be the hardest part of getting started. In this unit, we'll help you plan for the next steps in your career.



Objectives & learning outcomes

Exercises & tasks: Taking what you've learned about yourself, work and life from your internship and the CNS and FLS sessions, you'll define career goals and a strategy to help you achieve them.

You'll lean on the following experiences to help you make smart, evidence-based decisions that will shape your working life.

- > Your internship
- > Your attendance record
- > Your mid- and end-of-program appraisal
- > CNS units
- > Your achievements log
- > FLS units
- > Vicarious lessons from peers

Application: The rest of your life!

Where & when

TBD. 30 mins workshop.
