Hot Topics in Healthcare
November 12, 12:00 PM - 1:00 PM
ASA Room 14B
Join a panel discussing different topics in healthcare including Mortuary Science, Health Care Management, Radiologic Sciences, Dental Hygiene, and Physical Therapist Assistant.

Dress the Part
November 13, 12:00 PM - 1:00 PM
Student Center
Learn how to dress professionally, and for less! Come check out the new Career Services Professional Clothing Closet. Donations are welcome!

A Survival Guide in Job Hunting
November 14, 9:30 AM - 11:00 AM
Student Services Building, Room 170
Learn effective ways to search for positions and understand what employers look for in candidates.

Get Linked
November 15, 12:00 PM - 1:00 PM
Student Services Building, Room 160
Learn how to integrate social media into your job search.
The BrandTwist: Are You Google, McDonalds or Rachel Ray?

Julie Cottineau left her position as VP of Branding at Virgin in 2011 not only to become an entrepreneur, but also to help other entrepreneurs. She realized that the kind of branding expertise she could cultivate and access at Virgin simply wasn’t available to small business owners and others who couldn’t afford massive branding and marketing teams.

The idea for her company, BrandTwist, came to Julie in an airport terminal (for my money, a much better place to brainstorm than a conference table). In the distance, Julie saw the McDonald’s golden arches on the tail fin of an airplane while she was running from gate to gate. She wondered, “What would it look like if an airline took on the brand persona of McDonalds?”

Simple, right? She told me it would be “consistent, would provide good value, be family friendly” and all of the other brand traits we might associate with the golden arches. The golden arches and the plane turned out to be just a mirrored reflection of an airport McDonalds, but this “brand mirage” gave Julie the idea for her company and the signature twist she provides to her clients.

You can begin to practice the BrandTwist as you look at corporations you easily interact with every day. What would it look like if Best Buy adopted some of the brand persona of Starbucks? Stores might get smaller, and production would get faster. They might consider being less sales oriented and more process oriented. Where Starbucks greets you with a big smile and a quick “get you through the line and out the door” mentality, Best Buy takes a longer sales process and browsing time into account. Could you fundamentally change its success by applying a completely different twist to its brand? Julie thinks so! And I agree.

It’s All About YOU! The BrandTwist Concept In Your Own Career

Julie knew when she launched her business she couldn’t simply differentiate herself within the field of branding experts – there are just too many. Julie looked not to her own field, but to one far away from hers for inspiration – cooking. Her personal BrandTwist became Julie Cottineau + Rachel Ray.

“Rachel Ray makes cooking fun. She stands out against all the other chefs because she’s accessible. She’s not too serious. She’s colorful. She’s fun. She has long hair! And above all, she has a ‘make it work’ mentality. Don’t have shallots? No big deal. Grab an onion!”

Julie’s model of Rachel Ray’s brand inspired her to launch her business with a full infusion of fun and a dedication to accessibility.

You don’t have to try to emulate Starbucks or Apple or McDonalds. You can get incredible brand inspiration from an individual whose brand truly shines – someone like Rachel Ray.

Finding Your Own “Rachel Ray”

Close your eyes and walk yourself through the statements you’d make about the brand you want to cultivate. How are you positioning yourself? What are your key skills and personal attributes? Then, begin to think through a Rolodex full of celebrities, high-level women in business, authors, and so on.

Who pops into your head? Who might you want to twist your brand with to make you even more powerful? From there:

List the brand traits that represent that individual.

Make a second list next to that one of the ways you might incorporate those traits into your own brand.

Find commonalities. Even if you’re a lawyer comparing your brand persona with Angelina Jolie, you might be able to find similarities between you to make your brand even more powerful (maybe you both love giving back and volunteering or you have a strange affinity for bad boys). Note these commonalities.

The great news about these exercises is that you won’t need them forever. Julie Cottineau has created a brand phenomenally strong in itself, even without her Rachel Ray comparison. Before talking with Julie about this narrative, she and I had never met, but I’ve followed her BrandTwist blog for years. Before our conversation, I described Julie to my husband as someone who has a “fun approach to something that’s normally difficult to understand” and even remarked to him that her brand was “colorful.”

Clearly, I hit the nail on the head with her branding promise and the persona she includes with it. I’d say Julie has reached her aspirational branding platform! It takes time, though, so keep your own Rachel Ray around for as long as you need her!

Read more at http://www.careerealism.com/google-mcdonalds-rachel-ray-brandtwist/#IVFeggMcoSKagu8K99
60% of paid interns received at least one job offer.

25.5% of grads had a job in hand at graduation.

55% of grads had internship/co-op experience during college.

44.2% of grads that had applied for a job received an offer.

The Most Important Step In Your Job Search Is…

Research. Researching an employer before, during and after applying is crucial to the job application process. The information you receive will not only give you guidance but could also land you the job. Here are some places and people to gather information from during your business research:

**Company Website**

Most companies create a corporate website in today's technological age. The first instinct that a job seeker may have is to skip right to the “Careers” section and start applying. Instead, try starting in the “About Us” section. Any company personnel reviewing resumes, or interviewing candidates, holds the expectation that you have read the information in this section.

“Company, Inc. is one of the leading fashion design and marketing studios in the world. It designs and markets women’s and men’s designer collection apparel and a range of other products that are manufactured and marketed through an extensive network of licensing agreements and other arrangements worldwide.”

A cover letter statement that would complement the above company information would be:

“My resume will demonstrate my extensive experience as a worldwide fashion designer. I believe I can be an asset to Company, Inc., one of the leading fashion design and marketing studios in the world.”

Companies often have mottos, or slogans, that are usually involved in some sort of sales pitch to obtain clients and demonstrate a company goal. These phrases are found on their website or even commercials. When you explain how you can contribute to their company goal using their self-created image, you’ve demonstrated that you’ve done your research.

**Company Insiders**

Networking is crucial to finding employment as a contact can provide you with a job lead before posted publicly. A contact can also give you information about the company culture so you are better prepared during an interview. Knowing someone who works (or worked) for a company you are interested in is not always easy. However, today’s digital age provides us with social networking tools (LinkedIn, Facebook, Twitter) to connect with individuals. More and more employers are creating accounts on these social media sites that can provide more information about the company.

**Search Engines**

Typing an employer’s name into a search engine can provide you with an idea about the company’s detailed history, new articles or reviews about performance which can help complete a picture for your job search. You may find negative information that may discourage you to apply as well. Just remember to take everything you’ve learned about the business as a whole and try not to focus on individual sites or content.

**ALSO: Don’t forget to check the company’s financial status.**

Is the business making money or on the economic decline? Obtaining a company’s recent financial history is important to know if you’ll be there for a long term career, or just a job. A constant economic decline may signal a worse fate for the company and may not be the type of investment to which you are willing to commit. You can possibly obtain financial information about the employer through newspapers, business websites or even the stock market.

Completing the research aspect of job search involves a lot of reading and analyzing data. When a job seeker sacrifices information gathering to apply for more jobs, it will signal to the employer that you’re not really interested in the opportunity. The interviewer will ask why you are applying for this company, and when you provide a detailed response about corporate mentality and business goals, you stand out as a viable candidate.

Combining thorough research with all of the other job search steps, you can make yourself a front-runner for whatever positions you apply for.

Read more at [http://www.careerealism.com/most-important-job-search-step/#I7JPDpgOIXEoozQ3.99](http://www.careerealism.com/most-important-job-search-step/#I7JPDpgOIXEoozQ3.99)