

SETTING YOUR CAREER DIRECTION AND THE PLAN TO ACHIEVE IT

FINDING YOUR FUTURE AT
UCL SCHOOL OF MANAGEMENT

Mara Gardner, Careers Consultant

Can you hear me?

If not

1. Check your sound settings on your device
2. Try leaving the session and re-joining
3. Private message Petya and she will send you a link to troubleshooting sound on zoom.

We are recording this session to share with others including the chat, please private message Petya if you do not wish to be part of this recording and please refrain from participating in the chat and turn off your video.

Can we have your full name? If you registered with your FIRST name only can you go to the participants list, find your name and click on the “more” actions, find rename, and put in your full name as you registered it with UCL.



Did you get the session materials? If you didn't get the forms to fill out for the session can you private message Petya and she will send you the links

Zoom etiquette

To ensure the session runs smoothly, please bear these key things in mind during the session

- To ask a question please use the ‘raise your hand’ function (in “participants” function) and we will come to you. We will have a session at the end for questions but if there is something you don’t understand please do ask.
- When we do, please **unmute your microphone to ask your question** and then **mute yourself again** when not talking to avoid any interference.
- If audio fails you and only at a last resort then put your question in the chat **AND PUT A “Q” in front** of it. Please do try to avoid using this function so we can make the session as interactive as possible.

What skill do you wish you had

www.menti.com

Code: 18587

Setting your career direction and the plan to achieve it

Our aim today:

Help you identify your values, strengths and skills so you can solidify your career direction and create stronger CV's and applications

At the end of this session you should be able to:

- Better identify your unique set of values, skills and strengths to help clarify your career direction
- Research the careers market to generate career options and target companies
- Consider how your unique set of skills and strengths map onto the job market to identify roles in which you will thrive and have something to offer
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Career Direction



Where are you in your career decision making?

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Career Direction

You are not alone

In any of these categories. Even for some of you who know it's finance or management for instance, you might not be clear about:

- What type of company: Bank, Hedge Fund, Management Consulting, Boutique Management Consulting, Accountancy, Agency, Corporation
- What role: Analyst, Researcher, Client service, Brand Manager, Data analyst, etc.



Career Direction

Steps to discovering your future

1. Know yourself
2. Know the market
3. Know what the employer is looking for
4. Generating options



Know yourself

- Your values, interests, motivations
- The skills you excel in
- Your strengths
- The knowledge and experience you have



Your values, interests, motivations

Why is this important?

- You'll succeed more
- Need to enjoy your work and life for the long term
- You need a sense of purpose



Your values

Tell us your top two values

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Know yourself

What are the things you should think about?

Values: cutting edge, helping people, intellectually rich

Working environment: size, reach, culture, responsibility

Definition of success: status, salary, making a difference

Practical concerns: location, hours, money

Timeframe: short, medium, longer- term

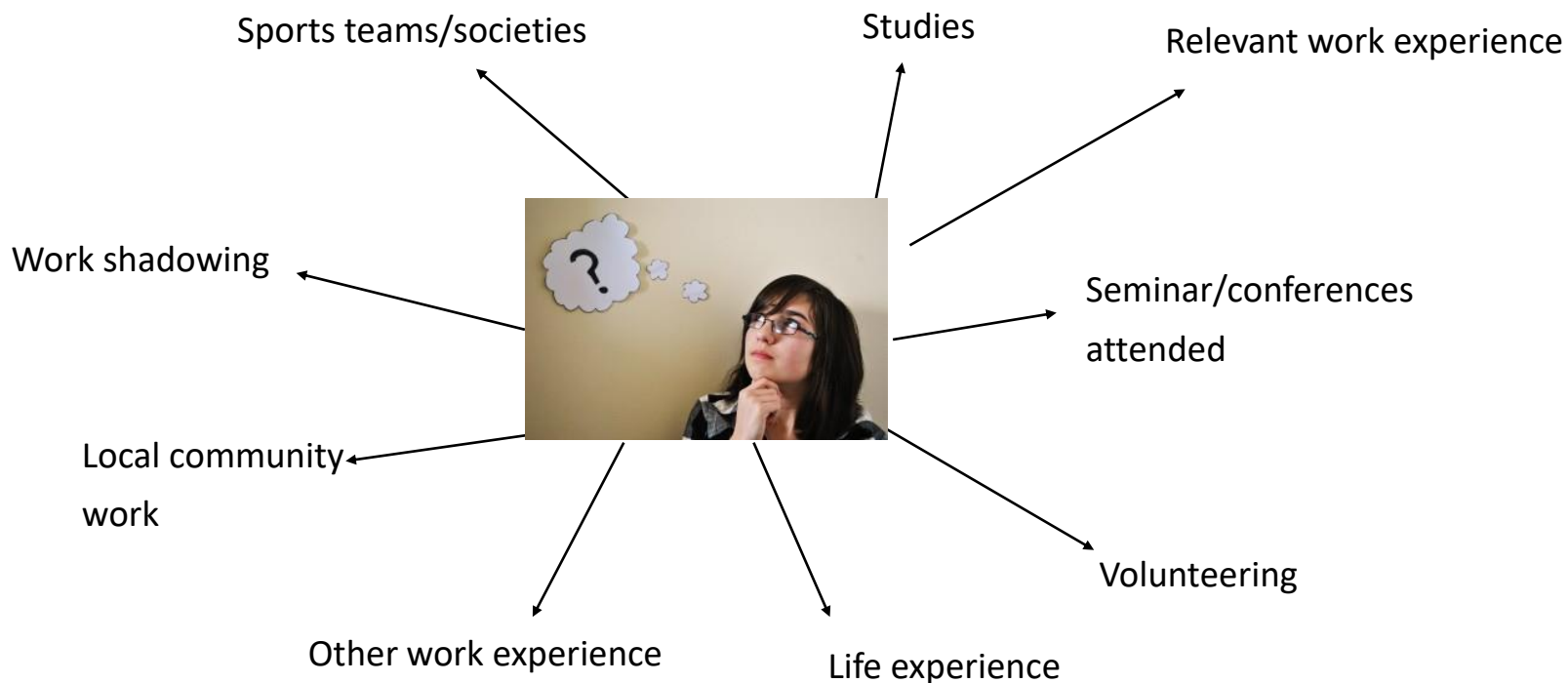


Matching values

Prestige	Investment Banking Analyst
Money	Sales & Trading - Sales
Cutting edge	Wealth Management
Security	Accountancy
Helping people	Due diligence
Hours	Investor relations

Skills you excel in

Where do they come from?

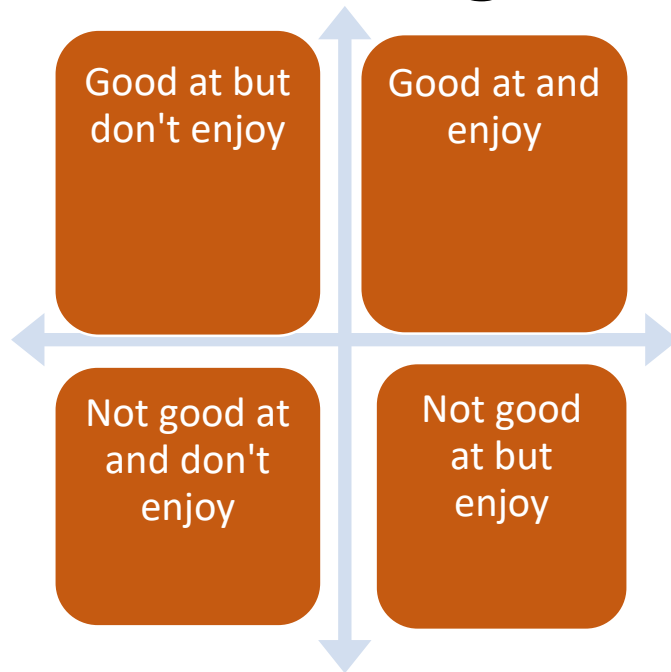


Skills employers typically look for

Think about whether you have gained these skills and where

- Technical skills: coding, financial modelling, excel
- Soft skills: teamwork, communication, leadership, interpersonal skills
- Analytical and research skills
- Commercial Awareness
- International outlook
- Language skills

Your Strengths



This matrix encourages you to put things you're good at above the horizontal axis, and things you enjoy, to the right of the vertical axis.

Goal is to match a job with skills and values that fall within your top right quadrant.

Once you have a better idea of your career options (next topic) you can decide if there are any additional skills you need to develop.

What you are good at and don't enjoy

What are good at and do enjoy

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Strengths Profile: Model of development

REALISED STRENGTHS

Strengths you use and enjoy

Perform well Energising Higher use

Use wisely

UNREALISED STRENGTHS

Strengths you don't use as often

Perform well Energising Lower use

Use more

LEARNED BEHAVIOURS

Things you've learned to do but may not enjoy

Perform well De-energising Variable use

Use when needed

WEAKNESSES

Things you find hard and don't enjoy

Perform poorly De-energising Variable use

Use less

Thus far:

You have a better understanding of

- your values and what is important to you in a work environment
- your strengths and the skills you can offer

Time to:

- Generate options
- See how information about yourself matches with various careers options

Think about sector, company and function

Sector

- Finance (Investment banking, Corporate, Public, etc.)
- Health care
- Games
- Media/Entertainment
- Technology
- Data management
- Consumer goods and services
- FMCG
- More

Company

- Goldman Sachs
- Morgan Stanley
- BSG
- Bains
- Accenture
- KPMG
- Amazon
- Bloomberg
- SME's
- Etc.

Function

- Management Consulting
- Brand Management
- Data Analytics
- Data Science
- Finance Services
- Portfolio Management
- Management
- Accountancy
- Project management
- More

How can you generate options and research roles?

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How can you generate options and research roles?

- Learn about all the jobs associated with your degree
<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree>
- See what UCL graduates do with your degree
<https://www.ucl.ac.uk/careers/find-out-what-our-graduates-do>
- Pick your interest like Finance and learn about all the roles associated
targetjobs.co.uk
- Pick a sector entertainment, healthcare and see all the roles associated
- Pick a skill and see what sectors use this skill
- Understand the skills needed for a role – do you have them, can you develop them
- Search for professional associations
- **TALK to people: alumni, friends, family what do they like, what don't, how they spend their day** **INFORMATIONAL INTERVIEWS TO BUILD YOUR NETWORK**
Or try it out – work shadowing, internship, or work experience

Using LinkedIn as a research tool

[LinkedIn](#) can be used in several ways, including :

- (1st Build a strong profile)
- Follow employers who interest you so you find their opportunities early
- Get inspired by other graduates or alumni to see where they work/have worked and what they do – UNDERSTAND THEIR CAREER PATH
- Learn which skills are key for the role and how others articulate them

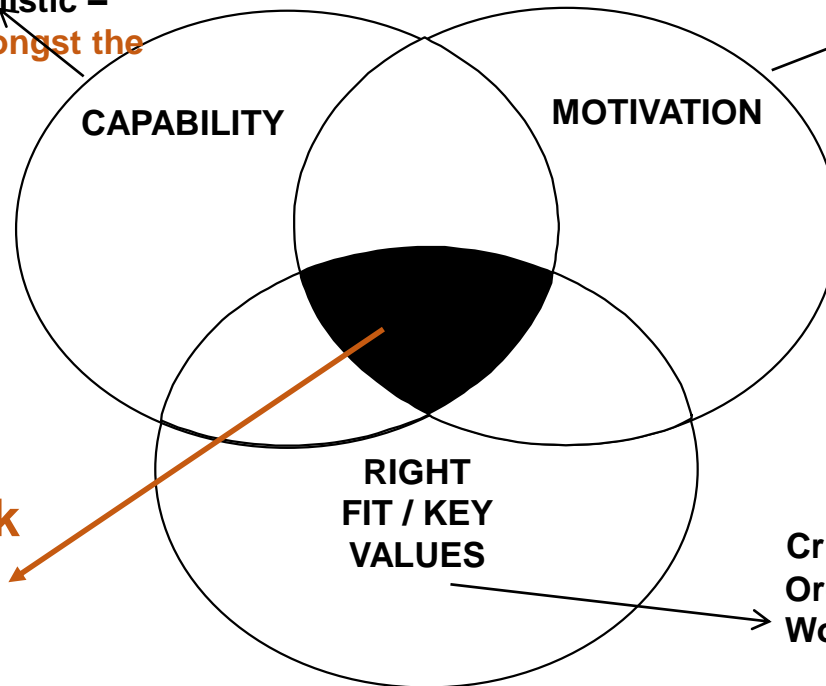
So what makes a good fit?

Skills

Professional knowledge

Accomplishments

Are you being realistic –
would you be amongst the best



Motivators

Satisfiers

Interests

Natural

Talents

Do you love it?

**Ideal Work
Criteria**

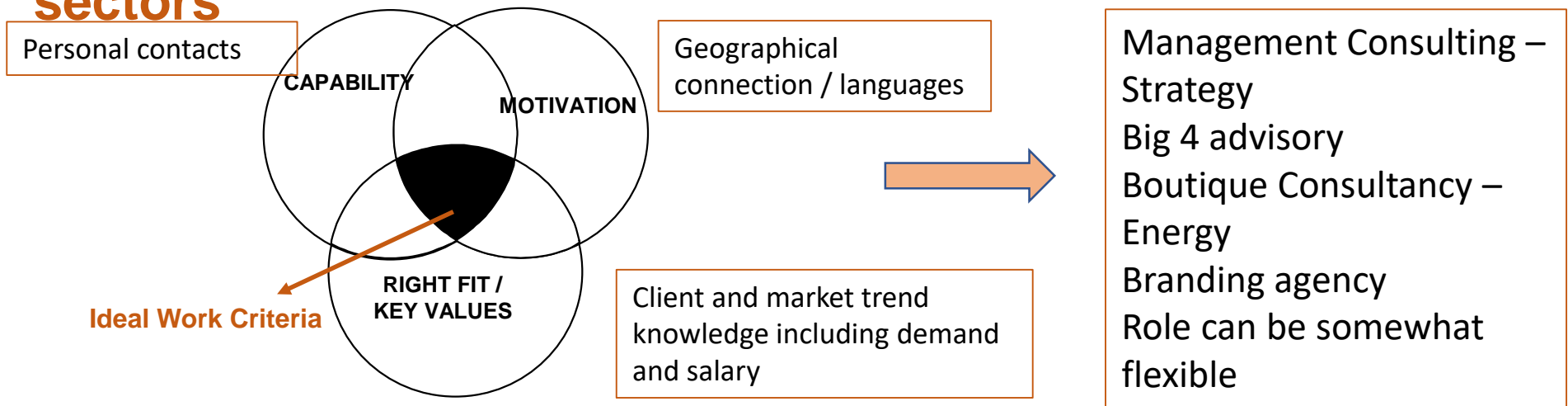
Critical Values

Organisational Culture

Work Environment

Pulling it all together

Map your attributes, interests and goals to different career sectors



- Consider what employers are looking for and market demand (job boards, press) www.Glassdoor.co.uk useful for salaries and demand
- Identify the best matches that fit your unique goals and attributes and create a short list
- Realistically evaluate your commitment and capability for the role given the competitive environment for roles. **TALK TO PEOPLE!**

Broaden your thinking



Banks are stepping up technology recruitment despite the virus

by Sarah Butcher 20 March 2020



Is This the Most Virus-Proof Job in the World?

Pro video game streamers are used to spending their days in isolation. And a huge new audience is at home to watch them play.

The coronavirus will be good for active management jobs

by Jane Santos-Hodges 25 March 2020



The New York Times

• Latest Updates • Should I Wear a Mask? • Maps • Markets • What You Can Do • Newsletter

The fintech firm that's thriving and hiring during the coronavirus

by Sarah Butcher 27 March 2020

Oil Companies Are Collapsing, but Wind and Solar Energy Keep Growing

- Think which sectors, which roles might have traction in this market
 - Digital services (retail, banking), healthcare, home entertainment and working, large tech, change management (consultancies), Renewable energy and more.
 - Each sector has numerous roles including things like corporate finance or data analysis
- Think who is better funded and established? Keep on top of trends.

<https://cultivatedculture.com/covid19-job-market-insights/>

https://news.efinancialcareers.com/uk-en/3003879/deutsche-bank-guide-to-technology-jobs-after-covid-19?utm_campaign=JS_UK_EDI_WEEKLY&utm_source=EMEA_UK_ENG&utm_medium=EM_NW

Broaden your thinking

What sectors are more sustainable in this market?
Think who is better funded and established

Be curious

Notice what is capturing your interest

Be Alert

Keep learning and talking with people

Graduate scheme recruitment process

Applications August – Dec – many rolling

Psychometric testing Aug - Dec

Video interviews Sept- Dec

Assessment Centres and offers Jan – May

Your career year at UCL SoM



Graduate Scheme Deadlines

<https://targetjobs.co.uk/graduate-schemes>

<https://www.brightnetwork.co.uk/graduate-career-advice/choosing-a-career/application-deadlines-graduate-schemes/>

https://news.efinancialcareers.com/uk-en/careers-in-finance/223976/bank-by-bank-graduate-and-internship-application-deadlines-london-2015-2016?utm_campaign=JS_EDI_MC&utm_source=EMEA_UK_ENG&utm_medium=EM_NW

https://news.efinancialcareers.com/uk-en/3004084/morgan-stanley-early-bird-applications?utm_campaign=JS_EDI_MC&utm_source=EMEA_UK_ENG&utm_medium=EM_NW

Resources

Online course covering all aspects of applications and career decision: Masters Careers Essentials and is available through UCL eXtend <https://extend.ucl.ac.uk/>

Relevant modules

- Why do you need to think about your career right now?
- What are your career options?
- Making career decisions

<https://www.ucl.ac.uk/careers/> Huge amount of resources for every career topic

We're here to help you succeed every step of the way

Bespoke Employer and alumni engagement

Access to employers and alumni events

Industry Insight Sessions, Presentations, Business Case Studies, Skills Workshops, CV 1:1s, Mock Interviews & Assessment Centres

Access to Alumni Community

Alumni Networking events, Online Alumni Networking platform, Alumni Mentoring

Dedicated Careers Consultant team

Access to specialised careers guidance

1:1 appointments, career decision, career skills workshops, interview practice, case interviews

State of the art career resources and more

Vmock, eCareers Grad for interview practice, Interview Stream, CareerCoach, Weekly Newsletters, Careers Lab

UCL overall careers provision

Including 100s of employer, alumni events, themed weeks and Careers Fairs, UCL Talent Bank

Questions? Next Steps

Write 2 next steps

Next Session

Wednesday 5th August: 12:30-13:30 BST

Creating Standout CVs and Cover Letters

1:1 Sessions available from 3 August if you have paid your deposit and attended one of the 1st two pre-sessional events. **If you want your CV reviewed please participate in or review the recording of the 5 August session on CV and Cover letters** and then revise your CV or cover letter accordingly for the appointment (makes the session more productive) A doodle poll will be emailed to you to select a time.

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Research employer demand and market conditions

- Look at job boards – how many of the roles you want are on offer?
- Review the business, specialty press for you sector and general press to assess trends
- Realistically evaluate your commitment for the role given the competitive environment for roles
- **Talk to people in the role. Alumni are very useful for this and this is the first step towards building your network in your desired field.**