

## 1 Self Awareness

### Definition

Being able to articulate your skills, interests, and values for your own clarity and decision-making - and to communicate with others.

### Why it Matters

Often overlooked, understanding yourself - your strengths, skills, interests, and values - is foundational. It enables you to connect your Wake Forest experience to the world of work and confidently articulate who you are and what interests you. It is the “personal” in Personal and Career Development.

## 2 Career Awareness

### Definition

Knowing potential career paths of interest that are aligned with your skills, interests, and values.

### Why it Matters

There are a large range of careers available and you may not even be aware of many of them. Having a clear understanding of options will be helpful to you.

## 3 Personal Branding

### Definition

Having strong, updated personal-branding materials: resume, LinkedIn and Handshake profiles, and a professional introduction.

### Why it Matters

A personal brand is the impression you give - in person, online, or on paper. A positive impression is often the difference-maker in getting hired and building a professional network.

## 4 Network & Relationship Building

### Definition

Building and sustaining successful relationships to share knowledge and information - one person at a time.

### Why it Matters

You may not like the term “networking,” but, young professionals seeking opportunities need to learn, connect and have conversations with adult professionals and employers who can offer information, perspective, and advice about careers, helpful resources and experiences, internships and jobs.

### First Action

Make two lists: your three strongest skills; and three topics that energize or interest you.

### Deeper Dive

Take a College-to-Career course - see the OPCD website.

Meet a career coach, visit drop-in office hours in the OPCD or take a self-assessment.

### First Action

Create a list of three career areas to explore. For ideas, check out the “Explore Careers” page on the OPCD website.

### Deeper Dive

Browse Wake Forest alumni profiles by city, career, or major on LinkedIn.

Have a conversation with alumni or contacts in your area of interest to help determine which options to more deeply investigate.

### First Action

Create (or update) your resume, LinkedIn and Handshake profiles and use best-practice tips and examples on the OPCD website.

### Deeper Dive

Refine your LinkedIn profile and add professional experience to highlight your measurable impact on the organization.

Use the “elevator pitch” worksheet on the OPCD website or work with a career coach to develop a 30 to 60-second snapshot of your interests and why you add professional value.

### First Action

Build 5-10 connections on LinkedIn with alumni and professionals by sending well-written personal connection requests.

### Deeper Dive

Be prepared with a solid answer to the question, “What do you want to do after Wake Forest?”

Share your career interests with a network of “adult fans” - family, friends, and professors. They may be able to connect you with contacts and/or opportunities.

Use LinkedIn to identify and connect with interesting alumni in companies, job function, locations and other areas of interest.

## 5 Interviewing Skills

### Definition

Ability to conduct a formal conversation with a potential employer or admissions officer who is seeking to determine if a student is the best fit for that opportunity.

### Why it Matters

You may not have experience interviewing under pressure. Opportunities are often decided based on interviews, so you must have practiced, confident, researched answers - and questions for the interviewer.

### First Action

Create a list of five important experiences highlighting skills desired by an organization using the STAR method - see OPCD website.

Practice talking about these experiences in front of a mirror or by recording and watching on your phone or computer.

### Deeper Dive

Identify skills for the role you seek (based on the job description) and refine stories based on your skills and experiences.

Practice interviewing with a professional, an OPCD coach, or InterviewStream, an online mock interview practice tool found on the OPCD website.

## 6 Professional Skills and Literacy

### Definition

Having the skills, knowledge, and attitude to be effective and successful in the workplace and/or graduate school environment.

### Why it Matters

For internships, first jobs and graduate school, organizations want you to arrive with workplace skills and attitudes, including etiquette, professional written communication skills, and use of business software like Excel. Skills may be learned outside the classroom, including at work, in campus organizations, and through online resources and courses.

### First Action

Develop new professional skills - or improve existing ones - using LinkedIn Learning courses. A link is available on the OPCD website.

### Deeper Dive

Be professional in all correspondence, especially email.

Develop public speaking skills by presenting in class, in an internship, or in extracurricular activities - and asking for specific feedback.

Complete advanced LinkedIn Learning courses focused on Excel, technology, project management, time management, and other necessary skills. You can find a link to the LinkedIn Learning courses on the OPCD website.

## 7 Life and Leadership

### Definition

Preparing for a life after college with knowledge and skills to manage personal relationships and professional choices, and to be an authentic, ethical leader contributing to the community with a spirit of Pro Humanitate.

### Why it Matters

Leading an authentic and meaningful life is the core of Wake Forest's commitment to educating the whole person. To do so, it is imperative for you to not only find a job and be successful in the workplace, but to honor and focus on the development of your own character, values and strengths.

### First Action

Visit the Alumni Personal & Career Development website to access tools, resources, and guidance for your life after college; and read "Five For Your First Five: Own Your Career and Life After College" to learn the five areas for young adults to master in the first five years after Wake Forest.

### Deeper Dive

Intentionally reflect on college, first professional experiences and what you know now about your personal values, strengths, and interests.

You can learn strategies for managing priorities and finances through CashCourse which can be found on the OPCD website.

Build community with people who can provide feedback, mentorship and connect to helpful resources.