



No Bullsh*t Career Coaching #2

B.E. Career Development Program

Suchawut Thamvorapon (P' Chill) BE19

B.E. Career Coaching Weekend 6th – 7th June 2020

Saturday 6th June; 11:00AM – 3:30PM

- Build your mindset on career planning
- Alumni Talks on Economics, Consulting, LDPs, and Financial Institutions

1 11:00AM – 12:15PM

No Bullsh*t Career Coaching Session 1

- How to think about your career path
- Navigating career options after graduation
- Skills you should have for the future of work

2 12:30PM – 2:00PM

Alumni Talks Session 1 (Economics and General Management)

- Economics
- Management Consulting
- Leadership Development or Management Trainee Programs

3 2:00PM – 3:30PM

Alumni Talks Session 2 (Financial Institutions)

- Investment Banking and Private Equity
- Equity Analyst
- Commercial Banking

Sunday 7th June; 11:00AM – 3:30PM

- Share best tactics to get the job you want
- Alumni Talks on FMCG, Marketing Research, Techs, and Startups

4 11:00AM – 12:15PM

No Bullsh*t Career Coaching Session 2

- How to write a winning resume
- Mastering a job interview, especially if it is virtual
- How to ROCK your first job after graduation

5 12:30PM – 2:00PM

Alumni Talks Session 3 (FMCG, Marketing Research)

- Sales & Marketing in FMCG
- Corporate Finance in FMCG
- Marketing Research

6 2:00PM – 3:30PM

Alumni Talks Session 4 (Techs and Startups)

- Big Techs
- E-commerce and Digital Media
- Startups

Your speaker



Suchawut Thamvorapon
(P' Chill BE19)



Some **ground rules** before we start



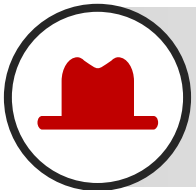
Participate in polls and activities – you will be asked to share your thoughts and do some works; **go grab a pen and a piece of paper**



Be present – the program will be most helpful to you if you are **fully engaged**



Change your Zoom name – please rename to **“Nickname BExx”**



Use your judgement – some content is based on speaker's experience and opinion, so **take it with a grain of salt**



Enjoy!! – my intention is that everyone will learn a lot and have fun at the same time

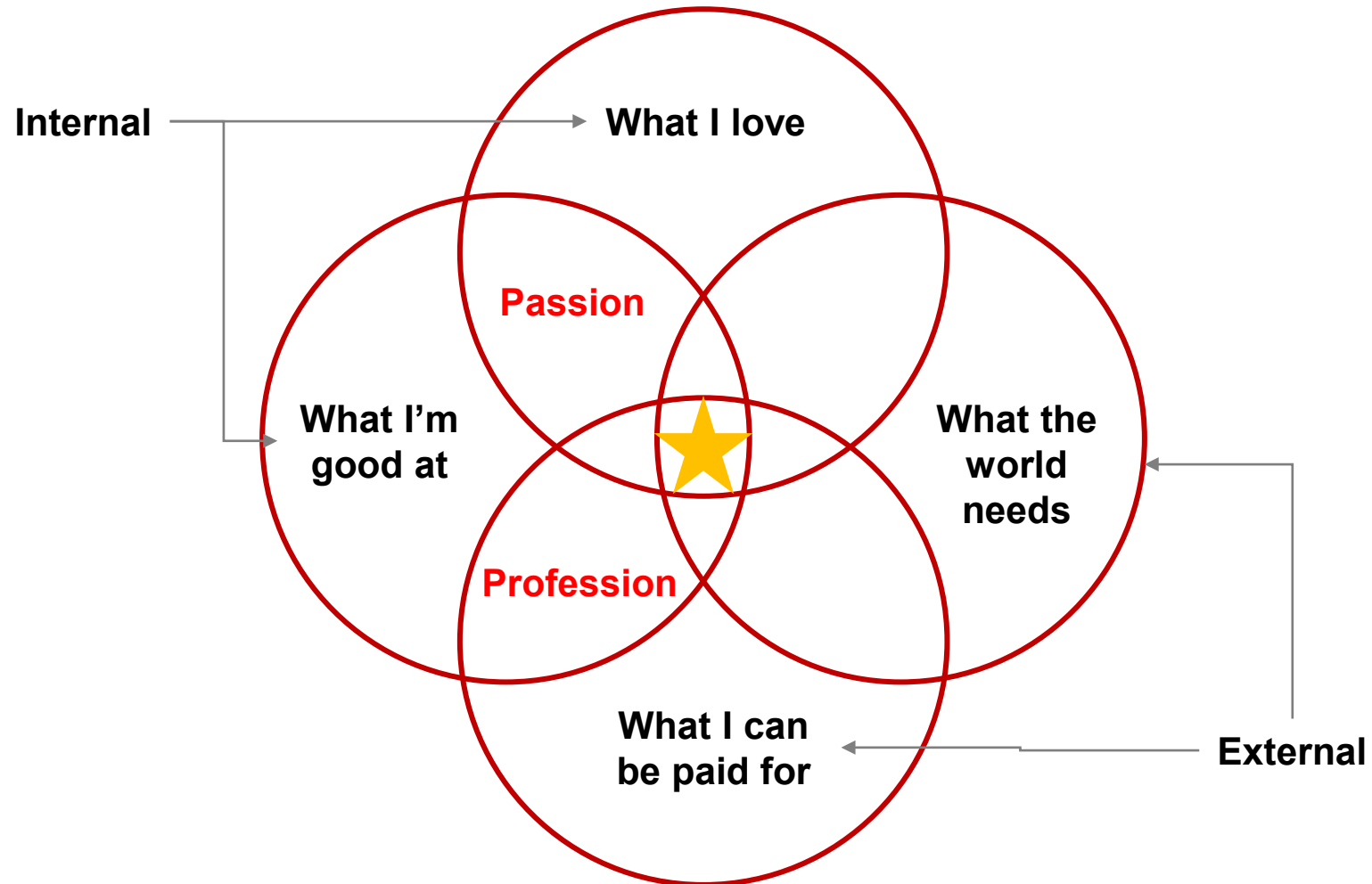
Agenda for this session

- Recap what we discussed yesterday
- How to write a winning resume
 - The standard resume format
 - Tell a story through your resume
 - Tips on making your resume shine
- How to master a job interview
 - Job interview best practices
 - The STAR method
 - What if your problem-solving skill is tested
 - Virtual interview guideline
- How to ROCK your first job, either internship or full-time

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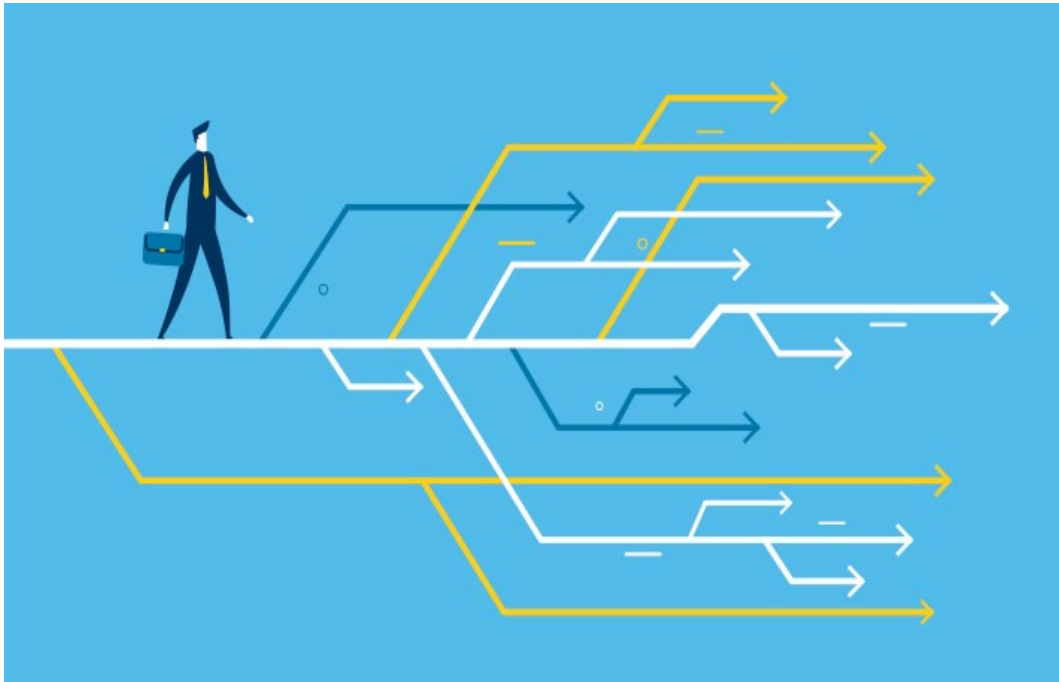
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Discover your Ikigai



“Career path” – A or B?

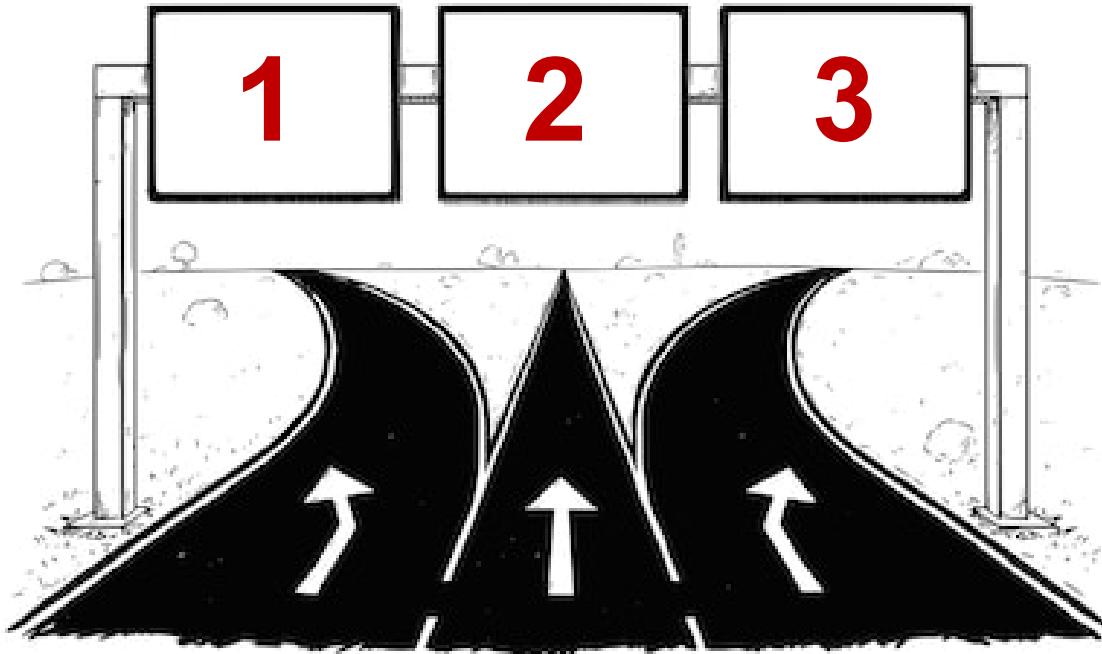
A



B



Ideate **3** career paths of yourselves for the next **five** years



- 1** | **Your most likely plan.** Assume that you will do well and achieve what you want
- 2** | What if you plan 1 dies tomorrow? What will be your **plan B**?
- 3** | **Your wild card plan.** Assume you have no constraints (money or image are not the issues)

The Highway, the Dirt Road, and the Jungle

A

Highway



- **Established paths** with a regular and structured recruiting process
- Example: Bank of Thailand, Consulting, Investment Banking, Leadership Development Programs, Public Sector

B

Dirt Road



- Opportunities with enterprises in which recruiting processes are **less structured**, requiring more networking, research, and outreach through company websites or LinkedIn

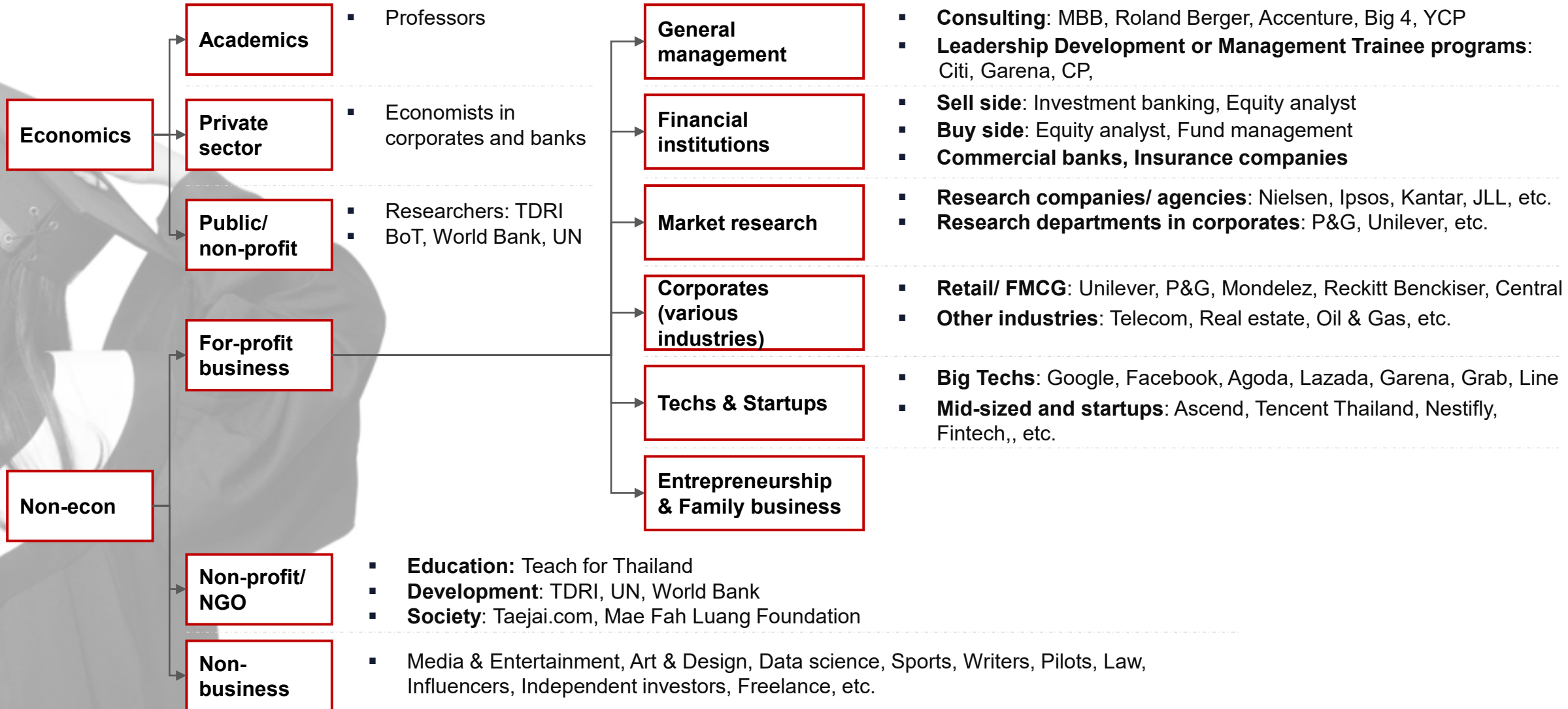
C

Jungle



- Joining **early-stage startups, starting a new company, or pursuing non-traditional paths** e.g. pilots, art and design, media and entertainment, etc.

Major career options after graduation



Position yourselves to **get hired** a.k.a **what the recruiters look for**

- **Grade**: I would lie if I said that this doesn't matter at all, but to what extent depends on the job
- **Brand names**: exchange universities, cool internship companies or volunteer organizations
- **Internship / work experiences**: Do you have REAL relevant work experiences? Are you ready to start contributing since your first day or I will need to train you from zero?
- **Competitions/ Awards**
- **Leadership positions in college**
- **Extracurricular activities / volunteer works**
- **Relevant skills / languages / certifications**
- **WOW elements**: Start a small business of your own or a YouTube channel (how many subscribers?), other cool hobbies that set you apart from others

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What is the **purpose** of a resume

The purpose

- **Convince** the prospective employers or academic institutions to interview you

How?

- **Demonstrate** your past accomplishments, qualifications, abilities, and interests
- **Create** a professional image and tell a story about yourselves
- **Showcase** your written communication and language skills

The **basic format** of a resume

The Basics:

- **1 page:** it is a resume, not an autobiography
- **Times New Roman** font, 10 pt. minimum
- **Circle bullet points.** Don't use periods at the end of bullets. Do not use sub-bullets
- **Margins:** 0.5" top and bottom, 0.65" left and right
- Make it as **clean and neat** as possible. Try not to be fancy, unless you apply for roles that require artistic skills
- **Your photo is not required**, unless you apply for roles that your look is important

FIRST (NICK) LAST Address [Optional] City, Country Zip [Optional] (XX) XXX-XXXX Email address	
EDUCATION	
UNDERGRADUATE UNIVERSITY <i>Candidate for BA, May <u>2021</u></i> • xxx • xxx • xxx	City, Country 2019 - Present
HIGH SCHOOL <i>Program of study</i> • xxx • xxx	City, Country 2010 - 2014
EXPERIENCE	
COMPANY Brief company description if company is not easily recognized <i>Title</i> • Conducted... • Led... • Increased...	City, Country 2017 - 2019
COMPANY <i>Title</i> • Planned... • Created... • Developed...	City, Country 2014 - 2016
ADDITIONAL INFORMATION	
• Languages: • Skills: • Interests:	

The header and the three sections

Header: Contact information

- First name (nick name) Last name, all bold and capitalized
- Home address, city, country, zip (optional)
- Telephone number
- Email address

Education:

- Include only undergraduate and high school degrees, all names bold and capitalized
- Also include exchange university (if applicable)
- In bullets, include
 - GPA, Honors
 - Major and minor
 - Thesis or relevant coursework
 - Competitions and Awards
 - Leadership positions, clubs and activities.Describe with action verbs, results, impacts

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Experience:

- Include internship, family business involvement, or entrepreneurship experiences
- **Name of the companies** bold and capitalized
- Provide brief description if company is not well recognized
- Title of your role
- Each bullet point describes your contribution.
- All bullets should start with an **action verb** e.g. led, analyzed, conducted, researched, initiated, managed, etc.
- **Highlight specific skills/ tools** used during the project
- Also discuss the **results and impacts** of your work – tell a story!!

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Additional information:

- **Languages:** list the language you can communicate with the level of fluency for each e.g. Thai (native), English (fluent)
- **Skills:** For example, financial modelling, Stata, R, Python
- **Certifications:** if you have received any such as CFA, or certificates from online courses
- **Volunteer experiences:** again, describe with action verb, the organization your work with
- **Interests:** share the hobbies or interests which show that you are a well-rounded person and can be an ice breaker during interviews. E.g. amateur golfer, guitarist, food blogger, etc.



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Tips on making your resume shine

- Go **beyond academics**. Spend time to list down 10 – 15 activities and accomplishments during high school to college and select those with the most impactful stories
- Use **action verbs**, describe specifically what you did and the **results or impacts**
- **Brand names** must be made explicit
- Being intentional about the **image or personalities** the reader will perceive. Try to show that you are a passionate, responsible, and well-rounded person
- Make content in bullets **sharp, concise, and interesting**
- **Review** the resume several times before sending out to ensure that format, grammar, spelling are spotless (better to ask someone else to help review)

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Job interviews **best practices** – before the interview

Before the interview

On the interview day

After the interview

- **Understand** the company's value, culture, and overall business model through its website to understand the kind of people they look for
- **Research and reach out** to alumni who work(ed) at the target companies to understand the interview format, experience, and tips
- **Draft** the outline of your answers for expected interview questions. Revise to strengthen the story and the message you want to convey. Follow the **STAR method** (coming up next)
- **Prepare** at least 4 – 5 stories (internship, volunteer work, college activities, group projects) that showcase your abilities and personalities
- **Rehearse, rehearse, and rehearse** in front of a mirror until you remember your stories and can talk about them fluently. However, do not over-practice since your answer can sound unnatural and memorized
- If possible, try to do several **mock interviews** with your friends

Job interviews **best practices** – on the interview day

Before the interview

On the interview day

After the interview

- **Be confident** in yourself. At this moment, you should self-talk that you are ready and have what it takes to get the job
- **Prepare what to wear** the night before. Know what people in the industry wear in general e.g. business attire for consulting and finance, business casual for techs, startups
- **Arrive** at the interview room 15 – 30 minutes before the scheduled interview time. Make a good travel plan. Bring a resume with you
- **Make a good first impression** by having a confident and friendly greeting. **Smile!**
- **Be aware of your non-verbal cues**. Don't play with your hairs or bite a fingernail.
- **Ask for a clarification** if you don't fully understand the question
- **Answer succinctly**. Leverage the STAR method and the Pyramid Principle
- **Ask (smart) questions** at the very end of the interview. Also ask about next steps

Job interviews **best practices** – after the interview

Before the interview

On the interview day

After the interview

- **Send a thank you note** to all interviewers within 24 hours
 - Thank you for taking the time
 - Confirm your interest in the position and your confidence in your ability to contribute
 - Recall 1-2 points from the conversation that you want to highlight
 - Look forward to hearing back
- **Reflect** what you did well and what you didn't do well in the interviews. Note them down and think about how to improve in the next interviews
- **Wait.** Ease your mind. You have given your best shot. Shift focus to other job interviews in your pipeline
- **Follow up** with the recruiters if you haven't heard back after 1 week. Reiterate your interest.
- If you get the offer, congratulations! If not, that's unfortunate but just move on. Failing several (or many) interviews before getting an offer is very normal. **Be resilient!!**

Common job interview **questions** you can expect

Getting to know you and your interests	Behavioral questions		
	Leadership & teamwork	Success and strengths	Challenges and failures
▪ Tell me about yourself ▪ Why do you apply for this job at this company? Why not other jobs/ companies? ▪ What is your plan for the next 5 years? Where do you see yourself? ▪ Why should we hire you? ▪ What is your passion?	▪ Tell me about the time you led any activity? ▪ How did you motivate or convince your friends or team members? ▪ How would your friends describe you? ▪ What would you do if a team member acted like a free rider?	▪ What is your proudest accomplishment to date? ▪ What do you consider as your strengths? Why so? ▪ What do you think will be your contribution to our team? ▪ Tell me about the time you created something new and creative	▪ Tell me about the time you faced a big challenge in your life? How did you handle it? ▪ Tell me about the time that you had to solve a conflict between your friends ▪ If you disagree with your boss, what would you do? ▪ Have you made any big mistake in your life?

The **STAR** method + **Teaser**

Teaser		5%	A very concise Teaser of what the story is about. This is like saying the bullet point in the resume. Should be 1-2 sentences.
S	Situation	15%	Describe the Situation/ context that you were in involved. What happened? What were the problems or challenges?
T	Task		What was the Task you needed to accomplish? What was the goal of the project/ effort?
A	Actions	60%	What Actions did you take? Explain this in 2 – 3 bullet points? Be specific about what you did, which whom, by how. Show case your abilities and personalities
R	Results	20%	What Results/ impacts did you achieve? Be specific and try to quantify the impacts if possible. Compare the results to the situation before you were involved? How different?

Example

Teaser

- Let me tell you about the time when I led the construction team of 20 people at the rural development camp and created a new shelter that can fit over 20 people within 15 days

S

Situation

- At B.E., we have a tradition to organize a rural development camp annually. Last year, we went to create a new shelter for the village at Tumbon XX, Province XX. I was a leader of the construction team and we had 15 days to complete the project

T

Task

- As a leader, my responsibilities are 1) plan the construction project to complete within 15 days, 2) assign tasks to 20 team members, and 3) supervise the execution and solve any issues along the way

A

Actions

- We started planning about 3 months in advance. We listed and sought the construction materials we needed,...
- I assigned the work to the team based on their interests and potential...
- Our construction was delayed due to, I changed the plan to simplify the work...

R

Results

- At the end of Day 15, our shelter was completed and can be open for use. The villagers planned to use it as a classroom for 20 – 30 children. They sent me a photo of the classroom and I felt very proud of our accomplishments

What (smart) questions do you have for me?



- **Well-thought and insightful:** not a question you should have known or can find out easily
- **Relevant** for the role
- **Appropriate for the interviewer:** don't ask something the interviewer wouldn't know
- **Non-repetitive:** ask something different from other candidates

Example questions

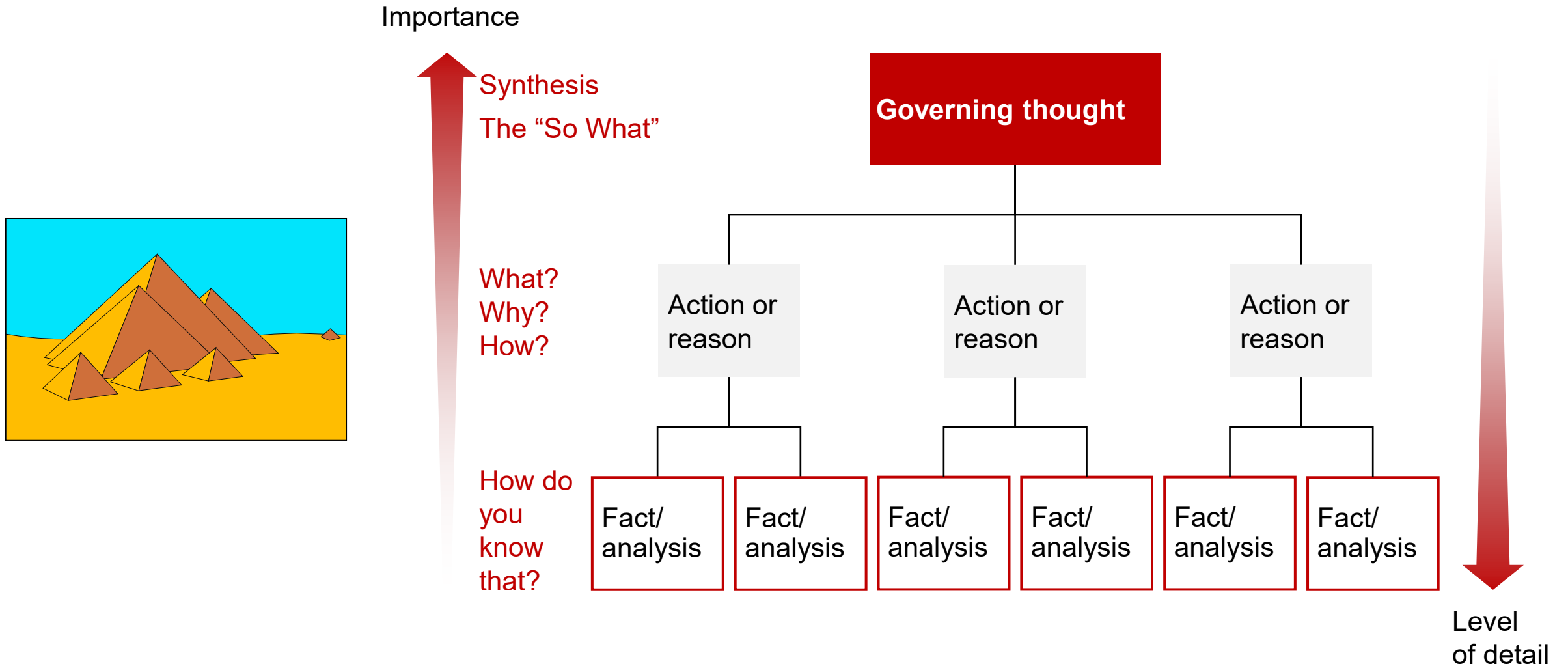
- What advice do you have for a new joiner to be successful in this role? What are the KPIs for this role?
- What is the most exciting topic you and your team are working on right now?
- What are the resources I can use to learn and prepare before starting this job?
- What are the important challenges for this role?

What if your **problem-solving** skill is tested: I want to know your thinking process

Some Rules of Thumb

- **Clarify** the problem and the objective - Don't jump. Repeat back the problem and the objective to the interviewer
- **Ask for time** to think how you will structure and proceed with the problem – if you have a paper and a pen, write down your thought and game plan
- **Explain your thought and game plan** to solve the problem with the interviewer – ask for their opinions and incorporate the feedback
- **Ask for the missing information/ data** from the interviewers (if applicable) and analyze
- **Ideate** possible solutions, **evaluate** each based on pros and cons, and **choose** one. Explain clearly your logic (your logic is more important than whether getting the right or wrong answer)
- **Close by giving a brief final recommendation** or answer using the Pyramid Principle

Remember the Pyramid Principle of communication



Virtual interviews guideline

- **Location:** Find a quiet place with minimal distractions and a plain and bright background to convey professionalism
- **Camera:** The whole head and neck must be seen. Don't sit too close or too far away from the camera
- **Eyes:** Practice looking directly at the camera while speaking. Don't look at the interviewer's face the whole time
- **Voice:** Maintain a strong and clear voice to convey confidence and credibility. Do not speak too quickly. Using loud voice will keep you from mumbling and speaking too fast
- **Hands:** Use simple hand gestures to reinforce your messages and capture attention
- **Checking:** Make sure that the camera, speaker, microphone, application or software, and internet connection all function properly before the start. Remember **Murphy's Law**

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Five ways to **ROCK** your first job

- 1** | **Take full ownership** of your work. Under-promise. Over-deliver. Build your reputation as a reliable and hard worker.
- 2** | **Being transparent.** Admit what you don't know or cannot do. Ask for help
- 3** | **Play to your strengths.** Leverage your exclusive skills/ knowledge to make significant contribution. If you don't have one, **build it**
- 4** | **Having a can-do attitude.** Volunteer to go beyond scope of your work. Build a network of meaningful relationships
- 5** | **Be proactive in asking for feedback and mentorship.** It's ok to make a mistake. It is not ok to make the same mistake again and again

Questions?

