



# No Bullsh\*t Career Coaching #1

B.E. Career Development Program

Suchawut Thamvorapon (P' Chill) BE19

# B.E. Career Coaching Weekend 6<sup>th</sup> – 7<sup>th</sup> June 2020

## Saturday 6<sup>th</sup> 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 7<sup>th</sup> 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



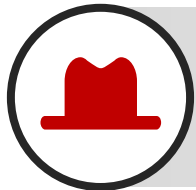
**Participate** in polls and activities – you will be asked to share your thoughts and do some works; **go grab a pen and a piece of paper**



**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

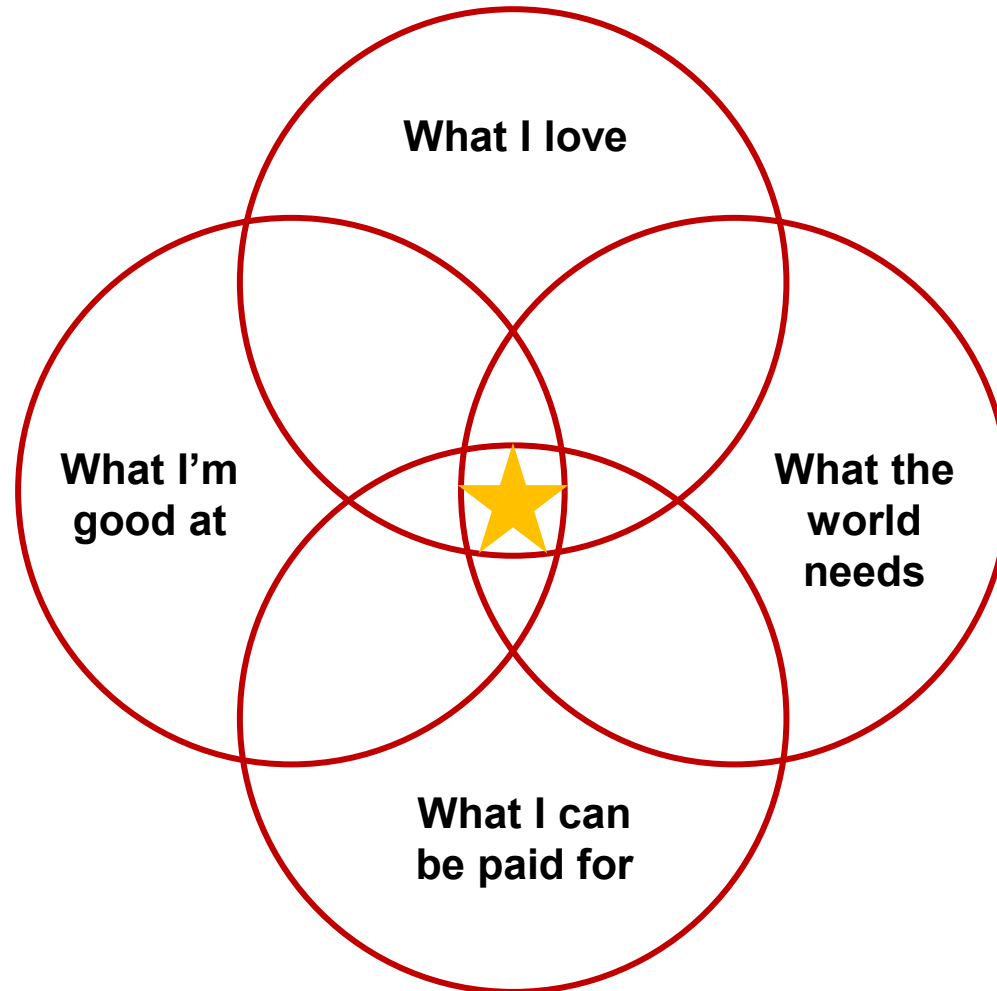
# Agenda for this session

- How to think about your career path
  - Discover your Ikigai
  - Common myths about career planning
  - Design thinking process for career planning
  - Five cornerstones to having a meaningful and successful career
- Navigating career options after graduation
  - The highway, the dirt road, and the jungle
  - Major career options after graduation
- Skills you should have for the future of work
  - Most-in-demand hard- and soft-skills
  - Let's practice some communication tools

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# Ikigai concept in a framework

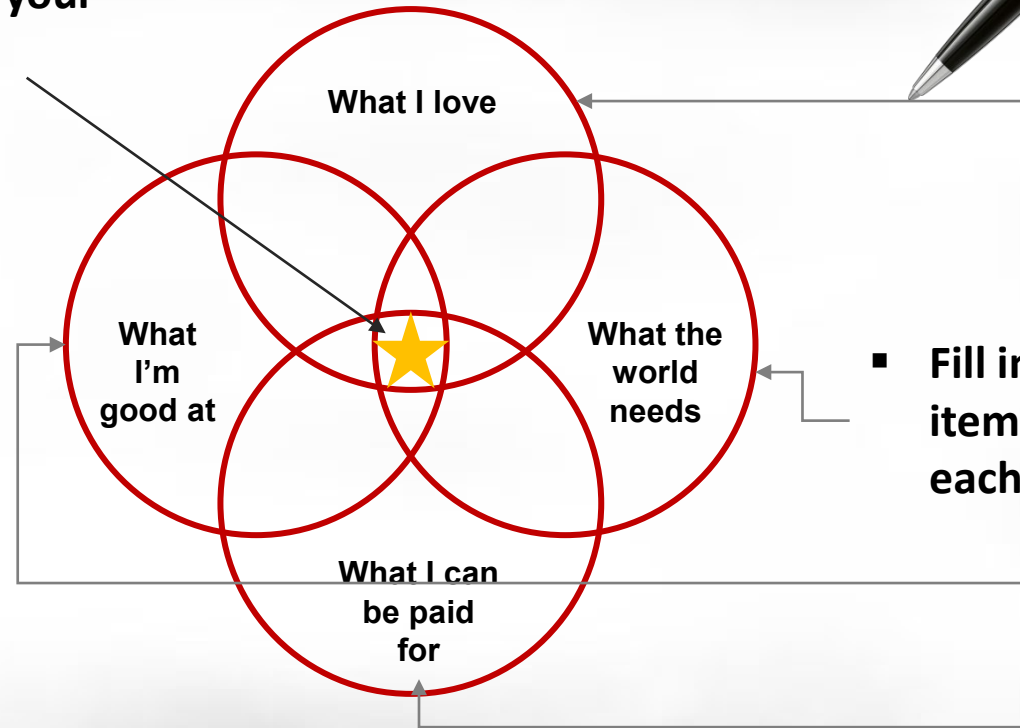


# Discover your Ikigai – fill in the 4 circles and find your star

## Let's find your IKIGAI

- Draw **4 overlapping circles** on a piece of paper
- Fill in your **top 3 items** in each of the circle
- Find the common items that answer all 4 aspects – **your STAR**

- What is your STAR?

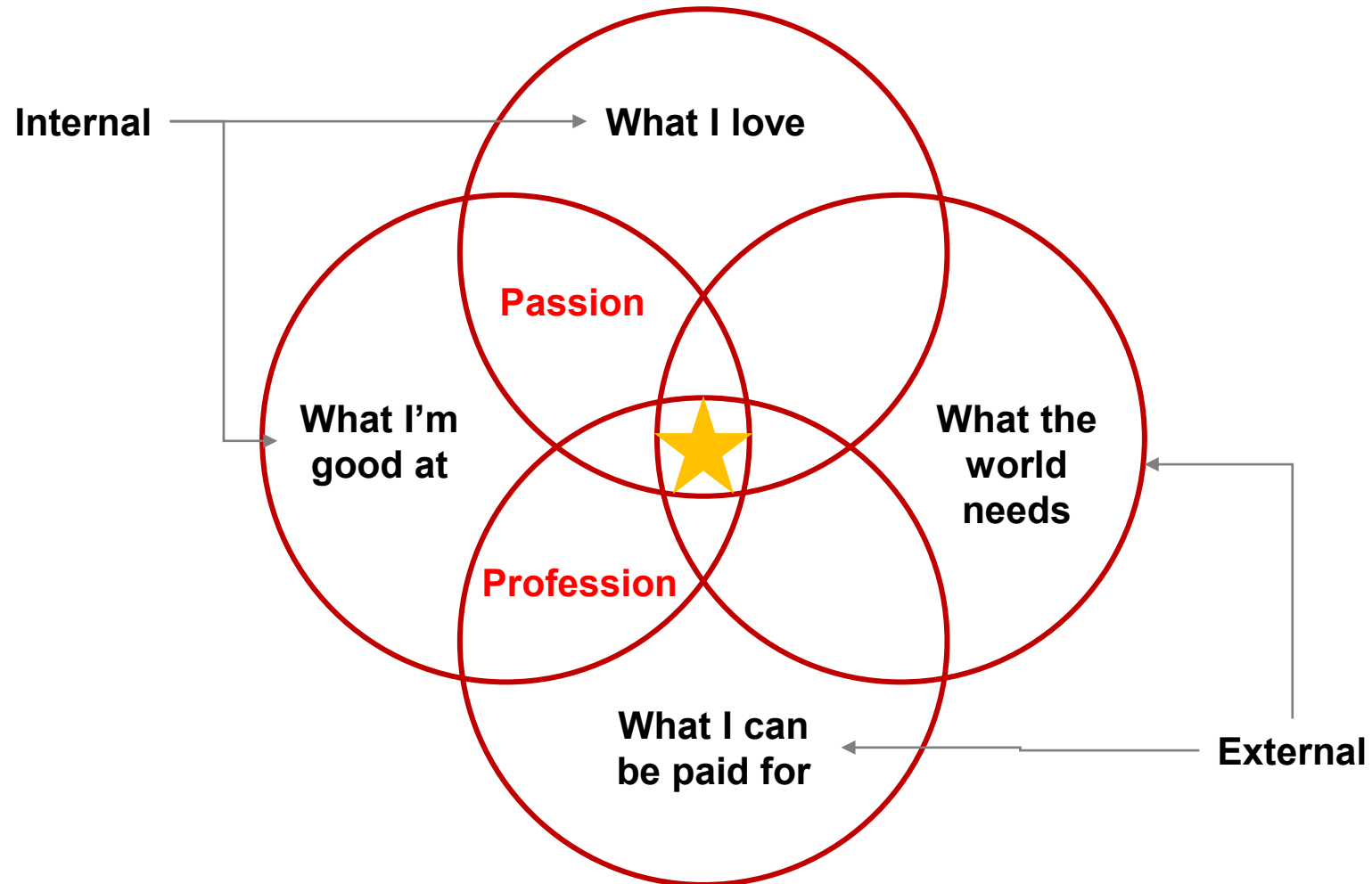


# Let's run a poll

- Can you find the **STAR** that meets all four aspects?
- Which circle is the one you find **most difficult to fill**?

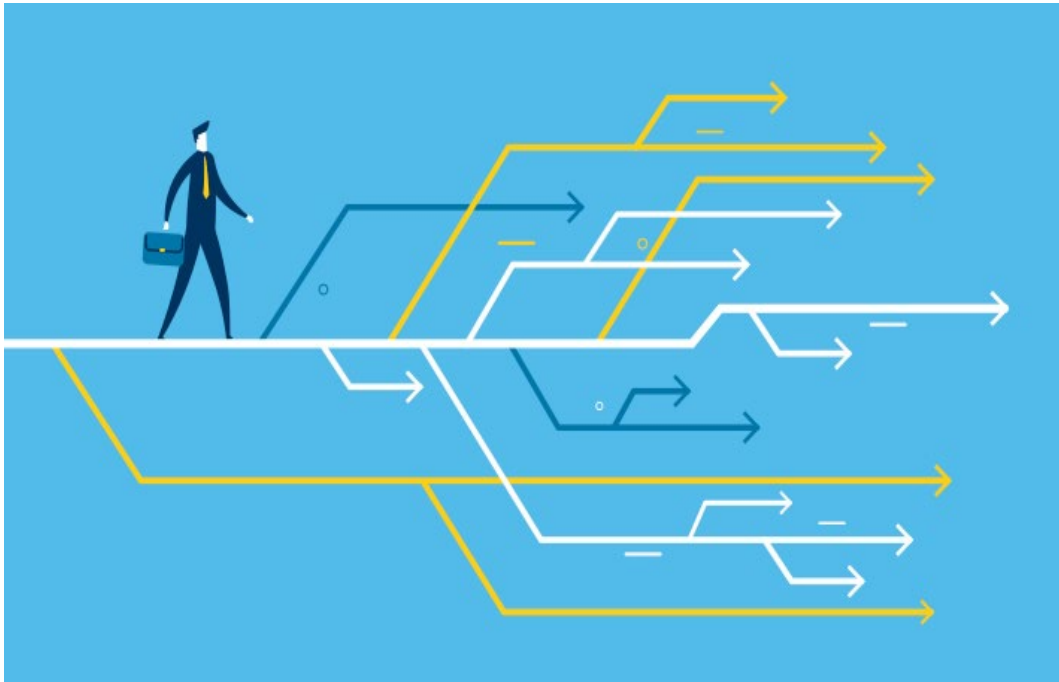


# Discover your Ikigai



# “Career path” – A or B?

A



B



# Common **myths** about career planning #1 – **Follow your passion now!**



## MYTHS

- “Ask yourself what is your **passion**”
- “You should **know your passion by now**, otherwise it is too late”

## FACTS

- Majority of young adults don't know what their passions are
- According to a study from William Damon (Stanford), out of 1,200 people between the ages of 12 and 26 years old, **only 20%** said they found something meaningful to dedicate their lives. 25% had absolutely no idea. The rest were in the middle

# Common **myths** about career planning #2 – **Bring out the best of you!**



## MYTHS

## FACTS

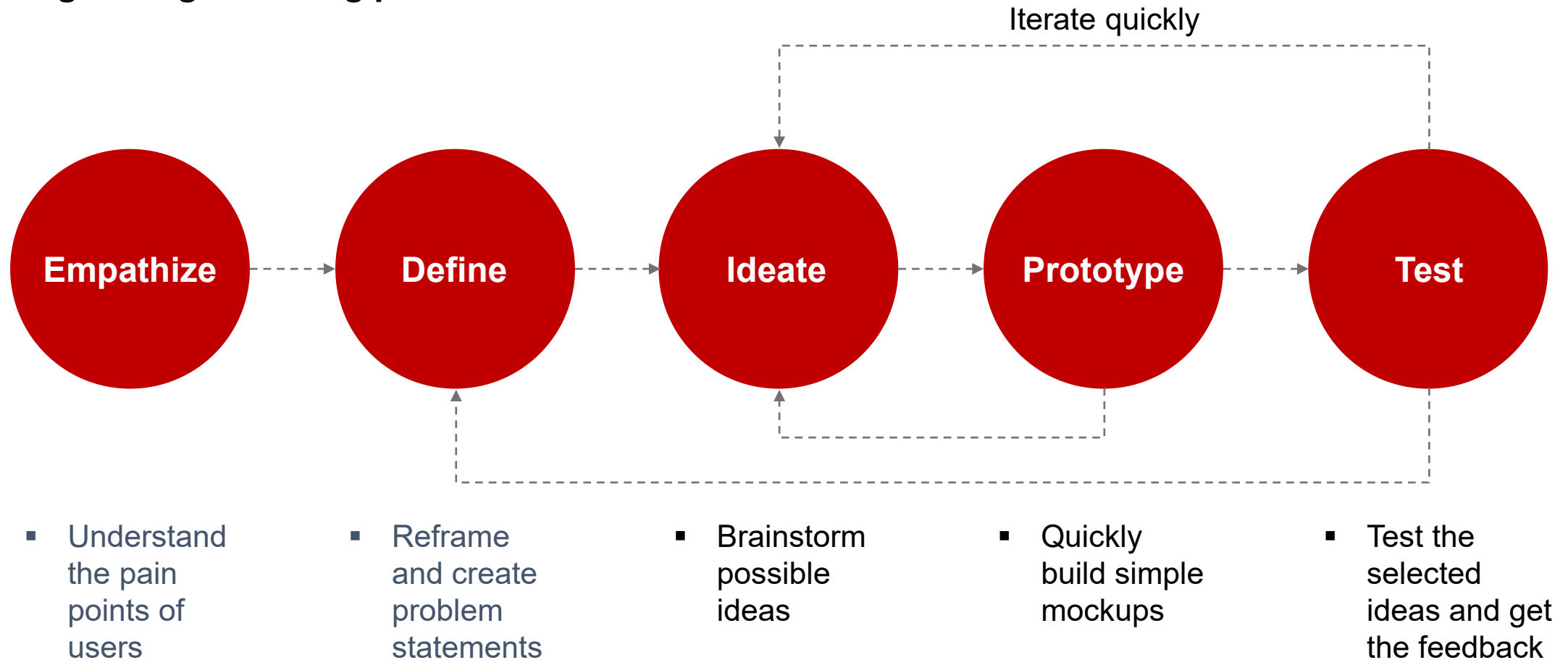
- “Don’t waste your time”
- “You should only take the job that you think is your **true passion** and bring out **the best** of you!”

- The myth is rooted from a misconception that there is “one true self” that we should discover
- In fact, we have “many possible selves”, any of which can lead us to a happy and productive life
- “The **unattainable BEST** is the enemy of all the available and attainable **BETTERS**” – Bill Burnett

Source: Designing Your Life, TEDXStanford (Bill Burnett)

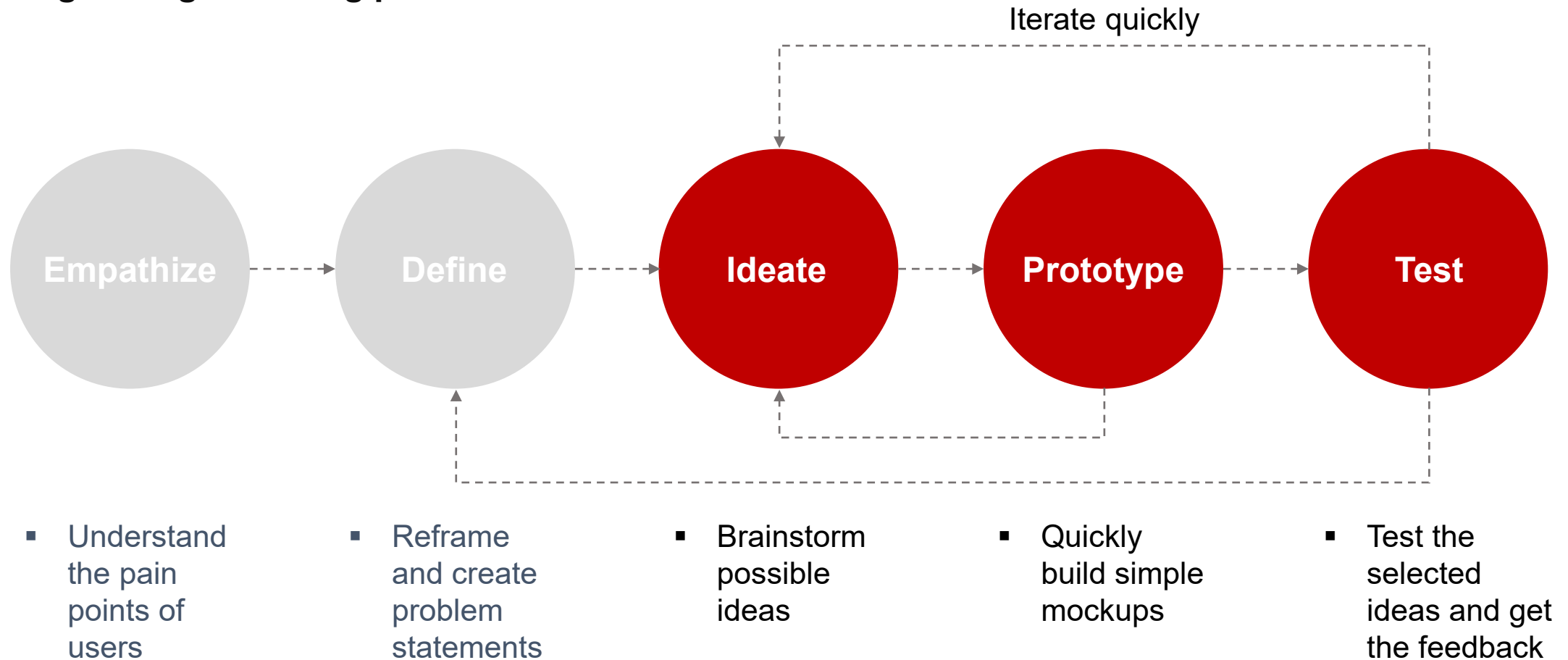
# Applying the **design thinking** process for career planning

## Five-stage design thinking process

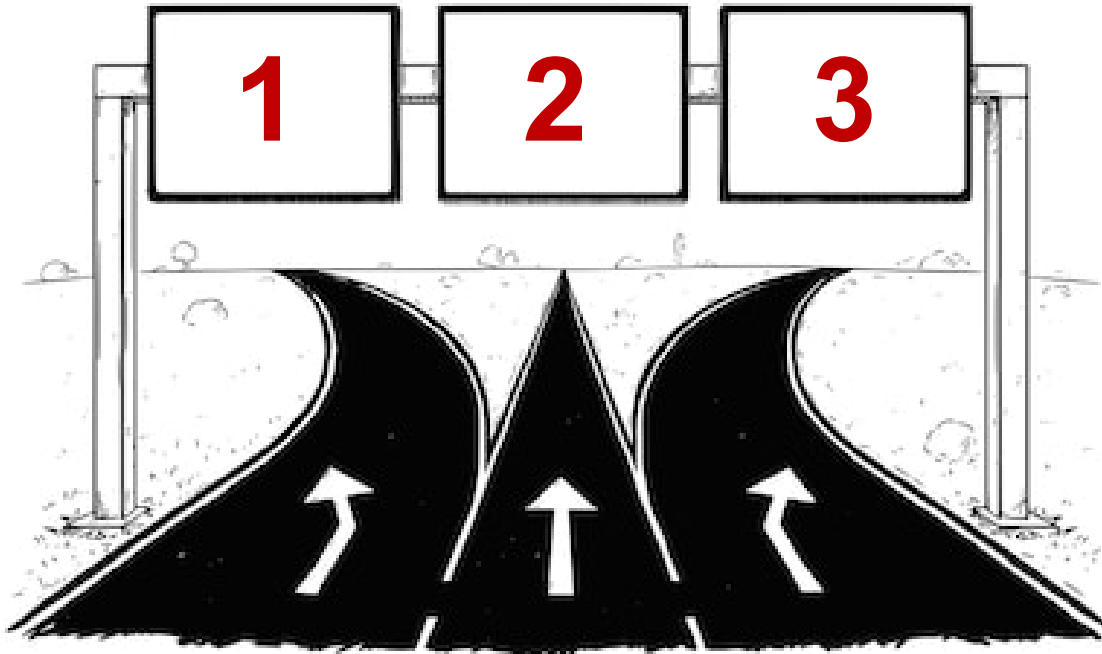


# Applying the **design thinking** process for career planning

## Five-stage design thinking process



# 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)

# Plan out how would your work-life looks like for the next **five** year

**Title of this life story:** \_\_\_\_\_

|             |   |   |   |   |   |   |  |
|-------------|---|---|---|---|---|---|--|
| <b>WORK</b> | 0 | 1 | 2 | 3 | 4 | 5 | <b>What you like about this story</b>    |
|             |   |   |   |   |   |   | 1 _____<br>2 _____<br>3 _____            |
| <b>LIFE</b> |   |   |   |   |   |   | <b>What you dislike about this story</b> |
|             |   |   |   |   |   |   | 1 _____<br>2 _____<br>3 _____            |

Source: Adapted from "Designing Your Life" by Bill Burnett & Dave Evans

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# Example – A 5-year plan of **one of your alumni**

**Title of this life story:** A consultant and MBA grad

|             |  |  |   |  |   |  |
|-------------|--|--|---|--|---|--|
| <b>WORK</b> | <b>0</b>   | <b>1</b>   | <b>2</b>  | <b>3</b>   | <b>4</b>  | <p><b>5</b></p> <p><b>What you like about this story</b></p> <p><b>1</b> <u>Consulting seems to be a great job</u></p> <p><b>2</b> <u>Good pay</u></p> <p><b>3</b> <u>Study MBA with sponsorship</u></p><br><p><b>What you dislike about this story</b></p> <p><b>1</b> <u>Work my as* off</u></p> <p><b>2</b> <u>Work my as* off</u></p> <p><b>3</b> <u>Work my as* off</u></p> |
|             | <ul style="list-style-type: none"> <li>- Start a career at one of the consulting firms</li> </ul>                | <ul style="list-style-type: none"> <li>- Work my as* off</li> <li>- Promote to full-time, hopefully</li> </ul> | <ul style="list-style-type: none"> <li>- Still work my as* off</li> <li>- Promoted to senior level</li> <li>- Secure MBA sponsorship</li> </ul> | <ul style="list-style-type: none"> <li>- Leave consulting to join a tech company (Yay!)</li> <li>- Prepare TOEFL, GMAT, and apply for MBA</li> </ul> | <ul style="list-style-type: none"> <li>- Study at business school</li> <li>- Enjoy my last 2 years of a chill life</li> </ul> |  |
| <b>LIFE</b> | <ul style="list-style-type: none"> <li>- Graduated from BE, finally</li> <li>- Japan celebration trip</li> </ul> | <ul style="list-style-type: none"> <li>- Buy a car</li> <li>- Visit 3-4 countries in SEA</li> </ul>            | <ul style="list-style-type: none"> <li>- Doesn't seem to have much life</li> </ul>  | <ul style="list-style-type: none"> <li>- Practice cooking</li> <li>- Do some volunteer works</li> <li>- Celebration trip in Europe</li> </ul>        | <ul style="list-style-type: none"> <li>- Travel in US and South America</li> <li>- Make tons of friends</li> </ul>            |  |

Source: Adapted from "Designing Your Life" by Bill Burnett & Dave Evans

# Prototyping and testing your life stories through **experiments** and **connections**

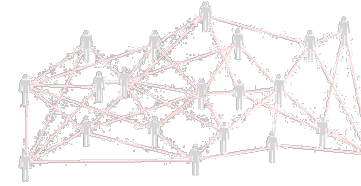


## Crafting experiments

- Have **a bias for action** rather than contemplating for years and nothing happens
- Try out ideas and professional roles in a **small scale** first before making a commitment.
- Aiming for a big bold move can lead to no action

### How to implement?

- **Internships!!**
- Taking relevant courses in college or online
- Participating in **competitions**
- Joining weekend activities or volunteer works
- Doing side projects or businesses in your free time



## Expanding connections

- Prototype by having conversations with people in the fields of your interests
- Develop contacts that open doors to new worlds
- Participate in activities that you have to work with a diverse group of people, and learn from them

### How to implement?

- Seminars and events like the Alumni Talks this afternoon!!
- Joining activities or taking classes outside of B.E. (e.g., B.B.A.)

# Prototyping and testing your life stories through **experiments** and **connections**

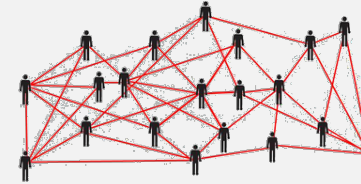


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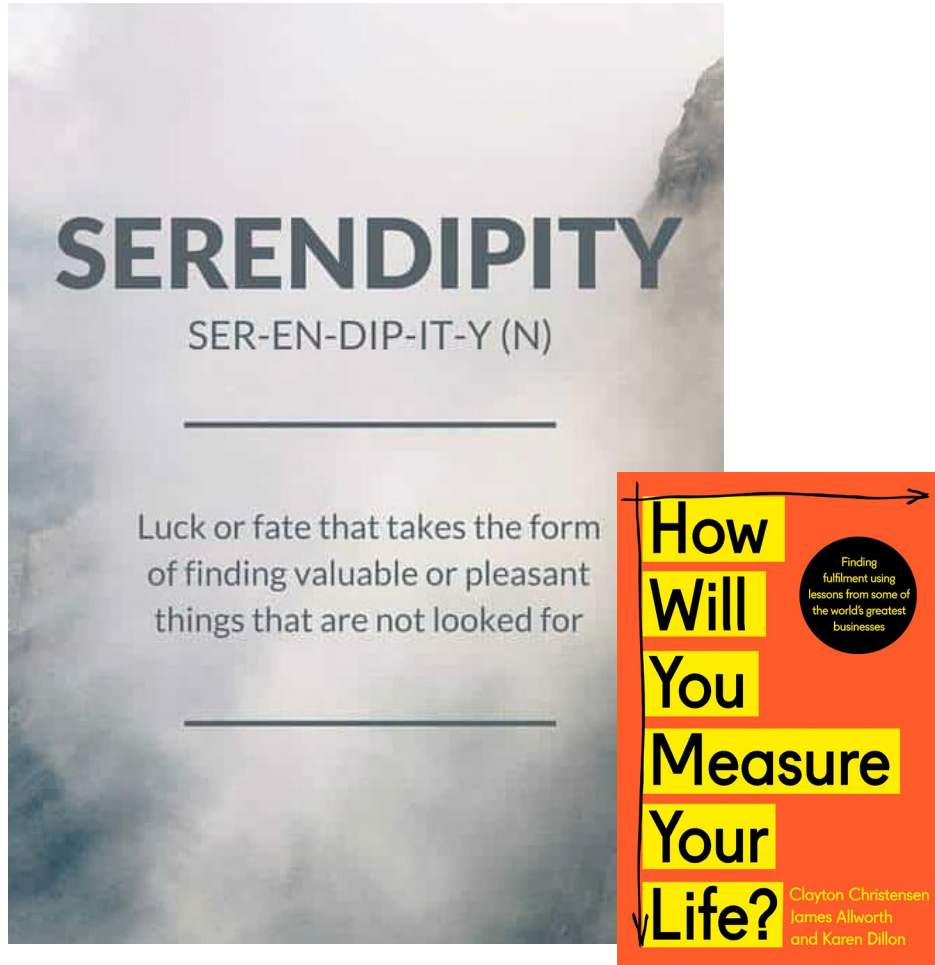
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### How to implement?

- Seminars and events like the **Alumni Talks** this afternoon!!
- Joining activities or taking classes outside of B.E. (e.g., at B.B.A., at Chula)

# Be open for “serendipity”



- Plan a deliberate strategy for your life and career but **be open to emergent opportunities**. Keep your eyes, ears, and mind open for peripheral opportunities along your way
- Many companies planned a strategy but ended up learning something new along the way and decided to pivot to become even more successful
- To maximize the chance that serendipity will find you, **go out of your circles and comfort zones** to meet new people, visit new places, and try new stuff
- It's a **beauty of life**

Source: “How Will You Measure Your Life” by Clayton N. Christensen

# The **Five Cornerstones** to having a meaningful and successful career

- 1** | Think about the many possible **life stories** you want to live in and the **purpose** for each
- 2** | **Make plans**, follow them with your best, but **open for serendipity**
- 3** | Have a **bias for action** and do experiments in **small scale**
- 4** | **Extend your network** beyond similarities and close proximities
- 5** | Go out of comfort zones and **never stop learning**

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# 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

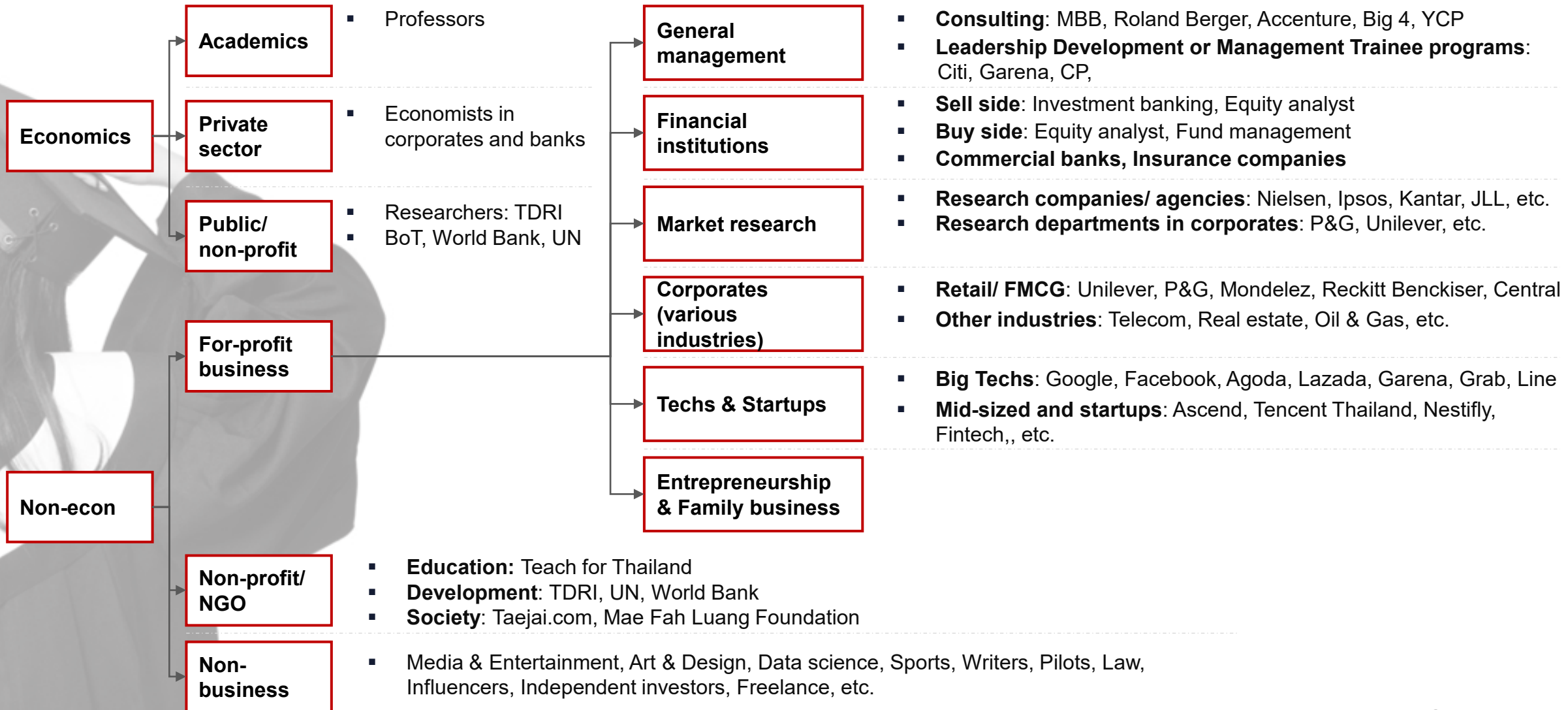
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## Jungle

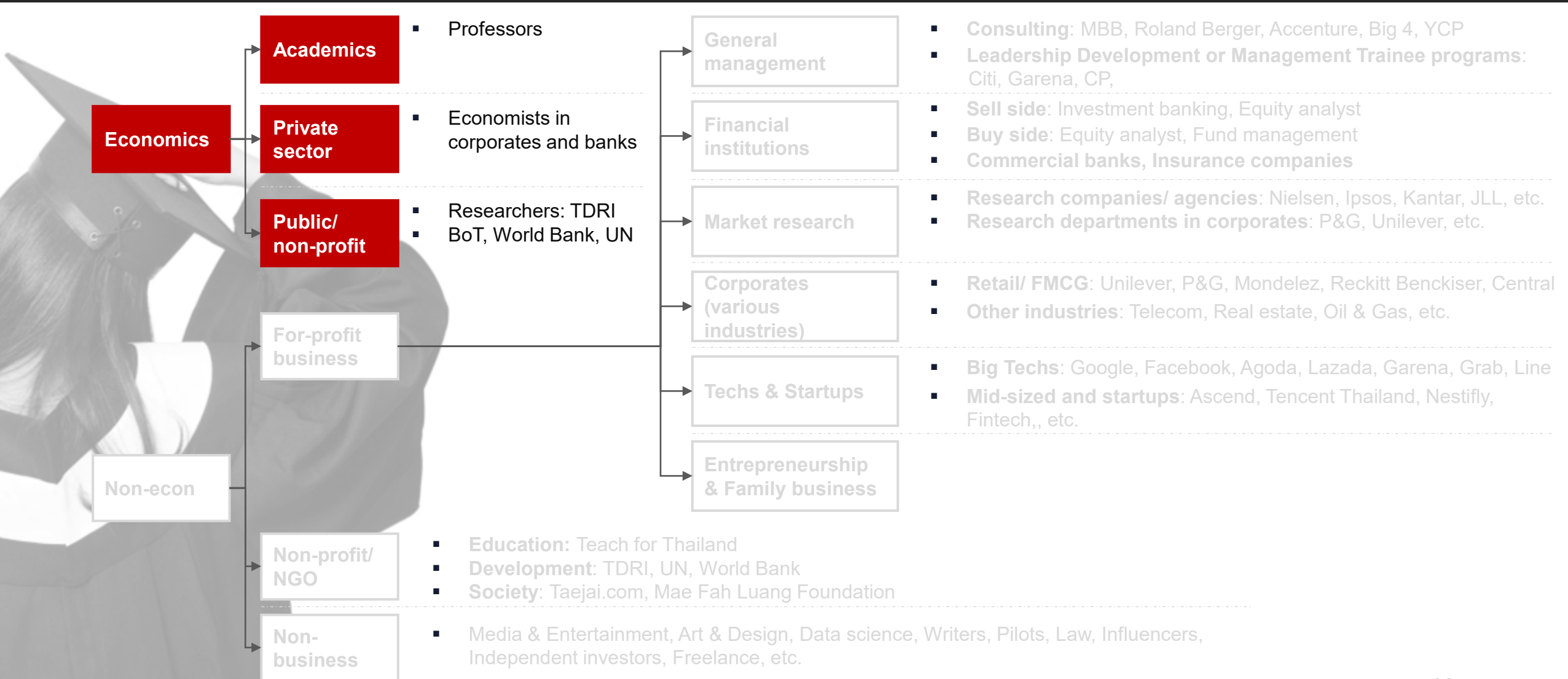


- Joining **early-stage startups, starting a new company, or pursuing non-traditional paths** e.g. pilots, art and design, media and entertainment, etc.

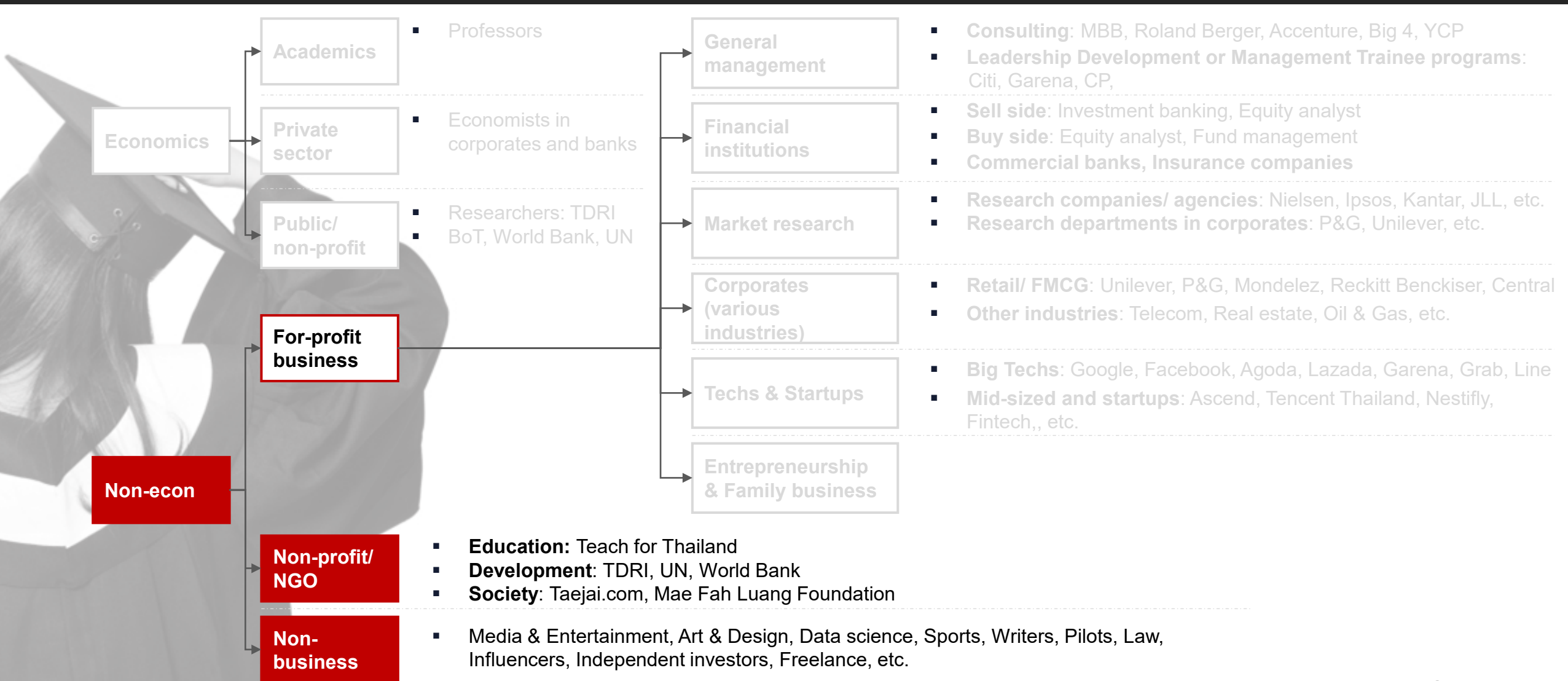
# Major career options after graduation



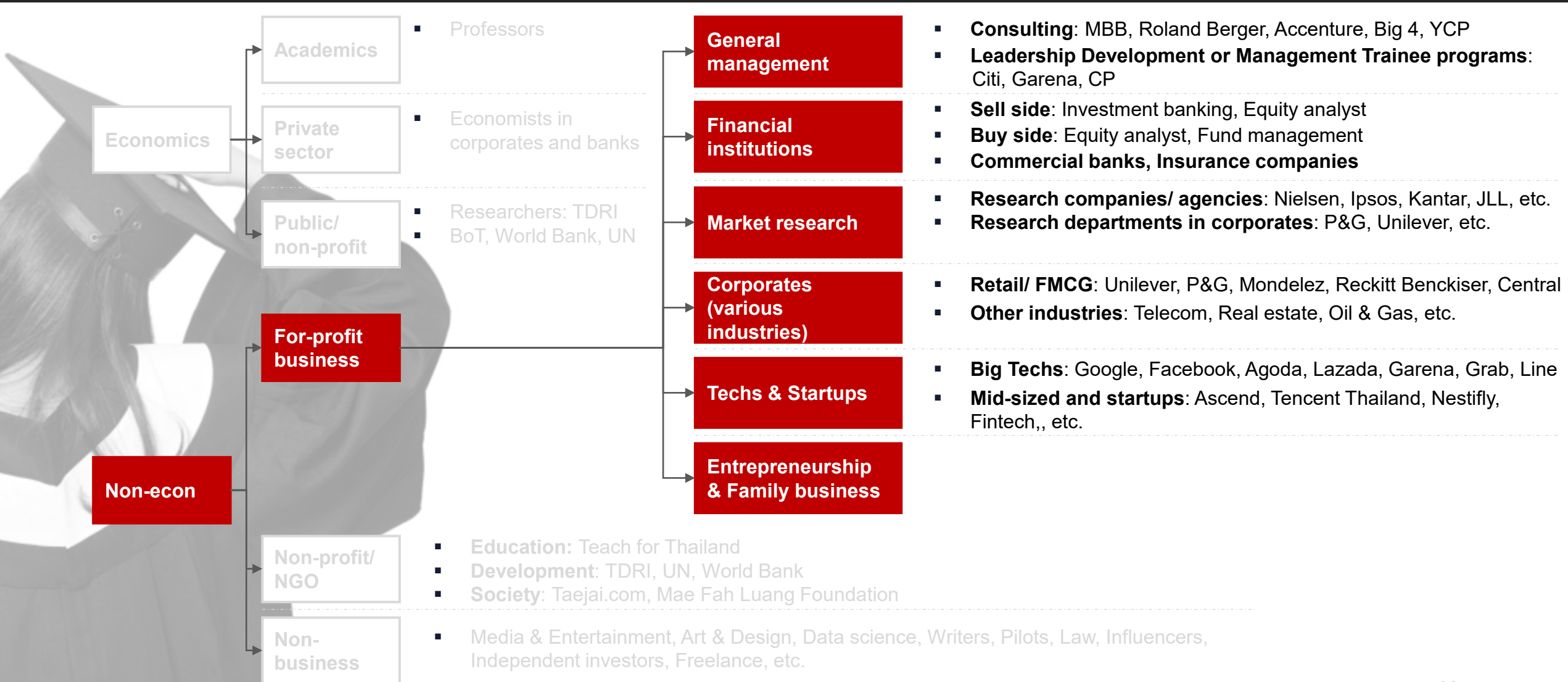
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# Job application tactics



- **Build your profile far in advance:** through internships, competitions, leadership roles, extracurricular activities
- **Know what you want to apply for:** List down the jobs you are interested
- **Be super proactive early on:** know the recruiting periods, join company events
- **Sharpen and customize your resume**
- **Practice a lot!!!:** Research on recruiting process and interview format, read books, do mock interviews, get tips from alumni and your network



- **Research on opportunities:** find the jobs via conversations with alumni, company websites, LinkedIn (yes, go create an account), Jobs DB
- **Leverage your connections:** ask people to refer you (higher chance and faster)
- **Prioritize opportunities and make a plan:** don't apply to all places at once. Prioritize and phase them out
- **Still, customize your resume and practice a lot of mock interviews**
- **You also might want to write a cover letter**

# 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

# What should I do during this Covid time

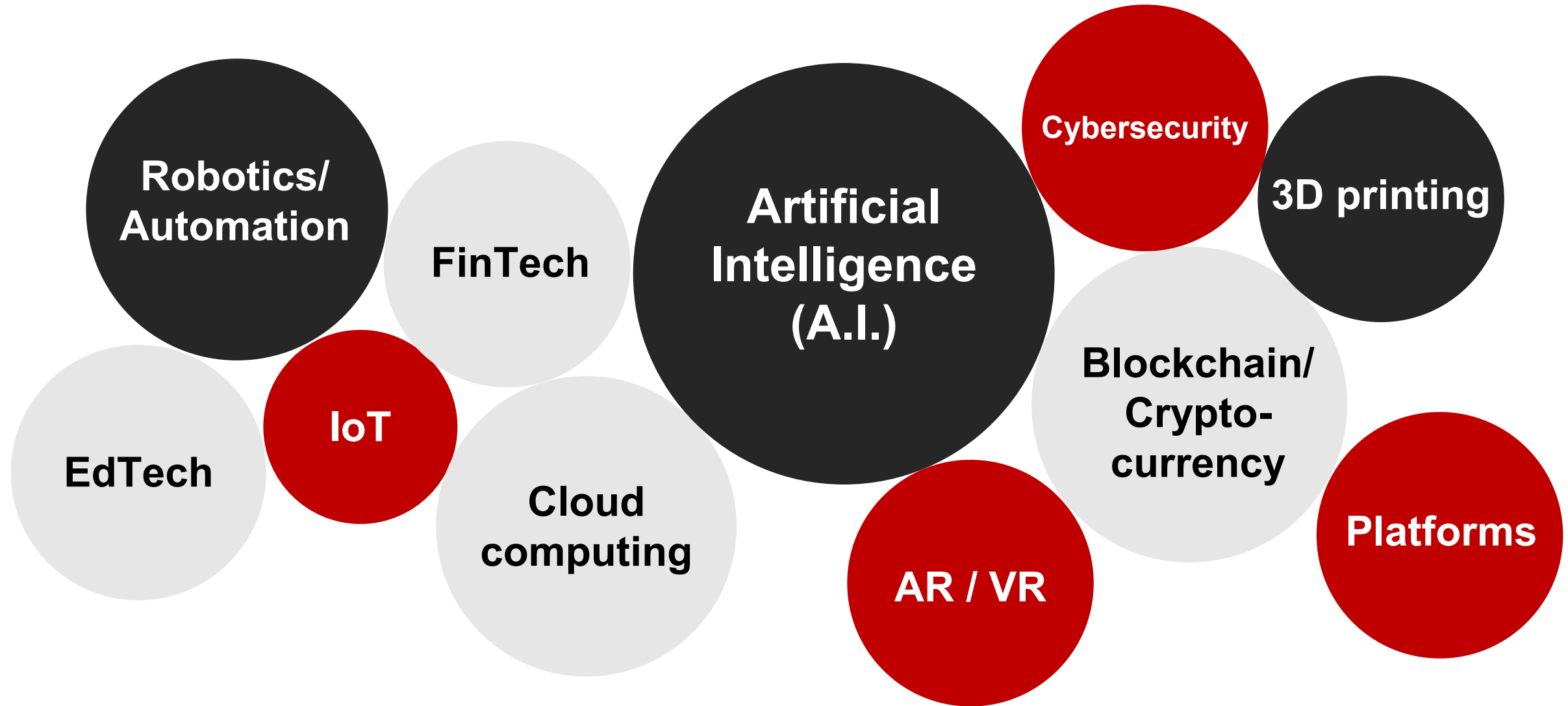
**If you still cannot get an internship or a full-time job due to Covid**



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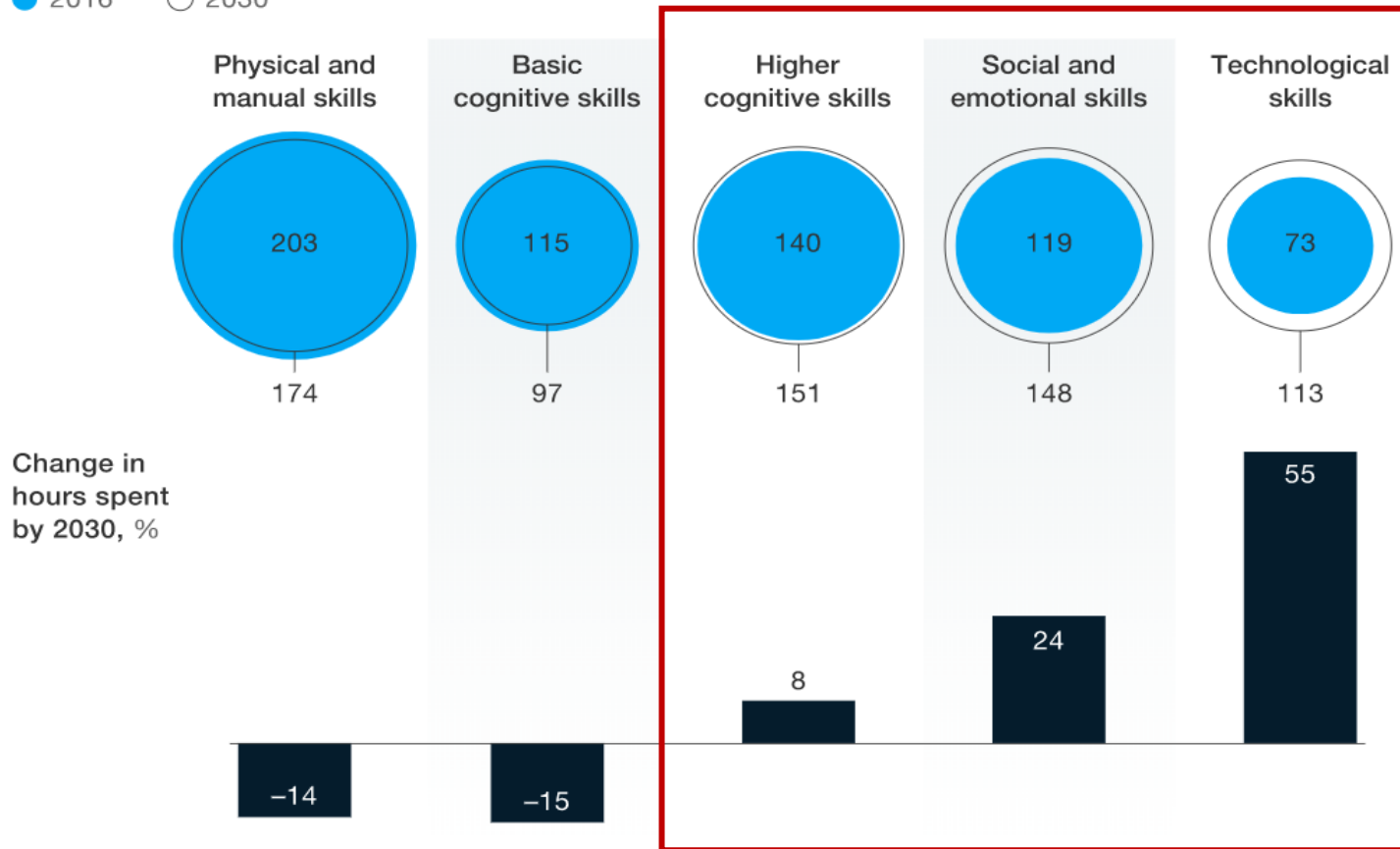
# Waves of **disruptive technologies** will intensify over the next decades



# Demand for **technological, social and emotional, and higher cognitive skills** is on the rise

Total hours worked in Europe and United States, 2016 vs 2030 estimate, billion

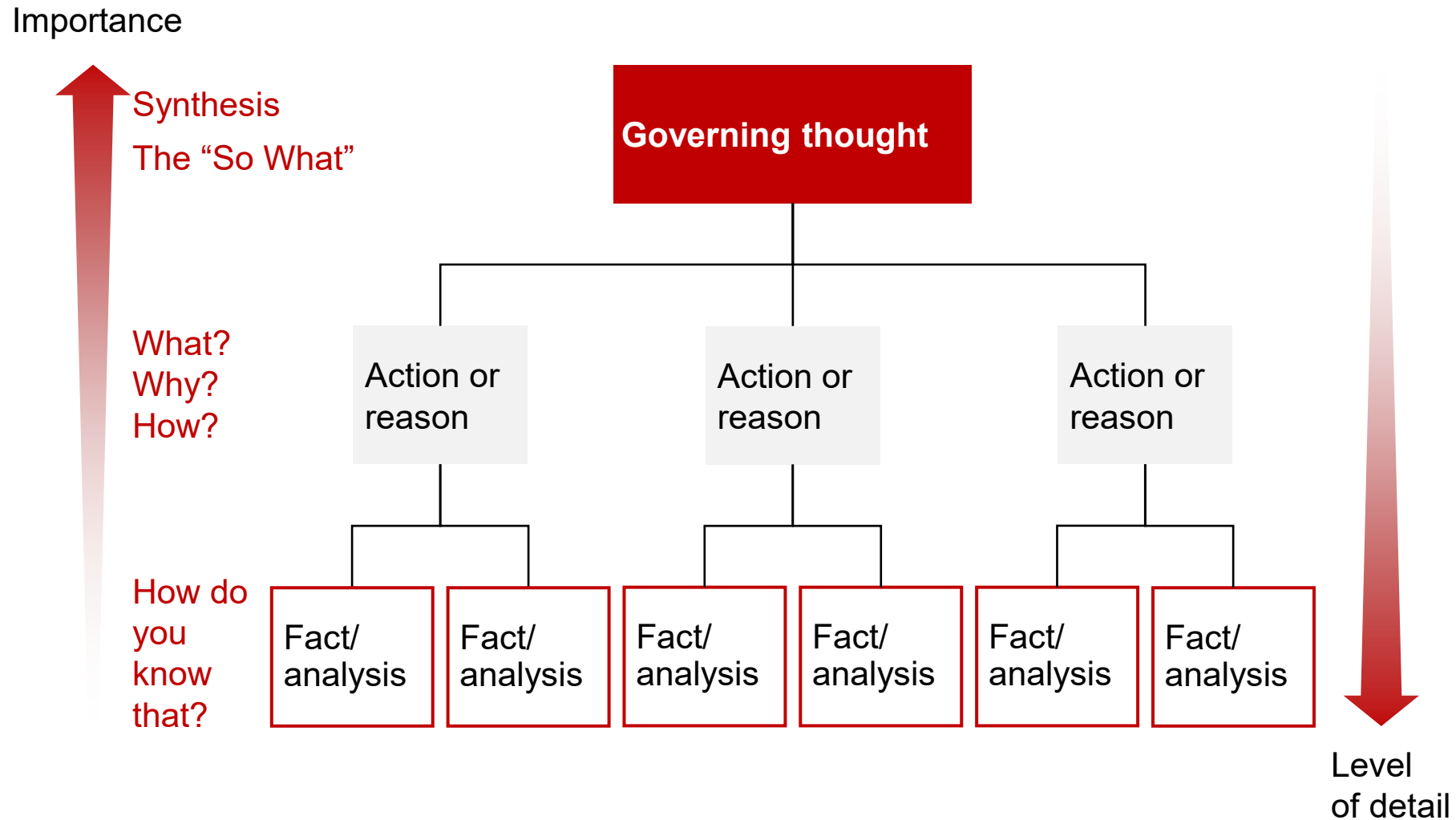
● 2016 ○ 2030



- **Technological skills** – IT and programming, AI and machine learning, basic digital skills, big data analytics, blockchain
- **Social and emotional skills** – Entrepreneurship and initiative taking, leadership and management, EQ, **advanced communication** (persuasion, negotiation), adaptability, resilience
- **Higher cognitive skills** – problem solving, strategic thinking, creativity, data interpretation and storytelling

McKinsey&Company | Source: McKinsey Global Institute Workforce Skills Model; McKinsey Global Institute analysis

Start with a “**So What**”, then support it with 2 – 3 key reasons, each with supporting fact/ research/ analysis



# Agenda for the session **tomorrow**

- 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

Questions?

