

# Rock the Career Fair!

## Part I: Acquire Your Targets

Companies are not only looking for candidates who are able to do the job – they also want to know that you’ll fit in with the company. The more specifics you have, the more you can show that you’ll be a positive addition. You don’t need to fill in every field – but make sure you have enough specifics to answer “Why do you want to work for our company?”. This information also helps with networking and initiating conversations!

Organization	
Mission/Values:	
Company History:	
Strategic Goals/ Projects:	
Recent News Items:	
Culture/Office Environment	

## Part II: Analyze Each Position

For each application, take a look at the position description. The company is telling you what is key to that role – the skills and requirements a candidate needs to succeed in that position. And when you mirror your application and interview to demonstrate those key traits, you can make the argument that you’ll be successful in that position.

Position:	
Key Words/Skills/ Requirements that stand out	
3 Greatest Skills Needed/Required for Position	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
Summarize their ideal candidate – what kind of person are they looking for?	

### Part III: Know Your Strengths

Your most valuable tool in a job search: being able to clearly articulate your strengths and how they're relevant to an employer. After completing a position description analysis, identify how you've demonstrated 2-3 of their key skills in the past. And feel free to choose any skills that you think could be valuable that aren't listed - additional skills could include: creativity, communication, initiative, leadership, presentation experience, and project management. Then, emphasize those skills in your resume, cover letter, interview, and any additional application materials.

What experiences do you have to meet the skills needed/required? How do you exemplify the traits of their ideal candidate?	
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### Step IV: Make Smart Conversation

Once you've identified what you want to emphasize to employers, you need to practice articulating that verbally. Use the following template as a framework for sharing what makes you a strong candidate for their position.

Include the basics: "Hello, I'm \_\_\_\_\_. I am completing a \_\_\_\_\_ in \_\_\_\_\_, and my main focus/ interest/experience is \_\_\_\_\_."

Then, create a conversation (**avoid asking for any information that could easily be found online or in the position**):

- What are the biggest challenges the person in this position will face?
- Can you describe a typical day or week in the position?
- What would a successful first year in the position look like?
- How would you describe the culture here? What type of people tend to really thrive here?
- Thinking back to the person who you've seen do this job best, what made their performance so outstanding?
- "I saw in the news recently that \_\_\_\_\_, how \_\_\_\_\_?"

<b>Your Turn:</b>
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