### The National Black MBA Association presents the

# HBCU CAREER CRASH COURSE

**Technology & Virtual Interviewing Workshop** 



### 2020 NBMBAA® CONFERENCE & CAREER FAIR: A VIRTUAL EXPERIENCE

SEPTEMBER 23-25, 2020

Visit: nbmbaa.org/conference to register



# **Today's Workshop Speakers**

# <image><section-header>





Welcome to the Workshop! Dr. Anthony D. Wilbon, Ph.D., PMP

Dean, Howard University School of Business



### Where to find ZOOM Chat & Q&A Buttons



# Technology Best Practices in a Virtual World

### Ashton Clark

CEO & Co-founder, Ticket Falcon NBMBAA<sup>®</sup> Board Member





### Today You Will Learn How To:

- Maximize your productivity in the virtual classroom.
- Make the best of virtual networking.
- Master your next virtual interview.
- Land the interview and get the job.





#### Education

- Output State of Illinois at Urbana-Champaign
- Northwestern's Kellogg School of Management Leadership

 National Black MBA Association<sup>®</sup> – National Board Chairman, Marketing and Communications

- People's Music School National Board Member
- Mu Mu Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. – President-Elect

### Corporate

#### Entrepreneurship

- Accenture
- MillerCoors
- Molson Coors
  - Starcom

- LudaKicks
  - Equity Twins
- Ticket Falcon



About Ashton

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# Maximizing Your Productivity in the Virtual Classroom

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# **Virtual Meeting Technology**



### **Features & Benefits**

- Ability to meet with team members, professors and graduate assistants
- Recording capabilities to leverage after the meeting ends
- Voice intelligence that transcribes audio for note taking and action item automation
- Access to a whiteboard to quickly sketch ideas

### **Best Practices**

- Focus on your camera while speaking
- Maintain a strong voice
- Be present and mindful
- Tailor your background to fit the meeting
- Frame yourself wisely



# **Note Taking Technology**



#### **Features & Benefits**

- Organize notes by creating notebooks and sections
- Annotate slides and docs
- Easily search across all notes
- Automatically save notes to the cloud
- Create to-do lists
- Olor code notes

- Use linked audio recordings as notes
- Sketch or write by hand
- Access notes from any device
- Share notes with anyone



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# **Document Storage & Sharing**



### **Features & Benefits**

- Leverage enhanced sharing capabilities
- Access your documents from anywhere on any device
- Send large files to team members
- Collaborate virtually with team members in real-time
- Work on files offline in the event you lose service
- Store documents post graduation



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# Virtual Networking: The New Normal



#### Develop your strategy

- Who do you want to network with and how?
- Are there specific industries you want to focus on?
- Are there people in adjacent industries or jobs that can be of value?
- ✓ Network when you don't <u>need</u> it
- ✓ Network on social media platforms
- Connect, follow-up and foster the relationship
  - Networking is a constant process.
- Networking should be mutually beneficial
- ✓ Learn, tweak and repeat
  - As you continue to network, you will learn more about what works and what doesn't.
  - Always continue to adapt your strategy.



# Virtual Conference: Practices & Goals



- ✓ Register early
- ✓ Refresh your resume
- ✓ Submit your resume to the NBMBAA<sup>®</sup> Career
  Success Network for review
- Review Conference Agenda and allocate time to participate in virtual events and sessions
- Familiarize yourself with participating employers and their job opportunities in advance



# Virtual Conference: Practices & Goals



### ✓ Land the job!

- Be proactive and network with respective companies of interest.
- Prepare a 10-20 second elevator pitch to help introduce yourself.
- Know details about the company before you interact with recruiters.
- Have a PDF version of your resume available, should recruiters request it.

### ✓ Follow-up

• Send thank you messages to recruiters you interact with.





# Mastering the Virtual Interview

Thandi Young MBA

Data Science Recruiter, Google





### Today's Agenda

- O Introduction
- **O** Interview Preparation
- O Interview Questions
- Virtual Interview Tips
- Q&A





### **About Thandi:**

- Atlanta Native
- Currently in Bay Area
- Previously lived in D.C.
- Previously lived in Dubai

- Pfizer
- Bloomberg BNA
- HR Leader
- CPA Global
- Google
- Savannah State University
- Hult International Business School

NATIONAL BLACK DESCRIPTION, INC. 50th ANNIVERSARY 20020 CELEBRATING VISIONARIES

# **Interview Day**



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and you're making a difference.

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BEFORE





about how Spike Lee is making movies now

ą

AFTER



# **Pre-Interview Preparation**

- **Review job description | highlight your experience**
- **Research Company and values**
- **Research Interviewer on LinkedIn**
- Write down success stories (awards, projects, internships)
- **Prepare answers to common interview questions**
- **Prepare questions for the interviewer**
- Mock interview with a friend
- Ask recruiter if there are specifics areas to prepare for



# **Frequently Asked Interview Questions**

### **Skills Based**

- What are your biggest strengths?
- What is your biggest achievement?

#### **Behavior Based**

- Tell me about a project you recently worked on?
- Tell me about a recent goal and what you did to achieve it?
- Tell me about a time when you disagreed with a colleague or classmate. How did you handle it?

### **Open Ended**

- ✓ Tell me about yourself...
- Why company X?
- Why should we hire you?
- Why are you leaving?
- What is your leadership style?



# **Tell Me About Yourself**

### Talk about relevant skills.

- Discuss previous experience/internships.
- Share experiences you hope to gain in the future.
- Talk about your excellent track record.
- Relate your answer to the job requirements.
- Keep it relatively short and concise.
- Deliver your answer confidently, telling stories to stand out and show them your personality.



### **My name is Erica James**

"I've worked hard in my education (or career) and my internships to prepare myself to become a world class accountant. I will be receiving my BBA in Accounting from ABC University and have already completed two internships with large public accounting firms the past two summers. I worked for X Company last summer in tax accounting and X Company the summer before in audit. I earned the Intern of the Year Award for the Chicago branch of x Company this past summer by developing a new way to run our annual audits. I'm looking forward to learning more about this opportunity because it aligns with my skills and experience"



# **Answering Behavior Based Questions**

### Tell me about a mistake you've made. How did you handle it?

### S.T.A.R. Method Response

Situation	"I was working as an intern for an events company, and I was responsible for ordering the floral arrangements for a private event hosted by a high-profile client.
Task	Unfortunately, I mixed up the information from another event, and the flowers were delivered to the wrong venue on the other side of town.
Action	I admitted my mistake to my boss, took an early lunch break, drove to the other venue, picked up the flowers and delivered them to the appropriate venue an hour before the event.
Result	The client never knew about my mix-up, and my boss was very grateful."





# **Virtual Interview Final Tips**

- Test your lighting & background
- Confirm Interview Format, Time Zone, & Point of Contact
- Have a backup number to call for technical difficulties
- Test microphone and volume prior
- Ensure that the room is quiet
- Ensure there is good Wi-Fi reception
- Dial into the call ~3-5 min early
- Have laptop power cord nearby
- Mobile phone on vibrate or mute





# Thandi Young Ashton Clark



## WAIT! One more thing.

Don't miss out on your chance to win a **\$25 gift card.** 

#### Here's How:

- Shortly after the end of this workshop, you will be emailed an event survey.
- 2. Be one of the **first 25 people** to submit your survey, and you will automatically be entered into the raffle to win.
- **3. Two winners** will be drawn from the raffle.

### **Good Luck!**



# The National Black MBA Association® THAANKS YOUL

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