Advise the Advisor: 
Maximizing Students Career and Its Potential

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Becoming

- “What do you want to be when you grow up?

As if growing is finite. As if at some point you become something and that’s the end.”

-Michelle Obama
The Role of College Career Services

Navigating career development and job hunting processes can be overwhelming and intimidating. The best college career services departments provide ongoing support and direction.

♦ self-assessment tools  ♦ job search databases  ♦ resume review  ♦ career advising
♦ internship placement assistance  ♦ workshops, and specialized libraries available on campus and online  ♦ lifetime access to career services for alums  ♦ on-campus recruiting  ♦ mentorship program
An opportunity to shift our model from a transactional focus of helping students find jobs to a transformative focus of helping students find themselves and how they want to engage with the world.
The Case for Change

• So much about both the world of work and our students has fundamentally changed in recent years.
• Rapidly evolving technology, a more fragmented job market, and generational differences have redefined career management for today’s college students.
• Most importantly, this generation of students is seeking opportunities and experiences through which they feel they can make a difference in the world. They care deeply about meaning, purpose, happiness at work.
Self as An Instrument of Change

The only tool that any individual has to bring about change is themselves - their actions, behaviors, dialog, questions, and choices. We must choose to use their skills and abilities in deliberate and thoughtful ways to influence others.

Encouraging students to actively create or design their own careers and their lives.
Step 1: Support the Process of Exploration

Inquiry → Conversation → Reflection → Insight → Vision → Action
Good questions work on us, we don’t work on them. They are not a project to be completed but a doorway opening onto greater depth of understanding, actions that will take us into being more fully alive.

— Peter Block
Reflection Questions

- Where have you been, where are you now, where do you want to be?
- What do you want to do more of?
- What skills can you leverage on?
- What do you enjoy most about your work?
- What have you always wanted to do but don’t believe you can?
- List your needs, prioritize them: career, family, life/work balance
- What type of leader do you want to work with?
- How can I use my learning to give back and help people?
What struck you?
Mapping Your Career Plan

The only rule of this mind map: Thou shall be TRUE to thyself in every answer.

Your Career Master Plan

Ultimate Dream Career
- Describe it freely
- Details. More details.
- Banned words: "not practical", "not possible", "not realistic"

Your Big Why
- Mission of your work
- Vision of a future with your work in it
- Why is this important to you?

Non-Negotiable Values
- List of 5 values thou shall not compromise

Limits and Boundaries
- Limits & boundaries you honor
- Describe what happens if someone crosses them

Strengths
- Desired Strengths
- Current Strengths

Investment in Education & Learning
- 5 ways to fill skill gap to desired strengths
- Top 10 people you admire

Role Models
- 25 words to describe this

Ideal Professional Self
- Top 5 organizations to work with
- Top 5 ideal client or customer traits

Execution Strategies
- List 10 ways to implement
Unlock the Deep Commitment of the Community

**Networking Basics**
- Start Small
- Take a Leap
- Use social Media
- Be Sincere
- Follow Up

**Stay Informed**
- Join a professional organization
- Enroll in workshops and training sessions
- Continue your education

**Ask for Help**
- Asking for help is hard, but I need yours to make a difference
Key Aspects of Career Development

- Invest in yourself
- Create the spaces you wish you would’ve been invited to
- Visibility is Key
- Avoid making decisions based on external affirmation
- Don’t be afraid to take a detour or to change course completely
- Try not to compare yourself with others
- Embrace the unknown
- Find a mentor
- When One Grows, We All Grow
“Just Not Sorry,” The Gmail Plug-in

Plan for the future

president@company.com

Plan for the future

Dear Mr. President,

I’m just writing to say that I’m sorry for taking so long to get back to you. I think I have a plan for the strategic direction of the company in the coming year. I’m no expert but

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Steve Brudz
Lead Consultant @ Cyrus Innovation
Agile Software Development and Consulting

Reaching Out

example@prospect.com

Reaching Out

Hi Prospect,

Hope you’re doing well! I just wanted to reach out and introduce myself because I see you’ve been by Awesome Company’s website several times in the last week.

Based on the pages you’ve visited, I think it makes sense for us to have a conversation about [X problem]. I’ve also included a free resource for you to get started thinking about possible solutions.

Sorry if this isn’t a good fit for you right now. Let me know!

Best,
Sales Rep

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SHARE, LEARN AND CONNECT

SORRY NOT SORRY
Questions?