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Hi, everyone, my name is Rob Feinstein. I'm excited to share some thoughts with you today about what college students and new grads are facing in today's job market. Our situation isn't unprecedented. It's not like it's never happened before. But it's certainly unusual. You can't be coming off more than a year of a global pandemic, and have things snap back to normal just like that. Still, what I'd like to share with you today is some timeless advice. Although the timing of today's job market for aspiring professionals is anything but business as usual. I was invited to speak to you today because I wrote a book in summer of 2020. When we were in the thick of the pandemic, it's the book you see right here next to me. It's called *launched*, how to start your career right after college, even during a pandemic. And its advice is just as relevant today, as we hope the worst is behind us. And we're climbing out of the pandemic. You can find it on Amazon, just search for *launched* by Rob. My goal then, as it is now is to help as many students as I can navigate this challenging time. But why should you listen to me? For one, I'm a pioneer in the online recruiting industry, I have an insider's perspective on how hiring really works and the technology that drives it. I was an executive at career path, a consortium of Newspaper Publishers who combine their employment advertising into what at the time was the largest online jobs database. Under my direction career path also developed groundbreaking online recruitment tools, including one of the web's largest and most deeply searchable resume databases. Later, I ran monster track, the new college grad arm of the job listings giant monster.com, which developed the software that major employers and college career centers used to manage hiring of 10s of 1000s of students annually. I also know hiring from the perspective of more than 25 years as a technology industry leader. I've set on the other side of the table from job candidates of all levels of experience. from college students seeking internships, to perfect respective chief

executives. I've interviewed and hired hundreds of professionals. So I know intimately how recruiting is done in the real world. So I felt I had a message to share about how to navigate this unusual job market. If you were a college student or new grad at that time, you had some tough questions to consider all about you. And even today, with things seemingly on a path back to normal, those questions remain. What will this mean to me? And how will my career Get started now? That's not selfish or petty. It's realistic and practical. In the years leading up to 2020, it was easy for college students to feel confident about life after graduation, the longest economic expansion in US history, broad record low unemployment and a humming entry level job market. You may have had well laid plans to start your career, or felt that considering your early career choices could be safely delayed until it was time to get your first job after graduation. But as the Coronavirus swept the world, that flywheel of college students entering the workforce quickly busted. According to Glassdoor, more than half of 2020 summer internships were canceled. Most of the remaining ones turned virtual, often offering far less valuable experiences than originally planned. countless other jobs were lost. If you were impacted, then you know the feelings and fears of an experience gap. That's easy to explain, but hard to stomach. That lost opportunity has its cost and its effects will be felt for years to come. Looking forward, you may be feeling a sharp pinch of anxiety as you consider your job prospects after college. You're left to regroup and focus on looking for new ways to regain momentum and successfully launch your career. But fear not. If you're graduating, or have already graduated, and you're trying to figure out how to get your career off the ground. My advice will help. If you're still early in your college career and you want a career foundation game plan for your remaining years as a student. My advice will help.



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If you haven't figured out what you want to do for a career when you're out of college. My advice will help. If you were so busy working in any job you could find just To pay for college, and wonder how that experience translates to your chosen career. My advice will help. I'll share some of that advice today. And you can find it in my book in much greater detail and easy to follow guidance. With the benefit of that experience, let me share my little secret that many of us in the hiring world know but few will say, college students and new grads aren't very good at presenting themselves to the full time job market. Sure, there are candidates who perform impressively well. But I've also witnessed with dismay that Most candidates fail to execute the most obvious and simple strategies to stand out, be noticed and get hired. It's always surprised me that too commonly, candidates aren't prepared to perform well enough in an interview setting to get a job. Moreover, most young candidates aren't adept at describing how their limited work and life experience translates to marketable job skills. Truth is, it's not that hard to do with a little guidance and practice. Even in this era of significant uncertainty. I wrote my book as a guide that's

especially important in this time of change. It's a step by step system to develop the skills that will be relevant to launching your career after college. No matter what challenges the new environment may bring. We're all living in a new abnormal, and there's indeed ground to make up. But my book and my advice will help you to regain some needed traction in order to effectively package and market yourself to get launched. Most of the lessons are evergreen. I teach you how to employ the standard tactics of succeeding as a high ceiling professional prospect. And the things that most job candidates don't do anywhere near as well as they should. I share a framework to help you choose a career you'll love. I can teach you how to master the craft of identifying and securing a job to start your career. You'll learn to better prepare for interviews, construct a distinctly compelling resume, and how to present yourself as the uniquely interesting person that you are, you'll emerge with better tools than most professionals have at any level of their careers, not just students and new grads. Still, the standard tactics need some updating to fit a COVID era job search. The pandemic has changed the rules of the game, and many ways most likely forever. working from home and remote job searching are now the norm and that requires a new set of skills to master. If you're a college student planning the start of your career, or recent graduate navigating this shifted landscape, you'll need new levels of creativity to find work, gain experience, and present yourself successfully to prospective employers. You may even need to change your intended career path if you've been targeting an industry especially shaken by the pandemic, such as retail, travel, entertainment for commercial real estate.



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How will you be competitive? The most obvious form of experience, of course, is in jobs via one or more internships or other work experiences during college or immediately thereafter. There's no doubt that's the best type of experience to have entering the workforce. Internships show employers that you're focused, driven, and that you're acting on your career vision. Jobs, no matter the work you're being paid to do. Show employers that you're responsible, mature, and know how to contribute in a workplace. If you have good work experience, then you're starting the race with a lead. Your next challenge is to learn how to leverage that experience to your best advantage. My book teaches you how. But what if you haven't had much work experience or haven't had the opportunity for internships? If that's you, then you can still get back in the race. It's critical to recognize that the experiences employers value aren't limited to only those who gain on the job. The key to being attractive to employers is to create a compelling narrative about yourself based on all your accumulated life experiences. For example, you may have gained project management experience in volunteer activities, gotten leadership experience in school projects, or learned how to overcome adversity and strive for improvement as an

athlete. These are all skills that employers value. This book that I've written will help you communicate all your relevant experience. As valued workplace skills, and to develop your own unique story, the keys in good and troubled times alike are to stay active, test the bounds of your comfort zone and never stop accumulating experiences. That's the path to winning the one where you can be in control even when the job market is tight. The winners will adapt and be more creative. To be one of the winners. You'll need to learn to improve yourself virtually, through tactics such as online learning, self teaching, and crafting experiences on your own to develop a portfolio of your work. You'll need to be more proactive and strategic about how you choose a career path, how you prepare yourself for it, and how to assure you'll get maximum value from internships, jobs and other experiences. It's a different world that requires a refined approach to career management for students in their college years, and those seeking their first jobs after graduation. Employers will not simply accept his fate that the pandemic has slowed you down. Surely, they'll understand the challenges, but they will be looking for how you overcame them. The most popular interview question over the next few years will be what did you do during the pandemic? The virus isn't all that's to blame, though. In many ways, the pre pandemic boom masks significant underlying issues. Long simmering trends were brought to a boil gallons of demographic and attitudinal shifts that had already begun to reshape the entry level job market. It's not your parents era anymore. It's not the backdrop they knew when they were at the same point in their lives. multiple factors are at play. For one, there are far more college graduates than there used to be ever. Only about 1/3 of college age people were in college in 1980. And today, it's more than half according to the US Census Bureau. That's a huge shift. And it's had profound effects. a college degree used to be a distinguishing credential, a professional entry ticket in itself. college graduates were special snowflakes. But we're not living in that world anymore. a college degree alone, even from an elite University isn't anywhere near the differentiator It was a generation ago, and with calls in some circles to make a college education free to all who seek it. Those figures could be driven even higher, which would further dilute the distinctive value that a college education once provided.



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The harsh reality is that college grads need far more than a degree to be competitive in today's job market. intern chips are now like the T shirt with your school's name on it. Nearly every student has one. Not only is it assumed that you'll have some amount of professional experience before your first full time job. But the new norm is for students to have multiple internships and other workplace experiences by the time they graduate. Some campuses report that 80% or more of their students have had at least one internship before graduating, and others have two or more internships. And while unheard of even a few years ago, it's now accepted that in ultra competitive industries, fashion is

one example. Even new graduates are still offered internships instead of full time roles as a Proving Grounds. making things worse, employers have been complaining to colleges in recent years that graduates are not as prepared to enter the workforce as they need to be. Employers have been underwhelmed for a while by college students readiness for workplace success. This long, festering disillusionment once a whispered concern is now loudly in the conversation. The Flashpoint was a 2019 survey that measured just how miffed employers are by how underprepared new college grads are to function well at work. The study measured student and employer perception of new grads career readiness, based on a set of specific competencies required for workplace success. students scored most poorly in the employers eyes on leadership, intercultural fluency and career management. The biggest gaps in proficiency ratings, the ones were students perceptions of their own skills were much more Rather than the employers perception of students or in professionalism, leadership, communication and career management, that's a pretty damning disconnect. Employers are simply not as impressed with new grads, as new grads are with themselves. The Coronavirus coronavirus pandemic and its wake exacerbate all those underlying trends. Its impact Add salt, and a dash of hot pepper to two already inflicted wounds. It's heightened the need to craft a strategy to stand out in the competitive job market added all together a tightened job market, underlying issues of too many students being underprepared and havoc to the economy from the pandemic. And the challenges facing new college graduates are more daunting than ever. A solid foundation, including internships, work and other experiences, is now the de facto baseline. standing out requires more the environment for today's college students and new grads it's more competitive than ever. Today's college students are best served to have an after college strategy that's formulated and executed started early in their college years. But regardless of when you get started, even if it's after you've graduated, you need a plan to accumulate a set of skills and experiences to make yourself marketable in the working world. Unlike your parents when they started out, you're not being asked to make a 40 year commitment or more to a narrow career path, or a supposedly stable single employer that you'll be tethered to for a lifetime. That may be have been a realistic expectation when your parents entered the workforce. But it's certainly not pragmatic today. Your generation is likely to have far more careers in your professional lives than your parents did in their day. Still, the better you get at picking your initial path. The more ably you'll navigate the changes you'll make and career choices throughout your life. Good luck. I know you can do it. And if you'd like a copy of my book, head to amazon.com and search for launched by Rob. You'll find it there. Thanks for listening