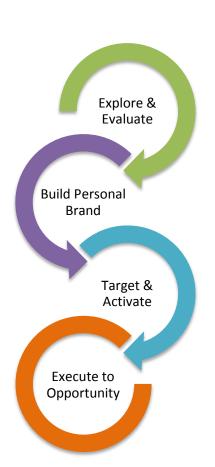
UNC Kenan-Flagler Career Search Model



Phases & Goals

Explore & Evaluate

- Identify and understand your unique strengths and interests
- Identify your core skills, motivators, and values
- Match interests with MBA career paths
- Learn about career options (functions, industries, lenses)
- Identify and commit to primary and secondary concurrent career tracks
- · Determine timelines and milestones

Target & Activate

- Identify specific employers, including alternatives
- Build a complementary network
- Be fully prepared for the application process

Build Personal Brand

- Develop and maintain your professional brand
- Clearly and consistently articulate your strengths and interests (brand) to others

Execute to Opportunity

- Be fully prepared for the interview process
- · Receive, evaluate, and accept a job offer