

# UNC Kenan-Flagler Career Search Model

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## 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