Marketing Your International Experience

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Agenda

I. Reflection of Experience
II. Skills Learned
III. What now? How do I use my new skills?

Goal:
Be able to articulate your international experience for a future employer
Walk away with 5 good “buzz words” or ideas for how to describe your trip.
Part I. Reflections of Experience
Career Benefits of Study Abroad - Did you know?

90% of IES study abroad alumni got into 1st or 2nd choice of graduate or professional school

Source URL: http://www.iesabroad.org/study-abroad/why/career-benefits
Reflect on Your Experience

• What were your reasons for going?
• How did that work out?
• Did anything surprise you?
• Looking back, were those good reasons? Did you get what you expected out of the experience?
Reasons to Study Abroad

Are any of these true for you?
A. Gain new insight about your major
B. Enhance your language skills
C. Explore a new culture and increase your knowledge of the world
D. Learn more about yourself and your culture
E. Attain independence and increase self-reliance
F. Expand your employment opportunities by preparing yourself to work in a global economy
G. To take part in a life-changing experience
H. Develop skills and gain experience that a classroom setting will never provide
POLL QUESTION: What is the top employable skill gained from an International Experience?

1. Traveling and transportation experience
2. Leadership/ Initiative
3. Speaking a foreign language
4. Meeting someone famous
5. Interacting with other cultures
Employers look for:

1. Leadership/ Initiative *
2. Teamwork Skills*
3. Analytical/ Quantitative Skills*
4. Strong work ethic*
5. Communication skills (verbal)*
6. Problem-solving skills
7. Communication Skills (written)
8. Technical/ Computer skills
9. Detail-oriented
10. Flexibility/adaptability

*=Top 5 skills Employers Seek in general, Source: NACE Employer Survey 2012
DID YOU KNOW?
Abroad Alumni earn $7,000 more, on average, in starting salaries, compared to U.S. College graduates from the general population

Source URL: http://www.iesabroad.org/study-abroad/why/career-benefits
Sample Job Description

Employer: Local Radio Company
Title: Marketing Consultant
Qualifications: The right candidate must be motivated, enthusiastic self-starter, able to work effectively in team environment, and also independently.
- Look at IPFW JobZone for more
Qualifications: Must have excellent verbal and written communication skills, time management skills, and detail orientation.
Career Benefits of Study Abroad - Did you know?

97% IES Abroad alumni who secured a job within one year of graduation, compared to only 49% of respondents in the general college graduate population

Source URL: http://www.iesabroad.org/study-abroad/why/career-benefits
Part II. Skills Learned
How to articulate your experience

Why this is important…

• Employers want to know how your international experience has professionally developed you
Common Skills Gained While Studying Abroad

Cross-Cultural Skills
- Global point of view
- Cultural awareness
- Cross-cultural fluency
- Appreciation of diversity
- Understanding of diverse needs
- Understanding of global interconnectedness

Communication Skills
- Foreign language skills
- Cross-cultural communication skills
- Ability to identify and manage different needs of people and groups

Personal Skills
- Ability to view situations/problems from a unique perspective
- Ability to manage stress/handle difficult situations
- General travel and navigational skills
- Ability to function with high level of ambiguity
- Ability to achieve goals despite obstacles

Patience
- Ability to cope with rejection
- Assertiveness
Self-confidence
- Inquisitive
- Independence
- Tenacity /Diligence
- Leadership skills
- Ability to take initiative and risks
- Accept responsibility
- Resourcefulness
- Adaptability
- Time management
- Tolerance/Open-mindedness

Demonstrate openness to new ideas and ways of doing things.
Competencies Learned

• Interacting with people who hold different cultural perspectives
• Understanding cultural differences in the workplace
• Adapting to situations of change
• Work independently
• Undertaking tasks that are risky or unfamiliar
• Applying information in new or broader contexts
• Working effectively with coworkers

Resume

• Include degrees received/ schools attended in the “Education” section
  - If you received a special certificate from your program it could go here.

• Consider making a completely separate section titled “International Experience”

• Include internship, practicum, and work experience in a “Work Experience” or “Relevant Experience” section
Resume Continued..

- Highlight skills acquired in a “Skills” or “Qualifications” section
- Consider adding a “Language Skills” section
- Tailor your international experience to the job you’re applying to
Resume

Here are some keywords to use:

• Collaborate
• Adjust
• Self-reliance
• Critical Thinking
• Communication
• Working with others
• Adapt
• Problem solving
Did you know?

Career Benefits of Study Abroad

84% of IES study abroad alumni felt studying abroad helped them build valuable job skills, such as language proficiency, cultural training, tolerance for ambiguity, adaptability, and communication.

Source URL: http://www.iesabroad.org/study-abroad/why/career-benefits
Cover letter

Tell a story that....

- Sets you apart from other candidates
- Expresses the relevance of your international experience
- Shows how you have used or will use skills learned
- Sparks an employer’s interest to direct them to your resume
Look for job postings and highlight desired skills. How can you describe those qualities in yourself?

Ex) Effective communication skills
- I was able to communicate with international students and teachers in group projects or with coworkers at my internship. I was able to advocate for myself as an exchange student in France and adapt my learning style to fit those new needs.
Interview

Is this meaningful for an employer?

“How was your trip?”

“It was awesome! I saw the Eiffel Tower and went to London and Rome.”
Interview

- Highlight skills and proficiencies gained from your international experience, focusing on how your skills will transfer to the job
  - Make sure to have professional stories prepared before interview to further explain new skills gained
- Ask interviewer about their international experience if they mention their experience
• How to discuss skills developed by sharing a story
  o **Situation:** Think of a situation where you displayed that skill.
  o **Obstacle:** Describe obstacles you faced in the situation.
  o **Action:** Specify how you used the skill to overcome the obstacle.
  o **Result:** Highlight the positive outcomes of the action taken.
Interview Questions

Prepare answers to these possible interview questions:

• What are the skills you have gained from your experience?
• How will your experience make you a better employee in these changing times?
• What was the most challenging situation you faced during your experience and how did you deal with it?
• Give an example of something from your study abroad experience that has changed you and why.
• Describe a time when you anticipated potential problems abroad and developed preventive measures.

Elevator Pitch

• Shouldn’t be all about your international experience- only most important aspects
• Practice ahead of time
• Keep it short
  o  30- 60 seconds
There is near unanimity among American personnel officers that job applicants with international experience are likely to possess desirable skills in cross-cultural communication, cultural awareness, leadership, and independence, according to a 2004 survey completed by the German Academic Exchange Service (DAAD).

- See more at: http://www.fox.temple.edu/cms_academics/undergraduate-2/ugrad_home/academics/study-abroad/#sthash.k4nW5sGL.dpuf

Did you know?
Career Benefits to Studying Abroad
Examples of Meaningful Reflections

• My studies in Japan provided me with great insight into the cultural differences that influence consumers in different countries and improved my ability to contribute to international marketing initiatives. I credit my experience abroad with my increased awareness of global economic realities.

• My courses in Australia gave me an international perspective on the kinesiology field. My ability to problem-solve and handle difficult situations improved greatly during my biometrics lab. I will use this knowledge and these skills as I do further research as a graduate student.
Part III. What now? How do I use my new skills?
A. Using Skills today at IPFW
Networking

• Volunteer work
• Participate in international programs and organizations
• Local ethnic festivals
• Present highlights from your experience
• Publish a blog from your time abroad
• Network with other IPFW returning students
• Reconnect with people you met abroad. These may become career connections.
• Interview professionals that studied abroad in your field. Ask how their experience prepared them or impacted their decisions/opportunities
Think about how you can use your international experience to benefit departmental or other clubs like Student Government, Hospitality Management, Enactus, or Operation Opera share your cultural knowledge and new views.

**IPFW Student Organizations that benefit from an international perspective or could connect you to other culturally aware students**

- Language Clubs on campus or around Fort Wayne
- International Student Organization
- Club Seoul
- Bangladesh Student Organization
- Club Kathmandu
- Film Festival Club
- Global Health Initiative
- Hispanos Unidos
- Model United Nations
- Photo Club
- Vietnamese Student Association
- Zen at IPFW
Stay International

• Tour museums to enjoy the art and artifacts of the country where you studied.
• Be a tourist at home and check out venues and events for visitors
• Visit an ethnic restaurant or arrange a foreign food night with friends and other study abroad returnees.
• Read world newspapers online
• Watch international newcasts on SCOLA Schedule at www.scola.org
• See a foreign film at Cinema Center or the IPFW Language Lab or get one free at the Allen County Public Library.
Internships or Future Careers

After studying abroad, a world of jobs and internships are available to you based on your experience.

• [http://www.gooverseas.com/careers](http://www.gooverseas.com/careers) Internships available in: journalism, social media, marketing, and graphic design

• Be an ambassador for your program and the Office of International Education.
  o Help interested students learn more about your program or studying abroad in general.
  o Train-A-Don Internship Program through Career Services
Did you know? Career Benefits to Studying Abroad

Increasingly, business leaders recognize that they must be able to draw on people with global skills if their corporations are to succeed:

- One in six American jobs is now tied to international trade.
- Corporate leaders rank international curricula high on their priority list of what’s important in American higher education.

- See more at: http://www.fox.temple.edu/cms_academics/undergraduate-2/ugrad_home/academics/study-abroad/#sthash.k4nW5sGL.
B. Using skills tomorrow after graduation
Work and Travel Links

- **www.workingabroad.org**  Information on teaching, volunteering, working and au pair placements.

- **www.transitionsabroad.com** Articles and insights on working abroad. Includes au pair websites by country.

- **www.umich.edu/~icenter** Articles on working abroad, with links. From the University of Michigan’s International Center.

- **www.jobsabroad.com** Searches other work abroad sites by region.

- **www.cie.uci.edu/~cie** Information on study, work and travel abroad, with many links to other websites. Also has a how-to guide for finding study and work abroad opportunities online. From the University of California at Irvine’s Center for International Education.

- **www.statravel.com** Internships, work, volunteer, and teaching opportunities, not for credit.
Teach Abroad

- Teach with CIEE in Chile, China, Dominican Republic, South Korea, Spain, Thailand or Vietnam: www.ciee.org
- World Teach: Visit www.worldteach.org
- France Foreign Language Assistants: www.cip.fr/en/assistantetr
- Japan Exchange & Teaching (JET): www.jetprogramme.org
- Teaching in Korea: www.english.wisc.edu/esl/ttg-teach-korea.html
- English Program in Korea (EPIK): www.epik.go.kr
- Teaching & Learning in Korea Program: www.talk.go.kr
- Fulbright Grants, U.S. Student Program: http://us.fulbrightonline.org/home.html
Other Work Opportunities

• Work Exchange - work for room and board abroad
  http://www.gooverseas.com/articles/work-exchanges-abroad-tips-travel-budget
• Au pair: Students may obtain positions caring for children and doing housework in exchange for room and board. Search the web, classified ads of international newspapers, or university announcement boards.
• Kibbutz: A voluntary democratic community in Israel where people live and work on a communal basis in an economy oriented to agricultural or factory production.
• Outdoor work: There are agricultural jobs overseas and summer camp work, but the hours are long and the pay is low. Also see the World Wide Opportunities on Organic Farms website: www.wwoof.org.
Did you know? Career Benefits to Studying Abroad

Research carried out by the Institute of International Education (IIE) revealed that employers' most important selection criteria in recruiting new staff are interpersonal skills and that these skills are likely to be strongest in individuals who have spent time abroad. Indeed, American students who had studied overseas reported a number of advantages to having spent a year abroad. These included factors such as “it brings up conversation during the interview”; “employers are impressed that I had the courage to study overseas” and “international education/experience is sought after”

- "The Benefits of a Year Abroad" The London School of Economics and Political Science
Resources At IPFW

• Office of International Education WU145 (260-481-6034)
  o Help with describing the benefits of your international experience or looking for more programs

• Career Services KT 109 (260-481-0689)
  o Help with resumes, cover letters, interviewing, job search

• Professors, Departments, Academic Advisors
  o Share your experience with others to practice articulating your experience and help others to find a program too.