Webinar Facilitators

Webinar Facilitators - Lara Klein & Linda Yach

- Career & Leadership Coach with Haas CMG
- Designing Your Life Certified Coach
- 10+ years coaching MBA Students & Alumni – at Haas and NYU Stern
- 15+ years in HR - in tech and media/entertainment

- 6+ years as Career Coach with Haas CMG - Developer of People and Potential!
- 3 years as Leadership Coach at SNP Communications, coaching individuals at Google and Asana
- 3 years coaching professionals at international outplacement company and 14 years providing 1:1 life and career coaching services
Agenda

• What would you like to get out of b-school?
• Strategies for your career journey
• Introduction to CMG team
• Employment data
• CMG Resources
• Ways to partner with CMG
• Next steps
Why Are You Here?
What’s Your Current Focus?

Exploring
Advancing
Pivoting
Entrepreneurship
Exploring
What’s out there?
Exploring Example

• Charlotte had been at her company for 8 years, was about to start a new role there as a Client Relationship Manager
• Interests: Higher Ed, Ed Tech, Finance, Marketing, Mental Health & Wellness, Human Potential, Talent Development, Organizational Development, DEI
• Assessments, research, joined Clubs, many Career Convos
• Realized strong interest in Learning & Development and DEI
• VP of Diversity for EWMBAA
• Led a D&I session for WE Launch
• Instructional design 2-day course
• Did a side project at work designing a program for new managers
• Internal pivot to a Learning & Dev role with DEI component
Resources for Exploring

- Assessments
- EW Career Labs
- Classmates & Alums
- Haas Podcasts
- Clubs
- CMG Coaches and Industry Specialists
- Career Conversations
- Faculty
- Notice which core courses come naturally to you
Advancing

Aim to move up in **current industry & function**
Advancing Example

- Andres held a number of roles at a SaaS company and continued to move up internally.
- Worked with CMG coaches on his promotion and branding strategy, interview presentation & executive presence.
- While at Haas, was again promoted to Director, Head of Partner Marketing
- North Star is to be a CMO. Continues to build brand. Co-hosting Here @Haas podcast.
- Networking internally and externally to obtain advocates and mentors towards reaching long term goal.
Advancing Suggestions

• Network internally. Find a mentor, champion.
• Build your brand
• Highlight transferable skills & knowledge
• Talk with manager about your career goals. Schedule regular conversations to get feedback.
• Fill in the gaps – classes, projects, volunteer work
• Haas job board (on CMG BEARS)
• CMG coaches for leadership coaching
Pivoting
Changing Industry or Function
Pivoting Example

• Olivia was an Architect prior to Haas
• Very early on, explored real estate, brand management, biz dev, general management
• Worked with CMG Coaches, Industry Specialists and Relationship Managers
• Identified transferable skills and areas of interest, took VIA strengths assessment
• Targeted resume, cover letter, LinkedIn. Developed her story and prepped for interviews - case and behavioral
• Attended recruitment activities & networked with alums
• Interviewed at tech companies and consulting firms. Landed summer internship at a digital consulting firm
• What’s next? TBD!
Pivoting Suggestions

• **Research** targeted industry/function
• Career Conversations - build your network
• Identify transferable skills and gaps
• Fill in the gaps – classes, projects, internships, volunteer work
• Find out if there are opportunities in your current company to move to new role (stepping stone)
• Student clubs
• Work on your “story,” resume, LinkedIn profile
• Use multiple channels (OCI, job boards, networking)
Entrepreneurship
Entrepreneurship Example

• Prior to Haas, Nima was an Information Architect & Team Lead at an industrial automation company
• Had previously founded or co-founded 3 small services startups.
• Explored: Product Management, Strategy, Biz Dev, VC
• Took MBTI and VIA assessments and identified transferable skills
• Career Coaches, Industry Specialists, Relationship Managers
• VC, Finance, Technology Clubs & Berkeley Entrepreneurs Assn.
• Networked extensively with current and former Haasies
• Got experience in VC space: Venture Fellow, Venture Associate, Venture Partner
• Currently Sr. Venture Partner at investment related fintech and Sr. Director at a Center for Entrepreneurship in a university
Entrepreneurship Suggestions

• BHEP: http://entrepreneurship.berkeley.edu/ (competitions, mentoring, events, accelerator, join mailing list)

• Berkeley Startup Network: http://startupnetwork.berkeley.edu/

• Berkeley Entrepreneurs Association (BEA) – student club

• Skydeck Accelerator http://skydeck.berkeley.edu/

• AngelList - startup community

• Elective Courses

• Volunteer to help a friend with their startup

• CMG Coaches and Deepak Gupta (CMG Industry Specialist for startups)
Entrepreneurship Networking Resources

Event Listings:
Meetup Groups: http://meetup.com
BASES: http://bases.stanford.edu
Startup Digest: https://www.startupdigest.com
TechCocktail: http://tech.co

Recurring events with changing topics:
SVForum's events: http://svforum.org
VLAB: http://www.vlab.org
Founders Space: http://www.foundersspace.com/roundtable

Worthwhile Conferences:
DEMO: http://www.demo.com
TechCrunch Disrupt:
https://techcrunch.com/events/tc-disrupt-2022/
Everything from 500 Startups: http://500.co/events
VentureBeat conferences: http://events.venturebeat.com

Accelerators/Co-Working spaces with events:
Plug & Play:
http://www.plugandplaytechcenter.com
GSVlabs: http://www.gsvlabs.com
Galvanize: http://www.galvanize.com/
Poll
What do YOU want in this next chapter of your career?

“Your career is your business, and you are its CEO.”
~Andy Grove, former CEO of Intel

CMG is:
your partner
your motivator
your coach!
EW MBA Career Management Team

Abby Scott
Assistant Dean

Hoyt Ng
Sr. Director, Coaching & Programming

Kay Dawson
Director of Operations

Marcia Soares
Program Manager

Kelsey Robinson
Program Manager
EW MBA Career Management Team

Lara Klein  
Associate Director &  
Career Coach

Natalie Brain  
Associate Director &  
Career Coach

Linda Yach  
Associate Director &  
Career Coach

Luke Kreinberg  
Associate Director &  
Career Coach

Laura Benoit  
Associate Director &  
Career Coach

Julia Rosof  
Associate Director &  
Career Coach

Kristie Harris  
Associate Director &  
Career Coach
VPs of Careers for EWMBAA

Taylor Stern, EWMBAA ‘24
taylor.stern@berkeley.edu

Zhilian Liu, EWMBAA ‘24
zhilliu@berkeley.edu
CMG Ecosystem

Career Coaches
1:1 coaching, all industries & functions, any career topic

Industry Specialists
Industry-specific content; individual prep

Employer Relations Team
Relationships with companies; company-specific advice

Peer Advisors
Students ahead on the path; 1:1 advising on OCI & entry-level post-MBA positions

CMG Operations Team
Making it all happen! Can answer your tech questions
More than just the CMG
# Career Management Timeline (general guideline)

<table>
<thead>
<tr>
<th>Summer</th>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tbody>
<tr>
<td><strong>1st Year</strong></td>
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<td>Summer Career Workshops</td>
<td>Assessments</td>
<td>Workshops &amp; Webinars</td>
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<td></td>
<td>Explore BEARS &amp; Resources</td>
<td>In-depth Career Workshops for 1st Year EW Students</td>
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<tr>
<td><strong>2nd Year</strong></td>
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<tr>
<td>Summer Career Workshops</td>
<td>Workshops &amp; Webinars</td>
<td>Prep for internship interviews</td>
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<td></td>
<td>Prepare for OCI (internships)</td>
<td>Internship interviews</td>
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<tr>
<td>Work with Coach on Career Strategy &amp; Plan</td>
<td>Prep for internship interviews</td>
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<td>Tech Networking Night</td>
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<tr>
<td><strong>3rd Year</strong></td>
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<tr>
<td>Prepare for OCI (Full-Time positions)</td>
<td>Revisit Career Strategy &amp; Plan</td>
<td>Evaluate offers &amp; negotiate</td>
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<td></td>
<td>OCI Interviews &amp; off-campus job search</td>
<td>Update Employment Info in BEARS</td>
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Largest Employers of Graduating EWMBAs

December 2021 & May 2022 EW MBA Graduates
Largest Employers of Graduating EWMBAs

December 2021 & May 2022 EWMBA Graduates

- Google: 10
- Amazon: 6
- Apple: 5
- Cisco: 4
- ZS: 3
- Qualcomm: 3
- PwC Strategy&: 3
- NVIDIA: 3
- Bain: 3
Top Industries & Functions of Graduating EWMBAs
December 2021 & May 2022 EW MBA Graduates

Top Industries:
- Technology: 80
- Financial: 22
- Consulting: 18
- Healthcare: 17
- Consumer Products: 11
- Manufacturing: 7
- Energy / Utilities: 7
- Real Estate: 6
- Pharmaceutical: 6
- Public Sector/Non-Profit: 4
- Other: 3
- Entertainment: 3
- Government: 2
- Natural Resources: 1
- Media: 1

Top Functions:
- Technical: 49
- Other: 31
- Corporate: 29
- Finance: 28
- Consulting: 25
- Marketing: 12
- Real Estate: 6
- Manufacturing: 4
- Rotational Program: 3
- Human Resources: 2
% of Students Who Changed Industry and/or Function

December 2021 & May 2022 EW MBA Graduates

59%
Change in function, industry or both

41%
No change in function or industry

26%
Function and industry change

22%
Function change

11%
Industry change

Berkeley Haas
% of Students Who Changed Companies
December 2021 & May 2022 EWMBA Graduates

47% No
53% Yes
% of Students Who Changed **Companies** and When They Changed

*December 2021 & May 2022 EW MBA Graduates*

53% changed companies

- **1st year**: 26% (27)
- **2nd year**: 42% (43)
- **3rd year**: 17% (17)
- **Soon after graduation**: 15% (15)
% Who Received a Promotion

December 2021 & May 2022 EW MBA Graduates

- 73% Yes
- 27% No
When EW MBA Class of 2022 Changed Jobs

1st year: 65
2nd year: 73
3rd year: 29
Soon after graduation: 7
### What’s It Worth?

*The Immediate Salary Benefit*

<table>
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<tr>
<th></th>
<th>Base Salary</th>
<th>Total Compensation</th>
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<tr>
<td>Average % Increase</td>
<td>40%</td>
<td>52%</td>
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</table>
CMG BEARS Research Tools

- Advising/Coaching
- Workshops
- Job Opportunities
- Companies & Contacts
- Resources
- Employment Data
Career Management Group

We encourage you to use this site to support your career journey. All the content and resources have been developed or selected by the CMG staff to specifically help Haas MBAs in their career and leadership development.
Get started partnering with us

### 1:1 Coaching
- Career exploration
- Personalized career strategy
- Assessment interpretation
- Sounding board /brainstorming
- Resumes, cover letter, and LinkedIn review
- Mock interview practice
- Salary negotiation discussion
- Story development

### Resources
- Assessments
- Industry & Function research
- Career Tools
- Job Board
- Companies/Contacts

### Programs
- 1st year workshops
- OCI prep
- Webinars & workshops on career-related topics
Coaching hours – in person, phone, or video

YEAR-ROUND:

Monday – Thursday: 9am – 6pm
Friday: 9am – 5pm
What will YOU create?
Next steps…

• Fill out “Class of 2025 Entrance Survey” by 7/8

• Explore CMG Resources [haas.berkeley.edu/cmg/](http://haas.berkeley.edu/cmg/)

• We’ll see you on July 18th and 19th!

• After WELaunch, book a coaching session!

For assistance, contact CMG at: [mbacareers@haas.berkeley.edu](mailto:mbacareers@haas.berkeley.edu)
Chat in your questions to Lara and Linda through the Chat Box
Thank You