Staying Marketable In An Innovation-driven Economy
THE BAD NEWS

- 5.3% unemployment rate (June 2015)
- Competing with mid-level professionals for the same jobs
- Competing with global, as well as domestic, candidates
- ‘Good grades = automatic job’ mindset
- $29K average student debt upon graduation (AHOD, Intern Bridge, Apr. 2014)
THE IRONY

Amid a 5.3% unemployment rate
Many employers still can’t find
The kind of talent they need
THE GOOD NEWS

BYU Grads Can
Fill The Skills Gaps
By Giving Employers
What They Want
“... [T]he ideal job candidate [is] a ‘liberal arts student with technical skills’ or a ‘business/engineering student with humanities training’ — in other words, a T-shaped candidate.”

~Dr. Phil Gardner, MSU

(source)

Click Here for ‘Business Insider’ Article About Why Companies Want Anthropologists
TRANSFERABLE & PERSONAL MARKETING SKILLS

Ability to Apply Knowledge Across Situations

1. Working in a Diverse Environment
2. Managing Time & Priorities
3. Contributing to a Team
4. Navigating Across Boundaries
5. Acquiring Knowledge
6. Thinking Critically
7. Performing with Integrity
8. Developing Professional Competencies
9. Communicating Effectively
10. Solving Problems
11. Balancing Work & Life
12. Embracing Change

Click Here for 12 Essentials for Success Packet

Click Here for ‘reader’s digest’ details

Click here for T-shaped professionals research

Click here for other T-Resources
I-Shaped vs. T-Shaped Paradigms

20th Century

21st Century

Used by permission from Dr. Katharine Brooks, Author of *You Majored in What?*
WHY EMPLOYERS NEED T’S

• We have moved from a knowledge-driven economy to an innovation-driven economy

• Technology is changing things so rapidly that some of the careers you end up in might not even exist right now
WHY EMPLOYERS NEED T’s . . .

“. . . Unless [a company’s product] is first, only, faster, better, or cheaper, it’s not going to command anyone’s attention. . . . [Eventually it will] be best at nothing and better than no one.”
Something interesting is happening.

TOM GOODWIN
Abe Collier: Philosophy

- Business Strategy & Latin American Studies Minors
- Developed HR & Consulting Skills
  - Worked as résumé and mock interview mentor
  - Did potential hire attribute recognition research for eBay
  - Taught job search workshops in Mexico
  - Worked as an HR consultant
  - Served as BYU Management Consulting Club Co-President
- Enhanced Communication & Leadership Skills
  - Served full-time mission for LDS Church and led other volunteers
  - Served in BYU Men’s Chorus presidency
- Currently interning with Bain & Company
Erick Garcia: Political Science

- **Developed Bilingual Skills**
  - Native in English and Spanish
  - Completed Chinese Flagship Program
  - Was TA & RA in Chinese Foreign Language Housing

- **Developed Technical Skills**
  - Wrote and edited Chinese Grammar Wiki
  - Translated and beta-tested facets of iPad apps
  - Managed company social media presence
  - Acquired proficiencies in SPSS, STATA, Microsoft Office, Wiki Editing, etc.

- **Hired as a Goldman Sachs Operations Analyst**
Steve Handy
Marriage, Family, & Human Development

Bluehost.com

- Started as an undergraduate as a Fraud Specialist
- Promoted to Client Retention Manager upon graduation
- Promoted to Sales & Marketing Director in 18 months
- Promoted to Director of Alternative Channels in 3+ years

Currently: Head of Client Success, Qualtrics (2015)
Christian Page: Psychology

- Completed 3 HR internships
- Gained social media experience
- Developed teaching & training skills as MTC Teacher
- Currently working as a Qualtrics Recruiter
Career Marketability

Resources

careers.byu.edu