

BUSA Career Conversation Resource Document

Purpose:

- Provides insight that may help you determine if the reality of a prospective career path fits your strengths, interests, and abilities
- Discover more about a specific company/organization
- Purely explorative and not intended for pursuit of a specific job

Benefits:

- Gain realistic, clarifying perspective of a prospective career path
- Connect with a practicing professional
- Bolster confidence in advance of the high-pressure situation of an actual job interview

Process:

1. Identify a professional* in a career field of interest to you. Contrary to popular belief, most professionals are honored to talk with current students about their experiences, especially KSU alumni.

****Accounting majors:** Choose two (2) professionals from public accounting (audit, tax, advisory, IS audit) in a small, medium, or large firm. Or, chose two (2) professionals from non-public accounting (manufacturing, service, government, non-profit, other) in a small, medium, or large organization. Include both conversations in one Flight Academy reflection.*

***All 4150 students:** You must choose a professional that is currently in the specific position you have identified as your career goal.*

2. Research the position and organization to identify why you are contacting them.
3. Contact the professional via phone or email.
4. Speak directly to the person. If that is not possible, explain why you need to speak with them and ask about the best way to contact them. Provide the context that you are a Kennesaw State University student seeking to fulfill a course requirement by having a career conversation.
5. Make your phone or online appointment and prepare 8-10 questions (some ideas are provided at the end of this document).
6. After your conversation(s), complete the reflection in the Flight Academy.

Tips:

- Call or email to confirm the appointment the day before.
- If you are having a video call, remember to wear business casual attire.
- Be conscious of time, do not spend more time than allotted unless the professional initiates the extra time.
- End the conversation by expressing gratitude for their time.
- Immediately, make notes while they are fresh on your mind including any follow-up activities or names of other professionals to contact.
- Within 24-48 hours, send a thank you note. Emails are acceptable, not texting.

What questions do you have for this professional? Here are some ideas...

- a. How did you get started in this field?
- b. What is your educational background?
- c. What are your major responsibilities?
- d. What is the most/least rewarding aspect of your job?
- e. Would you choose this career again?
- f. What advice do you have for a person attempting to break into this career field?
- g. What is a typical day like?
- h. What is the most common career path?
- i. What other obligations do you have besides your day-to-day work functions?
- j. What are some lifestyle considerations for this career field?
- k. What are some common entry-level positions in your field?
- l. What kind of salary range and benefits could an entry-level job candidate expect to receive?
- m. What type of individual (skills/personality) would be best suited for an entry-level position?
- n. What are the most important factors used when hiring?
- o. What is the best educational preparation for a career in this field?
- p. Which classes and experience would be most helpful to obtain while still in college?
- q. How do people find out about open positions in this field?
- r. What is the future outlook for this career?
- s. What are areas for potential growth/decline?
- t. How do you see jobs changing in the future?
- u. Which professional journals/organizations would be most helpful in evaluating the field?
- v. Who else do you recommend I talk with, and may I have permission to use your name?
- w. Can you recommend other types of organizations I might investigate or contact?

***Accounting majors:** You are having TWO (2) conversations. Include both conversations in one Flight Academy reflection.

All 4150 students: You must choose a professional that is currently in the specific position you have identified as your career goal.