

# MBA for Working Professionals

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WAKE FOREST UNIVERSITY SCHOOLS OF BUSINESS





# Career Management

The Career Management Center (CMC) provides career and life-planning strategies for the MBA program for Working Professionals students at both the Winston-Salem and Charlotte campuses.

Career coaches are available at each campus to work closely with students to assess career options, refine goals, and sharpen interviewing and negotiation skills. These advisors will also help students navigate through our extensive alumni network and well-placed corporate contacts at more than 6,000 companies nationwide.

## BUILDING YOUR BRAND FOR LIFELONG CAREER MANAGEMENT

### PASSION

“Find Your Fire” and identify vocational passion by evaluating:

- Life experiences
- Interests
- Values
- Strengths
- Talents

### PURPOSE

Clarify your life’s purpose by:

- Understanding your passion’s value to society
- Aligning your vocation to your avocation



### PERFORMANCE

Strengthen your performance by:

- Evolving and implementing a lifelong personal and professional development plan
- Cultivating a relationship with a relevant network of contacts
- Perfecting professional business etiquette

### PREPARATION

Prepare for your career by:

- Developing a job search action plan
- Identifying vocational requirements and implementing methods to overcome capability gaps
- Pinpointing targeted market segments, organizations, and contacts
- Crafting targeted résumés and cover letters
- Honing professional interviewing skills

*“The materials we’ve covered in class are already paying off at work, especially knowledge of Organizational Behavior and Quantitative Methods. Learning new ways of motivating people and analyzing data have both yielded positive results in my job.”*  
Asher Ellis (MBA ’10)





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