

# Orientation Videos Before Students Start Classes

As a business school career coach, you know that many incoming MBAs do not yet know what they want to do after they graduate. They know the degree will elevate their career trajectory in a wide range of career choices. To help them with the process of choosing their direction, here is the first of a three-part video series by Susan Whitcomb, the coach to coaches, on the process of selecting a career path:

This video is the first in our Orientation series with seven of our best instructors covering Career Path, Personal Branding, Resume, LinkedIn and Networking. Take a look at the full lineup here: [b-schoolcareerorientation.com](http://b-schoolcareerorientation.com)

International students have a unique set of career challenges, so we created an Orientation series especially for them. See here: [internationalstudentorientation.com](http://internationalstudentorientation.com)

These Orientation resources are offered as a bonus to subscribing schools. If your school is not yet a subscriber and you want to know about our offerings, shoot me an email here: [roy@beyondb-school.com](mailto:roy@beyondb-school.com).

To your success!

Roy

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## 5 Ways to Differentiate a LinkedIn Profile

It's not for all MBAs, but those who want to build their personal brands can learn powerful techniques to stand out on LinkedIn in this 11-minute video:

If you want to coach your students this upcoming year with resources like this but are not yet a subscribing school, shoot me an email [roy@beyondb-school.com](mailto:roy@beyondb-school.com) to learn about the options we offer.

After releasing the popular Networking Toolbox, we are now in development on the second Toolbox focused on Personal Branding with videos, tip sheets and checklists to motivate students to take action on this most critical aspect of career growth.

To your success!

Roy

P.S. we are now customizing subscription packages with video presentations across all our five programs. Also, we can help you fill in gaps in your online career courses, and we can give you files or embed codes to post videos on your technology platform.

**Duration: 11:10**

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## **Video for MBA Career Switchers**

Switching industry and/or function is challenging for MBAs because it requires overcoming psychological barriers and mounting a strong marketing campaign.

In this 15-minute video, Dawn Graham, Director of Career Services for Executives at Wharton and author of the new book titled *Switchers: How Smart Professionals Change Careers and Seize Success*, presents the strategies career coaches can use with their clients to meet the challenges:

And to watch the recording of the webinar with Dawn presenting her strategies job-change strategies for coaches and MBAs based on her new book, *Switchers* click [here](#):

Also, Dawn will present her strategies to coaches and MBAs in an upcoming webinar.

Learn more and register here:  
[http://schools.beyondb-school.com/managing\\_career\\_change\\_expectations\\_and\\_mopping\\_the\\_way\\_forward/](http://schools.beyondb-school.com/managing_career_change_expectations_and_mopping_the_way_forward/).

To your success!

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## Good to Great Resume

To get a resume from good to great, the reader needs to know not just what you've done, but how well you have done it throughout your work history.

In this 12-minute video, resume and LinkedIn expert Ross Macpherson tells you how to add accomplishment statements. To see if this would be valuable in your coaching, click on the thumbnail below to watch it now:

If your school is not yet subscribing to Beyond B-School, shoot me an email to set up time to discuss how we help multiply the efforts of your coaching team.

To your success!

Roy Young  
CEO, Beyond B-School  
[roy@beyondb-school.com](mailto:roy@beyondb-school.com)

**Duration: 12:34**

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# Orientation Video on Personal Branding

As you plan your career Orientation for incoming students, Personal Branding is sure to be at the top of the topics you cover. You will answer questions like: What is it? Why is it important in Career Advancement? And what can you do to build a strong Personal Brand?

Here is an under 10-minute video from our Orientation video lineup with William Arruda presenting his answers to these questions outlining a powerful three-phase process to uncover, communicate and bolster your unique personal brand. Click on the thumbnail below to watch the video now:

If you think on-demand videos are a good to include in your career orientation for incoming students to view before they arrive on campus or in your on-campus sessions, consider our entire Orientation program covering five topics including: Career Path, Personal Branding, Resume, LinkedIn and Networking. In all, there are 21 short videos presented by 7 of our best experts. You can review the Orientation program here:

<http://b-schoolcareerorientation.com/>

(To get your login password, you must Register one time.)

The Orientation program is free to all our subscribing schools. If your school is not yet one of over 50 subscribing schools, shoot me an email (roy@beyondb-school.com) to discuss how we can meet your school's needs.

To your success!

Roy

**Duration: 09:17**

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# Getting Email Read

Writing email that gets read is a critical skill for career advancement, whether you are actively seeking a new job or strengthening your personal brand. If you think your coaching clients need to write better email, here is a five-minute video with an eight-point recipe they should commit to memory:

In summary, here's the checklist covered in the video with examples:

1. Is your subject line enticing (most important of all)?
2. Is your message too long?
3. Have you provided the necessary information?
4. Have you requested action?
5. Are you embellishing?
6. Is your tone too casual?
7. Are you a sesquipedalian? (Someone who uses big words)
8. Have you taken advantage of the power of a P.S.?

If you think videos like this will help you multiply the efforts of career coaching at your school and want to consider a subscription to the Beyond B-School library for the upcoming year, shoot me an email ([roy@beyondb-school.com](mailto:roy@beyondb-school.com)) to set up a time to talk.

**Duration: 5:44**

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# Target the Right Employers

In Steve Dalton's widely used 2-Hour Job Search methodology, developing a personalized list of the right employers to target comes first. He presents a shortened version of his technique for building a target list fast in a 10-minute Beyond B-School video. You and your students and alumni can watch it by clicking on this thumbnail

Steve also recorded a full-length version of three of four parts of his methodology,

which is available to schools on a subscription basis. You can review the content of the three-hour workshop here:

Let me know if you want to discuss subscription options for the new academic year.

**Duration: 10:36**

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## **New Networking Toolbox Site**

Due to wide usage, Beyond B-School is now offering the Networking Toolbox as a stand-alone web site with school branding. See a we created for Boston University here: <http://mbanetworkingtoolbox.com/BU>.

The MBA Networking Toolbox website contains the same 17 tips sheets, templates and checklists and 11 short videos. that we have on the Networking Toolbox section of the Video Portal. But, because it is a dedicated site that is independent of your school site, and you get usage statistics for individual users after they register and login with a unique ID.

If you are currently a Beyond B-School subscribing school, we can set it up for you with your school logo just for the asking; it is included with your subscription at no extra charge.

If you are NOT currently a Beyond B-School subscribing school, we offer a subscription to this site for just \$1,500 for a 12-month term. Set up can be done within a week of approval.

To review a demo site with all the resources, get a free seven-day Guest Pass here: [http://mbanetworkingtoolbox.com/demo/guest\\_register](http://mbanetworkingtoolbox.com/demo/guest_register) .

Help your students go from knowing they should network to taking action to make connections that open doors to job opportunities.

To your success!

Roy Young

CEO, Beyond B-School

[Roy@BeyondB-School.com](mailto:Roy@BeyondB-School.com)

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## Mock Informational Meeting Video

I am sure many of the MBAs you coach do not know what a networking meeting is and how to lead the conversation. They will learn fast if you show them this 10-minute sample meeting.

**Duration: 10:28**

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## Networking Meeting Questions

Keeping in mind the goal of the networking meeting for job seekers is not to ask for a job but to secure a career evangelist and to get referred to a hiring manager, here are 22 questions MBAs can consider asking.

Read here:

<https://www.linkedin.com/pulse/questions-ask-during-networking-meeting-get-referred-hiring-roy-young/>

This list comes from one of 17 tip sheets, templates and checklists in our new Networking Toolbox you can see here:

[http://universityx.beyondb-school.com/tb\\_Networking.aspx](http://universityx.beyondb-school.com/tb_Networking.aspx)

If you are budgeting for next academic year, send me an email to request subscription options to [roy@beyondb-school.com](mailto:roy@beyondb-school.com)