Marketing
Students' Global Mindset

University Career Services
Peter J. Tobin College of Business

Maureen Kerr
Career Advisor
kerrm@stjohns.edu

Tracy Vitale
Career Advisor
vitalet@stjohns.edu

St. John's University Career Services

Central Advisers
Target: 1st & 2nd Year Students
• Central Office
• Focus on development of career plan and foundational skills.

Co-located Advisers
Target: 3rd & 4th Year Students
• Embedded within college
• Focus on connecting students with internships and creating bridge with academics

Employer Relations
Target: Employer & Alumni Partners
• Embedded within college
• Focuses on expanding employer relations
Challenge: “Students are not capitalizing on global experiences.”

1. Unaware of global mindset benefit for employers
2. Missed opportunities to develop global mindset
3. Unable to market global mindset

Session Goal

...share our Global Mindset workshop so you can create a similar workshop and/or guide students to market their global mindset.
Global Mindset Seminar Approach

<table>
<thead>
<tr>
<th>Topic</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome and Overview</td>
<td>Faculty Moderator</td>
</tr>
<tr>
<td></td>
<td>Associate Dean of Tobin College of Business Global Initiatives</td>
</tr>
<tr>
<td>Marketing Your Global Mindset</td>
<td>University Career Services</td>
</tr>
<tr>
<td>Global Student Panel</td>
<td>4 Graduate and Undergraduate Students</td>
</tr>
<tr>
<td>Q/A and Closing Remarks</td>
<td>Faculty Moderator</td>
</tr>
<tr>
<td></td>
<td>Global Student Panel</td>
</tr>
</tbody>
</table>

As a result of this session you will be able to:

- Increase student awareness about global mindset and career success
- Highlight experiences that develop global mindset
- Provide guidance on examples of global mindset during interviews
- Organize and highlight international experiences on resumes
Global Mindset - Openness to and awareness of diversity across cultures and markets with a propensity and ability to see common patterns across countries and markets.

Source: Financial Times Lexicon

• Increased emphasis on hiring candidates with global mindset

• Encouraged students to develop global mindset at annual EY College Summit

NAFSA
Association of International Educators
starwood
Hotels and Resorts

“The biggest disadvantage of being a US company is the lack of Americans who understand how to communicate in other languages or function in other cultures.”
- Frits van Paaschen, CEO and President

Manpower

We are all stewards of global capital and the lack of globally-minded employees is a social skill issue that needs to be addressed.
-Jeff Joerres, chairman, CEO, and president of Manpower Inc.

Meet the CFOs Panel Discussion

Q: “What, if anything, would you have done differently looking back on your career?”
A: “Take an international assignment!”
As a result of this session you will be able to:

- Increase awareness about global mindset and career success
- Highlight experiences that develop global mindset
- Provide guidance on examples of global mindset during interviews
- Organize and highlight international experiences on resumes

Source: Global Intelligence Alliance - Business Perspectives on Emerging Markets 2012-2017 Survey
Q1: Which are the top 3 Emerging Markets for your industry over the next 5 years? (2017)
Campus Ethnic Diversity for National Colleges and Universities

1. Rutgers University
2. St. John’s University
3. Andrew’s University
4. Stanford University

How many participated in ...?
How many participate in...?

- International Student Mentoring Program
- Diversity Peer Educator
- Resident Assistant
- Orientation Leader
- Student Government
- Marketing Club
- Management Society
- Economics and Finance Society
- Beta Alpha Psi
- ASCEND
- NABA
- Accounting Society

How many participate in...?

Global Culture and Language Center

- Language practice and tutoring
- Discover The World and Semester Abroad Orientations
- Foreign movie nights with follow up discussions
- Language club
- Lectures and cultural events
- Foreign magazines/TV channels

Where the magic happens

your comfort zone
1. Do you have cultural curiosity?

2. Are you self-aware?
3. Are you non-judgmental?

4. Are you emotionally sensitive?

5. Can you tolerate ambiguity and complexity?
As a result of this session you will be able to

- Increase student awareness about global mindset and career success
- Highlight experiences that develop global mindset
- Provide guidance on examples of global mindset during interviews
- Organize and highlight international experiences on resumes

Global Mindset Interview Practice

Directions: Work with a partner to develop a SAR story for one of the following interview questions:

1. How has your experience and background prepared you to be effective in a diverse business environment?
2. How have you demonstrated a global mindset?
3. What experience have you had working with others with different backgrounds than your own?

Tip: Use key words – curiosity, self-awareness, non-judgmental, emotionally sensitive, tolerate ambiguity and complexity
Global Mindset Interview Questions

- In what ways are you more adaptable, open-minded and observant?
- Tell me how you immersed yourself in an unfamiliar environment.
- Can you identify cultural differences?
- Can you identify a specific time when you needed to modify your behavior to accommodate cultural norms?
- Tell me about a time you had to alter your work style to meet a diversity need or challenge?
- What kind of leadership efforts would you make to ensure a commitment to the diversity initiative or value?

Source: SHRM

As a result of this session you will be able to

- Increase student awareness about global mindset and career success
- Highlight experiences that develop global mindset
- Provide guidance on examples of global mindset during interviews
- Organize and highlight international experiences on resumes

Global Resume: From Thoughts to Paper

- Education/Study Abroad
- Global Experience/Relevant Experience
- Languages
- Business Projects/Relevant Coursework
- Leadership/Activities and Associations
- Interests
Global Resume: Key Words

- Conflict
- shared
- Markets
- explored
- fostered
- developed
- learned
- managed
- collaborated
- recognized
- Interpreted
- organized
- lived
- represented
- International
- adapted
- Emerging
- interaction
- involved
- improved
- translated
- Traveled

Global Resume: Study Abroad

Study Abroad
Rome, Italy
- Provided food and comfort to political refugees as part of immigration based comprehensive literature class
- Studied abroad in France
- Tutored 10 French middle school students in English as volunteer at Lycée le Rebours
- Completed coursework in French including Economics and Poverty, Religions of the World, Metaphysics and Advanced French Conservation, while participating in experience based learning program focused on cross-cultural diffusion

Global Resume: Business Projects

Business Projects
- Partnered with Goldman Sachs to develop strategic business plan for building operations team to support new issue syndication in Istanbul, Turkey
- Identified opportunities and challenges present in emerging markets through on-site visits to domestic and foreign multinational companies in Peru
Global Resume: Leadership

Global Studies Ambassador
- Promote awareness of global studies programs in Europe and South America as guest speaker by sharing experiences with 50 students and parents
- Collaborate with team of ambassadors to plan monthly events focused on developing cross-cultural awareness

Global Resume: Interests

Interests
- Lived with host family for two months in Spain to further develop Spanish language skills

Panelist Questions

- Describe your global experience.
- How has your global experience developed your global mindset?
- How do you believe adopting a global mindset will enhance your career prospects?
What was your key take-away?

“One of the most important things to take away from the workshop is that business is going global and it is necessary to develop the aptitude to think on a broad and global based scale. Many of us are going to work for multinational companies with diverse members and businesses are already looking for global awareness in their candidates for jobs.”

What steps will you take as a result of the workshop?

“During interviews, I will use keywords such as ‘Diverse’ or ‘Global’. I will also make an effort to mention projects or work environments in which I worked well with a diverse group of students or workers and how I can work well with people from other cultures.”

What was your key take-away?

“I would just like to say thank you for today’s presentation. I got a lot of valuable information. One part that stood out to me was when you said, you don’t have to go abroad to gain a Global Mindset. You are totally right! Also, the SAR method was really helpful! It was nice to work with other people and learn from their experiences.”
As a result of this session you will be able to:

- Increase student awareness about global mindset and career success
- Highlight experiences that develop global mindset
- Provide guidance on examples of global mindset during interviews
- Organize and highlight international experiences on resumes

Marketing Students’ Global Mindset

University Career Services
Peter J. Tobin College of Business

Maureen Kerr
Career Advisor
kerrm@stjohns.edu

Tracy Vitale
Career Advisor
vitalet@stjohns.edu
Resources

Websites:
Najafi Global Mindset Institute Thunderbird School of Global Management
http://globalmindset.thunderbird.edu/

SHRM
http://www.shrm.org/templatestools/samples/interviewquestions/pages/diversity.aspx

Online Articles:
Go Overseas: 5 Killer Tips for Including Study Abroad on Your Resume
http://www.gooverseas.com/blog/study-abroad-resume-tips

LinkedIn - So You Think You Are Globally Minded: Take this 5 Question Test
https://www.linkedin.com/pulse/2013062514172173458678-so-you-think-you-re-globally-minded-take-this-5-question-test

Resources

Online Articles:
Accounting Web - EY College Summit Stresses Global Mindset

NAFSA - Is Having a Global Mindset as Important as Technical Skills in Today’s Economy?
http://blog.nafsa.org/2011/07/28/is-having-a-global

Books:
Being Global: How to Think, Act and Lead in a Transformed World
Culture, Leadership and Organizations: The GLOBE Study of 62 Societies
Developing Your Global Mindset: The Handbook for Successful Global Leaders