

2015–2016

International Student
Program Guide

YOUR ROADMAP TO SUCCESS



Welcome to our 2015-2016 guide!

For this upcoming year we've developed and refined our program offerings to address trends we observed and feedback we received from students and universities:

- Record numbers of students from Asia, particularly China, continue to matriculate
- Graduate students from China are younger, less experienced and less market-ready
- Students from Asia yearn templates and "the right way to do things"
- Students need professional development before academics become their single-minded focus in the Fall. Reinforcement is key in the Spring when many finally act.
- Cultural understanding about US individualism and American professional etiquette are critical to job search success
- Students need ongoing reinforcement of new skills they learn
- Students need repeated exposure to feel confident enough to engage in the market

As a result we're excited to announce that:

- We've designed a "Building Blocks for Success" model where programs address specific "Student Readiness Phases"
- We're introducing a "Video Tutorial Library" that integrate with the Student Readiness Phases, with over 30 video titles, available for the semester or entire academic year

We are grateful for the opportunity to support you and your students, especially during this time of dynamic change for advisors and students.

Improving Student Satisfaction
and Success is Our Mission

Program Guide Roadmap

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Testimonials

Judy's ability to read the students' needs and touch their hearts is unmatched. **She really has her finger on the pulse of international student trends and knows how to bridge the U.S. cultures with their own.** Judy has a unique way of breaking down U.S. communications and provides students with practical steps that are actionable. I give my unequivocal recommendation for any university to tap into Judy's breadth of experience to aid their students.

MEG FLOURNOY

Sector Director, Global and Healthcare at Duke University Fuqua School



Judy brings a great awareness of cultural interactions and the challenges international students face communicating in the U.S. **Her engaging, entertaining and interactive style combined with real-life, concrete examples of how to navigate in a new environment has been particularly effective with our Wharton MBA students.** To receive so many nines and tens in evaluations (out of a possible ten) is a complete win and evidence of Judy's efficacy with our students.

SHANNON CONNELLY

Senior Associate Director at University of Pennsylvania, Wharton School of Business



I've attended two of Ms Shen-Filerman's workshops. One was to help international students (particularly Chinese students) to adapt to American culture. The other was about job interviews tips. Both workshops were extremely helpful to me. The idea of saying no to feeling embarrassed and to caring about group rejection in her first workshop has benefited me ever since. I owe much of my involvement to American culture today to her encouragement. Ms. Shen-Filerman knows the Chinese culture. **She knows what we're afraid of and what we need to change. That's what makes her workshops so helpful. The workshop on interviewing actually helped a lot in my interview with a bank thereafter.** She not only gave you tips about interviewing, but told you how to be more confident about yourself.

SHERRY XIAO XU

Student, Fordham Business School



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Mile One

CULTURAL DECODING TO DEVELOP SKILLS

Addressing the Cultural Gap is Critical for U.S. Success

- Non-Western academic and interpersonal norms are significantly different from American norms.
- The cultural gap must be understood by students before they can effectively navigate in the U.S. — whether in academics, socializing or in the job search.

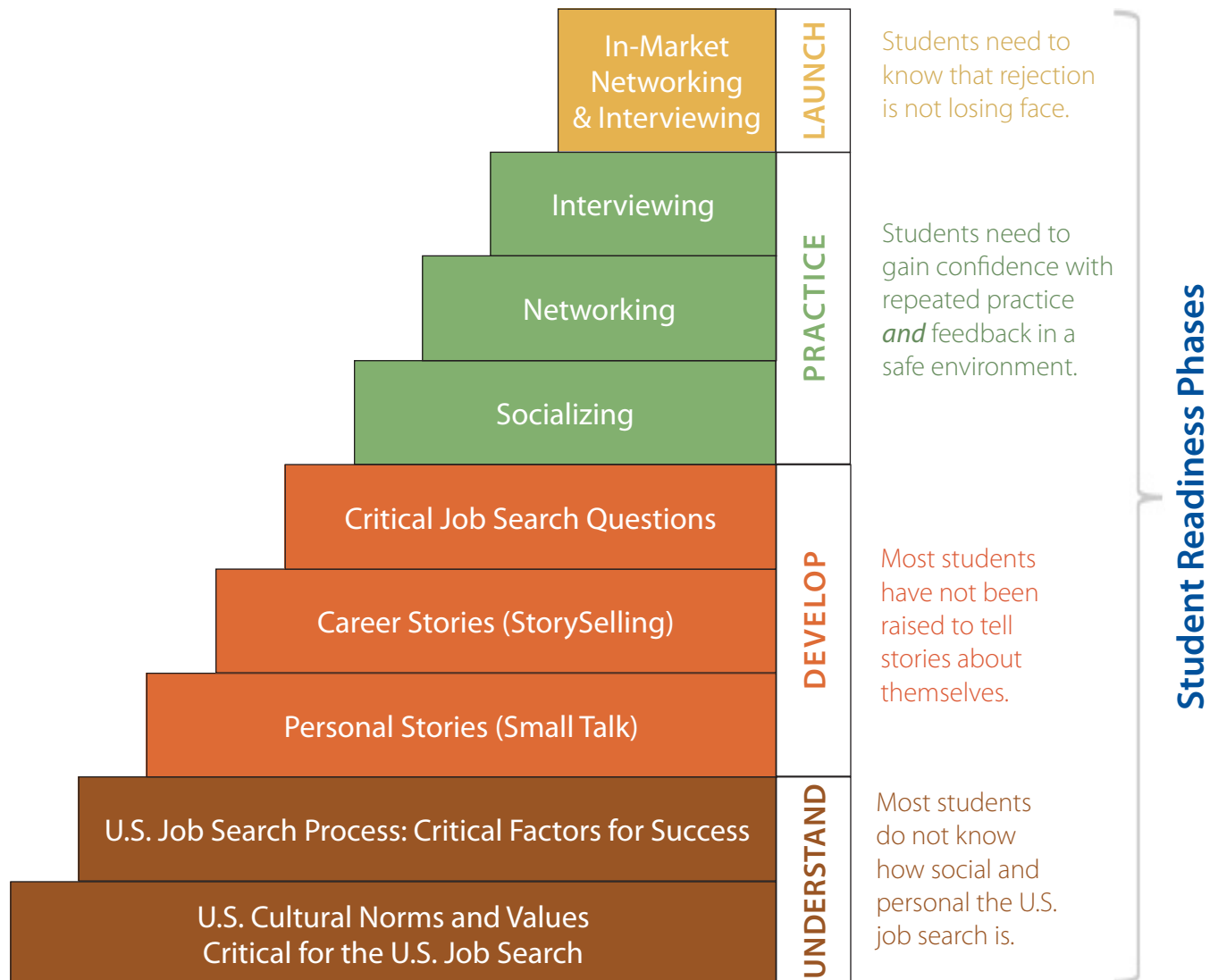
COMPARISON OF THE CULTURAL PREFERENCES OF THE U.S. AND NON-WESTERN COUNTRIES*

UNITED STATES		NON-WESTERN COUNTRIES
Low Power Distance Access	←→	High Power Distance Hierarchy
High Individualism Self focus	←→	Low Individualism Group focus
Task / Explicit Clarity / Outcome	←→	Relationship / Implicit Trust / Harmony
Monochronic Time On time / Do this	←→	Polychronic Time Flexible Time / Do many

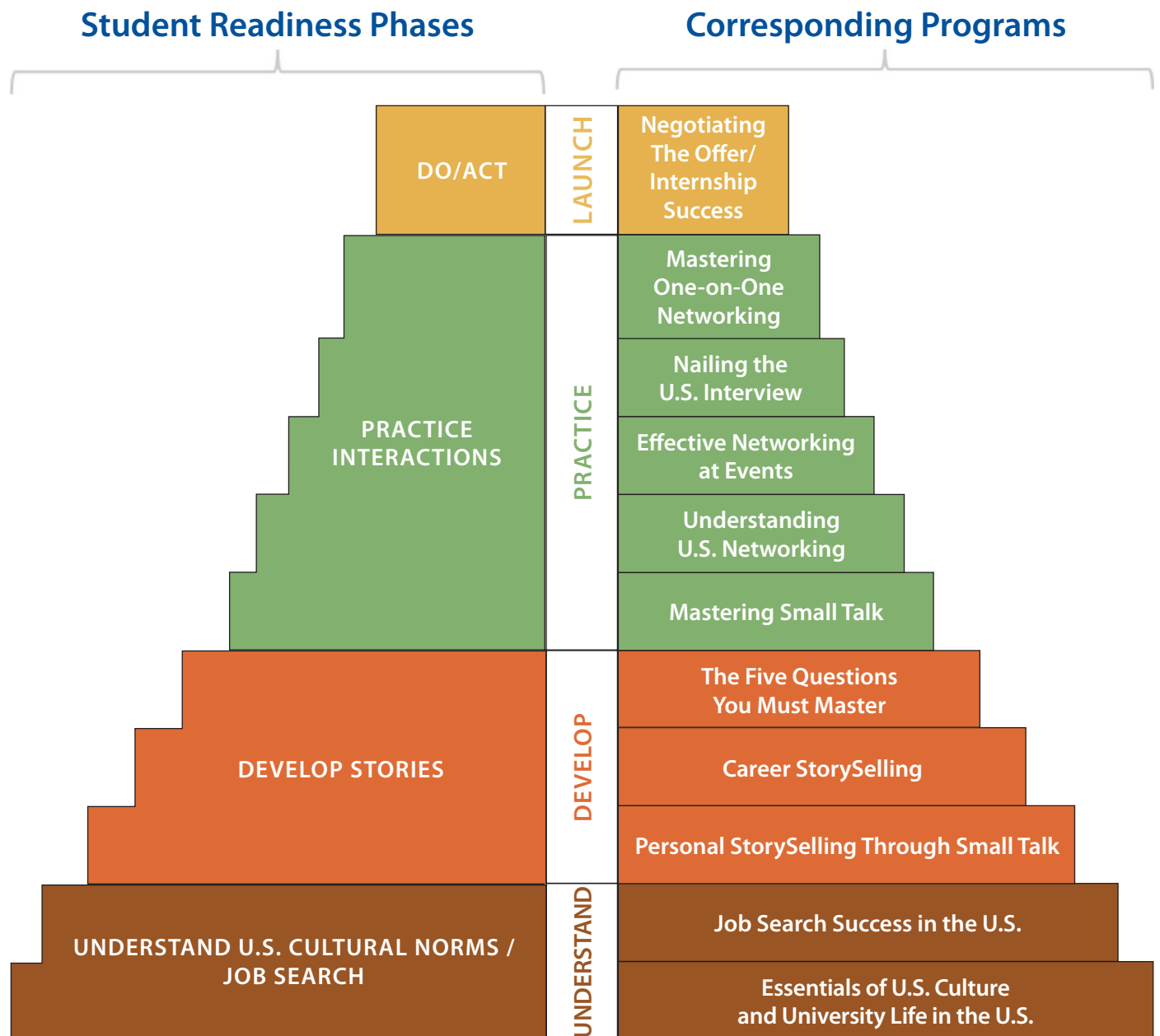
* Based on the work of Hofstede & Hall

Building Blocks to Success

International students need an explicit roadmap and instructions in order to develop cultural knowledge and skills American peers already possess.



Our Step-by-Step Programs Precisely Build International Student Readiness



A Limited Window of Time to Learn and Develop American Job Search Skills

Pre-Arrival	Arrival Transition	Integration	Immersion	Renewal
-2 months	Month 1	Month 2	Month 3 → Dec	Jan – March
UNDERSTAND (Videos)				
	DEVELOP (Workshops)			
	PRACTICE (Workshops)			
			Single-minded Focus on Academics	
			LAUNCH (Videos)	

Acculturation and preparation
need to happen now

Students go into hiding
to focus on their classwork

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Mile Two

OUR PROGRAMS

Program Topics and Teaching Formats

		Video*	Webinar	Workshop (up to 3 hrs)	
LAUNCH	Succeeding in Your Internship	Video Tutorial Library	X		
	Negotiating the Offer		X		
PRACTICE	Nailing the U.S. Interview				X
	Mastering One-on-One Networking				X
	Effective Networking at Events				X
	Understanding U.S. Networking		X		X
	Mastering Small Talk		X		X
DEVELOP	The Five Questions You Must Master		X		X
	Career StorySelling				X
	Personal StorySelling Through Small Talk				X
UNDERSTAND	Job Search Success in the U.S.		X		X
	Adapting to American Culture		X		X
	Essentials of U.S. Culture and University Life in the U.S.				

*Topics addressed in Video Tutorial Library

Our Video Tutorial Library – An Ongoing Resource to Decode U.S. Job Search Skills

- An at-your-fingertips "how to" reference that addresses critical cultural nuances that affect success
- Students will get "push notifications" to watch particular modules timed with recruiting patterns

All Video Titles*

- | | | |
|--|---|---|
| * Understanding Culture | * Case Study Part 1 – The Job | * Networking and the Cultural Mindset |
| * What to Expect When Adapting to a New Culture | * Case Study Part 2 – The Applicant | * What is American Networking? |
| * What You Will Need to Know When You Move to the U.S. | * Using Career Services | * Why Storytelling is Key to Networking Success |
| * Why "I" Matter | * Job Search Paths | * Conducting In-depth Research Before you Network |
| * Equality in the U.S. | * Four Objectives of Networking | * How to Develop an Impressive Career Story |
| * The Pioneering Spirit for U.S. Success | * Connecting with People Who Can Help You | * Where to Find Networking Contacts |
| * The American University Structure | * The Success Trio | * American Etiquette for Making Initial Contact |
| * What to Expect from the American University | * What is Small Talk? | * How to Follow up if a Contact Doesn't Respond |
| * American Academic Experience (2-part) | * Small Talk and American Cultural Values | * The 4 Phases of a Networking Conversation – Part 1: Preparation and Beginning the Conversation |
| * Socializing in Business School (2-part) | * Small Talk – EASE | * The 4 Phases of a Networking Conversation – Part 2: Showcasing Your Talents to Impress Your Contact During the Conversation |
| * Marketing Yourself in the U.S. | * Engaging in Professional Small Talk | * Following up After the Meeting |
| * Introduction and Your Objectives | * Small Talk in an Interview | * Summary: You Can Only Become Good at Networking Through Practice |
| * Buyers and Sellers | * Understanding and Engaging in Social Small Talk | |
| * Marketing Yourself to Meet an Employer's Needs | * Moving Around in Social Small Talk | |
| * Companies Want to Know the "Whole You" | * Summary and Tips for Engaging in Small Talk | |
| | * The Importance of Networking for Finding a U.S. Job | |



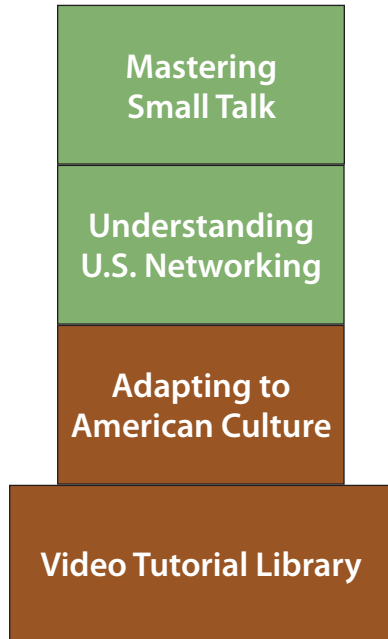
Mile Three

PURCHASE RECOMMENDATIONS

Purchase Recommendations

UNDERSTAND

WEBINARS
& VIDEOS



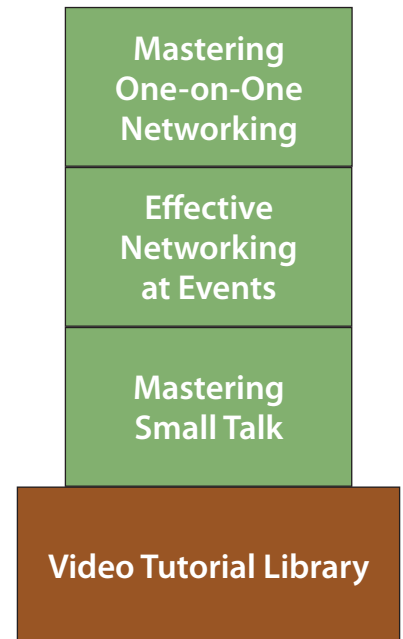
DEVELOP

WORKSHOPS
& VIDEOS



































PRACTICE

WORKSHOPS
& VIDEOS



Or Mix & Match

Recommended Schedule of Topics and Formats






		Pre-Arrival (-2 months)	Arrival Transition (Month 1)	Integration (Month 2)	Immersion (Nov – Dec)	Renewal (Feb – Mar)
LAUNCH	Succeeding in Your Internship					 
	Negotiating the Job Offer					 
PRACTICE	Nailing the U.S. Interview					
	Mastering One-on-One Networking			 		 
	Effective Event Networking					
	Understanding U.S. Networking					
	Mastering Small Talk			  		
	The Five Questions You Must Master			 		
DEVELOP	Career StorySelling					
	Personal StorySelling Through Small Talk					
	Job Search Success in the U.S.		  			
UNDERSTAND	Adapting to American Culture		 			
	Essentials of U.S. Culture & University Life in the U.S.					

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Mile Four

PROGRAM & VIDEO DESCRIPTIONS

Program Topic Descriptions

READINESS PHASE	PROGRAM	FORMAT	DESCRIPTION
UNDERSTAND Pre-Arrival Ongoing Reference	The Essentials of American Culture and University Life in the U.S.		Understanding American culture and values, the "why-s" behind our actions, is foundational for success in the U.S. Without knowing why something is done, it is difficult to replicate it in a way that feels natural. The concepts of culture and the acculturation process are also explained, as well as an insight into the American university, classroom, and socializing in the U.S. These videos also act as a good reference for students to refer back to during their stay in the U.S.
	Adapting to American Culture Job Search Success in the U.S.	   	<p>Introduces the acculturation process and the critical American values of individualism and personal expression. Addresses how this differs from other world cultures. Explains how these values show up in academic, social and job search realms in the United States and what students need to do to succeed. Workshops include interactive role playing.</p> <p>This session shows how the U.S. job search process differs radically from many world cultures: how self-directed it is, the importance of storytelling and the need to contact strangers across hierarchical levels for job opportunities. Students will also learn about the different venues to find job opportunities in the U.S. and the role of the Career Services Office.</p>

LEGEND



Video*



Workshop











Webinar

* Videos are 3-5 minutes each






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Program Topic Descriptions

READINESS PHASE	PROGRAM	FORMAT	DESCRIPTION
DEVELOP Integration <i>(1–2 months after Arrival)</i>	Personal StorySelling through Small Talk	 	Telling personal stories in public is not a norm in many cultures, but is a critical skill for engaging in the U.S. culture. This workshop helps students develop personal stories using role play in small talk scenarios. Students learn the fundamentals of American small talk.
	Career StorySelling		StorySelling is about developing the most compelling stories and knowing how to convey them most effectively in the setting of networking and interviewing. Focusing on American concepts of customer needs and key selling points, this workshop will help students build a unique and relevant "core story" for their job search.
	The Five Questions You Must Master for Interview and Networking	 	Students will build on their core career story (their pitch) to create compelling and authentic Interviewing Stories. There is a specific focus on the 5 key questions including the intent of interviewers, a templated framework for response and live practice with feedback.
PRACTICE Arrival/Integration	Mastering Small Talk	  	Many international students perceive small talk as superficial and unnecessary, not realizing the critical role small talk plays in American professional etiquette. The "transactional" aspect of small talk is particularly challenging for international students. This session focuses on how to navigate small talk using our EASE process: how to engage others, how to ask appropriate questions, how to showcase relevant stories, how to end and move on and follow up after the event.




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Program Topic Descriptions

READINESS PHASE	PROGRAM	FORMAT	DESCRIPTION
PRACTICE Arrival / Integration	Understanding American Networking	  	<p>Americans network in a way most of the world does not. Making contact with strangers, assertively promoting oneself and selling oneself in a disguised conversation are expected networking behaviors in the U.S. For many international students, however, this behavior would be viewed very negatively in their home cultures. This session explains what networking is, why these behaviors are acceptable in the U.S., different venues for networking and an overview of the phases of a conversation. Students will learn why networking is a must-have skill for international students looking for a job in the U.S.</p>
	Effective Networking at Events	 	<p>Building on the foundational “Understanding American Networking” program, this session focuses on event-based networking, such as career fairs, on-campus company visits and speaker forums. Key elements will be addressed, such as conducting pre-event research, having clear goals for events, learning how to start, engage and leave group conversations and following up with contacts after the event.</p>





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Program Topic Descriptions

READINESS PHASE	PROGRAM	FORMAT	DESCRIPTION
PRACTICE Arrival / Integration	Mastering One-on-One Networking		<p>The most impactful networking occurs one-on-one. For international students, however, engaging individuals in positions of authority is simply not done, let alone conversing and selling to them. This session focuses on: how to make contact; phases of a networking conversation; how to engage socially; how to showcase their key qualities and ask appropriate questions during the conversation and following up after the meeting. One-on-one networking is, without a doubt, the most difficult and challenging job search skill for international students to develop and master.</p>
	Nailing the U.S. Interview		<p>Interviews in the U.S. are much more conversational and story-based than in many world cultures. In many cultures, interviewers are somber and hierarchical, focusing on academic performance and task completion. In this session, students will learn about the American “socially-based storytelling” interview format and the phases of an American interview, along with an overview of the 5 questions students must master for success.</p>
LAUNCH Renewal <i>(Feb – Mar)</i>	One-on-One Networking: Doing the Ask		<p>Spring is critical for networking with alumni and corporate contacts. This workshop builds on the Fall Networking session with a focus on navigating one-on-one networking; protocols for asking for meetings; the EASE process; how to ask for a job; dealing with rejection; following up.</p>

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Program Topic Descriptions

READINESS PHASE	PROGRAM	FORMAT	DESCRIPTION
LAUNCH Renewal cont.	Negotiating a Job Offer the American Way	 	International students are often unaware of the components of an offer beyond the salary that can be negotiated. This session addresses the construction of an offer (salary, bonus, signing bonus, title, start date, project focus, etc) and the negotiability of each component. From a cultural perspective, this session addresses how to prepare for American negotiations and how to set the appropriate tone and language for a successful win-win negotiation.
	Succeeding In Your Internship toward a Full Time Offer	 	With only 8-12 weeks in an internship, international students need to maximize their outcomes within a short period of time. Many international students are unaware that they can negotiate for the right projects. They also underestimate the criticality of establishing a network of relationships and building organizational visibility in converting an internship into a full time offer. This session offers a roadmap to success, addressing areas such as: project clarification, direct manager communications (updates and deliverables, getting feedback), presentations and expected socializing with peers, managers and executives.

Video Series Descriptions

Essentials to American Culture and University Life in the U.S.

International students who understand the “why” behind American behaviors are more effective at adapting to U.S. norms.

MODULE 1: INTRODUCTION

Understanding Culture

The concept of culture is defined as more than just the differences between people of various countries.

What to Expect When Adapting to a New Culture

The acculturation process, the “highs and lows” of adjusting to a new culture, is a normal experience for students to go through when moving abroad.

MODULE 2: ESSENTIALS TO AMERICAN CULTURE

What You Will Need to Know When You Move to the U.S.

There are a lot of logistical and personal considerations students need to plan for before and shortly after moving to the U.S. in order to make their transition as smooth as possible.

Why “I” Matter

In the U.S., individualism and independence are valued characteristics and can be seen in various aspects of American society: social, academics, and the job search.

Equality in the U.S.

The foundational, American belief that “all men are created equal” has implications on how Americans interact, both inside and outside of the classroom, especially in networking to find a job.

The Pioneering Spirit for U.S. Success

The U.S. has a long history of pioneers, and that “go and get it” attitude has been, and still is, valued in American society. It is also critical to understand for the self-directed job search.

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Video Series Descriptions

MODULE 3: UNIVERSITY LIFE IN THE U.S.

The American University Structure

Students are introduced to the organization of the American University.

What to Expect from the American University

The names and roles of some of the major offices and services that are available to them.

American Academic Experience (2-part)

What to expect in the classroom environment, from class participation, grading, and teamwork, to the American perspective on cheating and intellectual property.

MODULE 4: SOCIAL AND JOB SEARCH SKILLS

Socializing in Business School (2-part)

The people who attend business school: their objectives, family lives, and other external commitments, all affect how they socialize with one another outside of class.

Marketing Yourself in the U.S.

As the American job search is self directed, students are expected to market themselves. Emphasis is placed on the importance of a personal story as well as an explanation of how the cover letter and resume and how the story comes through in these documents.

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Video Series Descriptions

Job Search Success

A successful job search in the U.S. requires students to understand key American values and how these affect the job search process, employer expectations, and the multiple job search paths that are available.

MODULE 1: MARKETING YOURSELF FOR JOB SEARCH SUCCESS

Introduction and Your Objectives

The American job search is self directed. What are your goals for a job in the U.S.?

Buyers and Sellers

The American job search is a market of buyers (employers) and sellers (job applicants). Key American values dictate that you are expected to sell yourself to get a job in the US.

Marketing Yourself to Meet an Employer's Needs

Your objective is to show the employer why hiring you is a good ROI for them. Here are four key things employers are looking for.

Companies Want to Know the "Whole You"

Selling yourself is about more than just your grades and experience. It is important to pull together all aspects of your life to create a compelling story.

Case Study Part 1 – The Job

A real job description and explanation of what the company is looking for

Case Study Part 2 – The Applicant

Looking at a potential applicant and how their skills, education, and passions are used to create a compelling career pitch

MODULE 2: CAREER RESOURCES FOR JOB SEARCH SUCCESS

Using Career Services

The U.S. job search is self directed, but there are resources available at your university to assist you. Make sure to visit with your career advisors.

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Video Series Descriptions

Job Search Paths

There are multiple job search paths, but more than others, networking tends to open doors for international students.

The Four Objectives of Networking

Depending on the time of the year and where you are in the job search process, there are multiple objectives of networking

Connecting with People Who Can Help You

There are different levels of people you can network with and they can connect you to others. You already know people you can begin networking with.

The Success Trio

A review of what is necessary for job search success in the U.S.

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Video Series Descriptions

Understanding and Engaging in American Small Talk

Social pleasantries are a critical professional skill students need to understand and know how to execute.

MODULE 1: UNDERSTANDING AMERICAN SMALL TALK

What is Small Talk?

A brief overview explaining what American small talk is, why and when we use it.

Small Talk and American Cultural Values

Explains the American cultural values embedded in small talk as well as why, socially, small talk is a critical skill in the U.S.

Small Talk – EASE (with See Saw)

An overview of the EASE process and how it is applied to small talk with a detailed explanation of the back and forth of a conversation.

MODULE 2: ENGAGING IN AMERICAN SMALL TALK IN VARIOUS SETTINGS

Engaging in Professional Small Talk

Explains small talk in various professional settings, how to approach people, and questions to ask to begin small talk, as well as ending the conversation.

Small Talk in an Interview

Typical topics and questions that are discussed prior to the interview using the EASE process, with an emphasis on the transition into the actual interview.

Understanding and Engaging in Social Small Talk

An overview of social small talk as well as tips and examples for engaging in small talk in social situations.

Moving Around in Social Small Talk

How to move between different small talk conversations and cues that they are ending.

Summary and Tips for Engaging in Small Talk

This provides a brief summary of small talk as well as some pointers for going out and trying it yourself.

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Video Series Descriptions

American Networking for U.S. Job Search Success

Networking is the most difficult skill for international students to master because it requires strong American social skills, a compelling personal story, and the ability to effectively navigate hierarchy to find contacts.

MODULE 1: UNDERSTANDING AMERICAN NETWORKING

The Importance of Networking for Finding a U.S. Job

In the U.S., where networking is a critical skill, most jobs are gained through networking, which results in a higher ROI than traditionally applying.

Networking and the Cultural Mindset

Introduction to cultural norms and American values that make networking in the U.S. an acceptable practice.

What is American Networking?

Networking is about building relationships that helps you learn about careers and opens doors in a job market of buyers and sellers.

Why Storytelling is Key to Networking Success

Having a personal and career story that highlights who you are and how you stand out is integral to networking success.

MODULE 2: PREPARING FOR AMERICAN NETWORKING

Conducting In-depth Research Before you Network

You cannot network effectively without proper preparation – know what you want and conducting job and industry research.

How to Develop an Impressive Career Story

Highlighted with an example, putting yourself at the center of the story and displaying your skills that meet the employer's needs are key to a solid career story.

Where to Find Networking Contacts

There are primary and secondary resources that you can network with, whom are described here.

Continued on next page

Video Series Descriptions

MODULE 3: ENGAGING IN AMERICAN NETWORKING

American Etiquette for Making Initial Contact

It's important to understand the proper language, usage, and message when reaching out to a potential contact, highlighted with a sample e-mail.

How to Follow up if a Contact Doesn't Respond

If a contact doesn't get back to you, what is the protocol for continuing to reach out, both via phone and e-mail.

The 4 Phases of a Networking Conversation – Part 1: Preparation and Beginning the Conversation

Understand the progression of the networking conversation using the EASE process.

The 4 Phases of a Networking Conversation – Part 2: Showcasing Your Talents to Impress Your Contact During the Conversation

This is the 'heart' of the conversation. Here, different ways to keep the conversation are covered.

Following up After the Meeting

It's important to follow up and show your appreciation for the meeting. How to do so with a sample e-mail/letter is explained.

Summary: You Can Only Become Good at Networking Through Practice

Networking takes time and practice but provides a good ROI, especially for international students.

Questions & Inquiries

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*We look forward to collaborating with you
to improve your international students'
satisfaction and success.*

