



Right Communiqué

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Rotman Does it Right

With a growing number of students graduating from MBA schools, competition for jobs among the best and the brightest is fierce. What's more, market conditions are changing across the board, and MBA graduates know there are no guarantees in today's job market.

So how do the best schools give their graduates the competitive edge and skill to land their dream job?

That is what Karen Theriault, Director of MBA Programs at the Joseph L. Rotman Business School at the University of Toronto asked herself as she launched another successful graduating class. Theriault identified a need to supplement Rotman's MBA Corporate Career Centre support services with some concentrated workshops and one on one coaching to bring the students' job search skills up to a new level.

Partnering with Right Management Consultants to design this unique program was further proof that Rotman's MBA curriculum is like no other. The School is proactive in ensuring their graduates are well supported in their job search and continue to have a high placement rate regardless of the changing market conditions. One student described this support as "lifelong learning... not a one time experience but good information to keep us going throughout life."

In two intensive ½ day workshops, students honed their skills beyond the basic resume preparation and interview techniques. They learned improved goal setting, strategies, direction, motivation and focus. They also learned how to use their existing networks and successfully expand them to find not only the "hidden-market" of job opportunities but to create new opportunities as well. In doing so, students learned to market themselves and their skills in such a way as to make them successful in a tough market.

Lynne O'Connor, one of the facilitators of these workshops for Right Management said that working with these motivated graduates "...was an energizing experience. Though the workshops were information rich, they were clearly up to the challenge and quick to master critical concepts... [and] the level of detail and strategy we were able to engage in as a result led to extraordinarily productive coaching sessions."

These one-on-one sessions, offered to students by appointment following the workshops, allowed students the opportunity to take the information they had acquired in the group sessions and ask individual questions around their personal searches and needs.