

SDSU Student Accounting Society

Meeting Minutes: EY Personal Branding

9/8/2021

Presenters:

Greg Share (EY): Recruiting team

Dawn Watson: Tax manager in SD office, SDSU alum, part of SAS and BAP

<u>Meghan Valdivia:</u> Staff in Assurance, former SDSU Student, graduated BMACC last may. Was president of SAS and part of BAP

Chloe Ostroff: SDSU Alum, working under experience management branch of Consulting

Kevin Mendoza: Manager in teh Assurance practice, SDSU graduate in 2014

Megan Lightfoot: Tax manager, SDSU alumni, been with EY for 4 years

James Little: Senior at EY, finishing his 5th year

Phil DiGiacomo: Tax senior manager, went to SDSU. Been with EY for 8 years

Andrew Forsythe: Graduated SDSU in May, was president of SAS in Fall 2020

Presentation:

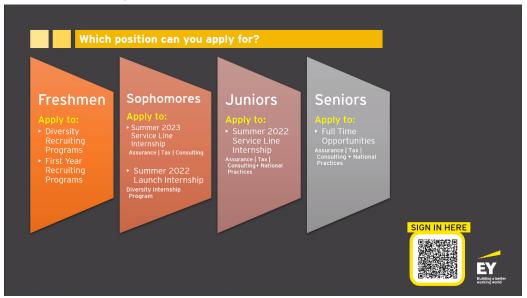
EY: Large firm, Large Family

- Even though we are a large firm with offices all around the world, our employees feel like they are part of a tight-knit family
 - Especially in the San Diego Office!

Meet Our Service Lines

- Assurance: Their largest service line
- Consulting: in line with advisory
- Strategy and Transactions: Mergers and Acquisitions
- Tax: Involved with tax strategy

What should I apply for at EY?



Steps to Apply:

Steps to apply
 To get started, visit ey.com/us/students to learn more about what you can do here, what it's like to work here and how to join us. Then, visit EY Event Central to view an up-to-date listing of virtual events, which are open to all students. You'll be able to register for events relevant to your interests that will help you explore career opportunities in professional services. And, you'll be able to do so with the flexibility needed to accommodate your busy schedule.
Hiring process summary
Search and apply for a position on the <u>EY student job</u> <u>board</u> Receive and complete a game- based assessment Doard First interview: pre- recorded video interview (PRVI) First interview (PRVI)
We recommend applying for the one position in which you are most interested.

Personal Branding--let's discuss!

- What is a personal brand?
 - What people say and how they characterize you when you're not in the room?
 - What skills do people know you to have and identify you as having?

Characteristics of an EY professional:

• Innovator, creative, collaborative, etc.

Impression Management and strong personal brand: how we create a strong personal brand

- Authenticity
 - Be yourself

- Be comfortable
- Build and authentic self
- Professionalism
 - Demeanor and language
 - Smart and conservatice
 - Maintain at all times
- Awareness
 - Be constantly aware
 - Remember, you are *always* being evaluated!

The Power of Social Media

- Digital Handshake:
 - Think: Social media, breakout rooms, texts/chats... Rethink how you approach networking virtually!
 - E.g. Text/Chat: Keep things short and sweet
 - Don't be afraid of it!
- Establish your personal brand
- Manage your online presence
- Networking

Managing your digital reputation

- Keep your social profiles up-to-date
- Review your privacy settings
- Google yourself to monitor your digital brand
- Delete what is within your control
- Influence what isn't

Call to Action: Improve your LinkedIn profile!

- Add a professional Photo
- Fix your Headline
- Fine-tune your summary and current role
- Customize your profile link
 - Basically your name, not random characters
 - Make it easy to put on your resume

Interview preparation

- Resume
 - If updated since you applied, ask interviewer for their email (if you can send quickly)
 - Everything on it is fair game for interview to ask about
 - Is your personal brand reflected?
- Research
 - Company specific
 - Come in with questions tailored to the firm/position

- Keep it current--don't ask about thing from years past
- Personal preparation
 - Take advantage of the interview
 - Ask questions that are important to you
 - Find ways to connect to the firm on a personal level

Performance deal-breakers

- Props
- Rehearsed responses that don't answer the questions
- Expletives, unprofessional language
- Controversial topics
- Insincerity
 - You don't have to over rehearse,
 - Your personal brand should be special...it should show how that company would fit your personal brand
- Interruptions (ie cell phone ringing)

What can you do to manage your personal brand?

- Casual conversation!
 - Communicate what your personal brand is
 - Let people know what is important to you
 - Engage in activities with your colleagues

