Presenters:
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Presentation & Notes:
Developing Your Professional Image
“You Never Get a Second Chance to Make a Good First Impression.”
What can you do to make a great first impression?
  - Do your research

Your To Do List
  - Understand the Effect of Image
  - Learn to Manage Your Message
  - Maximize Networking Opportunities
  - Continue to Develop Strong Communication Skills

Image is Reality
  - Conclusions are drawn about you based on what is seen initially
  - Important to ensure proper image is being displayed
  - Understand that YOU have control of the image you display
    - Do you want to come off as a professional? A joker? You decide.
  - Determine the image projected by those who are where you want to be
    - A mentor, professional, pro athlete – train and do as they do

Managing Your Message
  - Don’t try to be someone you’re not
  - How do you want to be remembered?
  - Be honest, but don’t be stupid
  - Think about your answer before replying
  - Filter your responses!

Understanding What is Important
  - Positive attitude and self confidence
    - Fine line between confident & cocky
  - Displayed leadership abilities
    - Anyone can take leadership activities – leading a study group, church group, etc.
  - Effective communicator-verbal and written
    - Text “lingo” is not ok
  - Quick learner that takes initiative
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- Don’t be a know-it-all

  - Goal oriented
  - Have lofty goals

  An understanding of an desire to work in public accounting
  - Public accounting is not for everyone – realize it & run with it

  - High level of integrity
  - Lots of ethical dilemmas regarding accounts & clients – must always take the higher road

- Flexible and adaptable
  - Dinner plans may need to be cancelled

- Team player
  - Always in teams – want to work with people you can co-exist with on a daily basis

- Academic achievement
  - Everyone should have “really good grades”

- Be well rounded!
  - Don’t just get straight A’s – get involved

Learn to Maximize Networking Opportunities

  - Recruiting functions provide great opportunities for you to make the crucial first impression

Recruiting Events – Keys to Networking

  - Get involved and stay involved
  - You’re doing the right thing by being here

  - Attend events and understand purpose
  - MS Bay to Bay – know the cause & how you’re helping those people – more value
  - Meet the Firms – not just giving out resume, but meeting people & learning about Firms

- Dress appropriately

  - When at an event with new people, approach small groups, introduce yourself and join in the current conversation
  - Break in at appropriate times – equal opportunity event – convey confidence

  - Remember the names and repeat them in conversation
  - The more you say it, the more likely they are to remember you
  - Always ask for a business card – follow up with people you made bonds/connections w/

  - The purpose of small talk is to find something in common and create a bond
  - Staying involved shows you care of your future
  - Knowing why you are at an event shows you have done your homework/research

Recruiting Events

  - Asking questions is the best way to open lines of communication with someone new
  - Talk with as many people as possible to gain different perspectives and maximize your time
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- Being observant and asking questions is more memorable than being witty and inappropriate
  - Don’t ask smart-aleck questions – worry about the firm – no questions about IFRS
- Be sensitive and avoid topics such as politics and religion
  - Don’t talk about politics – keep it to general questions (weather, sports)
  - Find common ground & make small talk to find something in common
- Don’t overstay your welcome
  - Know when to exit – they won’t stop talking unless you exit – do it respectfully

Greeting and Handshake
- Always stand to shake hands
  - May be awkward in some situations – always get up
- A firm, confident handshake with the entire hand is best. Avoid a limp or iron hand grip
- Look the individual in the eyes and smile when shaking their hand
  - No one wants to see someone pissed off

Responding to Questions
- Take time to collect your thoughts. Breathe and relax!
- Be comfortable with silence
  - All silence isn’t awkward
- Speak slowly and clearly
  - Turn off your cell phone – focus for 2 hours on the night’s event
- Convert nervous energy into positive energy
  - Positive energy is contagious
- Be aware of nonverbal gestures and habits
- Express enthusiasm and interest
  - Don’t need to say you’ll die for accounting
- Be honest and avoid boasting
  - Lots of people with 4.0’s and on the Dean’s List – only mention if asked, don’t brag
  - Let you Resume & communication skills do the talking
- Speak from actual experiences, not how you would hypothetically handle a situation

Demonstrate superior written and oral communication skills

Communication Skills
- Email
  - Within corporate boundaries
  - Clear, concise, and business related
  - Spell check
  - Business language
  - Be certain who you are sending your email too (reply vs. reply all)
Voicemail
- Professional greeting
- Leave concise messages with a callback number if appropriate
- Return calls within 24 hours or less
  - no ring-back tones

Telephone
- Answer incoming calls professionally
- Be pleasant and courteous at all times

Exercise Professional Conduct
- Be cognizant of surroundings
  - Know what you’re doing
- Keep your personal viewpoints to yourself
  - Everyone has a viewpoint
  - Meet the Firms is not the time, nor place, to express viewpoints
- Try not to play politics – be yourself
  - Don’t try to follow someone all night
  - SD is a small environment – everybody talks
  - Don’t badmouth Firms because you don’t get the right “memorabilia”

Question & Answer:
Q: I know non-verbal communication is a very important part of the night. What body language cues, from the professionals, will we get that says you’ll need to get to your exit strategy?
A: When they start looking around, or when they go silent. If other people are trying to approach and are greeted, that’s the appropriate time to step out; if they aren’t focused on you, step out.

Q: On one of the slides you mentioned jumping in when a small group is talking, is that rude?
A: Well, don’t interrupt if they are in deep conversation. If 2 people are talking, you may join in. Vice versa, let someone else join in the conversation; it is not rude in the context of the event. Be sure to get a business card and follow up outside. If and when you approach, definitely wait for a break in the conversation.

Q: For those in 321 who don’t know if they’d like to go into auditing or tax – can you speak on that (the path that one can take)?
A: It is very difficult, but only you can decide; after all and it’s up to you. I would go to the website, KPMG.com and read everything on site and the job descriptions (very detailed descriptions). Tax professionals will be at Meet the Firms so be sure to ask them how they decided. You can also check on Career Services. A lot of it depends on your personality. You can expect to work in teams if you go
into auditing, whereas tax professionals work in individual cubes mostly; it mostly depends on which subject you like the most.

Q: Regarding the 150 unit requirement change, what are your thoughts?
A: One requirement is to have 150 units by the time you graduate because you need them to sit and take the CPA exam. If you’re looking for internship opportunities, you must be set to graduate December 2013 or later. Intern candidates are mostly seniors with 1 semester left after completion of the internship. You will need to have these requirements to be considered for full time.

Q: What if you graduated and you’re taking classes to meet the 150 mark?
A: If you’re graduating earlier than December, you should have been involved in full time recruiting; full time recruiting is finished (started in August).

Q: For Frederick, you have great communication skills, what developed those?
A: SAS, group work and I used to present and have others do the schoolwork. Being engaged and not being scared to be in front of professionals, adults, non-students; it’s similar to if you play sports and went to church, being vocal – things like that.