



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

Meghan Valdivia: 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?

Which position can you apply for?

- Freshmen**
Apply to:
 - Diversity Recruiting Programs
 - First Year Recruiting Programs
- Sophomores**
Apply to:
 - Summer 2023 Service Line Internship
Assurance | Tax | Consulting
 - Summer 2022 Launch Internship
Diversity Internship Program
- Juniors**
Apply to:
 - Summer 2022 Service Line Internship
Assurance | Tax | Consulting + National Practices
- Seniors**
Apply to:
 - Full Time Opportunities
Assurance | Tax | Consulting + National Practices

SIGN IN HERE

EY
Building a better working world

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

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graph LR; A[Search and apply for a position on the EY student job board] --> B[Receive and complete a game-based assessment]; B --> C[First interview: pre-recorded video interview (PRVI)]; C --> D[Final interview: live interviews typically via video];
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We recommend applying for the one position in which you are most interested.

SIGN IN HERE

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 conservative
 - 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

Personal Brand: Breakout discussions

▶ EY Professional:

- ▶ What does personal brand mean in your job now? How does this impact your client and engagement team interactions? Share an example.
- ▶ As someone on the other side of recruiting, how would you like to see a student's personal brand displayed in a virtual networking event or virtual interview?

▶ Why are these personal brand **DO's**:

- ▶ "One of my hobbies is soccer and I have played my whole life..."
- ▶ "I have a big family and enjoy time with them, what would work life balance look like in this position..."
- ▶ "I have a side hustle building apps with my friends..."
- ▶ "I am a foodie in my free time and enjoy frequenting new restaurants. Do your teams ever go out to eat together?"

▶ Why are these personal brand **DONT's**:

- ▶ "I wish I could play soccer forever, accounting was my backup"
- ▶ "I have 4 siblings, 10 cousins, and want 3 kids someday...do you have kids? How does that work with your job?"
- ▶ "Would EY fund my app startup if I was hired?"
- ▶ "What do EY professionals eat for lunch and how often do teams go out to restaurants? Does EY pay?"

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When the ground beneath your feet is shifting, will you stand still or leap forward?

^James Little