THE 5 “C”s EVERY LEADER NEEDS

Director’s Corner

This week’s Director’s column is excerpted from the Random Acts of Leadership blog, (http://randomactsolladership.com/) which recently highlighted an article about entrepreneurship and personal growth.

After over 30 years in business, I’ve noticed that every truly successful leader I’ve come across has had a knack for doing one thing—being uncommonly dependable.

They leave no doubt as to what their plan is and how they are going to execute it. They inspire faith in everyone they lead.

How do they do this? They possess five qualities that anyone who wants to be a successful leader needs to have. Luckily, they all begin with C…so they will be easy for you to remember!

1. Clock
Yeah, that thing around your wrist that tells you the time—pay attention to it. The impressions you make are everything. You cannot afford to be late to a meeting, a speech, a class, a presentation, interview or other professional event.

I’m sure this comes as no surprise to you, but it’s something that is extremely important and something I’m not afraid to repeat. You must become a master of the clock.

2. Calendar
Mastering your clock involves your day-to-day schedule. Your calendar, on the other hand, is entirely different. You must be able to see beyond the here and now, and constantly think in terms of six months out, one year out, five years out.

A goal is not a goal until you put a date on it. Deadlines will push and inspire you.

3. Cash
Your primary goal as a college student may not be “about the money.” But the reality is that you need to be aware of your value in the market. Some career fields have higher starting salaries than others. Research what is typical within your preferred career field.

While salary should be only one component to consider when accepting a position, be sure to know how you can differentiate yourself to compete effectively for those higher paid positions.

Don’t feel like you’re “selling out” by focusing on the money. Educate yourself about how to maximize your value to potential employers. This type of mindset is essential to your growth and salary earning potential.

4. Certainty
Are people 100% certain of what they are getting from you? Or do you leave doubt and uneasiness?

Certainty is all-encompassing, from communication to punctuality to the quality of your material. Whether you’re setting up a meeting through e-mail or writing a blog post, leave no room for doubt or confusion in your readers’ minds. Let them know exactly what they’re getting, and then follow through. If you promise to do something, do it.

Consistently creating certainty in the minds of others automatically separates you from the majority of people in this world.

5. Clue
If you don’t have a clue, you’re sunk. So get out there, and do something! And don’t forget that not only do leaders possess these five “C”s, but they are also able to spot them in others. Be aware, be alert, and hold your peers to the same standard you hold yourself.

Trust your instincts. Work like crazy. You will get there.
OCS and Club Career Programming Events

March 4, 2013 – April 1, 2013

Career Fair Booklet Cover Contest Launch

We are now accepting submissions from Smith School students for the 2013 Career Fair Booklet Cover Design Contest! The winning design will grace the cover of the Fall Career Fair Booklet on September 20, 2013. The winner will be awarded a Kindle Fire HD!

Design Requirements:

- Front and Back Design
- 300 dpi at the printed size of 11 x 17
- Use of UMD Colors
- Use of OCS Logo - Can be found here: http://www.rhsmith.umd.edu/career/

Please submit designs to jnsimpson@rhsmith.umd.edu by April 1, 2013. Winners will be announced the week of April 8th, 2013.

April 4, 2013

Careers in Event Planning

Trying to break into the event planning field? Representatives from the event planning and media industries will discuss what employers seek in job candidates, how to break into this field and typical career paths followed by questions and answers.

6:00-8:00, VMH 1415

April 5, 2013

Cupid’s Cup

Cupid’s Cup Business & Innovation Showcase and Competition is where you’ll find the innovations from the UMD campus and region under one roof. Pick the brains of entrepreneurs from all kinds of businesses. Take a break from the dining halls and your usual lunch spots and visit the food trucks. And definitely stay to watch competitors duke it out in front of Under Armour Founder Kevin Plank.

Business & Innovation Showcase: 11:00-1:00, Riggs Alumni Center
Final Competition: 1:30-4:00, CSPAC

Congratulations to Kevin Rudd, SUSA Fundraising chair! Kevin was highlighted in the March edition of “Between the Columns,” the UMD faculty and staff newsletter. He was commended for his idea of putting motion-sensing lights in dormitories. University administrators are considering the feasibility of implementing Kevin’s idea.

Which State University Grads Earn the Most?

Source: www.CBSNews.com/MoneyWatch

Which of the nation’s top state universities produce graduates who go on to make the biggest bucks?

Among all 50 state "flagship" schools, recent graduates of the University of California-Berkeley earn the highest median starting salary, at $53,100, according to CollegeMeasures.org. In comparison, new graduates at the University of South Dakota in the small town of Vermillion earn the least, at $35,900.

State flagship universities are typically the most prestigious public university in each of the 50 states. Such schools typically attract higher performing students, receive greater financial support from their respective state governments and enjoy the best graduation rates among public institutions in their states.

State flagships whose grads earn the highest starting salaries
1. University of California-Berkeley: $53,100
2. University of Maryland: $50,600
3. University of Michigan-Ann Arbor: $50,600
4. University of Virginia: $50,500
5. University of Connecticut: $49,500
6. University of Texas: $49,100
7. Penn State University: $48,600
8. University of Wisconsin: $47,900
9. University of Delaware: $47,300
10. University of Washington: $47,100

The salary figures were generated by research firm PayScale.com and made available through CollegeMeasures, which among other things lets people compare how private and state schools compare in terms of salaries, grad rates, freshman retention rates and more.

Note: The average starting salary noted above is for the entire University of Maryland. The average starting salary for 2012 Smith School Undergraduates was $52,885.
Unock your potential. Apply to MLT today!
Program Dates: July 2013 - December 2014

MANAGEMENT LEADERSHIP FOR TOMORROW (MLT)
is the premier career development institution that equips African Americans, Hispanics and Native Americans with the key ingredients—skills, coaching and door-opening relationships—that unlock their potential. We deliver our content via key programs to help minorities at each stage of their career to get on the fast track to success—at the College, MBA and Executive level.

MLT CAREER PREP
The Career Prep Program prepares Fellows for highly competitive business internships and entry-level opportunities after college.

WHY JOIN
Career Prep is a rigorous, 18-month career development program for emerging leaders. Through the program, Fellows explore their strengths, passions and interests in order to prepare and plan for successful careers in business. The Career Prep program includes:

- One-on-one career coaching
- Exposure and access to prestigious employers
- Skill development seminars
- Alumni network

CAREER PREP SUCCESS
92% of Career Prep Fellows secure internship offers, putting them on the fast-track to senior leadership
91% of Fellows have a full-time offer prior to graduation
90% of Career Prep Fellows describe MLT as a “life-changing experience”

APPLICATION COMPONENTS:
- Essays
- Resume
- Recommendation
- Transcript

APPLICATION REQUIREMENTS:
- U.S. citizenship or legal permanent residence
- Graduation in Fall 2014, Spring 2015, Summer 2015
- Solid academic performance and leadership experience
- Identification as African American, Hispanic, Native American or a combination
- Professional goals aligned with careers in business
- Ability to do monthly assignments and participate in 4 in-person seminars throughout the program

APPLICATION DEADLINES:
March 3, 2013
April 14, 2013

It’s not just about getting a job, it’s about building the path to senior leadership
Apply at www.ml4t.org today!
The 5th Annual Undergraduate Consulting Challenge

Registration Deadline: Friday, April 5, 2013
Case Introduction: Friday, April 12, 2013
Question and Answer: Tuesday, April 16, 2013
Final Case Due: Thursday, April 18, 2013
Final Presentation: Friday, April 19, 2013

Please join us for a Year End Celebration BBQ open to all students in the VMH courtyard immediately following the case competition!

Format

• Simulates a condensed strategy consulting project
• Teams will be provided with a written case and given one week to prepare a solution
• Deloitte Consulting Senior Practitioners and UMD Professors will judge final case presentations

Purpose

• Gain a feel for a real-life consulting project
• Exercise and display the type of analytical thinking required in consulting
• Prizes, including Amazon Kindles, will be awarded to the winning team!

Teams

• Comprised of 4-5 members each
• Registration on a first-come, first-serve basis
• Students without a full team are still encouraged to sign up and will be paired with another group

Sign-Up

1. Form student teams of 4-5 members
2. Please send one e-mail per team to Christina Buckless (cbuckless@deloitte.com) with your team roster
3. Sign-ups are first-come first serve
4. Deadline for sign-up is Friday, April 5th
5. Additional details will be provided upon sign-up