

How to Strategically Engage at UConn

Your engagement on campus should be strategic (it should build your personal brand!), but that does not mean you should limit yourself to clubs and organizations that are associated with your major.

Business students should be able to articulate their transferable skills. *Transferable skills are skills that can be transferred from one situation to another, or that may be useful in more than one industry.* When you are making choices about which events to attend and which groups to join, you should consider the skills that will be most valuable to you in order to be successful in reaching your goals.

In this video, we will examine some of the transferable skills that employers value and examples of student organizations that could help you to develop those skills.

Employers are looking to hire candidates who can COMMUNICATE WELL.

Business students must be able to communicate effectively in a variety of ways. You should be able to communicate well in small groups, but you should also be able to speak confidently in large groups and give engaging presentations.

An **improv group** might help you learn to think on your feet. Volunteering at a **radio station** could help you cultivate an engaging public persona and communicate with a diverse audience.

Employers are looking for candidates who are ADAPTABLE.

No matter how carefully a business plans, there are always variables that are out of our control. During most job searches, employers will be listening to your interview answers and combing your cover letter for an indication that you are adaptable and able to stay calm and problem-solve when things don't go according to plan.

Playing a **club sport** can help you to practice being adaptable—after all, you are constantly changing your strategy on the field or on the court as your opponents are changing theirs. Or, a **role-playing group** can help you practice adapting to unexpected news or evidence in real time.

Employers are looking for candidates who are TECHNOLOGICALLY LITERATE.

In an increasingly digital world, employers seek candidates who are comfortable using and navigating new technology. Nearly every workplace and every classroom will utilize technological tools or software, and you can stand out by demonstrating that you are technologically capable, as well as able to learn new technologies quickly (and with a positive attitude!).

If you are interested in marketing that takes advantage of multi-media advertising platforms, selecting **groups that will teach you video production, audio engineering, or graphic design skills** are a great place to start.

Employers are looking for candidates who are ENGAGED WITH THEIR COMMUNITY.

Part of building your personal brand includes **defining your values and your own personal mission**. If those values include advocating for a specific cause, then getting involved in groups that align with that cause will demonstrate that personal mission to future employers.

Employers are looking for candidates who can WORK ON A TEAM.

Working effectively with others to reach a common goal is equally challenging and rewarding. Employers are looking for evidence that you have achieved goals as part of a team in the past, and that you will continue to do so in the future.

An obvious way to develop teamwork is to **join a team**—whether it is a sports team, a debate team, or a small group in a business case competition. Less obvious options for demonstrating teamwork might include **auditioning for a theatrical production** or **being on the executive board of any club or organization**.

Employers are looking for candidates who UNDERSTAND AND VALUE DIVERSITY.

Innovation is possible when multiple perspectives are in the same room prioritizing collaboration and cultural exchange. Employers like to see that candidates can offer a unique perspective to their workplace, or that candidates have demonstrated in the past that they are willing to step out of their comfort zone and learn something new. Participating in an organization connected to your unique perspective helps employers to know more about you and what you bring to the table.

For more information on getting involved and engaging strategically during your time at UConn, explore the LAUNCH program from the School of Business. Opt-in to receive weekly emails about upcoming events, new student organizations, and other opportunities for gaining transferable skills and growing your personal brand.