



# Career Compass

*Helping students navigate their way from today's classroom to tomorrow's future*

*"Control your own destiny or someone else will."*

*- Jack Welch, former Chairman and CEO, General Electric*

## What is Career Compass?

Career Compass is a one-day boot camp designed to help students like you learn more about business careers in a safe and open environment.

## Why do you need Career Compass?

- Are you confused about what you want to do after graduation?
- Have you ever heard about a job and thought to yourself "what does that really mean anyway?"
- Do you ever encounter successful business people and wonder how they got to where they are today?

If you answered "yes" to any of these questions, then Career Compass is for you. Don't shortchange yourself by not exploring all of the doors that your Columbia education has opened for you. Your career decision is one of the most important decisions you'll ever make in your life. Don't make your choices without arming yourself with the knowledge and insight to make the most informed decision possible!

One of the most common regrets that we hear from experienced professionals is that they wish they had had a better understanding of the overall career landscape when they made their early job choices. Why waste time with avoidable career obstacles when they can often be prevented with a deeper understanding of the career landscape?

*"Even though I feel like I'm on the right track now, I sometimes feel like I'm playing catch-up because I wasn't sure what I wanted to do when I first graduated. I wish I had been better informed when I was making my initial career choices – I think I would have found what I wanted to do earlier and saved myself a lot of time and frustration."*

*- C. C., associate at top New York investment bank*

## What will Career Compass give you?

- A detailed and comprehensive framework to help you understand the career landscape
- A tailored assessment of your strengths and interests and how they can relate to your career
- Advice and guidance from professionals in industries that you want to pursue
- Access to a larger network of seasoned professionals and like-minded students

*"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."*  
- Steve Jobs, CEO, Apple Inc.

## What will the day look like?

10:00 am – 11:00 am	<b>Overall Career Landscape</b> Learn what different job functions really mean Get insights into industries you've never heard of
11:15 am – 1:00 pm	<b>Personalized Assessment of Interests and Strengths</b> What industries are you interested in? What working environment will help you to succeed?
1:00 pm – 2:30 pm	<b>Keynote Speaker – Finding Your Passion</b>
2:30 pm – 4:15 pm	<b>Panel – Day In The Life Of</b> Hear advice from seasoned professionals Ask honest questions without fear of judgment
4:30 pm – 6:00 pm	<b>Putting It all Together – Your Action Plan</b> Take what you learned throughout the day and create a detailed action plan that is personalized to your strengths, interests, and personal timeline



### **Keynote Speaker: Hitendra Wadhwa**

Professor Hitendra Wadhwa received his MBA and Ph.D. from the Sloan School of Management at MIT. At Columbia Business School, he teaches courses such as Building and Managing Customer Relationships, Pricing Strategies, and Personal Leadership & Success. He has also been the keynote speaker at the annual Management Consulting Forum organized by Columbia's Career Management Center.

Prior to joining Columbia, Professor Wadhwa worked as a consultant with McKinsey & Company, where he counseled senior executives at large retail, consumer products and financial services companies on a range of strategic issues, including growth, pricing, CRM, product launch, market segmentation and channel management.

Professor Wadhwa was awarded the Lear Prize in 2007 by CBS's Graduate Business Association. Established by the GBA in 1982, The Lear Award is presented annually to a faculty member or administrator who most clearly demonstrates a commitment to students through accessibility and an overall contribution to the improvement of student life. He was also voted the most engaging and dynamic professor at Columbia Business School by the Marketing Association.

*"Your work is to discover your work and then with all your heart to give yourself to it."*  
- Buddha