

Business

November 18th, 2020

Questions to start

- Worst presentation you have given?
- What was the best presentation you have given?
- What's worse?
 - Bad grammar
 - Too many pictures
 - Long slides with a lot of words that people really do not want to read
 - Bad graphs
- Who likes networking?
 - If you answered yes, wrong networking
- Who has an elevator speech memorized?

What's on tap?

- Presentations
- Networking and LinkedIn
- Resumes
- Cover Letters
- Interviews
- Offer Negotiations
- After you get the job
- Presentation fun!

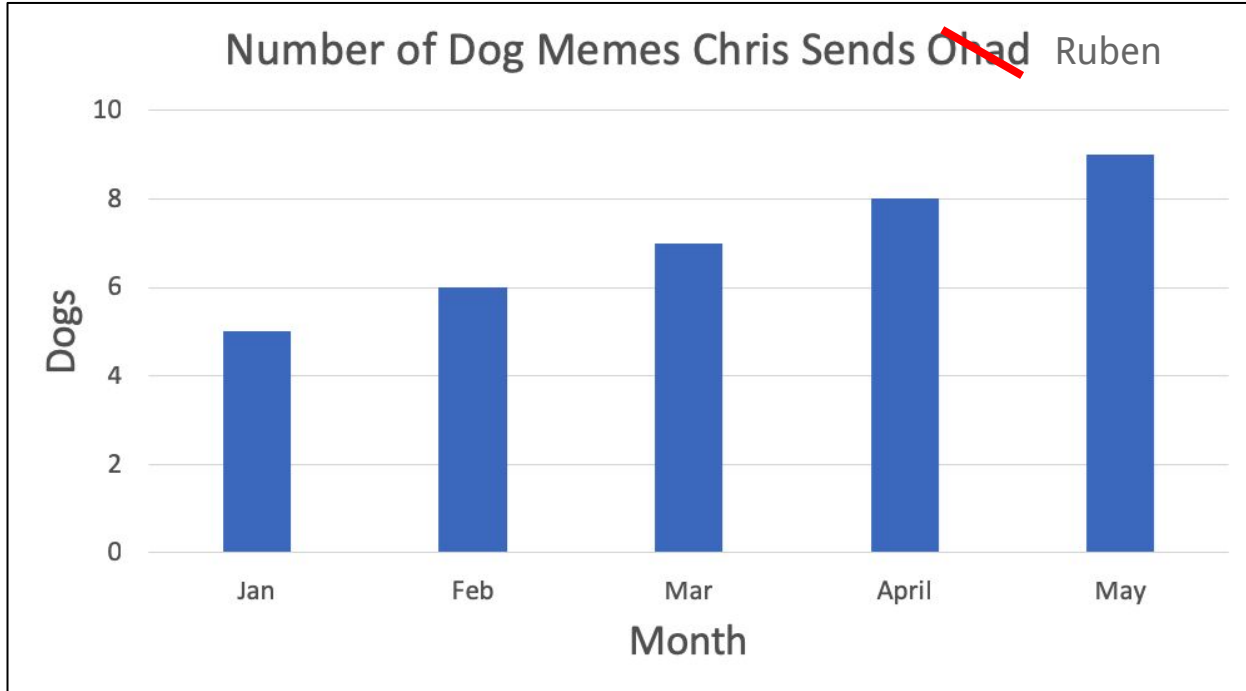
Quick Tips

- Presentations are going to be a big part of your job, even if you don't do them frequently
- Tailor it to your audience and get feedback at regular intervals if possible
- Little word do trick
- Titles should always be short but descriptive
- Speaking clearly is a challenge for some and that's ok!
 - Know your stuff but do NOT memorize it!
 - Note cards are to be destroyed

Quick Tips Cont'd

- Answer the question and support your decision
- Do not spend a lot of time on background, your boss knows what they asked of you
- Don't just answer "Yes" or "No", back up your answer
 - This is where financials, trends, and more types of graphs come into place
 - Numbers are good for showing something that would make a graph boring (next slide)
- Graphs should be clean
 - Minimize the axis labels, range should be small enough to fit data, etc.
- Minimize buzzwords

I Made a Graph



CAGR of 33%

Before we move on...

- Presenting gets easier over time
- You did the work / research, the hard part is done

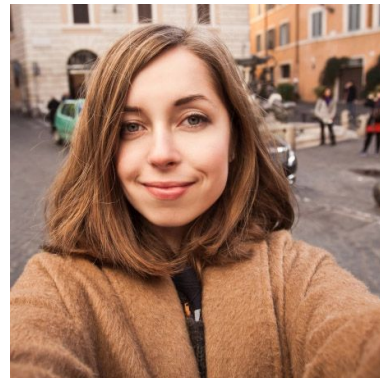
LinkedIn

- Have one (Yes, that means you too, CS students)
- Make a custom URL -- it's easier to put on business cards
 - <https://www.linkedin.com/help/linkedin/answer/87/customizing-your-public-profile-url?lang=en>
- Profile pictures should make you look professional
 - Doesn't have to be a professional photo! (Those might even be too boring)
 - Dressed business professional (business casual at the least)
 - You should be the only one in the picture, from the shoulders up, taking up 51%+
 - This isn't Tinder
- Update it constantly, outdated profiles are unattractive
- LinkedIn is NOT your typical social media.....
 - Post RELEVANT skills and events plus all experience, etc
 - If I see your cat on there I will find you post graduation

Networking -> NOT talking about packets :(

- It is NOT fun for most people, but it can help!
- Not just for finding a job, it's about building a relationship with someone to have contacts in case you ever need to collaborate
- Not always career fairs (blah) and formal networking events
 - Local events such as Lockdown, UB hackathons, etc. attract employers... get to know them!
- Networking occurs on business trips, conferences, etc. as well!
 - If there is a bar (especially open bars) and if you're over 21 do **not** have more than 2 drinks
 - Your image goes down the second you have too much to drink

Profile Picture



Profile Header



A circular profile picture of Christopher Klimek, a man in a dark suit and blue tie, set against a city skyline at night. The background of the header is a dark blue grid with binary code and glowing nodes.

Christopher Klimek
Multi-Skilled Business
Professional



A circular profile picture of Chris Klimek, a man in a dark suit and blue tie, set against a city skyline at night. The background of the header is a dark blue grid with binary code and glowing nodes.

Chris Klimek
IT Security Analyst,
HEALTHeLINK | University at
Buffalo MBA, 2019 | Real Estate
Investment

Last Thoughts on LinkedIn

- Be informative in the job descriptions, but don't make it the same thing as your resume
- Be careful with NDA's, and even without them, don't post classified information
- Put time into this, it's an amazing tool!
- If you don't know, research and ask those around you!
 - If you are interning somewhere feel free to ask HR as long as you have a good relationship!
- UB NetDef group - feel free to join :)
 - <https://tinyurl.com/NetDefLinkedIn>

Resumes... well this is going to be fun :D

- Again, keep it relevant
- Full name, address, a professional email and a GitHub link at the top
- One page is good enough, especially as a student, but some prefer otherwise
- Education at the top, experience, leadership and, skills
 - open to interpretation
- A lot of the following is open for different opinions ... there is NO right answer
 - Companies have their own ways of doing things
 - Recruiters have told me different things than what UB did

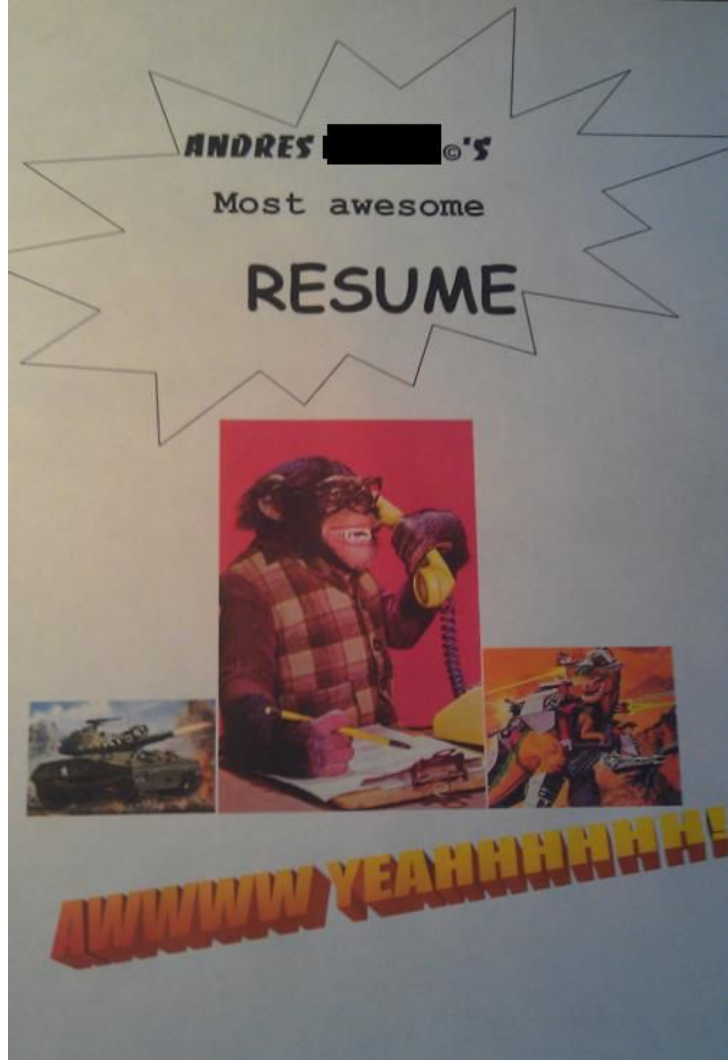
Resume Activity

- Send me 2 - 4 bullets to write on a resume about SysSec
- Mattermost: @chrisklimek

Resume Stuff

- Tailor your resume to the job that you are applying to
- Objectives are ok, but make sure that it is unique and descriptive
 - “I want to make a difference in an organization” is a no no
- Be consistent with formatting
- Do not have a *funky font*, use something simple
- Black and white, no color!
- Always print it on decent paper... just look up resume paper on Amazon
- Courses that you took are ok (more for CS and technical roles) but explain the content you learned. Saying “Business Programming” or something generic is going to get overlooked by a recruiter
- Fluff is ok, but don't lie :)
- KNOW EVERY LINE ON YOUR RESUME

Resume 1



Resume 2

Objective Ideal position would be businessman, with \$18,000 to \$250,000 in salary with benefits and the following additional compensation: corner office, receptionist, stocks and bonds, commemorative coins.

Experience **1996-present:** Business Incorporated, *Cleveland, OH*
Vice President of Impressive Business Dealings

- Outsourcing and inbuying
- Overseeing important industry
- Burning the midnight oil

1992-1995: The Newspaper, *Cleveland, OH*
Reporter

- Wrote lots of articles
- Took excellent photographs
- Won Puletsur Prize and donated it to charity

Additional Experience General life experience, fiber optics, PowerPoint, acting *Commissioner* of fantasy football league.

Education Yale
Harvard
Oxford
DeVry
Hold degrees in Business Running and Profit Making

Interests Work, putting in overtime, not drinking, smoking, or doing anything else that would increase the company's health-care costs. I do enjoy reading business magazines and upselling.

REFERENCES UNAVAILABLE
BECAUSE THEY WERE ALL BURNED UP IN A FIRE

fax to Kinkos • e-mail lovestowork@hotmail.com
32145 Main Street • Cleveland, OH 44444 • Phone (216) 555-8764

Resume 3

ADAM PASH
12345 Street Name Ave., Portland, OR 11111

555-555-5555

email@resumewriters.com

Accomplished, achievement-driven and results-oriented recent Honors Graduate interested in working in Business Management or Sales.

QUALIFICATIONS

- ❖ *Strong three-year background successfully managing organizations to achieve business goals.*
- ❖ Youthful and yet very mature; willing to learn and grow; Passionate about achieving a challenging position that allows meaningful contributions to a business' success.
- ❖ Dynamic personality that inspires people to want to work for me.
- ❖ Persistent and driven; acquired BA degree while working a fulltime job.
- ❖ Excellent computer skills—applications related to MS Office or the Internet.
- ❖ Adept at anything technical in nature as demonstrated by effectively developing products requiring applied organic chemistry.
- ❖ Superb leadership, interpersonal, planning and communication abilities. Great people and sales skills.

PROFESSIONAL EXPERIENCE

- Directing production, sales, inventory and cost control for multiple beverage facilities.
- Managing and developing beverage products that involved superior skills in applied organic chemistry.
- Accomplished highest sales record in the Southeast and maintained the lowest operating costs for three years while managing the HOPS Brewery.

WORK HISTORY

WESTCHESTER BAR AND GRILL, Portland, OR 2004 – Present
Bartender

MACRONI GRILL, Portland, OR 2001 – 2003
Bartender

CAPTAIN'S BREWERY, Portland, OR 1997 – 2001
Managing Brewmaster for Portland, OR region

EDUCATION

OREGON STATE UNIVERSITY, Portland, OR
BA in Experimental Psychology with minor in Business Management (HONORS), 2005

ACCOLADES/ACHIEVEMENTS

- Magnus P. Magera scholarship.
- Member, Psi Chi (National Psychology Honors Society).
- Alpha Lambda Delta National Honor Society.
- Gamma Beta Phi National Honor Society.
- Golden Key National Honor Society.
- Selected to Dean's and President's List nearly every semester.
- Chosen from top 2% of OSU Psychology department to participate in the largest federal grant awarded to USC because of project which taught high school seniors to use psychological methods for teaching 1st grade reading.

Resume 4

Edgar R. Jimenez

488 Farrish Circle Apt. # 1 • Charlottesville, VA 22903 • (434) 9717492

jimenez02@arden.virginia.edu

EDUCATION

Darden Graduate School of Business Administration **Charlottesville, VA**
University of Virginia
Candidate for Masters in Business Administration, May 2002
Marketing Club, Operations Club, LASA, Consulting Club
Universidad N. Agraria La Molina **Lima, Peru**
Food Industry Engineer, Mar. 1994; Bachelor of Science, Dec. 1991
Ranked 3rd out of 35 students

EXPERIENCE

- 2001 **INTEGRATION COMMUNICATIONS INTERNATIONAL, INC.** **Mc Lean, VA**
International wireless multimedia services
Summer Associate
- Researched, segmented and targeted a market in Buenos Aires for fixed wireless Internet connection and updated a financial projection for the business.
 - Elaborated positioning for the product in Argentina and organized information for potential investors in the project.
- 1996-2000 **GRANJA LA CALERA** **Lima, Peru**
One of the largest agricultural industry and poultry companies in Peru
Sales and Marketing Manager
- Reorganized and managed the national sales operation, implementing high IT content, modifying procedures and establishing cost-effective product classification and packaging.
 - Created a forecast price model to plan production and avoid bullwhip effect in supply chains.
 - Redefined the target market, which increased customer base by 400% and doubled sales to US\$15MM. Efforts helped to achieve 95% market share of supermarket channel. Directed the introduction of the company's brand.
- 1994-1996 **ALMIDONES Y DERIVADOS S.A. (Starch and Derivatives)** **Cañete, Peru**
New venture in production of sweet potato starch with US\$1MM investment
Production Manager and General Administrator
- Evaluated in-depth company finance, sales and operations, and dealt with difficult financial situation, maximizing margins, improving efficiency and processing alternative raw materials
 - Supervised the building and installation of the new manufacturing plant. Efforts resulted in full operational capacity without any posterior modifications.
- 1993-1995 **COORPORACION INKA KOLA S.A. & GLORIA S.A.** **Lima, Peru**
Independent Quality Control Consultant
- Evaluated products for Marketing Departments and monitored sub-contracted production.
- 1992-1993 **MMTECHNOLOGIES S.A. / MONTANA S.A.** **Lima, Peru**
Production and exportation of natural colorant: Carmine
Plant chief
- Analyzed and improved Carmine Chemical Process, resulting in more efficient process.
 - Implemented a laboratory to perform quality control and product in process analysis.

INTERESTS

Biking, trekking and avid reader of politics, history and sociology.

Cover Letters

- You should have one cover letter for every organization you apply for
- Header should be the same as your resume
- Personalization is key, direct it to someone at the organization
 - Google, LinkedIn search, call them and ask
- Do not restate everything on your resume, this is a chance to explain how you are a good fit for the organization

Intro Sample

I am writing in regards to the ---- position that is available at ----. The advertisement mentions that the company values an individual who ----. Through my resume, I know I can prove that I can meet and exceed these qualifications.

<Explain working experience and tailor it to the job description>

Interviews

- Dress for the job
 - Startups - Business casual is USUALLY enough
 - Financial and Consulting - Anything less than business formal might be an automatic no
 - Best to dress in a suit, it shows that you put effort into coming
- Take a notepad in a portfolio book -- make it professional
- Ask for a business card at the end to follow up with an email
 - “Dear (Mr/Mrs - Unless told otherwise), Thank you for the opportunity to interview for the position of ---. I thoroughly enjoyed hearing more about the position, <something personal to the interview>, and the organization and the interview has only heightened my interest in the position. I strongly believe that this is a good fit on both ends and I look forward to hearing a decision”
 - A lot longer than this can get annoying for an employer to read and don't **mispell**

Offer Negotiations

- Do NOT be afraid to ask, especially if you feel like you're getting low balled
- Be prepared to back up WHY you deserve a bump in salary
 - “I was heavily involved (as leadership) in ---- for ---- years at UB and believe that I have proven that I am able to make a difference for an organization blah blah blah”
- Do your research, knowing the market is key
 - If you have a lot of internship experience and leadership then try for more, nothing wrong with that! Use anything that you have to your advantage

UB Career Advice

- School of Management: <http://mgt.buffalo.edu/career-resource-center.html>
- University - wide: <https://www.buffalo.edu/career.html>
- Please note that while it is really nice that these services are offered, take everything with a grain of salt. If they tell you something you strongly disagree with (that you should take lower salary, position is not right, etc) please note that they are good at their jobs and know a high level of everything. While they might be right, if you believe you can get more money, benefits, etc. go for it as long as it's reasonable!

What about once you get the job?

- You don't need to know everything
- Handle yourself well
- Really understand the company
- Know your boss and what works for them
- Take actions for your words
- Know what you are talking about
- Figure out who is the subject matter expert in each department
- Communication skills are critical
- Don't venture off from your job description

Lessons Learned

- Security (and programming) are more than being technical
- Everything you do impacts someone somewhere
- You can't make a change because you think it would strengthen security
- Compliance is a real thing... and it **sucks**
- It is ok to ask for help when appropriate
- Take initiative and show you have direction
- Stay organized and pay attention
- Meetings ... be prepared (especially when you run them)
- You will deal with things you don't like

NetDef prepares you...

- Operating Systems and their components
- Virtualization
- Active Directory
- Firewalls
- Competitions
- Leadership and lead roles
- Antivirus
- Centralized logging
- Uptime and monitoring

NetDef prepares you...

- Penetration Testing
- Systems Analyst
- Security Analyst
- Compliance
- Network Administrator
- Security Consultant
- IT Support + Helpdesk

Presentations!!!

Take a break and then the real fun will begin