

## SENIOR BUSINESS ETIQUETTE BADGE

**Badge Purpose:** When you've earned this badge, you'll know the kind of savvy you'll need to be successful in the business world.

Activity	Materials Needed
<b>Skills and Experience</b> <ul style="list-style-type: none"> <li>Create a resume and cover letter that highlight your skills.</li> </ul>	<input type="checkbox"/> Computer with internet access
<b>Tell Me About Yourself</b> <ul style="list-style-type: none"> <li>Practice your interviewing skills through two mock interviews.</li> </ul>	<input type="checkbox"/> Computer with internet access
<b>Negotiation 101</b> <ul style="list-style-type: none"> <li>Learn and try out some negotiation tactics.</li> </ul>	None
<b>A Tale of Two Employees</b> <ul style="list-style-type: none"> <li>Interview two employees at the same company to gain insight about their backgrounds and work experience.</li> </ul>	None
<b>Pitch Like a Pro</b> <ul style="list-style-type: none"> <li>Develop an elevator pitch to market yourself to potential employers.</li> </ul>	None

### Activity #1: Skills and Experience

Badge Connection: Step 1 – Communicate with style and confidence

Materials Needed: Computer with internet access

- Search online or in a local newspaper for a few job postings that seem interesting to you. Then, create a resume and cover letter for each job posting. (If you need a few pointers on how to get started, the blog *Ask a Manager* is a great resource: [bit.ly/AskaManager](http://bit.ly/AskaManager))
- Remember, companies are interested in why you want to work for *their* organization, not just the fact that you want a job, so make sure your communication with the company isn't generic.
- When you're writing your resume, keep in mind that it's important to highlight what made you good at a particular job. Look at the example below—which makes for a more compelling resume?

<p><b>Sales Associate</b>, Francesca's, Minneapolis, MN April 2015 – June 2017</p> <ul style="list-style-type: none"> <li>Maintained and restocked inventory</li> <li>Provided customer service</li> <li>Managed point of sale</li> </ul>	<p><b>Sales Associate</b>, Francesca's, Minneapolis, MN April 2015 – June 2017</p> <ul style="list-style-type: none"> <li>Recommended a streamlined organization system to manager, resulting in more efficient inventory management</li> <li>Recognized as Employee of the Month for consistent customer service satisfaction</li> <li>Increased customer sign-ups of email newsletter by 15% at point of sale</li> </ul>
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4. When you're writing your cover letter, think of it as another tool to help market yourself to a potential employer. Don't just summarize your resume! Some ideas to keep in mind while writing your cover letter:
  - Tell the employer why you're interested in this position.
  - What qualities do you have that make you a good fit for the job?
  - How have your past experiences prepared you for this specific role?

## Activity #2: Tell Me About Yourself

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Badge Connection: Step 2 – Ace an interview

Materials Needed: Computer with internet access

1. Using the same job postings that you found in the first activity, enlist the help of two people to conduct two mock interviews with you for those positions. Have one person conduct a mock phone interview and the other conduct an in-person interview.
2. Based on those job postings, research and prepare a list of five or six questions. Then, ask your mock interviewer to come up with two additional interview questions.
3. Schedule a time to hold the mock interviews. Give yourself at least a day or two to practice answering the questions on your own before you go in for your mock interview.
4. Ask your interviews for constructive feedback after the interview.

## Activity #3: Negotiation 101

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Badge Connection: Step 3 – Try your hand at negotiating

1. Unlike America, for girls in Zambia, going to school is a privilege, not a right. Most Zambian girls don't make it to tenth grade because their parents can't afford the school fees. Kathleen McGinn, a professor of negotiation at Harvard Business School, wanted to know if she could teach negotiation skills to Zambian girls and help them advocate for their right to stay in school.
2. The negotiation technique is structured by four main ideas:
  - **Me:** Identify one's own interests and options in conflict situations.
  - **You:** Identify the other person's interests, needs, and perspective
  - **Together:** Identify common ground and road blocks for reaching a consensus
  - **Build:** Brainstorm ideas to get past road blocks and develop win-win solutions
3. Can you think of any situations in your day-to-day life where you haven't been able to get what you want? Use these negotiation tips for a week and see if you're able to make more headway in getting to "yes"!

## Activity #4: A Tale of Two Employees

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Badge Connection: Step 4 – Explore how to act on the job

1. Have you ever wondered how people end up at the jobs they do, or the companies they work for? For this activity, find two people with different backgrounds who are working in similar positions at the same company. (This could mean two baristas at the same coffee shop, two accountants in the same firm, two marketing/public relations specialists in the same agency, etc.)
2. Ask them about their backgrounds and what their experience has been like working for their respective company. Some questions you could ask:
  - What school did you attend? Did you earn a degree?
  - How did you get into the field you're currently in?



- What helped prepare you for your job?
  - What about your job has been surprising? Difficult? Fun?
3. After you've interviewed your subjects, reflect on the experience. What did you learn? Did your interviewees follow similar paths to get to their jobs? How or how not?

## Activity #5: Pitch Like a Pro

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Badge Connection: Step 5 – Network with flair

1. Now that you've polished your resume and cover letter and brushed up your interviewing and negotiation skills, it's time to put yourself out there.
2. Craft your elevator pitch—a 30-second (or less) speech that summarizes who you are, what you're looking for, and your personal skills.
3. Practice your pitch in front of the mirror, then practice with a friend or family member and ask for feedback—do you sound natural and professional?
4. If you're looking for a job (maybe it's a summer internship or a part-time position), let your family and friends know. People want to help other people—it's human nature. Use these connections and your elevator pitch to get your foot in the door, and introduce yourself to others.
5. (And you never know who you'll encounter and who that person might know, so always keep your elevator pitch in your back pocket!)

