

Words of Lizdom:

My Advice to New Graduates Looking for a Job or Internship

December 1, 2009

Liz Goodgold

I am on fire about delivering my first commencement addresses this month. (Yes, students graduate in both December and June.) In preparation for igniting the hearts and minds of these students, I've thought back to all of the things I've done right (just a few), wrong (too many to count), and synthesized it below. If you have a teenager, share this article. If you're the parent who can't understand how your son expects to find a job via Twitter, please feel free to retweet this one, and if you are an employer wondering what a 20-year old can offer your organization, please take a moment to read.

Graduates: You Have Something Special to Offer

In essence, my Words of Lizdom about how to proceed in this delicate economy with your new-found knowledge are below:

1. **Relish in Your Freshness** - For the first time, I want you to “sell” your inexperience in an industry to a potential employer. Too many executives hire “mini me’s” meaning that the entire firm is inhaling its own fumes! We need your fresh perspective; we need your knee-jerk observations. You are the judge of whether or not our marketing messages resonate; use it!
2. **Never Stop Asking Questions** - Perhaps you remember your mom regaling you with stories about how you endlessly asked, “why?”. If so, you are one step ahead of your older, jaded job-seekers who have given up asking the right questions because they think they have all of the answers. “That’s the way we’ve always done it” is a recipe for disaster. Go ahead and challenge the status quo.
3. **Find Options and Answers**- In today’s connected era, there’s little excuse for the refrain, “I don’t know.” And, as an employer, I cringe when I hear that phrase, but jump up and down when presented options to solve the problem. Never go to your boss with simply an acknowledgement that there is a problem without a potential solution.
4. **Text, Type, Tweet, and Multi-task your Way Into A New Job** - Enough already about the negatives of the Millennial generations. Instead, show yourself to be the 21st century digital genius you are! Your comfort with networking and sharing on the Web is your boss’s most likely envy. Indulge her with your flare!

5. **Give Up on Being a Yes Man or Woman** - You might think that uttering what your boss wants to hear is a great idea, but I would strongly differ. If you are asked for your opinion, make it yours! I'll never forget being accused by the CEO of Quaker Oats of "not thinking like everyone else." It made my decision easier to leave and set me on my path of refusing to be vanilla.

Go off new graduates and make new mistakes!

Until next week....Liz

Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of [*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life*](#) and [*DUH! Marketing.*](#)