

WAYS TO OPTIMIZE


YOUR TIME

WITH STUDENTS



HARVARD | BUSINESS | SCHOOL
Career & Professional Development

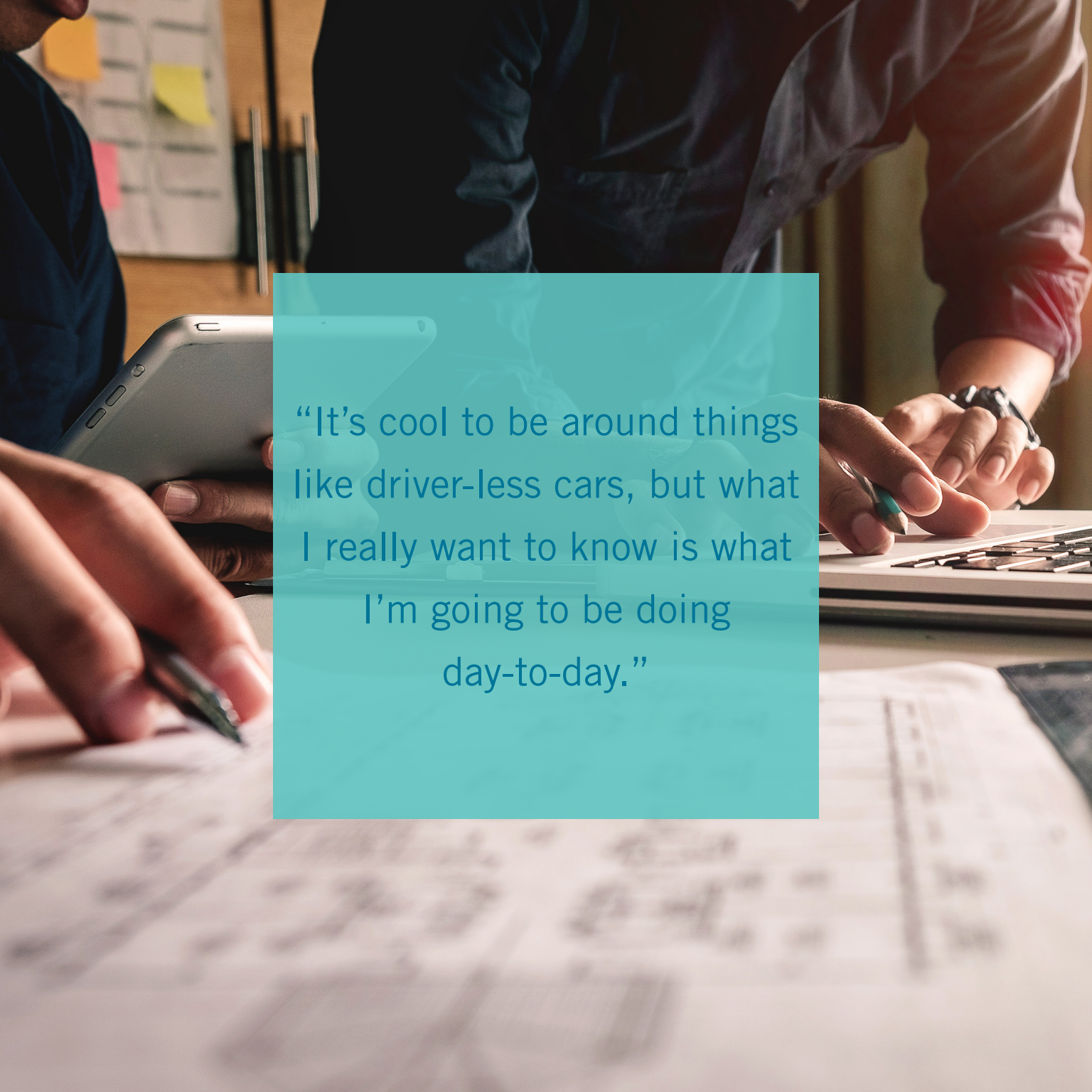
Organizations invest a great deal of time and resources into recruiting high quality talent at Harvard Business School. To support our recruiting partners when interacting with students, our office launched a yearlong research project to understand what matters most to students when engaging with organizations at company presentations. Here are the six elements that came out on top.



“We love to hear from CEOs and senior execs, but the most relevant credible source is someone like me.”

HIGHLIGHT THE EXPERIENCE OF FORMER HBS INTERNS OR RECENT HIRES


Students want to learn about the types of projects they will be assigned. They recognize that organizations may not always know what jobs will be available when organizations present in the fall, but they do want to know what type of projects the organization typically offers. The best person to address this is a former intern (for 1st years) or a recent full-time hire (for 2nd years).



“It’s cool to be around things like driver-less cars, but what I really want to know is what I’m going to be doing day-to-day.”

SHOW DAY-IN-THE-LIFE OF THE ROLE

Students want to understand more details surrounding what they will be doing. Providing day-in-the-life descriptions is a good way to show how they will be expected to execute their projects. What does each day look like? Who will they work with? Every day may be different, but the more an organization can provide regarding insight into a typical day, the more likely it is to influence a student’s satisfaction with their recruiting engagement. Organizations can display a day-in-the-life via an actual calendar or by having a former intern or employee speak to their typical experiences.



“It’s important to understand how MBAs are valued in your firm and where they can go after a couple of years.”

INDICATE MBA CAREER TRAJECTORY

HBS students are motivated to pursue a career where they can make an impact and grow. Students want to know whether they can advance within an organization they’re considering. Our research shows a high correlation between student event satisfaction and organizations who were upfront during their presentation about whether or not they had opportunities for growth. We recommend being direct with students when discussing career path possibilities both within and outside your organization.



“Organizations that invite HBS alumni to take time out of their day to attend recruiting events demonstrate that HBS is a priority to the firm.”

FEATURE HBS ALUMNI AT EVENTS

Our research shows that having an HBS alumnus present at recruiting events has a positive correlation with student event ratings. Having an alumnus present sends a message that recruiting at HBS matters and the organization has employees with whom they can relate.



“It’s a tough thing to nail down, but you get insight from a lot of different signals... how company reps interact with each other, how decisions are made on projects and how long their days are.”

DESCRIBE OR SHOW COMPANY CULTURE

Company culture matters a lot, but is often hard to depict clearly. Some companies describe the physical environment and perks, some describe the intellectual environment, and others describe the type of interactions students can expect. There is no right answer, but organizations should be aware that students look for clues throughout all interactions with company representatives to see if the company culture is as it’s described.



33%

of HBS students
are international

CLARIFY U.S. WORK AUTHORIZATION

U.S. Work Authorization is of utmost importance to many of our students. If a company posts a job that is open to students with U.S. Permanent Work Authorization only, then this should be clear before a student attends a presentation. In an effort to help organizations, CPD has added a required field in each event profile to indicate if your organization requires U.S. Permanent Work Authorization, Local Work Authorization or if all students may apply. If your firm might hire international students in a different geography than about where you're presenting, then it is recommended that students know that up front.

Students hope to gain many learnings from their engagements with organizations including the flow of the recruiting process, qualifications most desired, industry news and more. The six elements presented, however, have a greater impact on how students rate their engagement with organizations.

Contact our office to discuss how you might customize your activities to incorporate these six elements into your recruiting engagements.



**HARVARD
BUSINESS SCHOOL**

Career & Professional
Development

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