



# 101 Lessons They Never Taught You In College: Defining Your Brand As One That Delivers Irreplaceable Value

4 | 13 | 2019

## Mark Beal: My First Act



- Public Relations Practitioner: 25+ Years Representing Fortune 500 Companies, Start-Ups, Non-Profits
- Former Owner/Current Strategic Consultant: Top-Ranked Consumer PR Agency Based in New York
- Competed against world's largest agencies in winning new business



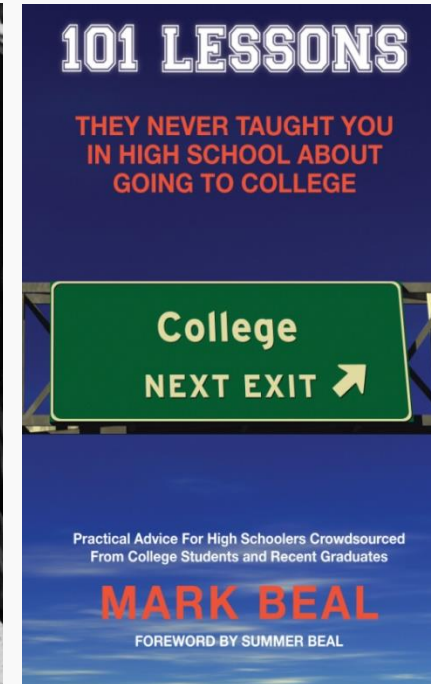
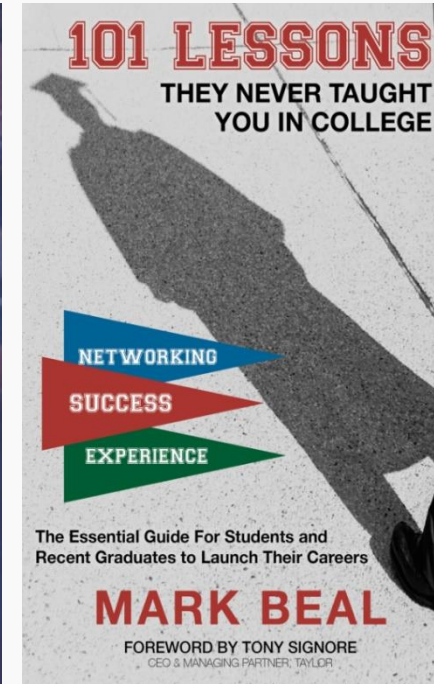
## Mark Beal: My Second Act



- Bachelor of Arts, Journalism and Mass Media, Rutgers University
- Master of Arts, Communication with concentration in Strategic Public Relations, Kent State University
- Adjunct Professor: Rutgers University, 300 & 400 Level Public Relations Courses Since 2013
  - Principles of Public Relations
  - Media, Marketing & Communication
  - Message Design for Public Relations
  - Leadership in Groups & Organizations
- Graduate Professor: Rutgers University, School of Global Sports Business
  - Sports Marketing & Sponsorship
- Faculty Advisor: Montclair State University
  - Student-Run Public Relations Agency, Hawk Communications



# Mark Beal: My Second Act



- Author: *Decoding Gen Z: 101 Lessons Generation Z Will Teach Corporate America, Marketers & Media*
- Author: *101 Lessons They Never Taught You In College*
- Author: *101 Lessons They Never Taught You In High School About Going To College*
- TEDx Talk: “The Transformation Gen Z Will Bring to Media, Marketing & Corporate America”
- Podcast Host: 101 Lessons in Leadership

*I May Not Teach You Anything New Today, But I Plan To Inspire*

# INSPIRE THEM

"Our kids do not want to be taught, they want to be moved... focus a little less on figuring out how you will teach them, and a little more on how you will inspire them."

- Paul Bogush @paulbogush



# Time for Act 2: 5 Steps to Find Your Ideal Encore Career

It's never too late to make a late-career switch. Here's how to find a fulfilling second act.

Regardless of your background or circumstances, you too can change your line of work.



Here's how to find your ideal encore career:

- Decide whether to work for passion or profit.
- Create an inventory of skills.
- Research your new career options.
- Network both online and in person.
- Embrace your age as an asset.

The logo for GRITDAILY is a speech bubble with a teal border and a white interior. The word "GRITDAILY" is written in a bold, red, sans-serif font inside the bubble. The background of the entire image is a teal color with a white dot pattern.

**GRITDAILY**

Entrepreneurship, Life, News — March 10, 2019

# HEY GEN Z: GOOD OL' HUMAN INTERACTION IS STILL CORE TO LANDING THOSE ENTRY-LEVEL JOBS

A close-up photograph of a man with a full, dark beard and mustache, smiling broadly. He is wearing a light-colored, textured sweater. The background is slightly blurred, showing what appears to be a desk with a laptop and some other items.

**STEP 1: TARGET YOUR TOP-10**

**STEP 2: SECURE CUP-OF-COFFEE MEETINGS**

**STEP 3: READY YOUR RESEARCH**

**STEP 4: SCRIPT YOUR STORYTELLING**

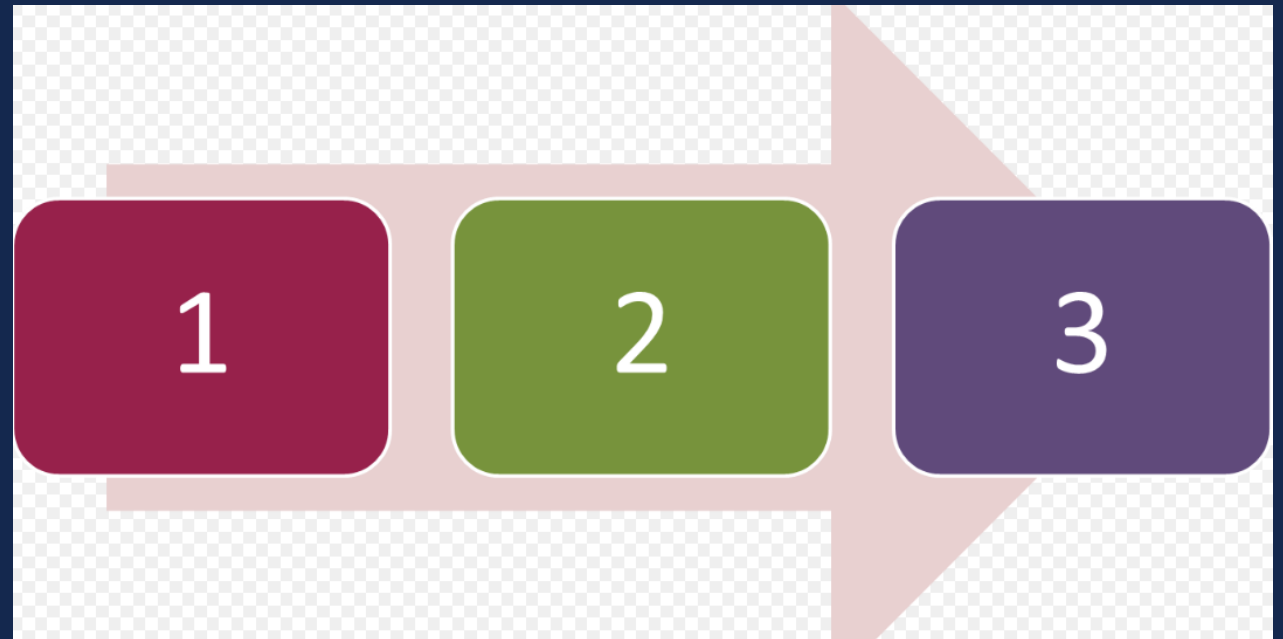
**STEP 5: MASTER HUMAN INTERACTION**

## *Today's 3 Take-Aways*

*1: Pursue Your Passions*

*2: Open Yourself Up To Possibilities &  
Opportunities*

*3: Anything Is Possible*





# **Define Yourself As A Brand That Delivers Irreplaceable Value**



1

**Develop Your Brand Narrative**

2

**Detail Your Target Industries & Companies**

3

**Drive Your Contacts To Act On Your Behalf**

# YOU MUST DEVELOP YOUR BRAND NARRATIVE

Before you meet for any job opportunity – cup of coffee meeting, informational interview or formal interview – you must dedicate quality time to develop your brand narrative

- *Your brand must stand for “delivering irreplaceable value”*
- *You must communicate a “unique value proposition”*
- *You must deliver compelling storytelling*



# YOU MUST DETAIL YOUR TARGETS: INDUSTRIES & COMPANIES

Take a strategic and targeted approach to your job search and develop your target list of industries and top-10 companies, brands and organizations

- *Marry your passion and your skills/area of study*
- *Identify the industries that appeal to you*
- *Detail and rank the top-10 brands that energize you*





# YOU MUST DRIVE YOUR CONTACTS TO ACT ON YOUR BEHALF

Once you have detailed your target prospects, you must mobilize your network to act on your behalf and open the door

- *Your odds of getting a job through a job site application*
  - 1 out of 250 (Source: U of Michigan)
- *Get introduced to someone who currently works at the company*
  - Employee referrals only make up 7% of applicants but 40% of hires
- *Develop your Job Search Tool & schedule cup of coffee meetings*

**PART 1**

The top one-third of the one pager is your resume in a condensed format

Name  
Phone / E-mail  
Objective  
School(s)  
3 most recent jobs  
Skills

THIS PORTION OF YOUR ONE PAGER GIVES THE PERSON YOU ARE NETWORKING WITH AN IDEA OF YOUR BACKGROUND IN LESS THAN A MINUTE

The top one-third of the one pager is your resume in a condensed format

Objective  
School(s)  
3 most recent jobs  
Skills

**PART 2**

The middle third of the one pager is the 3 to 5 job titles you are seeking

THE ULTIMATE JOB SEARCH TOOL

1.  
2.  
3.  
4.  
5.

THIS PORTION OF YOUR ONE PAGER GIVES THE PERSON YOU ARE NETWORKING WITH AN IDEA OF THE LEVEL YOU ARE SEEKING IN AN ORGANIZATION

titles you are seeking 5.

COMPANY TYPE A EXAMPLE: BRANDS	COMPANY TYPE B EXAMPLE: AGENCIES	COMPANY TYPE C EXAMPLE: NON-PROFIT
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.
9.	9.	9.
10.	10.	10.

**PART 3**

The bottom third of the one pager are up to 30 companies you are interested in

THIS PORTION GIVES THE PERSON YOU ARE NETWORKING WITH AN IDEA OF THE COMPANIES YOU ARE TARGETING. THESE ARE COMPANIES YOU'VE RESEARCHED AND FEEL ARE A GOOD FIT FOR YOU CULTURE-WISE

# YOUR CHALLENGE: DEVELOP & LEVERAGE YOUR JOB SEARCH TOOL

- *Develop Your Job Search Tool & In The Process Your Brand Narrative*
- *Schedule Meetings With Your Network & Distribute Your One Pager Prior*
- *Get Your Contacts To Each Commit to Secure One Informational Interview*
- *Deliver Your Compelling Brand Storytelling In The Informational Interview*

The image shows a spiral-bound notebook with a job search tool template. The template is divided into three main sections, each marked with a blue circle containing a number:

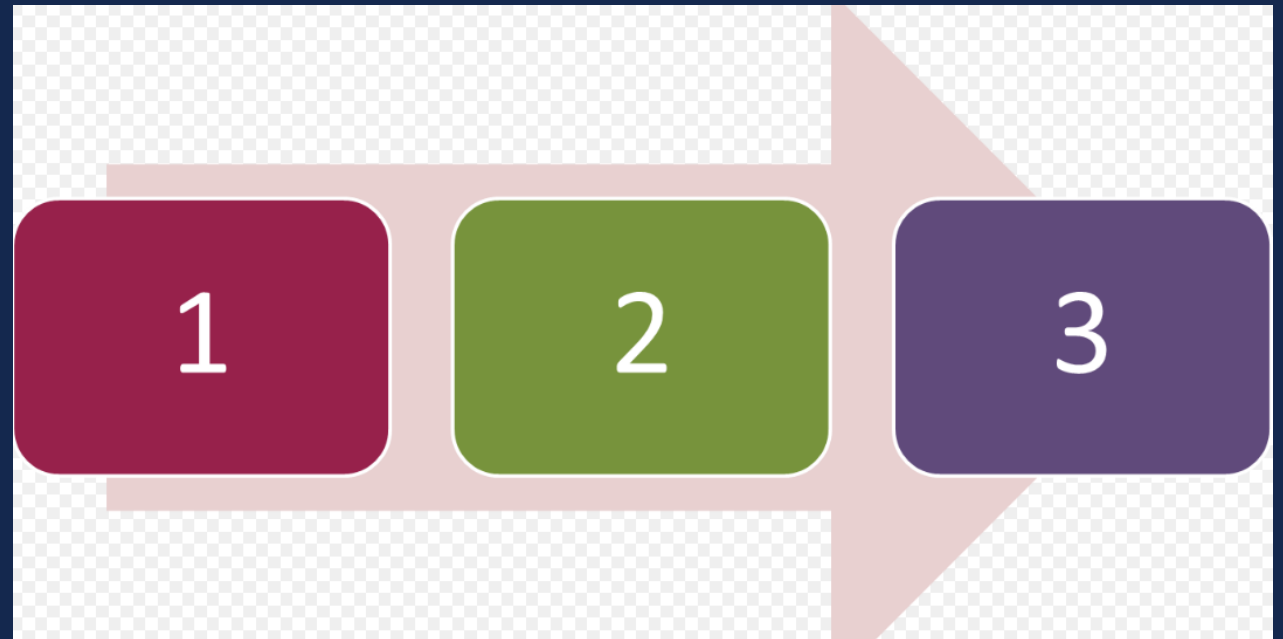
- Section 1:** Contains fields for Name, Phone / E-mail, Objective, School(s), 3 most recent jobs, and Skills.
- Section 2:** Contains a list of five numbered blanks (1. to 5.) followed by the heading "Job Titles".
- Section 3:** Contains a list of ten numbered blanks (1. to 10.) followed by the heading "Target Companies".

## *Today's 3 Take-Aways*

*1: Pursue Your Passions*

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*3: Anything Is Possible*

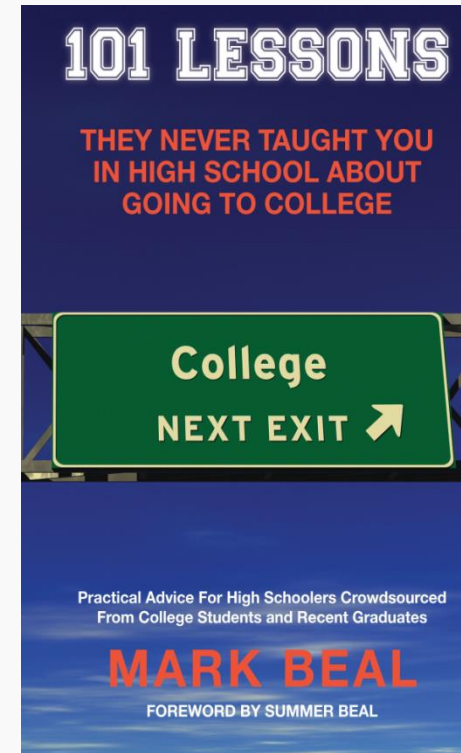
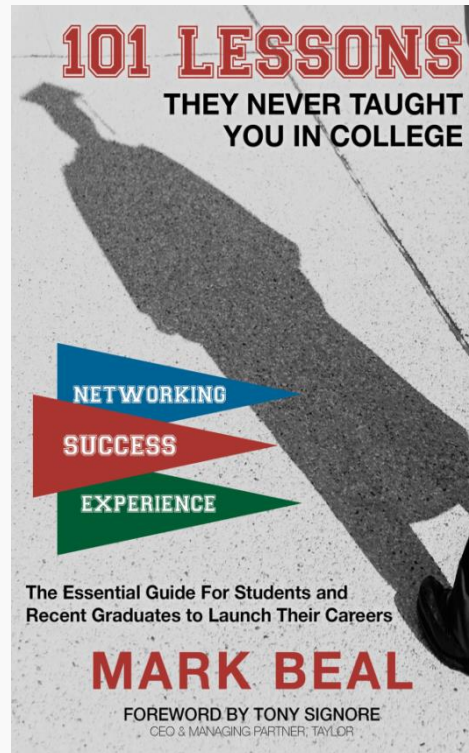
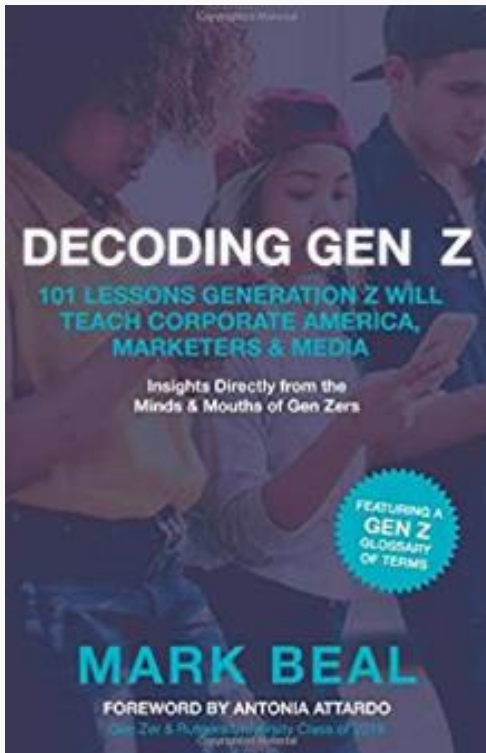






## Engage Me & My Platforms

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- LinkedIn: <https://www.linkedin.com/in/mark-beal-a24338a/>
- Twitter: @markbealpr
- Book on Amazon: *101 Lessons They Never Taught You In College*
- Book on Amazon: *101 Lessons They Never Taught You In High School*
- Book on Amazon: *Decoding Gen Z: 101 Lessons Generation Will Teach Corporate America*
- Podcast: <http://www.101lessonspodcast.com/>



# 101 LESSONS

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YOU IN COLLEGE

NETWORKING

SUCCESS

EXPERIENCE

The Essential Guide For Students and  
Recent Graduates to Launch Their Careers

**MARK BEAL**

FOREWORD BY TONY SIGNORE  
CEO & MANAGING PARTNER, TAYLOR

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*Thank You!*