



Marketing Your International Experience

<http://www.uwb.edu/globalinitiatives/abroad/marketing-your-international-experience>

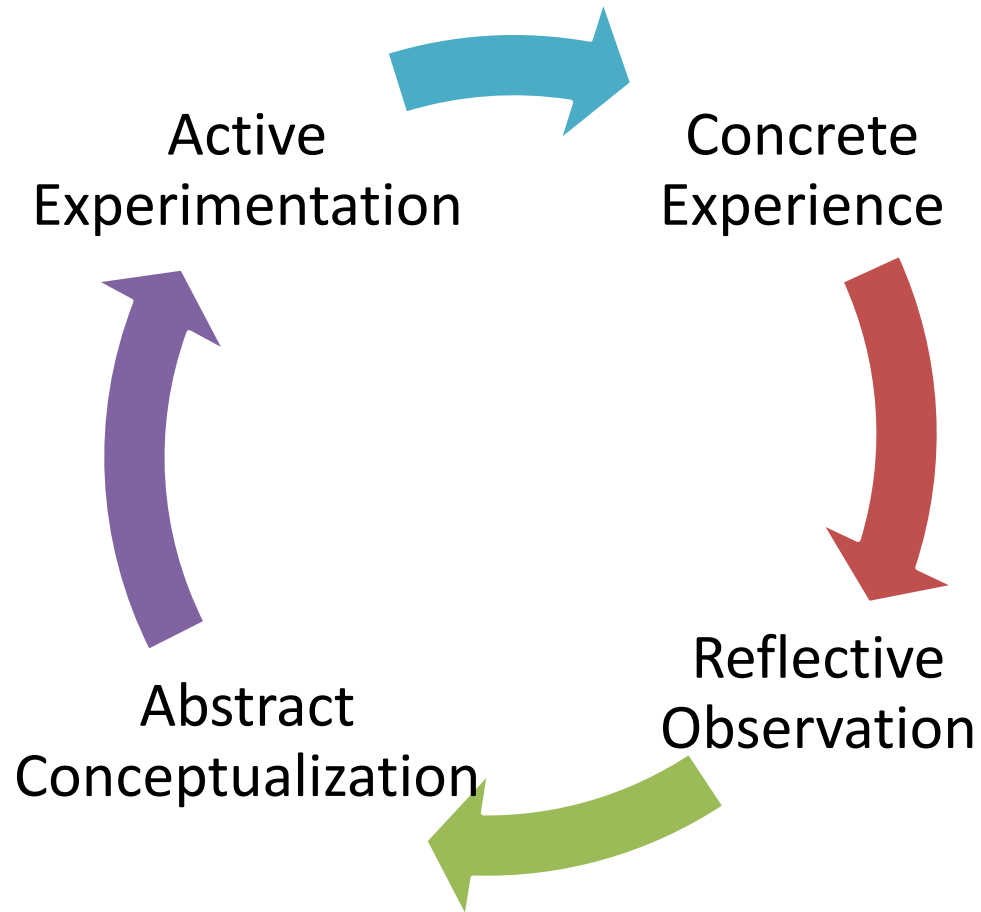
**When you (or your friends)
talk about your
international experience,
what do you highlight most often?**

**What impression
would that give in a
professional setting?**

Workshop Outcomes

- **Deepen reflection** about the impact of your international experiences
- **Identify skills and competencies** that employers value most from recent graduates
- **Practice** talking about your international experiences using **professional language**
- Develop content for your **resume**

Kolb's Experiential Learning Cycle



“one in three U.S. mid- and large-size companies have international operations or serve multilingual clientele”

Bellinger, Rebecca. “Career Coach: Thriving in a global marketplace.” The Washington Post. November 25, 2016. www.washingtonpost.com/news/capital-business/wp/2016/11/25/career-coach-thriving-in-a-global-marketplace/

Most important employee skill sets

- Substantive **content/ technical knowledge** of the primary field of business
- Managerial ability, with emphasis on **teamwork and interpersonal skills**
- **Strategic international understanding**
- **Cross-cultural experience**

Source: 2003 RAND study of 135 human resource managers from 75 companies, as quoted in “Study Abroad and Economic Competitiveness: A Research Summary” by Jason Fenner. Available at: https://www.nafsa.org/File/study_abroad_and_economic.pdf

Top 4 skills employers value from someone who has studied abroad

1. Interacting with people who hold different interests, values and perspectives
2. Understanding cultural differences in the workplace
3. Adapting to situations of change
4. Gaining new knowledge from experiences

Source: Gardner, Gross, & Steglitz (2008) *Unpacking Your Study Abroad Experience: Critical Reflection for Workplace Competencies*. CERI Research Brief 1-2008. Collegiate Employment Research Institute. East Lansing, MI: Michigan State University
Accessed at: <http://www.gvsu.edu/cms3/assets/8EFD9BA4-9DE8-01C5-2D788D2521F353C9/studyabroadprofessionalbenefits.pdf>

Intercultural Skills Matter!

Which of these skills did you develop during your international experiences?

“Culture at Work: The value of intercultural skills in the workplace.”
British Council 2013. Accessed at:
http://www.britishcouncil.org/culture-at-work-research_march_2013.pdf



What opportunities have you had to develop these skills?

Example Bank



Sample Resume #1

Bachelor of Arts in _____

May 2014 Kent State University, Kent, OH

Study Abroad

• Webster University, Geneva, Switzerland

Fall 2013

• Coursework focused on International Relations and Public Health
• Internship at World Health Organization overseeing developing nations project mapping

Academic Intensive coursework or International Service experiences may be listed as follows:

International Short-Term Study Abroad Course

MGMT 495: International Management in Korea/Japan

Summer 2011

- Traveled to Japan/Korea to study management in an international context.
- Coursework focused on cultural business practices, emerging markets, etc.

International Service Immersion to Quito, Ecuador

Summer 2012

- Deepened understanding of poverty & business practices and norms in developing countries.
- Engaged in local culture by developing working relationships with community members, local business leaders, and navigating local marketplace.

Sample Resume #2

Bachelor of Arts in Global Studies

University of Washington Bothell

Expected June 2014

- Cumulative GPA 3.7
- Awarded CUSP scholarship for Spring 2012
- On-campus student involvement and leadership within the Latino Student Union

Study Abroad

Community Development in Zambia

Summer 2013

- Fieldwork and research with Zambian citizens and health education community
- Developed cross-cultural communication skills through collaboration with Zambian students
- Enhanced global perspective through increased understanding of political, economic, and cultural issues faced by local populations

Interview Practice

- 1. What experiences have you had working in diverse teams?**
- 2. Describe a time when you had to overcome a communication challenge. What did you do?**
- 3. Give an example of when you've had to adapt to a new or challenging environment.**