

# MBA Market Readiness Scorecard

Use this scorecard to gauge your progress towards being market ready for your job search by assigning points in the last column according to the rubric. "Market ready" means you have done the preparatory work to align yourself with opportunities in the market, and we break that down into the 7 milestones below.

We recommend targeting 10+ points by the end of February for both first-year students seeking an internship offer by the end of the semester and second-year students seeking a full-time offer around the time of graduation.

If you are unsure of your progress or would like support in evaluating or strengthening your market readiness, please sign up for a 1:1 MBA Career Advising appointment in [Career Central](#).

Student Name: \_\_\_\_\_

Date of Self-Review: \_\_\_\_\_

	<b>2 points:</b>	<b>1 point:</b>	<b>0 points</b>	<b>Your points:</b>
<b>Self Knowledge</b>	Candidate has a clear idea of their interests, strengths, marketable skills, geographic preferences, lifestyle goals, company culture preferences, and values. Candidate has identified which are most important to fulfill that will drive their search strategy and has written these down in one central location that can easily be referred back to when making career decisions.	Candidate has some awareness of their interests, strengths, marketable skills, geographic preferences, lifestyle goals, company culture preferences, and values. Candidate has not decided which of these personal criteria are the top priorities that will drive their search strategy and has not yet compiled their self knowledge in writing in one place.	Candidate does not have clarity in their industry interests, functional interests, strengths, marketable skills, geographic preferences, lifestyle goals, company culture preferences, and values.	

<p><b>Plan A/B/C (Plan = function, industry, geography)</b></p>	<p>Candidate has 2-3 clear targets/plans, each defined as industry, function, geography. Candidate has evaluated Plan A/B/C against self-knowledge and confirmed through research and informational conversations that targets align with their top priorities.</p>	<p>Candidate has 1 clear target/Plan A (defined as industry, function, geography) and is actively working towards making a decision to commit on to Plan B/C through industry and career research.</p>	<p>Candidate does not have: - a clearly defined Plan A and B, - or is still deciding among more than 3 potential plans, - or has not engaged in sufficient career research to evaluate and narrow down the options.</p>	
<p><b>Fit &amp; Feasibility of Plan A/B/C</b></p>	<p>Candidate has determined through research, reflection, and informational interviews that Plan A/B/C are all feasible; professionals in the candidate's target industry/role see them as competitive with other job applicants.</p> <p>Candidate has confidence Plan A, B and C are a strong fit, meaning it is aligned with skills, interests, values, goals, and priorities.</p>	<p>Candidate is still evaluating whether potential paths are a fit and feasible.</p> <p>Candidate is actively engaged in assessing fit and feasibility through informational interviews and research and has clarity on what questions are remaining to be answered.</p>	<p>Fit and feasibility is unknown.</p> <p>Candidate does not know specific roles that achieve fit and feasibility, or knows roles but not if they would be competitive with other job applicants.</p>	
<p><b>Positioning Statement (“Tell me about yourself”)</b></p> <p><i>(Note: the positioning statement should also be incorporated into your LinkedIn summary; see the Resume &amp; LinkedIn section below)</i></p>	<p>Candidate has a positioning statement for Plan A and B that each highlight key aspects of previous experiences and skills that are relevant to the target role, and conveys the candidate’s interest and fit for the role and company. Statement has been refined through practicing and getting feedback (from MBA Career Advisors, other students, alumni, or other contacts). Statement has a few versions as necessary for different contexts.</p>	<p>Positioning statements are in progress. Statements are somewhat customized to the target role/audience but need to be refined through practice and seeking feedback from MBA Career Advisors, other students, or alumni.</p>	<p>Candidate has not worked to develop or refine the positioning statement, or the statement is overly general and insufficiently customized to the role/audience.</p>	

<b>Informational Interviews /Networking</b>	Candidate has identified at least 15 alumni and other contacts to network with and is regularly engaging in informational/networking conversations. Candidate is using an organized system to track outreach, conversations, and follow up. Candidate understands the various CDO and Sloan resources to identify contacts. Candidate is networking strategically and early to build relationships and a pipeline over time.	Candidate has conducted some informational interviews for Plan A and B, but: <ul style="list-style-type: none"> <li>- strategy is still evolving,</li> <li>- efforts/follow up are not tracked, and/or</li> <li>- or pipeline is not yet robust.</li> </ul>	No or minimal evidence of informational interviews conducted or other networking.	
<b>Target Company List</b>	List has 30-50 companies per Plan. Candidate continues to strategically add companies within target area OR is achieving deeper penetration in existing companies through networking.	Initial list of 10-29 companies for Plan A/B/C.	10 companies or less on the target company list.	
<b>Resume &amp; LinkedIn</b>	<p>Resume is ready to be shared widely and is customized to the target Plan A/B/C (function and industry). Resume is readable and well-written: results oriented, showcases key skills, incorporates key words, one page, consistent formatting, and error-free. Candidate has sought feedback from a variety of sources. Candidate has confirmed resume is approved in the Sloan Resume Database in Career Central.</p> <p>LinkedIn header showcases top marketable skills. A well-written summary section aligns with positioning statement and targets. The employment history is accurate and up to date, and contains results-oriented information, leveraging keywords relevant to targets. Profile uses first person voice.</p>	<p>Candidate has drafts for resume and LinkedIn profile that align to positioning statement and Plan A/B/C. Candidate has used VMock Resume Review Tool and VMock Aspire AI Tool (for LinkedIn) and is actively seeking feedback.</p> <p>Alternatively, only one (either resume or LinkedIn) is market ready, but not both.</p>	No evidence of market ready resume or LinkedIn profile.	
<b>TOTAL Points:</b>				