

# Introduction to DOTS

Week 1: October 4, 2020

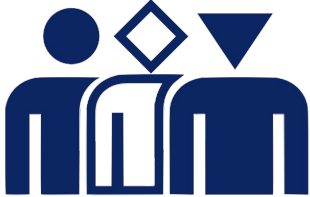


# Mission Statement

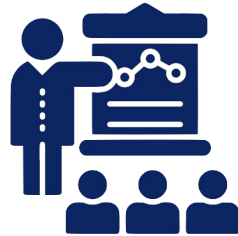
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*Diversity on the Street seeks to provide education and mentorship to underrepresented students on campus interested in a career in finance.*

We pride ourselves on our three pillars



Diversity and  
Inclusion



Professional  
Development



Community  
and Network



# Resume Line for DOTS

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- Developed professional and technical skills in an 8-week intensive education series with 50 other students from diverse backgrounds

Other ways of writing it:

- Participated in an 8-week...
- Gained a new perspective on the financial services industry through...
- Created a stock pitch with 4 other team members by analyzing...

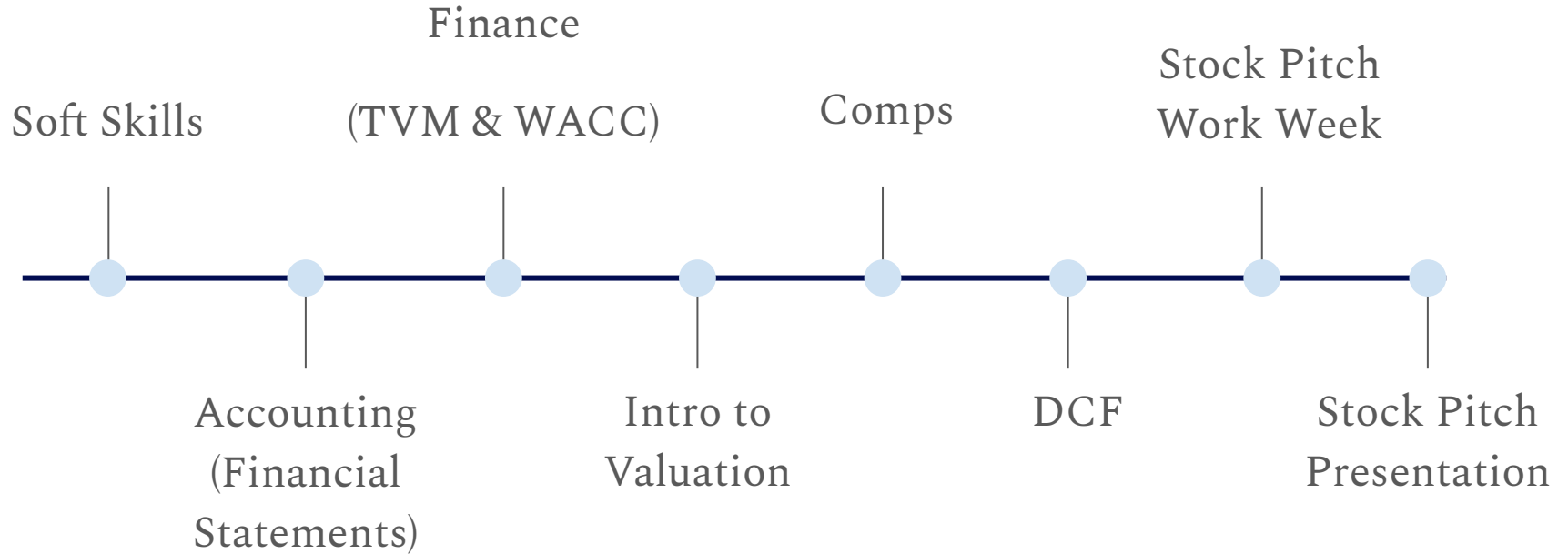


# Logistics



# Timeline

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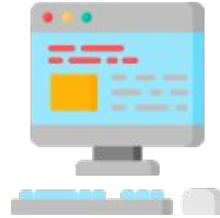
# What to Look Forward to?

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NM Coffee Chats



New Website



Socials



Starting a ~Lin~



Firm Events



Biweekly G-Body



# Zoom Etiquette



# Masterclass: Zoom Edition

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## Do

- Turn camera on
- Mute if not talking
- Eye contact
- Stay on task
- Ask questions if needed

## Don't

- Walk and Talk
- Slouch
- Show up late
- Poor lighting
- Messy or distracting background





# Emails



# Coffee Chat Requests

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Dear \_\_\_\_\_,

I hope you are having a great day. My name is X and I am a new member of Diversity on the Street this semester. I am reaching out to see if you are available to chat sometime next week about your experiences in the club and at Cornell.

I am available at the following times:

- Monday, October #: 10-11:30am, 2-4pm
- Tuesday, October #: before 3pm
- ETC

I understand you are very busy, so if none of these times work for you, I am happy to work with your schedule.

Thank you and I am looking forward to hearing from you soon.

- You will be matched with older members and will be required to email and coffee chat them
- Your project manager will be reaching out in the coming weeks
- [DOTS] Coffee Chat Request



# Information Session

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## During

- Business Professional
- Take notes on presentation & lecture
- Quality over quantity
- Get emails & contact info of speakers & people you chat with

## After

- Write down everything you can remember you talked about with each person
- Draft emails
- Send follow-up email
  - Ask for phone call



# Thank you Email..... [X Info Session] Thank You

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Dear \_\_\_\_\_,

I hope this email finds you well. I enjoyed meeting you at the \_\_\_\_ Information Session and hearing about.....

I was hoping to set up a time to speak more about \_\_\_\_\_. I understand you are very busy, but it would be greatly appreciated. Please let me know if you have any availabilities in the coming weeks for a 20-minute phone call.

Thank you and I am looking forward to hearing from you soon.

Best,



# Handshake and LinkedIn

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- Make an account
  - <https://cornell.joinhandshake.com>
- Discover networking events
- Apply for internships/jobs/programs



# Resume



# Format and Rules

**NAME**  
Address, City, State Zip | (607) 607-0000 | NetID@cornell.edu  
LinkedIn URL

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**EDUCATION**

Cornell University, SC Johnson College of Business Ithaca, New York  
**THE CHARLES H. DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT** *Anticipated Graduation: May 2024*  
*Candidate for Bachelor of Science in Applied Economics and Management* GPA: X.X  
Concentration:  
Coursework: (fill line)

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**WORK EXPERIENCE**

**NAME OF COMPANY** City, State  
*Position, Department or Division* *Month Year – Month Year*  
• Describe achievements in results-orientated style...action verb + outcome/result or purpose (quantify if possible)  
• Developed...  
• Led...

**NAME OF COMPANY** City, State  
*Position, Department or Division* *Month Year – Month Year*  
• Describe achievements in results-orientated style...action verb + outcome/result or purpose (quantify if possible)  
• Developed...  
• Led...

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**LEADERSHIP**

**NAME OF ORGANIZATION** City, State  
*Position, Department or Division* *Month Year – Month Year*  
• Describe achievements in results-orientated style...action verb + outcome/result or purpose (quantify if possible)  
• Developed...  
• Led...

**NAME OF ORGANIZATION** City, State  
*Position, Department or Division* *Month Year – Month Year*  
• Describe achievements in results-orientated style...action verb + outcome/result or purpose (quantify if possible)  
• Developed...  
• Led...

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**ACTIVITIES**

**NAME OF ORGANIZATION** City, State  
*Position, Department or Division* *Month Year – Month Year*  
• Describe achievements in results-orientated style...action verb + outcome/result or purpose (quantify if possible)  
• Developed...  
• Led...

**NAME OF ORGANIZATION** City, State  
*Position, Department or Division* *Month Year – Month Year*  
• Describe achievements in results-orientated style...action verb + outcome/result or purpose (quantify if possible)  
• Developed...  
• Led...

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**SKILLS & INTERESTS (Can add CERTIFICATIONS, etc if relevant)**

**Skills:** (languages, technical, soft) list  
**Interests:** list

- Can change school/major to fit you
- Lines should extend to the end and not overflow onto next line
- Start lines with past tense action verb
- Do not use verb more than once
- Write about your role, the result of your actions, what you accomplished
- Be aware of when to bold or italicize
- Be specific and to the point
- One page exactly
- Same font style throughout
- Be as quantitative as possible (#s)



# Behaviorals





# Your Pitch

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*Tell me about yourself. Walk me through your resume.*

1. Start with where you are from
2. Education
3. Your value add
4. Involvement
5. Tie back into what you are applying for

**Important in  
standing apart at an  
information session,  
in an interview, or in  
a coffee chat**



Practice!



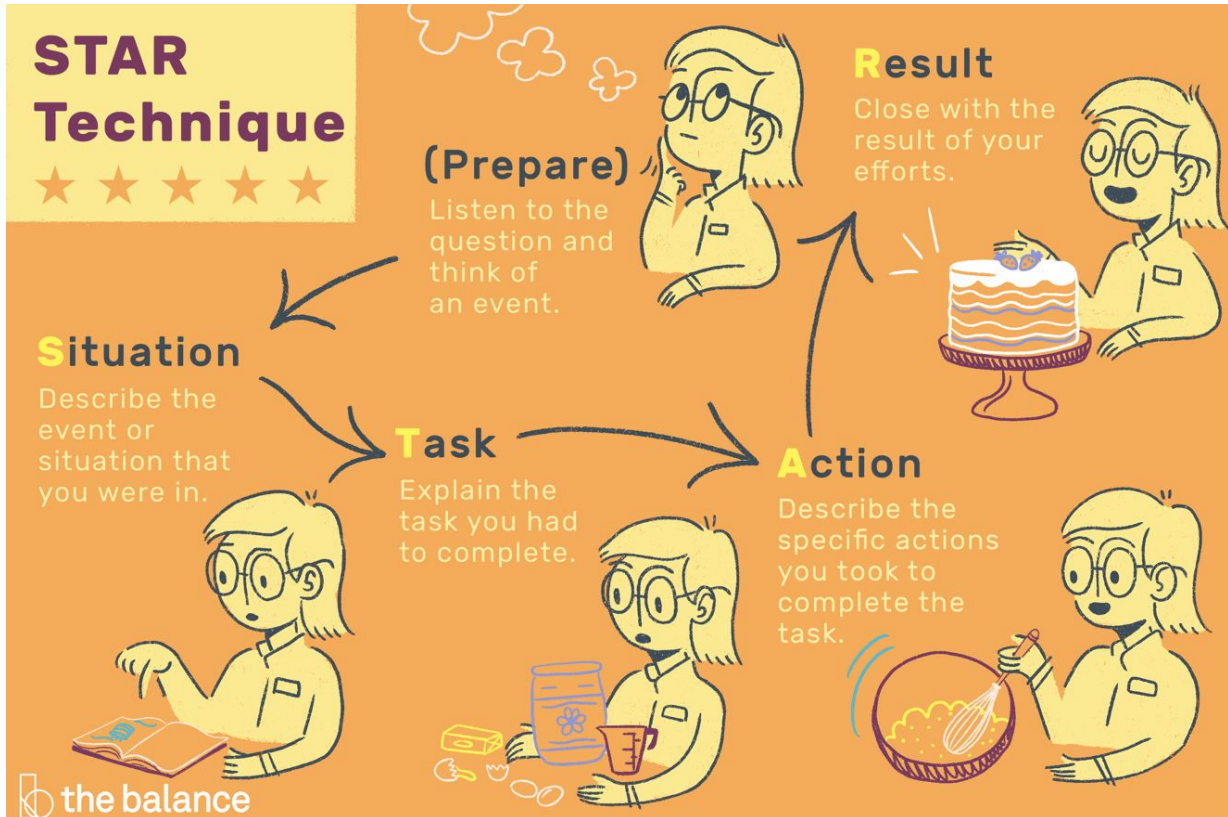
# Behavioral Questions

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- Teamwork
  - Leadership
  - Failure
  - Strengths & Weaknesses (3)
  - Why are you interested in our firm
  - Why are you interested in this position
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- Do you have any questions for us?



# STAR Technique



Practice!



# Stock Pitch



# Sample Stock Pitches



# Catalyst

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*Catalysts are foreseeable events that would help the market realize where it's been wrong on the **stock***

1. Earnings report
2. Analyst revision
3. New product announcement
4. Legislation
5. Lawsuits
6. External factors (war, disease)

<https://www.investopedia.com/terms/c/catalyst.asp>

Anything that **WILL** change the stock, not already in the past. Could also be that the market is misreading the information. Think about when this will correct itself.





# Homework



# Homework (Mandatory)

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Due Thursday (10/8) at 11:59PM to [diversityonthestreet.com](https://diversityonthestreet.com):

- Submit correctly formatted and updated resume in Word format
- Create/update Handshake and LinkedIn
- Elevator pitch and one behavioral question
- Start on emailing and having coffee chats
- Read 2 articles on WSJ



# Thank you!

(Make sure you signed in)

