

The Carlson School of Management Graduate Business Career Center (GBCC) has deep experience working with military and veteran students to help them forge successful career paths in the business sector. Military candidates arrive at Carlson with strong organizational, problem-solving, time management and leadership skills sought by employers. Through career programming, workshops and one-on-one coaching, they learn to effectively translate those skills to a variety of business functions, setting them up for both immediate and future success in civilian careers.

Alongside their graduate-level coursework, military and veteran students at Carlson receive the following support framework for career development:

Exploring Opportunities

- Guidance on making the transition from military career to business classroom
- Peer networking through student clubs and professional organizations like MBA Veterans and Eagle Group of MN
- Individualized coaching from GBCC staff with experience guiding vets' career exploration; on average, graduate students seek 10 coaching sessions per year
- Career Exploration panels, regional treks, informational events and receptions with alumni and recruiters

Clarifying the Path

- Networking with alumni across functional areas and industries, in the Twin Cities and nationwide
- Continued one-on-one coaching to define and refine a job search strategy
- Access to coaches with dedicated focus on helping military candidates translate their experiences and prepare for roles in the business sector
- Workshops, self-assessments, job search tools and resources to support candidates in building strong application materials

Executing the Plan

- Connections to local, national, and global companies with experience hiring veterans
- Small group interview practice sessions, mock interviews and virtual interview prep tools
- Resume, cover letter, and LinkedIn resources
- Salary negotiation training
- Greenlight Preparation Program

Translating Military Skills to the Business World

Military candidates may arrive at their business program worrying about how to convey their experiences to civilian recruiters and hiring managers. The Carlson GBCC Career Coaches have built expertise in this translation by working with these very candidates. Students start with self-reflection using guided brainstorming sessions with peers and personal strengths assessments. Then, students work one-on-one with a coach to match their relevant, transferable skills and experiences to the types of jobs they seek. Working together to develop language around these strengths helps military candidates effectively communicate their career journeys and confidently market their skills when that big interview day comes.

The Business Development team also conducts employer outreach to market Carlson talent among top employers of military and veteran graduate business program candidates. To assist employer partners with understanding veterans' career paths, as well as highlight the leadership these candidates bring, the GBCC team has created a guide to hiring veterans, shared with recruiters each year.

Understanding and Appreciation for the Military Experience:

The GBCC staff understands and appreciates military candidates' unique challenges—and unique strengths! Veterans will have access to tailored programming and career support every step of the way through their graduate program, along with lifetime coaching services after graduation.