

CENTER FOR CAREER DEVELOPMENT

Start your future now...

CareerBeam Users Guide

Center for Career Development

Website: <http://www.franklin.edu/careerdev>

About CareerBeam:

CareerBeam provides a one-stop shop for all of your career development needs. This program covers the basics of career exploration to strategically planning a job search. CareerBeam can help in every stage of the process by providing assessments, guides, and research tools.

Using CareerBeam

- Go to myfranklin.edu and locate CareerBeam under Shortcuts, then Administrative. If you are unsure of your MyFranklin username/password, please email the Help Desk at helpdesk@franklin.edu.

Once you are logged into CareerBeam, you can access any of the following features:

Career Exploration –The Career exploration menu will help you narrow down some career choices by helping you assess yourself, define your preferences, and create a plan based on the results.

From the Home Page click on the “Career Exploration” tab

- **Quick Profile:** **Click here to complete a quick overall career profile.** For in-depth testing continue with the other inventories listed below.
- **Assessments:** Values, Temperament, Personality, Interests, and Skills & Talents.
- **Options/Preferences:** Assessments to help you understand your preferences in: Industry, Location, Corporate Culture, Entrepreneurial Attitude, Leadership, and Networking.
- **Career Vision & Synthesis:** Career Decision Making Matrix: Determine what you want out of a career and how to achieve it.

Career Planning –This menu helps you focus on the elements within your control to find the best career options for you. This section will help you set goals and manage your productivity. Leverage the activities!

- **Create a Career Plan:** **Click on “Get Started.”** This walks you through several steps to make a concrete and comprehensive career strategy
- **Ideal Work Environment:** Assessments can help you narrow down the industry, corporate culture, and location that could be best for you.
- **Networking for your Career:** Several guides on how to create a network and stand out among your peers.
- **Managing your Career:** Decide what steps are next to develop your career path and create an action plan.

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Getting the Job – This section will help you develop the materials and skills you will need to stand out in your job search. You will find guides and samples here.

Under “Getting the job” tab:

- **Your Pitch:** Also called the elevator pitch, find information on how to successfully explain who you are and what you do to make a positive first impression.
- **Resume:** Read guides on how to get started, access sample templates, and review example resumes. Create your resume using the resume builder. Review checklists to make sure your resume is effective.
- **Cover Letter:** Learn how to get started, create your own, or read samples. Also review the provided checklist before submitting to an employer.
- **Interview Preparation:** Understand the employer perspective, review sample interview questions with tips on how to answer each, browse the interview video library to watch interviews taking place, and record your own practice interview to see how you sound and look when you answer questions.
- **Follow-Up:** Learn how to follow up after an interview. Review sample thank you letters and reference sheets, as well as guidelines and tactics for negotiating.

Job and Internship Posting: Under **Getting the Job**, you can search for permanent or internship opportunities in the United States or around the world. You can narrow your search by company, location, or keyword/skill.

Research Tools: Research companies by industry, location or keywords. Narrow your search by major, NAICS codes, or size. You can also search for contact information for people in different companies.

There are other helpful features under **My Account** such as:

- **Job and News Alerts:** Create job and news alerts for positions or news in your industry as it becomes available on CareerBeam.
- **Saved Jobs and Companies:** As you complete research, access your saved jobs and companies to review later. Save the documents you created and assessment results. You can also create a campaign or action plan to help you define goals for your job search.
- **Calendar:** Keep track of due dates for applications, when you need to follow up, and interviews in the CareerBeam calendar. You can set reminders to complete tasks such as having your resume reviewed. The calendar can help you keep up with your Career Action Plan.

Help: A link to this section can be found in the top right corner of the page. PDF guides and tutorials are posted here to help you navigate through each of the CareerBeam sections.