

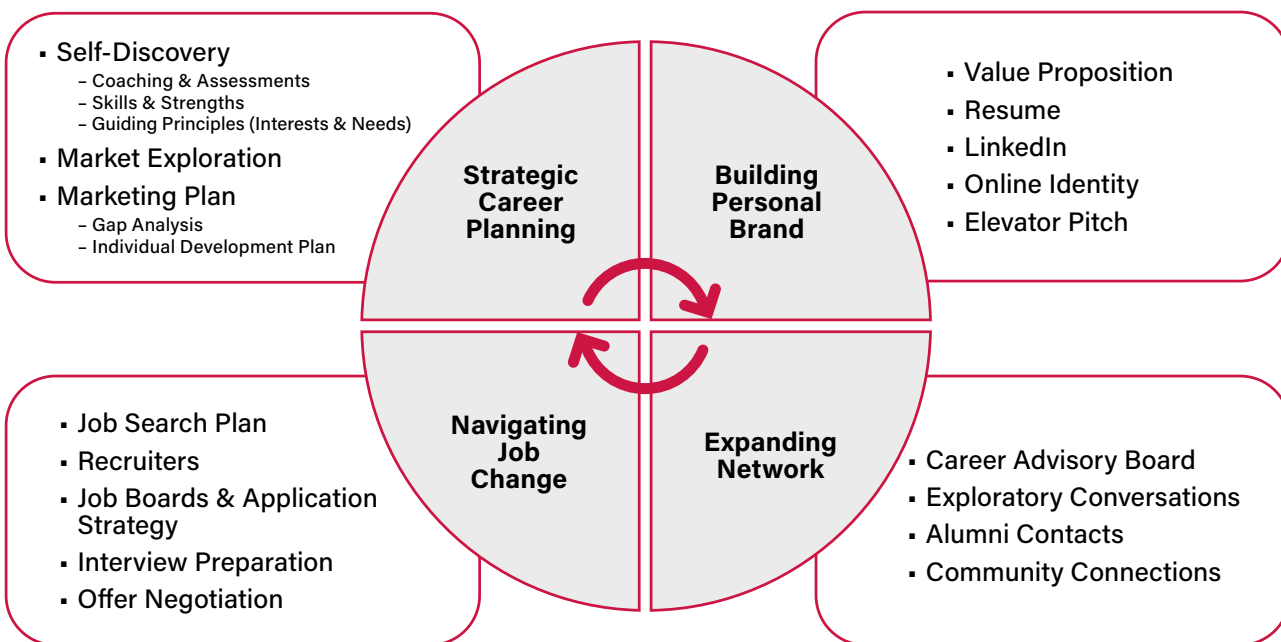
MBA AND MASTER'S *CAREER MANAGEMENT GUIDE*



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

Career Management Process



During your journey at the Wisconsin School of Business (WSB), our dedicated career coaching team will guide you through our comprehensive Career Management Process. We encourage you to not only embrace this process during your time here but also to carry it with you throughout your lifetime.

The career management diagram illustrates the process divided into four main categories:

1. **Strategic Career Planning**
2. **Building Personal Brand**
3. **Expanding Network**
4. **Navigating Job Change**

Within each category, we've outlined key topics essential for navigating your career path. While you're at WSB, we'll support you in navigating the overall process and each specific topic as needed. Our aim is to assist you in addressing all categories and topics, filling in any gaps to ensure you graduate with a robust foundation to build upon professionally, both now and in the future.

Consider this guide your roadmap for steering your career. Whether encountering challenges, or simply needing a motivational boost, revisit this resource for clarity and to gain momentum.

Let's embark on this journey together!



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**2024 MBA AND MASTER'S
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