

# SBC Recruitment Prep

## Coffee Chat Tips



## What is a Coffee Chat?

A semi-formal chat with a member of an organization you are interested in, to get to know the organization & the member's journey there better

## How Does a Coffee Chat Help You?



### Organizational Awareness

Learn about the organization, its structure and offerings and assess your fit in the organization



### Grow Your Network

Develop meaningful professional relationships & create advocacy for your candidacy during deliberations



### Recruitment Tips

Understand the organization's specific recruitment process & learn "between-the-lines" tips to succeed

## Overall Best Practices



Firm Handshakes, Smiles, Energy



Politeness to All

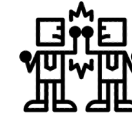


One Notch Rule



Prioritize Quality Over Quantity

## Overall Practices to Avoid



Speaking Over Anyone/Zoning



Speaking for >2 minutes at a time



Coming Off Fake



Emailing Late

## Steps in a Successful Coffee Chat

### Setting Up a Coffee Chat

*With suitable people in a professional manner*

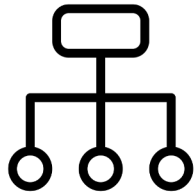
### Conducting a Coffee Chat

*To prioritize creating advocacy for yourself*

### Follow-Up To a Chat

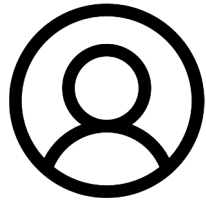
*Concluding on a strong note with progression in recruitment*

# Setting Up a Coffee Chat



## Prioritize Depth

- One genuine connection > A dozen impersonal conversations; so limit yourself to *few, but impactful chats*
- Chat with a *mix of individuals* across roles: junior & senior consultants, recruitment chairs, e-board members. This will ensure you get a variety of perspectives on the organization!



## Selecting Individuals to Chat With

- Use *SBC's website* to look through member profiles, interests, professional experiences
- Prioritizing reaching out to individuals you think you can have genuine conversations with. For example, look for people with *similar interests* as you (professional or personal!), people that have worked on projects that interest you, or anything else!

## Reaching Out for a Coffee Chat

[SBC]: Reaching Out for a Coffee Chat



Adya Bhargava <ab2446@cornell.edu>  
to Samantha

7:13AM (0 minutes ago) ☆ ↶ ⋮

Dear Sami,

I hope this email finds you well.

I am Adya Bhargava, a sophomore at Cornell majoring in Economics & Information Science. I am reaching out as I wanted to learn more about your experience at SBC.

I was thinking of applying to SBC this semester and wanted to hear more about your time at SBC, both as a consultant and New Member Educator. As someone also passionate about the circular economy, I would love to hear about your work there, and how SBC has helped you further your interest in the space.

I was wondering if we could set up a 15-20 minute chat sometime in the next few weeks. I understand that you must be extremely busy, but I'm happy to find a time that works best for your schedule.

My availability over the next two weeks is as follows:

- 1) Wednesday, 6/7: 12 pm to 4 pm & 6 pm to 9 pm ET
- 2) Thursday, 6/8 & Friday, 6/9: 10 am to 4 pm & 6 pm to 9 pm ET
- 3) Saturday, 6/10 & Sunday, 6/11: Anytime after 8 am ET

Sincerely,  
Adya.

## Important Components of Coffee Chat Email

1. **Subject** should be brief, but communicate objective of email clearly
2. **Briefly introduce** of yourself (~2 lines); can include major, year, interests
3. **Describe objective** of reaching out to them: topics you want to learn about, and highlight why you are reaching out to them specifically
4. **List of times** you would be available (Within the 8 am – 8 pm hour period)

After agreeing on a time, it is good practice to send a Google Calendar invite to the person you are chatting with

## Example Agenda

### 1. Introduction

Start with some small talk; ask them about their day, and move into very briefly mentioning why you wanted to speak with them

- a. “Hi Ben, great to meet you. Thank you for taking the time to speak to me today; would love to learn about your experience at SBC. If it’s okay, wanted to take 2 minutes to introduce myself, hear a little more about you, and ask a few questions about SBC”

### 2. Your introduction

- a. Make it quick and to the point, 60-80 seconds, should represent your story, experiences and interest in SBC

### 3. Their introduction

- a. When you transition, say “I’ve seen your LinkedIn and spoken to Jon so have a good sense of your experiences, but just curious to hear about your experience at SBC, and get a better sense of who I’m speaking to!”

### 4. Questions - You only have 15 minutes, make them quick and easy, but also conversational. A few common areas to cover can include:

- a. *Project Work*: “What previous projects have you worked on, and what have been your learnings from these?”
- b. *Community & Culture*: “How would you describe SBC’s internal culture, and what goes into creating & sustaining it?”
- c. *Recruitment*: “How is the recruitment process structured, and what is SBC looking for in applicants?”

### 5. Next steps – Thank them

- a. “I know we had 15 minutes, so I want to let you go. I wanted to thank you again for taking the time to speak with me; this was super helpful in understanding project work and SBC’s culture!”

Remember that this is a conversation! Be open, make sure to share your interests and prioritize learning about the organization