AI RESOURCE GUIDE

Generative AI is rapidly changing and improving how it can assist in a wide array of processes, including career development. Review the sections below to learn more about the ethical use of AI and how to effectively utilize this tool as you progress through your career development journey.

APPLICATIONS FOR CAREER DEVELOPMENT

There are numerous ways AI can augment your career development journey. With effective prompts, AI can:

- Assess your interests or experience and generate suggested career paths while you explore your career options
- Provide information on companies and industries located in a geographic region
- Review a resume to suggest improvements, including in comparison to a specific job description
- Assess a keyword fit between a resume and job description to measure ATS match
- Review a job description to summarize themes and top skills for a job to inform your resume writing or interview prep
- Generate possible interview questions based on a job description or career level and industry
- Suggest strategies to augment your existing job search, networking, writing, interviewing and negotiating activities
- Offer feedback on your interview answers to help you refine your responses and improve your performance.
- (Especially for career changers): Analyze your skills and experience to suggest new career fields or roles and generate ideas for leveraging them in different industries.

...and countless more applications!

PROMPT ENGINEERING FOR CAREER DEVELOPMENT

There is not ONE "right way" to use prompts with AI to generate the information you are seeking. However, there are guidelines that can be helpful as you work to create your own prompts. Here are some tips for getting more helpful and accurate responses from Generative AI:

1. **Be specific and provide context.**
The more information you give, the better the response will be. Share details about who you are, what you're trying to accomplish, and what kind of output you're looking for. Include your industry, role, goals, and other relevant background. Avoid any identifiable information and vague requests like "help me with my resume" and instead clearly define your objective.

- ***Example:***
Instead of saying: "Provide feedback on my resume"

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- Try: "Act as a senior recruiter at a tech startup and provide feedback on how to improve my resume for a software engineering internship. My resume is pasted below, and I've also included the job description."

2. **Set the tone and perspective**.

You can tell the system how you'd like it to respond - whether in a formal, conversational, persuasive, or executive-level tone. You can also ask it to take on a specific role or point of view, such as a hiring manager, marketing director, or grant reviewer. This helps tailor the content to your audience.

- *Example:*
  "Write this email as if you are a nonprofit executive reaching out to a corporate sponsor. The tone should be professional but warm."

3. **Include source materials whenever possible.**

If you have documents like a resume, job posting, writing sample, or list of project goals, include them directly in the prompt. (We suggest removing identifiable information) The more input the system has, the more relevant and personalized the output will be.

- *Example:*
  "Here is my resume and the job description. Please write a one-page cover letter that tells a story about why I'm a great fit, rather than simply summarizing my resume."

4. **Don't be afraid to follow up or ask for refinements.**

If the initial response is too general or not aligned with your goals, ask for another version with more clarity. You can guide the system toward better results by providing additional direction.

- *Example:*
  "This feedback is too general. Can you revise and provide five specific bullet points to make my resume stronger for an account manager role at a SaaS company?"

5. **Break down complex tasks into steps.**

If you have a multi-part request, structure it in a way that allows for thoughtful, organized responses. You can request output in a specific order or format, such as lists, sections, or side-by-side comparisons.

- *Example:*
  "First, provide a summary of the top five skills mentioned in the job description. Then, identify which of those skills are missing or underemphasized in my resume. Last, suggest edits to add those skills into my bullet points."

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Pro Tip:
When typing a prompt into ChatGPT, use Shift + Enter to create line breaks. This allows you to organize your thoughts and present documents or instructions more clearly before submitting them.

GENERATIVE AI PROMPTS TO ENHANCE CAREER PLANNING AND PREPARATION

MAJOR & CAREER EXPLORATION	Suggest potential majors based on my interests in [add interests here].
	What are some career options for someone majoring in [add major here]?
	Simulate a day in the life of a [add job title and organization here].
	I value [value 1] and [value 2]. What careers tend to offer that?
	Based on my experiences found in my resume, what are ten career fields I may want to explore or transition into?
	What are the differences between [job title 1] and [job title 2]?
	Can you create a stacked table to compare the roles of [job title 1] and [job title 2]? I would like for you to compare the following: add values and interests here.

RESUME & COVER LETTER OPTIMIZATION	Analyze this job description and suggest keywords I should include in my resume. (paste/upload job description)
	Review my resume for alignment with this job posting. (paste/upload resume & job posting)
	How can I best translate the skills I gained in my [part-time jobs] while in college to a professional job? (paste/upload resume and the specific job title or job posting, if available)
	What things should I be highlighting in my cover letter for a [job title] position using my resume and job description? (paste/upload resume and job description)
	What are key action verbs to use in a resume for a project manager role?
	Can you take these bullets [insert bullets] and make them Applicant Tracking System (ATS) friendly?

SPARTAN READY COMPETENCY ASSESSMENT & DEVELOPMENT	What transferable skills does a recent college graduate with a [major] degree typically possess?
	What are the top skills needed for a career in [industry]?
	Provide practice scenarios for improving [add Spartan Ready competency].
	How can I develop skills while in college for success as a [job title of interest]?
	Help me create a plan for documenting my [internship] accomplishments & reflecting on my skills development.

INTERNSHIP & JOB SEARCHING	Can you help me research [company/organization]? What are their core values, recent news, and industry trends I should know about before applying for a role as a [job title]?

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	Suggest ways to make the most of an [internship] in [industry], including key skills to develop and specific tasks or projects I can request to gain meaningful experience.
	Please provide insights on job market trends in [industry]. What are the current in-demand skills?
	I want to go into [industry]. What are the top 20 job titles I should look into?
	Can you share the top 10 [industry] organizations in the [location] area?

INFORMATIONAL INTERVIEWING, NETWORKING, & FOLLOW UP COMMUNICATION	Revise this LinkedIn connection request so that it's 200 characters or less. (paste/upload request draft)
	Create a sample introduction and elevator pitch for a career fair based on my resume.(paste/upload resume)
	Generate a list of [industry] professional associations both local to [location area] and available online. Follow up prompt: Are any of these free to students?
	What should I include in a thank you note after an interview?
	How should I structure a follow-up email after an interview when I haven't heard back?

INTERVIEW PREPARATION & PRACTICE	What are common behavioral interview questions for a [industry/position] role?
	Review my answer to the interview question, [tell me about yourself], based on my resume and the job posting and suggest ways to improve it. (paste/upload your resume, the job posting text, and your answer)
	What are five questions I can ask in an interview that will give me insight into the company's culture?
	Can you please tell me the top 5 values of [organization] that I should highlight in my interview?
	Based on the job description attached, can you please formulate 5 technical questions, 5 behavioral questions, and a case study. Follow up prompt: Can we do a practice interview together?

PROFESSIONAL BRANDING & LINKEDIN PROFILE	Review my LinkedIn summary and suggest ways to improve it and make it stand out. (copy and paste LinkedIn summary)
	How can I improve my LinkedIn profile to attract more recruiters in [industry]? Please suggest keywords and changes based on my current profile. (copy & paste LinkedIn profile URL)
	What are some ways to effectively engage with [industry] professionals on LinkedIn to build my network?

SALARY NEGOTIATION	How can I research salary ranges for entry-level positions in finance?
	What are some strategies for negotiating a higher starting salary?
	How should I respond if an employer asks for my salary expectations?
	Can you create a script of how to negotiate my salary?

	What are the best ways to continue developing skills in [industry] after graduation?

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CAREER GROWTH & DEVELOPMENT	How can I set professional goals for my first year on the job?
	What resources are available for continuous learning in digital marketing?
	I'm working in [role] at [organization]. Can you create a list of people I should be informational interviewing and getting to know my first year on the job?

ETHICAL USE OF AI

Before you start using AI for your career exploration, job search, or application materials, make sure you understand the risks, limitations, and potential shortcomings of generative AI. AI-based programs are powerful and valuable tools, but they should not replace your creativity and ideas. As with any resource, avoid copying and pasting results directly into your documents. If you choose to use AI tools to support your career development, treat them as you would any other resource or collaborative process. Use them to brainstorm, edit, and refine your ideas. AI tools can serve as excellent thought partners, especially when other resources may be limited.

RISKS & LIMITATIONS

1. **Generative AI is not always accurate.** AI can produce biased, incorrect, or fabricated information, including fake citations or unreliable sources. You should always review and edit AI-generated content *and* consult subject-matter experts or reliable resources.
2. **AI platforms do not always have up-to-date information about job postings.** AI tools are trained on previous data sets and could miss current or local job opportunities. You should verify any job postings or information with the company website or a reliable job board, like Handshake.
3. **AI cannot be you and should not be a substitute for your voice.** AI-generated content lacks personal insight and reflection, which are essential for professional communication. You should be editing generated content to be relevant to you, your experiences, and your relationship to the intended audience.
4. **AI does not eliminate all bias.** AI tools can reflect and potentially amplify societal biases in the data sets they are trained in. It is important to consider diverse perspectives and be cautious of discriminatory or one-sided outputs. The way we input data could also contain implicit biases, and therefore, the output could be skewed. Always consult secondary, well-researched sources to back up your information.
5. **Do not provide sensitive information.** Be careful to avoid putting sensitive or personal information in AI generation platforms.

EXAMPLES OF GENERATIVE PLATFORMS

There are many different Generative Platforms you can use. Below, you'll find examples of platforms that you might want to try. Remember, it's not one size fits all! Find what works for you:

- ChatGPT
- Microsoft Copilot®
- Google Gemini
- Grok AI
- Claude

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ADDITIONAL READINGS & RESOURCES

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