FINDING OPPORTUNITIES IN INDUSTRIAL/ ORGANIZATIONAL PSYCHOLOGY

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What is I/O Psychology?

- I/O Psychology is the scientific study of human behavior in the workplace. I/O Psychologists use and apply their knowledge in the following areas (and more) to promote productive and healthy cultures at work :

  - Organization Development
  - Organizational Attitudes
  - Career Development
  - Human Factors
  - Behavior

  - Different Psychological Theories
  - Job Analysis
  - Task Analysis
  - Assessment

Undergraduate Classes to take at WCU to build an I/O Background:

PSY100

Introduction to Psychology*

Prerequisite for the following courses

PSY265

Industrial/Organizational Psychology

PSY386

Professional and Practical Skills in I/O Psychology

PSY410

Research in Psychology

Look for research lab with I/O faculty

PSY445

Organizational Development

PSY441/442

Field Experience in Psychology

Note: Non-psychology majors can complete the IO minor

I/O Psychology Skills

The Employee Lifecycle

ATTRACTION · RECRUITMENT · ONBOARDING · DEVELOPMENT · RETENTION · SEPARATION

I/O Psychologists use various skills to influence all phases of the employee lifecycle, including:

✓ Ability to identify individual, group, and organizational needs in the workplace

✓ Design, develop and implement onboarding/ training programs

✓ Program Evaluation/Effectiveness

✓ Coaching

✓ Development, Administration and Reporting of Workplace Assessments

✓ Verbal and Written Communication Skills

✓ Data Analysis, Interpretation and Reporting

✓ Management

✓ Critical Thinking

Industries I/O Psychologists Work in:

Labor Unions

Government Agencies

Colleges and Universities

Marketing and Advising Firms

Healthcare Facilities

Any company with an HR department

Source: Industrial and Organizational Psychology, 2022

Some Careers Associated with I/O Psychology:

Industrial - Focused

- People Analytics
- Research Analyst
- Personnel Analyst
- Data Analyst
- Talent Assessment
- Talent Management
- Training and Development
- Performance Appraisal
- Consultant
- Human Resources, Compensation, Benefits

Organizational - Focused

- Employee Relations
- Management Consultant
- Leadership Coaching and Development
- Change Management
- Organizational Culture Management
- Workplace Stress
- Diversity, Equity, and Inclusion

Job functions may overlap between domains

Possible Career Paths	Individual Contributor	Expert Individual Contributor	Manager	Manager of Managers	Executive
Academia	Assistant Professor	Full Professor	Department Chair	Dean	Vice President, Provost, President
Government	Analyst, Associate Consultant	Expert	Case Team Leader, Senior Associate, Consultant	Senior Manager	Executive, Partner, Director
Industry	HR Specialist, Project Assistant, Consultant	Chief Scientist, Principal Consultant	Director of HR. Manager, Team/Program Leader	Area Director of HR, Senior Team Leader, Principal Consultant, Program Director	VP of HR, Chief HR Officer, Global HR Officer, Director, Executive, Senior VP, Consultant
Consulting	Project Assistant, Associate Consultant, Lead Consultant	Senior Consultant, Senior Professional	Manager, Team Leader, Project Manager, Director	Senior Team Leader, Principal Consultant, Program Director	Director, Officer, Executive Consultant, VP, Sr. VP, CEO

Internships and Field Opportunities

Places to Look:

- Google search
- SIOP
- Handshake (WCU)
- Attend Career Fair at WCU
- LinkedIn
- Indeed
- ZipRecruiter
- A specific organization's website

Keywords to Search-

- HR Internship
- Human Resources
- Recruitment
- People Analytics
- Data Analytics
- Training, Learning and Development
- Consulting
- Talent Management
- Part time opportunities are available as well

Organizations within PA region:

- Deloitte
- SAP
- Comcast
- Vanguard

- Target
- QVC
- Cencora

Preparing for an Internship/Field Experience/Job

Step 1: Create a Resume and Cover Letter

Resume Tips

- Highlight your relevant work/course experiences, education, and skills-- recognition

- Keep resume concise, consistent and relevant

- Resume should be 1-2 pages in length

- Start with a blank Word document, and then go back and make format changes
  - Reminder: Font can be as small as 10 point and margins as small as .5.

- Use simple font styles, i.e., Cambria, Times New Roman, Garamond, Arial, and Calibri

- Don't include any headshots or professional photos on your resume
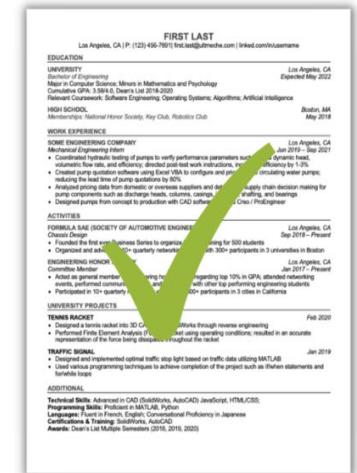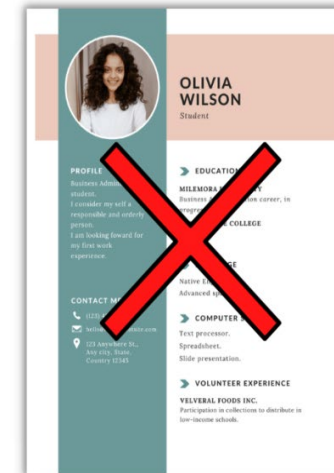
Cover Letter Tips

- Your cover letter gives you the opportunity to discuss your experience and skills in more detail

- Make sure your cover letter is revised for each new role you apply for

- Address the letter to a specific person in the organization

- Use the same font as your resume to remain consistent

- Make sure your cover letter is a separate document from your resume

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Cover Letter Tips

- **When writing your cover letter, split the body into 3 paragraphs:**
  - **Opening Paragraph**
    - Mention the role you are applying for and how you came across it. Be sure to discuss why you are interested in the role with the organization and how your skills apply. This will show you've done research on the organization.
  - **Middle Paragraph**
    - Give a brief overview of your background and how it relates to the position. Discuss any achievements, skills, and experiences that would show you are suited for the position. Add keywords used in the job description and emphasize those in your skillset.
  - **Closing Paragraph**
    - Summarize a specific situation which shows why you are a perfect fit for the role. Here, you can talk about any transferable skills you have from previous positions (if you did an internship, this is a good place to talk about it) or any experiences that are of value.

RICHARD WILLIAMS

3665 Margaret Street, Houston, TX 47587 • RichardWilliams@gmail.com • (770) 625-9669

[Today's Date]

[Hiring Manager's Name]
123 Company Address
Company's City, State, Zip Code
(xxx) xxx-xxxx
hiring.manager@gmail.com

Dear [Mr./Ms./Mx.] [Hiring Manager's Last Name],

The first paragraph should contain a self-introduction. Write who you are, where your expertise lies, where you found the job posting (or who referred you), and why you want to apply.

The second paragraph should respond directly to the job description. Describe how your relevant experiences, skills, and abilities help you meet the company's needs. To make that easier, you can (and should) literally include words and phrases from the job description here.

- You can also include a bulleted list of your accomplishments
- Make sure you quantify (add numbers to) these bullet points
- A cover letter with numbers is 100% better than one without

To go the extra mile, research the company and try to find out what they are doing — and why — given the current state of their industry. Explain how you can fit into that framework, and help push the company forward and achieve any goals you suspect they have.

The final paragraph is the "call to action" portion of your cover letter. Inform the hiring manager that you'd love to get interviewed. Give them your contact information. Tell them you'll reach out again next week if you don't hear back. Thank them for their time.

Sincerely,

Richard Williams

Preparing for an Internship/Field Experience/Job

Step 2: Prepare for the Interview

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Interviews: Types & Formats

Interview Medium

- Over the phone
- In-person
- Virtual
  - Zoom, Teams, Etc.

Interview Formats

Structured

- A formal, scripted interview with set questions for EVERY candidate and is scored similarly across all candidates

Unstructured

- An informal interview with changing questions based on the flow of the conversation typically nor structured scoring format is used

Interview Tips

Interview Preparation:
- Confirm details of interview with interviewer
- Research the company, the position, and your interviewer
- Practice general interview questions
  - Identify key skills and points in your background that match with the job description and requirements -
    - Relevant coursework, labs, work experience, skills, certificates, statistical training, etc.
- Prepare a short list of questions to ask at the end of the interview

During the Interview:
- Arrive 10-15 minutes early
- Dress professionally
- Avoid speaking negatively about previous employers
- Bring a copy of your resume, portfolio, and something to take notes on
- Eliminate distractions to prevent disruption during the interview (turn off or silence electronics)
- Ask the interviewer any questions you have about the role

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Interview Question Examples:

- "Tell me a little bit about yourself and your background."

- "What are your biggest strengths?"

- "What would you say is your biggest weakness?"

- "Tell me about a challenge you faced and how you overcame it?"

- "Why are you interested in this role and this organization?"

- "What are your goals for the future?"

- "How would people describe you?"

- "Tell me about your proudest professional accomplishment."

- "Tell me about a time you had a conflict with a coworker. How did you handle it?"

- "Describe a time you had to deal with a difficult client or customer. How did you handle it?"

- "Describe a time your company was going through a change and how you handled it."

- "How do you handle managing numerous responsibilities?"

Answering Interview Questions

Use the STAR method to answer questions—

Situation: Where and When?

- Share context about the situation

Task: What did you do and Why?

- What was your responsibility/role in the situation? What was the task or goal?

Action: What did you do and How?

- Explain what you did in the situation and what skills you used to handle it.

Result: Explain the end results, what you accomplished, etc.

- Explain the result and what you learned from this situation.

Networking Tips

Why should you network?
- Networking provides you with the opportunity to share ideas, receive advice, gain industry knowledge, and possibly set you up with access to career opportunities

Where to Network:
- Build up your LinkedIn connections
  - See this website for tips on building a LinkedIn Profile
- For alumni – check out your alma mater's alumni network
  - WCUPA Alumni
- Look for conferences – these provide great opportunities for networking

Getting Started:
- Ask yourself why you want to make a certain connection and what you hope to gain
- Make a list of people you would like to connect with
  - Classmates or colleagues, professors and staff members, alumni, friends, family, family friends, teammates or club members
- List some questions you would like to ask and then reach out to the person you would like to connect with –
  - Ask questions about their typical day on the job, choice of career, or just learning about the organization…
- Make sure to follow up and thank them for their time

Career Development Center

- [Twardowski Career Development Center](#)

- Visit the career development website to explore the different majors offered at WCUPA, get assistance developing your resume and cover letters, practice your interviewing skills, and explore career options in your area of interest

- To schedule an appointment with a Career Counselor about your career needs, go to [Handshake](#) and login with your WCU ID.
  - Select the 'Career Center' button ---> Select option labeled 'Appointment' ---> Select a time and day that works best for you

I/O Related Graduate Education Opportunities at WCU

Graduate Certificate in I/O Psychology

Overview:

- 100% online

- 12 credits required
  - Advanced Industrial Psychology
  - Advanced Organizational Psychology
  - Ethics and Professional Skills in Organizational Practice
  - Introduction to People Analytics

Admissions Requirements:

- Completed application

- Official transcripts

- A personal statement outlining professional and educational goals

- Two letters of recommendation

M.S. In I/O Psychology

Overview:

- 27 semester hours of core classes

- 12-15 semester hours of I/O related elective courses

- Choice of Applied Track or Thesis Track

Admission Requirements:

- Completed application

- Official transcripts

- Minimum overall GPA of 3.0 and minimum Psychology GPA of 3.25

- Three letters of recommendation

- A personal statement outlining professional and educational goals

For more Information:

- Dr. Vipanchi Mishra, Graduate Coordinator
  - Phone: 610-430-5942
  - Email: vmishra@wcupa.edu
  - Website: wcupa.edu/programs/grad/psychology

- The Graduate School
  - 102 W. Rosedale Avenue, West Chester, PA 19383
  - Phone: 610-436-2943
  - Email: GradAdmissions@wcupa.edu
  - Website: wcupa.edu/grad