<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Employer Expectations</th>
<th>Employer Perceptions</th>
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| **Personal Responsibility and Branding** | - All candidates are to take responsibility for their own job search and personally market their skills and abilities to employers  
- Candidates are expected to research employers, find job openings, reach out to employers and follow-up with employers in a timely manner  
- Candidates should talk about marketable skills and accomplishments | - Candidates who speak modestly about personal achievements may seem uncomfortable working independently and unable to achieve personal goals  
- Candidates who fail to take responsibility for their job search show employers that they lack accountability  
- Candidates who focus too much on technical skills risk demonstrating “in the box” thinking |
| **Interpersonal Interaction & Networking** | - All candidates are expected to demonstrate abilities beyond technical skills, therefore joining organizations and making friends from other cultures is important  
- While networking, start with informal conversation; focus the conversation around the other person and their needs and interests  
- Always greet professionals with a firm handshake | - Only interacting with people from your home country may inform employers that you are not comfortable with American culture or language  
- Handshakes that are too limp demonstrate a lack of confidence |
| **Written Communication** | - Poorly written documents are typically not given consideration; employers expect all candidates to have proficient written business level English  
- Résumés and cover letters are to be free of errors and awkward language  
- Résumés and cover letters are to be primarily focused on accomplishments and abilities that directly relate to the job description | - Candidates who use translators to type correspondence to employers may use words incorrectly and come off sounding awkward  
- Poor grammar and spelling gives off the impression that a candidate has trouble with the English language and may have a hard time communicating with colleagues and customers |
| **Verbal Communication** | - All candidates are expected to have proficient verbal business level English  
- Employers expect candidates to be prepared and demonstrate assertiveness, confident answers in a clear, projecting voice with natural enthusiasm | - Spending too much time searching for the right word to say may lead to employers questioning your ability to communicate effectively |
| **Eye Contact** | - Candidates are to make direct eye contact when corresponding with people of all authority levels | - Candidates who demonstrate averted eye contact appear to lack confidence |
| **Professional Appearance** | - Candidates are to dress professionally and demonstrate exceptional personal hygiene out of respect to the employer  
- Gentlemen are expected to wear a shirt and tie under a business suit with polished dress shoes  
- Ladies are expected to wear a professional dress or pants suit with hosiery and polished closed toe shoes | - Wearing unprofessional clothing gives off the impression that the candidate lacks attention to detail  
- Candidates who wear ill-fitting clothing that is wrinkled come off looking unprofessional  
- Candidates who do not demonstrate personal hygiene risk coming off disrespectful |
| **Professional Equality** | - Gender, race, class, age and marital status are never to be an issue in a business or interviewing relationship  
- Religious beliefs are considered personal, therefore not to be discussed to employers | - Candidates who speak specifically about race, class, gender, etc. are considered disrespectful  
- Résumés that include pictures, personal or religious information are seen as inappropriate |