



Andy Masters

# LIFE AFTER COLLEGE™

**Q: What inspired you to write the book “Life After College”?**

**A:** I always enjoyed writing, and I wanted to write a book ever since graduate school around 1995 or so. My business background is in training and consulting for sales and management, but frankly, there are already 10 million books on all those topics! I wanted to write something completely different, and something I had a true passion for. I also truly believe that there was a major void on this topic. Every college bookstore has dozens of books on “How to Write a Resume” and “How to Get a Job.” But, there is MUCH more to it than that!

**Q: Where did the idea for the Life After College™ program first take off?**

**A:** Certainly, I have stayed very involved speaking with college students since I graduated from undergraduate school back in 1994. I’ve spoken at freshman orientation, Parents Day, Greek events, etc. . . . But, in 2001, I got the chance to create my own curriculum for a regional fraternity conference. I felt that one of the most important goals of campus organizations was to help students develop as people, or prepare them for “life after college.” I got such a great response from that program, we did it again next year, and it took off from there to benefit all college students.

**Q: What’s the most important thing you try to convey to college students?**

**A:** Wow. There are so many important things that can help them get ahead, such as networking, time management, strategic career planning, etc... But probably the most important things I tell them are what to AVOID, because what they don’t know CAN hurt them. A recent Harvard University study found that for every firing due to failure to perform, there are two firings due to personality conflicts and communication issues. In my programs, I discuss office politics, professionalism, ethics, drugs and alcohol in the workplace, and even the dangers of dating in the office and sexual harassment. It’s imperative that young professionals understand what the rules of the game are, and abide by those rules, so they don’t ruin their career before it even begins.

**Q: What is one impact you want to have regarding career path decisions students have?**

**A:** Think outside the box and consider non-traditional occupations. I thought success meant getting dressed up in a suit and tie, and driving to work in a big corporate building. But, sometimes there are many easier paths to success and happiness than working 40 years drudging up the corporate ladder. Also understand that success doesn’t necessarily equal money, but perhaps a desired lifestyle, and having a passion for doing something you enjoy everyday. Have you ever run into someone with such a unique career and wondered: “Wow, how in the world does someone get to do that for a living? Man, that guy’s got it made!” I always ask college students “Well, why can’t that be you?”

**Q: What question do college students most often ask you?**

**A:** You mean, besides “can you get me a job?” I would say they ask me what I think about specific fields, such as “What do you think about me wanting to become a pharmaceutical rep?” Now, I love being considered an expert on everything, but the fact is they are the ones that know what they enjoy in life, and what talents, skills, and knowledge they possess. They also should be acutely aware of industry trends, occupational outlooks, salary surveys, etc. . . . within their field, but they are not! Certainly, I do give them heart-felt advice on many, many occupations and industries that I know about. But I implore them to become their own expert in their own field. Often times, college students are tired of learning, and they just want to “get a job.” Be strategic!