



THE BEACON HILL TIMES

HERE ARE NO TIMES LIKE THESE TIMES

Beacon Hill parents who have just paid up to \$160,000 for their child to have a college education, listen up. Here's an idea for the ultimate graduation gift - a counseling service designed especially to get your child right into the workplace.

According to US Census Bureau statistics, people with a bachelor's degree earn 70 percent more on the average than those with only a high school diploma. So, why are so many parents suddenly finding their highly educated offspring back home?

Michael Wilder of Mount Vernon Street and his partner DA Hayden of Wellesley think they know the answer. Universities, they say, put their focus on academics, where it should be, but are lax about teaching graduates the practical skills needed for getting a job.

The two should know. Throughout the course of their combined careers, they've interviewed about 3000 recent grads looking to get their careers off to a running start. "I can't tell you how many times a kid with excellent qualifications doesn't get the job because he has blown an interview," said Wilder.

"Human resource executives all tell stories of interviews from hell," he said. "They'd be funny if it weren't for the fact these students continue to repeat the same mistakes, continue to be rejected from jobs for which they are well qualified, ultimately lose their self esteem and retreat back home."

Wilder and Hayden say they can help these new grads get ready for the first-time job search. Both have spent their careers marketing brands and creating images for well-known products and people, and so created a new business, Hayden-Wilder, to bring those image-building strategies to college seniors or recent graduates.

The firm, launched in September, offers one-on-one coaching on every aspect of the job search process, including interview role-playing, training in etiquette, presentation, speaking and writing skills, assistance in identifying job opportunities and other support.

Wilder said the results are dramatic. "We can see a person going from a diamond in the rough to being very polished at the end. We can't guarantee they'll get a job, but we can make them the best they can be."

Hayden-Wilder, counsel to first time job applicants, is located at 306 Dartmouth Street (www.haydenwilder.com or 617-367-1412.)



HOT ON THE HILL

THE ULTIMATE GRADUATION GIFT



DA Hayden and Michael Wilder.

by Suzanne Besser