There are many different factors that affect whether or not you are hired by a company with whom you interview. The following list, which has been adapted from Frank S. Endicott's article, "A College Student's Guide to Career Planning," highlights responses from 186 companies to the question, "What negative factors most often lead to the rejection of college graduates for jobs?" You would be wise to think seriously about these responses, and the actions you can take to safeguard against making some of the same mistakes.

**Inadequate Personality:** Students displayed poor attitudes, a lack of poise, a lack of self-confidence, timidity, hesitancy, lack of maturity, and no evidence of leadership potential. (response from 124 companies surveyed)

**Poor Scholastic Records:** Students presented a low level of accomplishment and/or poor grades without a reasonable explanation. (response from 99 companies surveyed)

**Lack of Goals and Objectives:** Students appeared poorly motivated, were unsure about their interests, seemed indecisive, or lacked the ability to plan future goals. (response from 80 companies surveyed)

**Lack of Enthusiasm:** Students displayed a lack of drive, were not sufficiently aggressive, and showed little evidence of initiative. (response from 50 companies surveyed)

**Lack of Interest in Their Type of Business:** Students showed a lack of interest in the particular company and/or type of position for which they were interviewing. (response from 48 companies surveyed)

**Inability to Express Himself/Herself:** Students were unable to effectively communicate and/or unable to sell himself/herself. (response from 45 companies surveyed)

**Unrealistic Salary Demands:** Students appeared more interested in the salary they would receive than the job opportunity, had unrealistic expectations, overemphasized their desire to obtain management positions, and/or were unwilling to start at the bottom level. (response from 39 companies surveyed)

**Poor Personal Appearance:** Students either lacked neatness in their appearance and/or were careless in their dress. (response from 35 companies surveyed)

**Lack of Extracurricular Activities:** Students gave inadequate reasons for not participating in activities or showed no accomplishments from those activities. (response from 22 companies surveyed)

**Failure to Research the Company:** Students did not research the company and therefore lacked knowledge about its history, products, services, and opportunities. (response from 22 companies surveyed)

**Opposed to Travel:** Students insisted on specific geographical locations and/or were unwilling to travel. (response from 20 companies surveyed)

**Excessive Interest in Security and Benefits:** Students asked too many "what can the company do for me" questions. (response from 15 companies surveyed)

**Inadequate Preparation for Type of Position:** Students interviewed for positions that did not coincide with their particular educational background and experience. (response from 10 companies surveyed)