



2017 PROGRAM OUTLINE

SESSION 1 WELCOME: BUILDING YOUR PERSONAL BRAND & ELEVATOR PITCH

**September 9
9AM-10:30AM**

Participants will identify their own personal brand and create an elevator pitch. Participants will create a personal branding plan and learn how to execute it.

- Learn key personal branding concepts
- Learn the essentials of an elevator pitch
- Create an elevator pitch
- Create a personal branding plan

SESSION 2 BUILDING YOUR RÉSUMÉ & LINKEDIN PROFILE

**September 9
11AM-12:30PM**

Participants will learn how to create and tailor their résumés by industry. Participants will also learn how to use LinkedIn to strengthen their brand to attract prospective employers.

- Learn how to create an effective résumé
- Learn how to tailor a résumé by industry
- Create a strong LinkedIn profile
- Learn how to create content on LinkedIn to strengthen your personal brand

SESSION 3 STRENGTHSFINDER

**September 23
9AM-10:30AM**

Participants will complete a self-inventory to learn more about their strengths, work-style, and areas of needed improvement.

- Complete a self-inventory
- Process inventory findings
- Create a plan to address areas of needed improvement

SESSION 4 EFFICIENT NETWORKING

**September 23
11AM-12:30PM**

Participants will learn the benefits of networking and how they can use it to attract employers and move up in their careers. Participants will learn of multiple avenues for networking.

- Learn the purpose of networking
- Learn different ways professionals can network including online networking, employee resource groups, events, associations, and civic engagement

SESSION 5 GROWTH MINDSET, EMOTIONAL INTELLIGENCE, & AUTHENTIC LEADERSHIP

**September 30
9AM-10:30AM**

Participants will learn theories related to growth mindset, emotional intelligence, and authentic leadership.

- Complete several inventories to increase self-awareness and leadership skills
- Develop a plan to address areas for improvement

SESSION 6 PREPARING FOR JOB INTERVIEWS

**September 30
11AM-12:30PM**

Participants will learn how to prepare for job interviews.

- Learn typically asked questions in a job interview
- Learn how to prepare for different types of job interviews
- Learn how to research a company or organization before a job interview
- Learn verbal and non-verbal techniques to land a job



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SESSION 7 BEST-FIT WORK SETTING & NEGOTIATING JOB OFFERS

**October 7
9AM-10:30AM**

Participants will learn factors associated with finding a best-fit work setting and how to prepare for job offer negotiations. Participants will also learn how to prepare for performance evaluations and job promotions.

- Learn about factors associated with finding a best-fit work setting
- Research potential employers to evaluate fit
- Learn how to prepare for job offer negotiations
- Learn how to manage job offer negotiations

SESSION 8 BUILDING RELATIONSHIPS, MENTORS, AND SPONSORS

**October 7
11AM-12:30PM**

Participants will learn key differences between mentors and sponsors and how they can work with them to develop their careers.

- Learn the differences between a mentors and sponsor
- Create a plan to cultivate a mentor/s
- Create plan to cultivate a sponsor

SESSION 9 STAYING THE COURSE: MANAGING YOUR CAREER

**October 14
9AM-10:30AM**

Participants will develop a 5 year career plan and address potential challenges and barriers.

- Develop a 5 year career plan
- Discuss potential challenges and barriers

SESSION 10 PERSONAL FINANCE

**October 14
11AM-12:30PM**

Participants will set financial goals and learn how to manage work benefits.

- Create a personal budget plan
- Learn financial goal setting

SESSION 11 CIVIC & SOCIAL RESPONSIBILITY

**October 21
9AM-10:30AM**

Participants will learn the importance of civic and social responsibility and develop a plan to be more involved in their communities.

- Learn key civic and social responsibility theories
- Create a personal plan for community involvement

SESSION 12 GROUP PRESENTATIONS

**October 21
11AM-12:30PM**

Participants will conduct group presentations on a leadership topic and provide their peers feedback.

- Practice working in a group setting
- Research leadership topics
- Enhance presentation skills

UNIVERSITY LEADERSHIP DAY LOCATION: LA CASA

**September 13
6PM-9PM**

Participants will network with HACE partners to explore internship and work placement opportunities.

- Learn how to engage prospective employers and use skills learned in a real work setting.

PARTNERS

