



CAREER
COMMUNICATIONS GROUP, INC.

C O N F E R E N C E

SEMINARS

2018-2019

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MESSAGE FROM DR. TYRONE D. TABORN, PH.D (H.C)

WOC: PRESS FOR PROGRESS: IT'S OUR TIME
BEYA: AT THE INTERSECTION OF THE FUTURE



Career Communications Group Inc. was founded 40 years ago to promote significant achievement in science, technology, engineering, and math (STEM) careers.

In the changing digital landscape, CCG Conference Training Seminar and Workshops can provide the tools that are needed to compete and succeed in the STEM workforce.

The 2018-19 STEM Conference Training Seminar and Workshops program at CCG's Women of Color STEM Conference and BEYA STEM Conference are led by experts from organizations such as yours.

Seminar sessions offer professionals and students insights on leadership, professional development, and technical advancements. STEM Conference Training facilitates interaction in knowledge-rich environments that promote networking, training and mentoring for students and professionals.

We look forward to your participation in seminar and workshop sessions at the 23rd Annual Women of Color STEM Conference, October 11-13, 2018, and the 33rd BEYA STEM Conference, February 7-9, 2019.

For more information on participating in CCG's 2018-2019 Conference Training Seminar and Workshops program, please contact Eric Price, Vice President of Recruitment and Training, Career Communications Group.

A handwritten signature in black ink, reading "Tyrone D. Taborn". The signature is fluid and cursive, with a long horizontal line extending from the end.



This track is designed to cultivate and enhance core leadership and diversity management skills. These skills will support employees in increasing management and leadership capacity, developing more effective approaches to motivate the modern workforce, and creating industry-specific interventions for common challenges. Emerging and experienced leaders will benefit from exposure to a wide range of leadership and management styles as well as strategies that unlock innovation and inspire commitment to the organization's vision.

(WOC 1116)

Vertical Leadership: Developing the Next Level of Women Leaders

Learning Objective: Examine methods for helping female employees grow and develop into new leaders

Change and development strategies can be difficult for some people. Executives are not effective until they are able to think strategically or lead change in their organization. That's why vertical leadership will support women and advance strategic thinking. As managers learn and progress, the way that they think about processes will expand their competencies. Organizations should be asking questions such as "Do our female leaders possess the skills they need to think strategically?" The good news is that there is a way to move forward and up, helping organizations to grow and focus on their leadership programs.

At the end of this seminar, participants will:

- Understand and define what "vertical development in leadership" is.
- Focus more on strategic development thinking in female employees.
- Make the development and the work inseparable.
- Create strong developmental networks at work.
- Make female leadership development a process, not an event

(WOC 1117)

Breakthrough Thinking to Achieve Greatness in an Era of Change

Learning Objective: Examine methods for successful change management and increasing problem solving

The next generation of leaders is faced with unique challenges and changes as business threats and solutions change rapidly. In order to stay ahead of the competition, people and teams must be creative and innovative. The

key to success is engaging in ways of thinking that inspire breakthroughs. We must develop effective strategies to manage changes, turn obstacles into opportunities, and thrive in the face of great uncertainty. This seminar will not only arm you with change management strategies but will also examine creative ways to solve problems and use them to create growth opportunities and uncover hidden talent on your team.

At the end of this seminar, participants will be able to:

- Explore leadership skills that encourage creativity.
- Explore ways to stay inspired and committed.
- Identify specific strategies and examples of how obstacles and change can be stepping stones for great opportunities.
- Learn techniques and tools that support an inventive mind.

(WOC 1118)

Transformational Leadership: Become a Leader Who Makes a Difference

Learning Objective: Examine methods for developing a successful team

Are you the type of leader who takes control of a situation by conveying a clear vision of the group's goals, who exhibits a passion for your work, and who has the ability to put others at ease? If not, do you want to be this person? A transformational leader is one that can inspire positive changes in those around them, is energetic, and is enthusiastic. These leaders are focused on helping their team members rise to their best. This seminar will address how transformational leadership can convey trust and develop employees.

By the end of the session, participants will:

- Discuss what transformational leadership is.
- Discover the traits that support and mentor employees to greatness.
- Examine processes for boosting morale, creating positive expectations, and leading empowered groups.

(WOC 1119)

How to Grow Leaders from Within

Learning Objective: Examine techniques for reducing turnover and attracting workforce

There are numerous reasons why companies spend large amounts of their budgets and time on developing leaders. Organizations with high-quality leaders are almost 15 more times likely to outperform the competition. Since the talent pool is undergoing a dynamic change with experienced baby boomers leaving the workforce through retirement, managers are finding it more difficult to fill various skills gaps in their departments. This seminar will address how top managers are addressing their talent gap and what they are doing to develop their up-and-coming internal talent.

By the end of the session, participants will:

- Examine what the younger generation expects from leaders to maximize their chances of success.
- Discuss the investments top employers should be making to their internal programs.
- Examine how organizations are keeping their top talent engaged during this transition.

(WOC 1509)

Welcome to the Workplace: The New Gender in the Workplace

Learning Objective: Examine how race and gender practices affect businesses and what changes are needed for today's workforce

First impressions say a lot when you meet someone. Do these impressions impact the way you interact with them? Naturally, our brains place people into larger groups or categories. These assumptions are helpful to some yet harmful to others. In business, subtle biases can become major roadblocks to fair and inclusive diversity practices. We gravitate toward certain types of people or simply forget to acknowledge others. These biases can also create challenges that may include racial and gender stereotypes that cause our contributions to be ignored or diminished. How do we become examples of fair and inclusive practices? How do we challenge our culture to move toward greater levels of awareness? This seminar will challenge your personal biases and address ways to engage in conversations and increase cultural awareness.

At the end of this seminar, participants will be able to:

- Define unconscious and subtle bias.
- Identify personal biases and behaviors that support faulty cultural norms.
- Explore specific ways that race and gender impact achievement.
- Discuss communication strategies to identify allies in the workforce.
- Examine behaviors and cultural practices that build support for gender groups.

BEYA 2109)

Nominating a Winner: Your Package Is Your Candidate

Learning Objective: Explore the BEYA nomination process

Career Communications Group is committed to selecting and reviewing the most talented and accomplished leaders in STEM. Each year, our selection committee gets the opportunity to meet these candidates through nomination packages. We want to ensure that your candidate's value, contributions, and talents are clearly expressed. This workshop will provide government, military, and corporate communities with a step-by-step review of designing a nomination package that conveys the greatness of your organization. As many of you know, becoming a BEYA winner is a highly respected honor that reflects appreciation and commitment to honoring service, diversity, and outstanding leadership.

At the end of the session, participants will:

- Be familiar with the selection and award process.
- Be able to identify best practices for recommendations.
- Be familiar with the requirements for preparing a nomination package.
- Learn where and how to access resources and support.

(BEYA 2121)

Global Leaders: Increasing Performance and Relationships for Virtual and Remote Teams

Learning Objective: Support leadership effectiveness in managing remote and virtual teams

Leadership experts challenge leaders to engage employees, carve out more face time, and employ strategies that

seem impossible when your team is scattered around the world. This team structure and challenge is becoming increasingly popular with evolving technology. How can leaders increase the effectiveness of remote and global teams? There are several specific tasks and approaches that every leader should consider when managing and leading remote teams. Virtual connections must rely on specific tools, techniques, and skills to effectively build relationships and accomplish tasks. This workshop will give you these tools to transform your team's virtual experience.

At the end of this seminar, participants will be able to:

- Examine how current leaders manage remote and global teams.
- Explore the limitations and role of technology in leading remote teams.
- Examine cultural and other factors that impact virtual effectiveness.

(BEYA 2122)

Purpose-Driven Mentoring: How to Find, Pick, and Create Powerful Mentor Relationships

Learning Objective: Assess successful mentoring techniques

Mentoring is a mutually beneficial practice that provides opportunities both for the mentor and mentee as well as paying dividends for employers. Corporations have discovered that the act of implementing strategic mentoring results in great short- and long-term value. Mentoring creates collaborations, bonds, and buy-in like no other relationship process. This seminar will help you engage in, find, and benefit from mentoring programs.

At the end of this seminar, participants will be able to:

- Identify strategic mentoring solutions.
- Examine the benefit of reverse mentoring.
- Explore successful networking strategies that connect people.
- Examine mentoring activities and suggestions that enrich the experience.
- Explore ways to identify and pair successful mentoring matches.



(BEYA 2123)

High-Performance Collaboration: Leadership, Teamwork, and Negotiation

Learning Objective: Discuss traits that help develop and expand your leadership repertoire

Are leaders born or made? How do aspiring managers succeed in an ever-changing business environment? How do they lead different groups to action? Throughout this seminar, we will explore how great leaders assess themselves, manage collaborative teams, and effectively manage negotiations and conflict.

At this seminar, participants will:

- Discover how leaders communicate through storytelling and employ other communication strategies to influence.
- Explore and analyze leadership styles.
- Identify how organizations can develop team charters

LEADERSHIP DEVELOPMENT & DIVERSITY MANAGEMENT TRACK

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to optimize their groups and develop a game plan for effective negotiation.

(BEYA 2509)

Leadership and Excellence in Diversity: Sustaining the Diversity Momentum in Changing Times

Learning Objective: Diversity leaders create a brand and image that supports and reflects competence and business value

What does it mean to be a diversity leader? Over the past several years, diversity has been a hot topic. However, as times change and business challenges increase, the term has become a stale reference to check off a list of politically correct requirements. As leaders in diversity, we are challenged to educate, energize, and excite our organization around diversity initiatives. These initiatives build the foundation of creativity, innovation, and transformative results. Diversity and inclusion leaders are key players on the executive leadership team with the specific responsibility for ensuring that human

resources are honored, embraced, and ready to contribute great value. Diversity and inclusion leaders are trusted advisors that fundamentally create strategies that result in corporate cultural transformations to effectively support the mission and vision of the organization. To continue to be successful and safeguard the great work and efforts of those before you, you must create a brand and image that reflects high integrity and strong leadership capacity. This workshop will arm you with the skills you need to change your leadership image and effectively function as a vital part of the leadership vision.

At the end of this workshop, participants will be able to:

- Explore key diversity and inclusion leadership and management skills.
- Understand strategies for building the right brand and image.
- Examine what it means to transform organizational culture.
- Create a plan for excellence in diversity and inclusion leadership.
- Explore business challenges that impact diversity and inclusion leaders.

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The Personal and Professional Development track offers insights into strategies to ensure that you're being your most effective. Learn practical steps to develop ideas into inspired realities. Discuss the importance of a professional license and the impact it has on your career. Build financial understanding and cultivate methods for achieving your economic dreams. Analyze your personal and professional qualities to develop and market your career brand.

(BEYA 2312)

Licensure as a Professional Engineer: Its Value and the Steps to Take

Learning Objective: Examine the methods and reasoning for obtaining the Professional Engineer License

A professional engineer (P.E.) is a person who is licensed to practice engineering in a particular state or U.S. territory after meeting all the requirements of the law. This seminar will give you the information you need to obtain the professional licensure and an understanding of the responsibilities that must be fulfilled to keep it.

At the end of this seminar, participants will be able to:

- Understand the reasoning behind being a Licensed Professional Engineer.
- Identify the procedures for completing the Licensed Professional Engineer registration process.
- Identify the responsibilities for maintaining the Professional Engineer License.
- Outline the Principles of Standard Care.

(WOC 1308)

(BEYA 2308)

Want a Security Clearance? This Is What You Need to Know

Learning Objective: Examine the process of achieving a U.S. security clearance

As you create your master plan for success, consider the variety of tools needed to gain a competitive edge in your industry. By familiarizing yourself with the extensive U.S. security clearance process, you can begin to prepare to access opportunities that help you excel. This seminar will guide you through the process of getting and keeping a U.S. security clearance. We will also explore the future and emerging career opportunities that require various clearance levels.

At the end of this seminar, participants will be able to:

- Identify a series of career paths and associated tools to improve job marketability.
- List a series of certification and association options.
- Understand the security clearance process and associated misconceptions and mistakes.

(WOC 1312)

Woman to Woman: Up Close and Personal

Learning Objective: To create an open and candid discussion about career and relevant topics

During this interactive roundtable session, the audience will experience an open and candid discussion with executives that will result in creating a better awareness and understanding of the workplace realities women of color encounter. Participants will learn practical tips and modes for overcoming unique challenges. This roundtable discussion will provide a unique forum to share and celebrate successes, network opportunities, and a woman-to-woman support system.

At the end of this seminar, participants will be able to:

- Understand the workplace realities women encounter.
- Provide practical tips and modes for overcoming workplace challenges.
- Share and celebrate career success.
- Build networking opportunities and a support system.
- Provide practical tips on improving their value to the organization.

(WOC 1313)

Business Cultural Competence and Etiquette: Understanding Culturally Sensitive Executive Manners

Learning Objective: To improve the capacity to understand and negotiate around business and cultural expectations to increase interpersonal effectiveness

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Executive manners refer to professional and corporate expectations. Cultural competence includes the capacity to apply and adapt executive manners in a wide variety of settings and cultures. We all make occasional cultural and business missteps and will likely agree that a better understanding of appropriate practices helps protect and enhance our image. There are bad manners that can be avoided with awareness and education. This session is designed for both new and seasoned professionals to gain an understanding of new ways to attract diverse talent, influence customers, and maximize interpersonal effectiveness.

At the end of this seminar, participants will be able to:

- Identify and explore common business etiquette mistakes.
- Explore global cultural practices and blunders made by professionals.
- Identify personal and professional expectations based on cultural experiences.
- Explore opportunities to learn more about executive manners and cultural competence.

(WOC 1315)

Helping the Overwhelmed Employee: How to Navigate the Flood of Challenges

Learning Objective: To discover how businesses can reinvent employee work experiences to increase productivity and increase employee brand

Today's employees are overwhelmed with a high influx of daily tasks that include phone calls, emails, meetings, and projects that affect work productivity. With modern technological advances, we have trouble disconnecting. This is not a new problem in the workforce since 35% of managers are dealing with the issue themselves. Retention and engagement are interrupting motivation, attention spans are decreasing, and deepening the leadership pipeline has becoming a global issue.

This is a wake-up call for individuals and businesses to address the way we live and change the way our organizations function. Completing simple tasks is becoming an imposition, and employees are feeling frustrated. What can be done to manage the distractions that are overwhelming our company assets? This seminar will discuss what companies are doing to address this issue and how they are developing solutions for filling the



leadership pipeline.

At this seminar, participants will:

- Discover what's causing today's employees to be overwhelmed at work.
- Learn how organizations have created the workplace of the future by redefining the employee experience.
- Discuss what organizations are doing to increase productivity, increase retention, and fill the leadership pipeline.

(WOC 1316)

Emotional Intelligence in the Workplace: Mentoring Others to Success

Learning Objective: Examine techniques for increasing emotional intelligence to access career opportunities

Research has shown that emotional intelligence can

be an accurate predictor of performance as well as an indicator of leadership and personal excellence. Emotional intelligence can be defined as being aware of your own and other's emotions and adjusting those emotions to enable effective thinking and to handle situations. Employees and managers that possess a high emotional intelligence can typically read a room quickly, assess situations faster, and easily show respect and empathy for others. These soft skills may not sound as impressive as some of the skills learned in the hard sciences, but they can be essential for a woman in a developing leadership role. To develop into a top performer, emotional intelligence is beneficial to any woman that wants to progress in her career. Join us for this session as we discuss how women leaders can develop their own emotional intelligence and learn how to use it to their advantage to progress in their careers while managing their team to greater success.

At the end of this seminar, participants will be able to:

- Examine the "double bind" effect that women face in their careers.
- Develop emotional intelligence skills to assess and lead others with greater empathy and social management.
- Discuss proper feedback in corporate environments that leads to greater team success.
- Assess the tools needed for women leaders to provide balance for themselves and in the workplace that allow for professional and personal success.

(WOC 1317)

Represent the Best You! How to Build an Authentic Winning Image

Learning Objective: Discover practices for developing your personal brand and increasing your workplace image

You have worked hard and crafted a strong vision for success. You've got the technical skills and the drive, and you are ready to start proceeding on your journey. But there is still a struggle to be recognized for your achievements. Women can be measured differently from men in the workplace. What image can help your vision of success become a reality? In this seminar, leaders will come together to not only share strategies to represent the best you but also bring professional development to life with a candid discussion of how to personalize your image for success. Join us as we explore the latest business fashion trends and strategies that will give your brand a boost.

At the end of this seminar, participants will be able to:

- Explore what building a brand really means.
- Share mid-level and professional executive wisdom for business casual and business chic fashion tips.
- Explore ways to dress for success without losing their personal style and identity.
- Examine how ideas of a winning brand have evolved. What is the role of inclusion of race, ethnicity, religion, etc., in the workplace?
- Engage in a conversation about perception and authenticity.

(BEYA 2317)

Let's Get Ready to Rumble! Managing Groups and Cultures When You Are Not in Charge

Learning Outcome: Increase communication and team-building skills

Are you a team player? Do you have the skills to thrive and contribute value in groups? In order to be effective, it is helpful to understand the complexity of group dynamics and people. This seminar will support you in understanding group dynamics, dealing with difficult people, and maintaining your professionalism in a variety of group challenges. Furthermore, we will discuss the role of culture, values, and perceptions in group interactions. This high-level seminar will transform any new professional into a savvy communicator and thoughtful collaborator.

At the end of this seminar, participants will be able to:

- Explore common group dynamics and goals.
- Examine common challenges and struggles.
- Discuss self-management and emotional intelligence.
- Explore the roles of culture, values, and perceptions in group situations.

(BEYA 2318)

Social Media Branding for Tomorrow's New Professional

Learning Objective: To examine methods for creating and boosting your career through social media

Do you know what your online presence is saying about you? Oh, you don't have a brand? Think again. Your online presence tells more about you than just your career goals. Your brand is your reputation. It's everything that people

PERSONAL & PROFESSIONAL DEVELOPMENT TRACK

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know about you and should be everything you want your future employer to know about you, such as your work ethic and why they should hire you. In this seminar, we will help you build your professional brand or make your current image more attractive to recruiters. To achieve this end, we will examine your values, your strengths, and the type of work that brings out your passion. Next, we will help you construct a fascinating brand story that will authentically and powerfully describe who you are. Finally, we will give you insight into which professional groups are good for new professionals to develop, such as Facebook groups and LinkedIn Groups.

At the end of the workshop, participants will be able to:

- Identify their values, their strengths, and the type of work that they are most passionate about.
- Use observational learning techniques to develop an understanding of what a persuasive brand story is.
- Discover what helps and hurts their social media brand.
- Develop an action plan to perfect their brand story.

(BEYA 2319)

Making the Most of Graduate School

Learning Objective: Examine resources for successfully navigating graduate school admission and courses

Acclimating to a new environment or even a new process can be difficult. While pursuing an undergraduate degree presents its challenges, taking the next step to the advanced degree presents even more challenges. How can one navigate through the graduate school process as an early career graduate student? What are the tools needed for this transition? This seminar highlights the tools needed for the graduate school experience while addressing the factors that impact those experiences. This session also highlights the difficulties in STEM fields while discussing some solutions that can help to overcome the common challenges and hurdles that are usually encountered.

At the end of the seminar, participants will be able to:

- Strategically plan each academic year for both short-term and long-term goals based on the identified impact factors.
- Tap into resources that help foster graduate academic and personal growth.
- Recognize the difference between a sponsor and a mentor and expand their academic network by fostering these relationships.
- Identify both personal and research goals to make the best of the graduate school experience while recognizing how to incorporate each goal set to find the right balance.

The Technical/Entrepreneurship track will focus on opportunities in technology. Participants will discover new and forthcoming tools for advancing society and will explore techniques for developing creativity in the workplace. Participants attending these sessions will gain valuable knowledge to improve their professional assessments and career paths.

(WOC 1406)

Women in Fintech: Evolving the Financial Landscape

Learning Objective: Discuss methods for increasing the number of women and students in the IT financial technology field

As global populations become more mobile and services become more independent, disruption in technology sectors will evolve at a much rapider rate. This is especially true in the financial industry, where financial technology, or fintech, continues to be one of the fastest growing and rapidly changing industries to date. This can be challenging for future graduates, but the ever-evolving financial industry landscape can also be a great career move for students in many IT- and STEM-focused programs.

At the end of the workshop, participants will be able to:

- Discuss how technology is transforming the financial landscape.
- Examine the practical steps that can be taken to keep moving women forward in the industry.
- Discover the potential risks to financial stability and integrity that fintech may cause.
- Discuss how sustaining a distinctive and diverse leadership culture is critical to the success of technology in the financial sector.

(WOC 1407)

The IT Industry Needs Women to Survive

Learning Objective: Discuss methods for increasing the number of women in the IT technology field

As the information technology industry continues to grow, the need for female employees in the industry is expanding. As more companies migrate to cloud-based systems, the need for well-versed cloud technologists is in high demand. Companies are more in need of employees who can manage network systems, cybersecurity, and programming while effectively managing the interpersonal relationships of the workforce. This includes a basis in

strong people skills, problem-solving abilities, and good communication skills. Industry experts suggest that women offer a new perspective on design problems and find different ways to approach problems.

At the end of the workshop, participants will be able to:

- Discuss how IT has become an industry of growth.
- Identify the technical and soft skills that women contribute to IT.
- Examine methods for increasing the number of women in the IT fields.

(BEYA 2444)

Information Is Power! Using Defensive Solutions in Cybersecurity

Learning Objective: Learn and explore the benefits and opportunities in cybersecurity

Living and work environments have been revolutionized by technology, and it seems the possibilities are endless. From social networking to homeland security, the impact of technological advancements is massive. However, as technology is used to capture every corner of our world, the terror of cyber threats and abuse remains an ongoing battle. Join us in this seminar where a panel of cybersecurity professionals discusses approaches to protect critical intelligence and design practical solutions for defending and avoiding cybercrime and attacks before they happen.

At the end of this seminar, participants will be able to:

- List strategies for building a safe and secure cybersecurity environment.
- Explore strategy and policies that impact cybersecurity.
- Examine the impact and cybersecurity in diverse industries.
- Explore advances and opportunities for STEM professionals.
- Identify ways to get ahead of the threat.

TECHNICAL & ENTREPRENEURSHIP TRACK

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(BEYA 2445)

Data Socialization: Implementing the Next Big Thing in Data Analytics

Learning Objective: Discuss the upcoming trends of data analytics

Business applications are being influenced more and more by social features for improving business collaboration and making companies more informed and productive. Data socialization enables groups of data scientists, business analysts, and other users the opportunity to search, reuse, and share managed data. This helps in creating a network of certified, curated, and raw data sets, which helps in fostering a culture of data access where users or analysts can learn from each other.

At the end of the workshop, participants will be able to:

- Identify how far technology has come and where the trend is going.
- Discuss what data socialization is and its effects on the corporate world.
- Identify the multiple uses that data socialization can have in our society.
- Analyze the steps to take to improve their organization's data socialization.

The Academic Enhancement track will provide you with the training and skillset you need to succeed in both your collegiate learning and personal life. These seminars will increase professional, personal, and leadership skills that build careers and develop corporate readiness. Attendees will explore the interview process, time management, study skills, and the process of constructing winning resumes. All courses in this track are presented with practical, real-world examples and role modeling to enhance the learning experience.

(WOC 1806)
(BEYA 2806)

Interview Success! Practical Approaches to Persuading the Recruiter (Also applies under the Job Readiness Certification track)

Learning Objective: Examine and practice the skillset of delivering a great interview

Job interviews are stressful enough without having to establish a positive and professional self-representation during the interview process. Recruiters are looking for the ideal candidate, and you are trying to come across as friendly and trustworthy while explaining how you're the perfect candidate, so practice makes perfect. The competition is tough, so it's no wonder your confidence should be your focus. That's why you need to be in this seminar. We will deliver practical, step-by-step, proven strategies and interview tips to help you build confidence, become persuasive, and walk into a room locked and loaded, ready to formulate impressive answers to common interview questions. Along with the answers and swagger to pull it off, we will give you the opportunity to perfect your skills before your interview. This session will begin with the knowledge of how to impress recruiters, while the second half will pull it all together in the practice mock interview sessions. Remember, practice makes perfect. You will have the opportunity to sit face to face with professional interviewers in order to prepare effectively for your real interviews.

At the end of this seminar, participants will be able to answer these questions:

- What are the common interview questions, and how do I prepare my answers?
- What information do I need to know for every interview?
- How do I answer difficult questions?
- What are good questions to ask my interviewer?

- How do I answer "So tell me about yourself"?
- What do I do after the interview?
- What are common interview mistakes?
- What does my body language say about me?
- What information do I need to know before I have my interview?
- How can I ace my interview from beginning to end?
- What can I do after the interview to gain an edge on the competition?

(WOC 1617)
(BEYA 2617)

Making More Minutes: Time Management for Pre-Professionals

Learning Objective: Develop time-management skills for better organization and productivity

Students who've learned how to effectively manage time during high school are better prepared for the rigors of college study. Regardless of preparation, it takes time to adjust to college. Improve time management skills by setting and not deviating from goals. Even students who managed time well during high school often struggle when they begin college. Students are overwhelmed with large course loads, extracurricular activities, and other social activities. Although being in college can be overwhelming, it's possible to complete everything that must be done in a timely and efficient manner. Developing time management and organizational skills is the key to working efficiently. The best way to better manage time is to develop daily schedules. Most organized people plan daily, weekly, and monthly tasks. This seminar will show you how to be self-motivated, leading to better organizational skills, productivity, and efficiency.

At the end of this seminar, participants will be able to:

- Outline long-term goals and a plan to obtain them.

ACADEMIC ENHANCEMENT TRACK

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- b. Obtain detailed plans for each day and know how to deal with delays.
- c. Break large projects down into several simpler projects.
- d. Cultivate a flexible schedule.

(WOC 1618)

(BEYA 2618)

Mastering the Test: Winning Test-Taking Strategies

Learning Objective: Investigate test-taking skills to achieve higher assessment scores

Being prepared for tests is not an easy process. Even if you are prepared, tests can still make you feel anxious. Why is being a good test taker so important in college? In colleges and universities, much of a student's grades are based on quiz and test performance. Doing well on these tests is typically a major indicator on your subject matter knowledge and a good indicator of how you would perform in the workplace. Having good test scores will jumpstart your career. In this seminar, we will address test-taking and test preparation tips and strategies for college-level tests. Applying helpful test-taking and test preparation skills addressed in this seminar, such as writing down everything you remember, reading the directions, browsing the test questions, putting together a plan, and making an educated guess, will teach you how to prepare for and perform well on any test so that you feel confident that you're bringing your testing A-game.

At the end of this seminar, participants will be able to:

- a. Review the factors that limit achieving higher college assessment scores.
- b. Identify practices for dealing with test anxiety.
- c. Measure current test-taking methods' validity.
- d. Generate more efficient techniques for improving assessment scores.

(WOC 1619)

(BEYA 2619)

Study Smart, Study Less: Improving Your Study Skills

Learning Objective: Assess methods for improving study skills

Learning to study effectively is a skill that benefits everyone, even the smartest in the class. When polled, most college

students would agree that when they started college, they did not know how to properly study. In this seminar, we will address preparatory study principles, such as setting goals, knowing your learning style, being an active reader, participating in study groups, organizing your notes and study materials, and writing drafts of papers, that can help all students improve their study skills and perform better.

At the end of this seminar, participants will be able to:

- a. Identify the traits of successful studying candidates.
- b. Generate methods for achieving successful studying habits.
- c. Outline methods for implementing successful studying techniques.

(WOC 1620)

(BEYA 2620)

X-treme Resumes: Constructing a Stellar Resume

Learning Objective: Examine the elements to constructing superior resumes

Having an efficient and strong resume will greatly improve your chances of landing that dream job and starting your career on the right foot. Creating the perfect resume takes practice and skill. You want to make sure that your resume stands out above the rest without overdoing it. How does one make sure that his or her resume is top notch and bullet proof? This seminar will give you the scoop on creating the standout resume that will get you your next interview. We will discuss tips such as determining what your resume's purpose is, supporting your strengths, using appropriate keywords, the benefits of proofreading and bullet points, and proper font usage.

At the end of this seminar, participants will be able to:

- a. Identify the purpose of a solidly effective resume.
- b. Discern between good and bad resumes.
- c. Analyze the resume factors that recruiters identify to disregard some resumes.
- d. Identify the attributes of resumes that get on the interview schedule.

This fast track program focuses on soft skills development. FastTrack is a pared down job readiness certification program that leads to a certificate of achievement and inclusion in our program that matches students who have attained soft skills certification with employers.



By the end of this workshop, participants will be able to answer the following questions:

- a. What is the definition of etiquette?
- b. What are the guidelines to making effective introductions?
- c. What are the three Cs associated with making a good impression?
- d. What are the three steps in giving a handshake?
- e. What is one technique you can use to remember names?
- f. What are two ways to minimize nervousness while in social situations?
- g. What are two differences between a formal and an informal letter?
- h. What color connotes dominance and power? Vitality and harmony?
- i. Etiquette can help business improve in what four areas?
- j. What is (are) the difference(s) between a formal and an informal letter?
- k. What are the differences between these dress codes: dressy casual, semi-formal, formal, and black tie?
- l. What are the basic guidelines in international etiquette?

(WOC 1802.2)
(BEYA 2802.2)

Job Ready Certification – Behavior and Business: Best Practices in Business Etiquette

Learning Objective: Examine methods for successfully understanding corporate etiquette

Professionals understand that etiquette in business is a critical factor in making decisions. Success in any industry relies on relationships, whether with coworkers, clients, suppliers, or investors. When you are well-mannered and considerate in dealing with others, you create engaging, productive, long-lasting relationships. In this course, we will discuss accepted business behavior and its importance in business correspondence.

(WOC 1803)
(BEYA 2803)

Job Ready Certification – Interpersonal Skills: Creating and Building Powerful Connections (Also applies under the Job Readiness track)

Learning Objective: Explore methods for developing communication and creating successful relationships through networking

The overused cliché, “It’s not what you know but who you know,” may be one of the most powerful success strategies ever spoken. We’ve all met that dynamic, charismatic person that just has a way with others and has a way of being remembered. We are in awe of her ability to access and create opportunities with ease. This workshop will help participants work toward being that

JOB READINESS FAST TRACK

WOC - Women of Color Seminar ♦ BEYA - Black Engineer of the Year Awards Seminar

unforgettable person by providing communication skills, tips on making an impact, and advice on networking and starting conversations.

By the end of this workshop, participants will be able to answer the following questions:

- a. How can I improve my ability to listen?
- b. What are the differences between a weak and powerful communicator?
- c. What role does “non-verbal” communication play in my effectiveness?
- d. How can I break the ice and start conversations that lead to meaningful connections?
- e. What interpersonal skills are critical for leading and working with teams?
- f. What are behaviors and common mistakes that impact interpersonal effectiveness and team success?
- g. How can I influence and engage others?
- h. How can I express my opinion and remain respectful?
- i. How can I make a good impression and build my emotional intelligence?

(WOC 1806)

(BEYA 2806)

Interview Success! Practical Approaches to Persuading the Recruiter (Also applies under the Job Readiness Certification track)

Learning Objective: Examine and practice the skillset of delivering a great interview

Job interviews are stressful enough without having to establish a positive and professional self-representation during the interview process. Recruiters are looking for the ideal candidate, and you are trying to come across as friendly and trustworthy while explaining how you're the perfect candidate, so practice makes perfect. The competition is tough, so it's no wonder your confidence should be your focus. That's why you need to be in this seminar. We will deliver practical, step-by-step, proven strategies and interview tips to help you build confidence, become persuasive, and walk into a room locked and loaded, ready to formulate impressive answers to common interview questions. Along with the answers and swagger to pull it off, we will give you the opportunity to perfect your skills before your interview. This session will begin with the knowledge of how to impress recruiters, while



the second half will pull it all together in the practice mock interview sessions. Remember, practice makes perfect. You will have the opportunity to sit face to face with professional interviewers in order to prepare effectively for your real interviews.

At the end of this seminar, participants will be able to answer these questions:

- a. What are the common interview questions, and how do I prepare my answers?
- b. What information do I need to know for every interview?
- c. How do I answer difficult questions?
- d. What are good questions to ask my interviewer?
- e. How do I answer, “So tell me about yourself”?
- f. What do I do after the interview?
- g. What are common interview mistakes?
- h. What does my body language say about me?
- i. What information do I need to know before I have my interview?
- j. How can I ace my interview from beginning to end?
- k. What can I do after the interview to gain an edge on the competition?