



CAREER DEVELOPMENT & TRANSITION

Employee Engagement Training Programs



DESCRIPTION:

- This course applies to everyone and can also be adapted to ERG groups, including Military Veterans.
- Social media awareness and self-responsibility.
- Survey to determine best career or business owner path.
- Create personal or business targeted marketing plan approach

OUTCOMES:

- **MAP** your career path
- **MARKET** your (unique) professional brand
- **MATCH** your talents and experience to professions, industries and companies
- **MANAGE** career and professional resiliency
- **MOVE** on whether to start a career or a business

LEARNING ELEMENTS:

CREATING YOUR SPECIAL BRAND

- Value Proposition Message
- Functional Resume Approach
- “Accomplishments, Skills & Experience” Design Exercise
- Action Verbs and Keywords

LEVERAGING SOCIAL MEDIA

- LinkedIn
- Networking
- Facebook & Twitter Awareness

PROJECT MANAGEMENT APPROACH

- Targeted Market Plan Design
- Value Added Research Activities
- Training and Certifications
- Promoting Your Brand

INTERVIEW PROCESS

- Interview Types
- Role Playing Exercises
- Salary & Benefits Discussion
- 100 Day Plan for New Career Position

ROAD TO ENTREPRENEURSHIP

- Types of Business (incl. Independent owner or franchisee)
- Funding Avenues
- Business Planning (incl. Business Model Canvas and Traditional Plan)
- Leveraging Social Media