PROFESSIONAL DEVELOPMENT PROGRAMS – OPEN TO ALL

Building Your Personal Brand  
July 19

You, like a company, have a brand. Your brand has a tremendous impact on your career and your ability to do work for which you are passionate and that you enjoy. This class will take participants through interactive and reflective exercises that enable them to begin the process of identifying and building their personal brand. Topics include:

- Answering the question “what is the first thing people think of when they see or hear your name?”
- Creating your own personal logo, tag line, and ‘advertising campaign’
- Examining and enhancing your online presence
- Developing an action plan to put things into motion

How to win friends and influence people (using ITS-supported technology)  
July 23

In this workshop, get an overview of how to use the technology available to you through Northeastern to streamline your work and build your professional career. This workshop will explore communication and collaboration tools such as Office 365, including Microsoft Teams and its video conferencing features. You will learn how to create engaging presentations and gather feedback using Qualtrics, Microsoft Forms, and Poll Everywhere. Finally, you will learn how to use the Adobe Creative Cloud and LinkedIn Learning to design and deliver training programs and establish a polished and professional online profile.

Rock Your Profile  
July 29 or August 29

Join Jen Jortner-Cassidy, our Customer Success Manager from LinkedIn Learning. She joins us to talk about learning and brand and how to post your interests and/ or your learning as part of a polished LinkedIn Profile. Our goal is for who you are to align with what you do, and LinkedIn is a first step to help you get there. In this session you will learn our best practice recommendations for building an all-star profile that tells your professional story. You will walk away armed with the knowledge to:

- build a profile that attracts attention
- expand your network
- search and apply for jobs
- publish content on LinkedIn
- connect with Alumni
- and more...

There are two options:

- July 29 (webinar)  
- August 29 (in person)
Getting to know SAIL at Northeastern  
August 12

SAIL is a framework for human learning and development at Northeastern. In addition to helping you consider your strengths and interests related to your work, it can also help you envision holistic development across the many contexts of your life. In this two-hour interactive session, you will explore:

- ways that SAIL already connects to your life,
- how SAIL can help you consider skills you’ve already acquired and areas of healthy growth,
- how SAIL can help you set new goals and find opportunities to learn and grow across your life.

Propel with Snell – Know your library resources & tools for lifelong learning  
August 21

Come find out everything you always wanted to know and more about library resources and services available from your home or office.

Learn about all the information available at your fingertips, from career advancement resources, news and newspapers, recreational reading, videos, books, e-books and more. You’ll hear fun facts about how Northeastern students/faculty/staff use the library and how library staff can help you in your work and your continuing education.

Setting SMART Goals  
September 10

Setting goals are part of the Northeastern Performance Management process. If you are new to writing goals or just need a refresher on identifying the right metrics to measure your results, then this two hour webinar will provide you with an opportunity to begin drafting your goals and allow you to discuss the process with your peers and get feedback. This is also a great opportunity for managers to learn how to help their team members develop goals.

This webinar will be interactive and focus on helping you to get started. Please have a copy of your goals from this year or last year if you have them. Additionally, have any materials that may be helpful such as job descriptions, self-assessments, etc. available.

Role of the Manager  
September 24

Join us for this two-hour webinar on the major components of the manager’s role. Topics will include:

- General hiring processes for faculty and staff
- Best practices for onboarding your new hires
- Time tracking responsibilities
- The Performance Management cycle
- Professional Development opportunities