PROFESSIONAL DEVELOPMENT PROGRAMS – OPEN TO ALL

**Personal Brand: A Key Career Strategy**  
**June 26**

The term brand makes most people think of a particular product or service. Have you ever considered creating a personal brand yourself? If you identify, package and articulate your strengths, you create a personal brand that makes it easy to talk about your talents and accomplishments. Identifying these attributes prepares you to leverage them on the job and in project teams in a way that helps you consider opportunities and fit for your future at Northeastern.

Join us for this 90-minute session that kicks off the summer programming on career mobility at Northeastern. Rita B. Allen, a double Husky, author, and coach in the career space will host this session.

**Career Strategies: Knowing Yourself & Personal Brand**  
**July 12**

Sometimes the most challenging step in thinking about your career is getting started. It’s important to identify and define your strengths and talents so that you can articulate your personal brand and “own your own career”.

This half-day workshop will introduce a framework for individual career exploration and reflection, and provide tools and strategies to create individual development plans. You will have an opportunity to complete a variety of self-assessment exercises including DiSC, a personal SWOT analysis, goal setting and action planning. We will spend time on the 'first P - Preparation' of the 3 Ps Marketing Technique as a guide to career empowerment.

Join us for a half day career development workshop open to all and facilitated by Rita B. Allen, a double Husky, author and coach in the career space.

*Please note that this class has a limited number of seats and required prework. Please be thoughtful when registering and let us know immediately if you cannot attend to free up space for your colleagues on the waitlist.*

**What’s Your Story? Taking Your Resume Beyond Action Verbs and Bullet Points**  
**July 17**

When you’re looking for a new job, your resume is your initial foot in the door. You need to be able to tell a prospective employer who you are and what you can do for them. Learn how to tell your story in a way that honors who you truly are, while at the same time conveying to hiring managers why you’re a fit for their needs. What’s Your Story will focus on:

- Thinking strategically about your resume and cover letter
- Learning how to articulate who you are professionally and how to match your experience to specific job requirements
• Things to consider when drafting not only your resume, but cover letter
• Being able to identify what makes a “good” resume and which resumes will likely be less successful

Please bring your current resume to class, making sure to remove any sort of career summary or objective. You will use it in an exercise.

Finding Your Fit at Northeastern: Informational Interviewing  August 1

Want to find your fit at Northeastern? Going on an informational interview can be a valuable tool while navigating your career path. Whether you are trying to advance your career at Northeastern or are interested in building your professional network for the future, everyone can benefit from meeting with others across the university. Informational Interviewing is a great way to gather information, especially if you are interested in learning about a new field. In this course you will learn about different types of informational interviews and some preparation strategies to ensure your meeting is a success both for you and your colleague.

How to Connect to Opportunities  August 23

The key to your success on LinkedIn begins with a powerful, professional and engaging presence. You must strategically develop your profile with your career focus in mind before connecting with people: this will maximize the impact of your first impression online. This course will focus on how to use LinkedIn for personal and professional development, including how you can use it for networking, searching for jobs and keeping up with trends and news in your industry. Topics covered will include:

• How to build your LinkedIn profile
• Key definitions used within LinkedIn
• Current recruitment trends in social media
• How to use LinkedIn to network (both inside and outside of your current employer)
• LinkedIn etiquette / best practices

The Northeastern Career Lattice: Discover Your Path Across the University

To round out our career development curriculum, come join colleagues who have navigated the unique twists and turns of the Northeastern career lattice. Through open and honest dialogue, the Northeastern Career Panel will share first-hand information and practical advice on their distinct careers paths while at Northeastern.

An interactive Q&A session will take place at the end of the event so please come prepared with your own career questions.

Stay tuned for the date and unveiling of the career panelists!