



Leaders and entrepreneurs need to develop key “soft” or innovation skills to be able to advance in their career. WIN along with guest facilitators are here to make sure you have all the knowledge you need to succeed. If you would like to attend one of the sessions below please submit your request and allow at least two weeks for scheduling. If there is a topic you are interested in that is not listed below email sasha.parsons@marquette.edu.

READY TO WIN WORKSHOPS BY REQUEST

- 1. Start Smart:** Learn to successfully advocate for yourself with Sasha Parsons Waters, an America Association of University Women (AAUW) certified salary negotiation trainer. Learn how to research your target salary, highlight your accomplishments and find the right words to negotiate for better benefits and pay. Gain confidence in your negotiation style through facilitated discussion and role-play learning. Understand the pay gap, including its long-term consequences on women and people of color.
- 2. Building a Culture of Inclusive Innovation:** Sasha Parsons Waters uses her experience as a Human Resources Professional to explain the basics of diversity, inclusion and equity. In this interactive workshop you will learn how diversity can drive innovation, the business case for innovation and how to use your leadership skills to influence change in the workplace and in your community.
- 3. Know Before You Go:** Sasha Parsons Waters received feedback from students that during a major national conference they felt overwhelmed, unprepared and hopeless as a result she developed in this highly interactive workshop. You will learn what you need to do before attending a conference to have a productive experience, how to network during the conference and gain tips for maintaining a professional relationship with your new contacts. These techniques apply to virtual conferences as well.
- 4. Dining Etiquette Rules:** Sasha Parsons Waters developed this workshop because employers often take their lead job candidates out for lunch or dinner, specifically when they are interviewing for jobs that will require a great deal of client interaction. Dining together helps employers evaluate the candidate's social skills and see how they handle themselves under pressure. As your career advances you may also be invited to formal galas or award dinners. This workshop covers common mistakes made during these professional dining experiences and prepares you to be a comfortable and confident professional.
- 5. Personal Finances and Fellowship:** Erica Wright and James Bell, Owners of Bell & Wright Financial Group and Marquette Alumni provide financial planning for business owners, women in leadership, medical, sales, and STEM professionals across the country. In this workshop, you will learn steps you can take toward building a lifetime of financial security. You will learn the fundamentals of money management, the power of great credit, how to take control of student debt, employer benefit options, and how to begin preparing for retirement. Don't miss out on this great opportunity to benefit from her knowledge!
- 6. Networking 101:** NEWaukee is a social architecture agency that designs memorable experiences that connect the people, places and companies within Milwaukee, they will provide you with real-world examples and key information on how to connect with other professionals in and around your community. Learn the importance of networking and its positive effects on your career development, how to grow and build your network, and discover a sense of belonging.
- 7. WIN on LinkedIn:** Clarene Mitchell, owner of TCM Communications and author of *Shine Online with LinkedIn: LinkedIn Isn't Just an Online Database of Resumes* focuses on helping others effectively use social media, especially LinkedIn, to generate professional and business results. Attend one session or both:

Part 1 Building an All-Star LinkedIn Profile: Learn how to build a LinkedIn profile that will make you a standout to potential recruiters and professionals. Create a profile that optimizes all of the key LinkedIn sections.

Part 2 Effective Use of LinkedIn: Learn how to take your professional brand to a higher level by connecting with influential professionals, targeting companies that fit your goals and creating compelling LinkedIn content.

460 Holthusen Hall
1324 W. Wisconsin Ave.
Milwaukee, WI 53233
IWL@marquette.edu

ENGAGE. INSPIRE. TRANSFORM.