



2017 Agenda

Women in Transition Career Coaching Workshop

25 April 2017 | Arlington, VA
(SUBJECT TO CHANGE. AS OF: 14 APR 2017)

ONLINE RESUME WRITING AND CAREER TRANSITION RESOURCES*

*NOTE: RESUME WRITING TOPICS WILL BE HELD DURING THE LUNCHTIME TABLE DISCUSSIONS ON 25 APRIL 2017. HOWEVER, IF YOU ARE IN NEED OF THIS INFORMATION PRIOR TO THE CAREER WORKSHOP, WE STRONGLY ENCOURAGE YOU TO REVIEW THE ONLINE CONTENT FOUND ON THE EVENT SITE'S TRANSITION RESOURCES TAB AND ALSO BY REVIEWING THE INFORMATION BELOW.

ONLINE TRANSITION RESOURCES

Browse our collection of links to resources, guides and tools to help advance your career. Download a resume template, translate your military skills into civilian terms, find a career mentor and more.

JUNIOR MILITARY OFFICER RESUME REVIEW

AcademyWomen has partnered with Bradley-Morris in support of our 2017 Career Coaching Workshop and is offering resume review assistance! If you are a junior military officer who has recently transitioned or if you are still on active duty and interested in a collaborative resume review, please contact Heidi Miller at hmillier@bradley-morris.com. There will be no additional charge for this service.

RESUME REVIEWS WILL BE OFFERED 15 JANUARY 2017 – 15 APRIL 2017.

Tuesday, 25 APRIL 2017 *(Business Casual Attire or Uniform of the Day)*

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|---------------|--------------|--------------------|--|--|
| 7:30a – 8:00a | E | (Memorial Gallery) | REGISTRATION & CONTINENTAL BREAKFAST | <i>Breakfast Proudly Sponsored by:</i> |
| 8:00a – 8:15a | M | (Memorial Theater) | WELCOME AND OVERVIEW <i>Susan Feland, AcademyWomen Founder & President</i> <i>Betty Moseley Brown, Associate Director, Center for Women Veterans, Department of Veterans Affairs</i> | |
| 8:00a – 3:30p | P | (Conference Room) | INDIVIDUAL FINANCIAL CONSULTATIONS: TIPS FOR AN INFORMED FINANCIAL TRANSITION FROM THE MILITARY AND BEYOND <small>INDIVIDUAL FINANCIAL CONSULTATIONS WILL BE OFFERED THROUGHOUT THE DAY ON A FIRST COME, FIRST SERVED BASIS. SIGN-UP SHEETS WILL BE AVAILABLE AT THE REGISTRATION DESK ON THE DAY OF THE EVENT. THERE WILL BE NO ADDITIONAL FEE FOR THIS OFFERING.</small> When you're preparing to leave the military, financial readiness is key to a successful transition and your financial security. A financial planning expert will listen to your concerns and offer customized advice that will help to address your needs, update your budget, transition your military benefits, assess your retirement approach to investing and more. | <i>Proudly Sponsored by:</i> |
| 8:00a – 3:30p | L | (Memorial Gallery) | FREE HEADSHOTS <small>FREE HEADSHOTS WILL BE OFFERED THROUGHOUT THE DAY ON A FIRST COME, FIRST SERVED BASIS. SIGN-UP SHEETS WILL BE AVAILABLE AT SHAWNA O'BRIEN PHOTOGRAPHY'S EXHIBIT TABLE ON THE DAY OF THE EVENT. ONE DIGITAL IMAGE WILL BE FREE. ADDITIONAL PHOTO OPTIONS WILL BE AVAILABLE TO CAREER WORKSHOP ATTENDEES AT DISCOUNTED RATES UNTIL JUNE 2017.</small> Bring your own make-up kit and a comb/brush and Shawna's team will guide you through refreshing your look to capture a winning headshot. Shawna O'Brien Photography is a veteran woman owned business. Shawna proudly served in the USAF, retiring as a Colonel. | <i>Proudly Sponsored by:</i> |
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| Tuesday, 25 APRIL 2017 <i>(Business Casual Attire or Uniform of the Day)</i> | |
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| 8:15a – 9:00a | <p><i>(Memorial Theater)</i></p> <p>EXHIBITOR INTRODUCTIONS: UNDERSTANDING CAREER OPTIONS AND PATHS Select employers and exhibitors provide valuable insights to military women in understanding the array of opportunities, resources and career options available within their organizations and industries.</p> |
| 9:00a - 10:45a | <p><i>(Memorial Gallery)</i></p> <p>CAREER NETWORKING FORUM & JOB FAIR Attendees meet and mingle with representatives from top-caliber military friendly companies and organizations.</p> |
| Session I 10:45a – 11:40a Session II 11:50a – 12:30p | <p style="text-align: right;"><i>Lunch Proudly Sponsored by:</i></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 70%;"> <p>WORKING LUNCH: TABLE TOPIC DISCUSSIONS</p> <p>By popular demand, two sessions will be held to allow participants the opportunity to select an additional topic of their choosing. Attendees are free to select two themed lunch tables and participate in discussions for groups of approximately ten people on a variety of timely and important issues related to career transition and professional development. Network with your colleagues, career transition experts and potential employers while enjoying a delicious meal. Discussions will be facilitated by seasoned professionals on a wide range of topics.</p> </div> <div style="width: 25%; text-align: right;">  </div> </div> |
| 12:45p – 1:30p | <p><i>(Memorial Theater)</i></p> <p>REFINING YOUR IMAGE & STYLE Within seconds, hundreds of times every day, we influence ourselves and others through our personal presence. Whether we like it or not, most people respond to visual images first and other information later. If you do not captivate interest within nanoseconds, you risk losing your intended audience and your only opportunity to make a memorable first impression.</p> <p>At its best, personal style starts with knowing yourself, your uniqueness, and radiating this from the inside out. In modern terms, it is about optimizing your personal image in order to increase confidence, engagement, and influence in all that you do. Join us as Emily Katz, a style expert who has helped to craft the look for notable celebrities, prime-time TV shows, films and personal clients, shares strategies to unlock new levels of confidence and powerful presence. In this interactive workshop, Emily will share simple tips and tricks for dressing success, wardrobe, makeup, hair and nails that work for you ... your style, your look ... and will enable you to present yourself with your own uniquely crafted version of elegance, polish and style.</p> <p><i>Facilitated by:</i> Emily Katz – Image Design Strategist, ek Truth/Beauty Kea Matory – Attorney, Policy Advisor, Organizational Trainer, Public Speaker</p> |
| 1:45p – 3:15p | <p style="background-color: #cccccc; margin-bottom: 5px;">CONCURRENT SESSION</p> <p><i>(Memorial Theater)</i></p> <p>**FINDING YOUR FIT BY DISCOVERING YOUR PASSIONALITY: HOW PASSION AND PURPOSE TRANSFORM A CAREER INTO A LIFESTYLE</p> <p>**NOTE: COMPLETING AN ONLINE PASSION PROFILER™ ASSESSMENT AS PRE-WORK IS ASSOCIATED WITH THIS SESSION AND WILL BE ASSIGNED TO YOU IN ACCORDANCE WITH THE SCHEDULE FOUND ON THE EVENT SITE'S PASSION PROFILER™ TAB. <u>YOUR PRE-WORK MUST BE COMPLETED BY THE PUBLISHED DEADLINE TO GUARANTEE RECEIPT OF YOUR REPORT ON THE DAY OF THE EVENT. PLEASE VISIT THE PASSION PROFILER™ TAB TO LEARN MORE.</u></p> <p>When you are exploring your next career move, finding the right fit requires that you align your skills, passions and values with a work role. Doing so can determine your success now and long into the future. The journey to discovering your fit begins with understanding your passion archetypes - which define your overall approach to work and life – and provide insight into how you can be motivated to deliver your very best. Armed with knowledge of your unique passion archetypes, you better align your passions with all aspects of your life, from what you choose to study, to the relationships you form with others, to the career path you decide to pursue.</p> |



Tuesday, 25 APRIL 2017 *(Business Casual Attire or Uniform of the Day)*

The Passion Profiler™ scientifically assesses an individual's expression of purpose as work-related passions. Built on the fieldwork of Purpose Linked Consulting and informed by the empirical literature on socio-cognitive identity development, The Passion Profiler™ is a groundbreaking tool created by Alaina Love, a leadership and team development expert, and researchers at the University of Michigan.

Once completed, you will receive an 18-page customized report (on the day of the event) that highlights not only your affinity to all 10 passion archetypes, but also defines the styles of passion you are currently utilizing at work, measuring your connection to the organization and your occupation. For current and future job seekers, the Passion Profiler™ will provide you with a competitive advantage that you can use to identify ideal career paths, develop a powerful personal branding message, focus your job search and stand out from the rest of the pack in the interview process.

This interactive workshop will help you interpret your assessment results and learn practical, actionable strategies to find your best career fit.

Facilitated by:
Alaina Love - President and Co-Founder,
Purpose Linked Consulting

1:45p – 2:30p

CONCURRENT SESSION

(Hall of Honor)

LINKEDIN STRATEGIES: TO BE HIRED, YOU MUST BE FOUND!

Social recruiting, online personal Search Engine Optimization (SEO) and online reputation management have a tremendous impact on a successful job search, but are relatively unknown to the majority of job seekers. As we learned during our military service, mission success requires having a defined target, a plan, and the appropriate weapons required to attain that target. Today's job search process is also a mission, and the most effective "weapon" for most professions is LinkedIn. Hannah Morgan, a job search strategist, author, speaker, and an expert in personal SEO and online reputation management, will facilitate an interactive discussion where you will learn how to leverage LinkedIn and its 500+ million members, in order to be found where most employers (90%+) are looking for qualified candidates. Discover how to avoid common mistakes, create and maintain effective LinkedIn visibility, and leverage LinkedIn SEO to be easily found for the right opportunities. Done right, your next job will find you!

Facilitated by:
Hannah Morgan
Founding Guide, Career Sherpa.net

2:35p – 3:20p

CONCURRENT SESSION

(Hall of Honor)

TAKE CHARGE OF YOUR FINANCES!

No matter your stage of life, taking charge of your finances is the first step to achieving your financial goals. Financial planning expert, Josh Andrews, will share advice that will help you control your finances in the present for the benefit of your future.

Facilitated by:
Josh Andrews, CFP®
Advice Director, Military Life, USAA



Tuesday, 25 APRIL 2017 *(Business Casual Attire or Uniform of the Day)*

3:30p – 5:00p

(Memorial Theater)

HER PLACE AT THE TABLE:

NEGOTIATING AND CREATING CONDITIONS FOR CAREER SUCCESS

Research suggests that women are excellent at negotiating for others. They are not as good at negotiating for themselves for many reasons. Yet, it is clear that career success (however it is defined) requires proactively advocating authentically for oneself in a culturally compatible way. Carol Frohlinger, co-author of *Her Place at the Table* and *Nice Girls Just Don't Get It*, is an internationally known speaker on the ways women can negotiate with authenticity to achieve their maximum personal and professional potential. Her depth of expertise and unique perspectives have empowered thousands of women to negotiate more confidently, competitively and competently in all aspects of their lives. Join us for a highly interactive session where Carol will offer practical advice women can use immediately to enhance their confidence and competence at negotiation. Key take-aways will include:

- Understanding the role gender plays: The "Tiara Syndrome"- why doing great work is not enough;
- Recognizing the difference between "Big N" (formal) and "little n" (informal) negotiations;
- Avoiding dangerous "drive-by negotiations" that produce unintended consequences;
- Identifying ways women commonly get in their own way and what to do about it;
- Using a proven method to plan effectively and efficiently for negotiation; and
- Responding to challenges — what to do when things go wrong despite good planning.

You will be able to apply the lessons learned immediately — and the benefits will inure, not only to you, but to your organizations as well.

Facilitated by:
Carol Frohlinger, JD
President, Negotiating Women

5:00p – 5:15p

(Memorial Theater)

CAREER WORKSHOP CLOSING REMARKS & ACKNOWLEDGEMENTS

26 - 27 APR 2017



2017 OFFICER WOMEN LEADERSHIP SYMPOSIUM (OWLS)