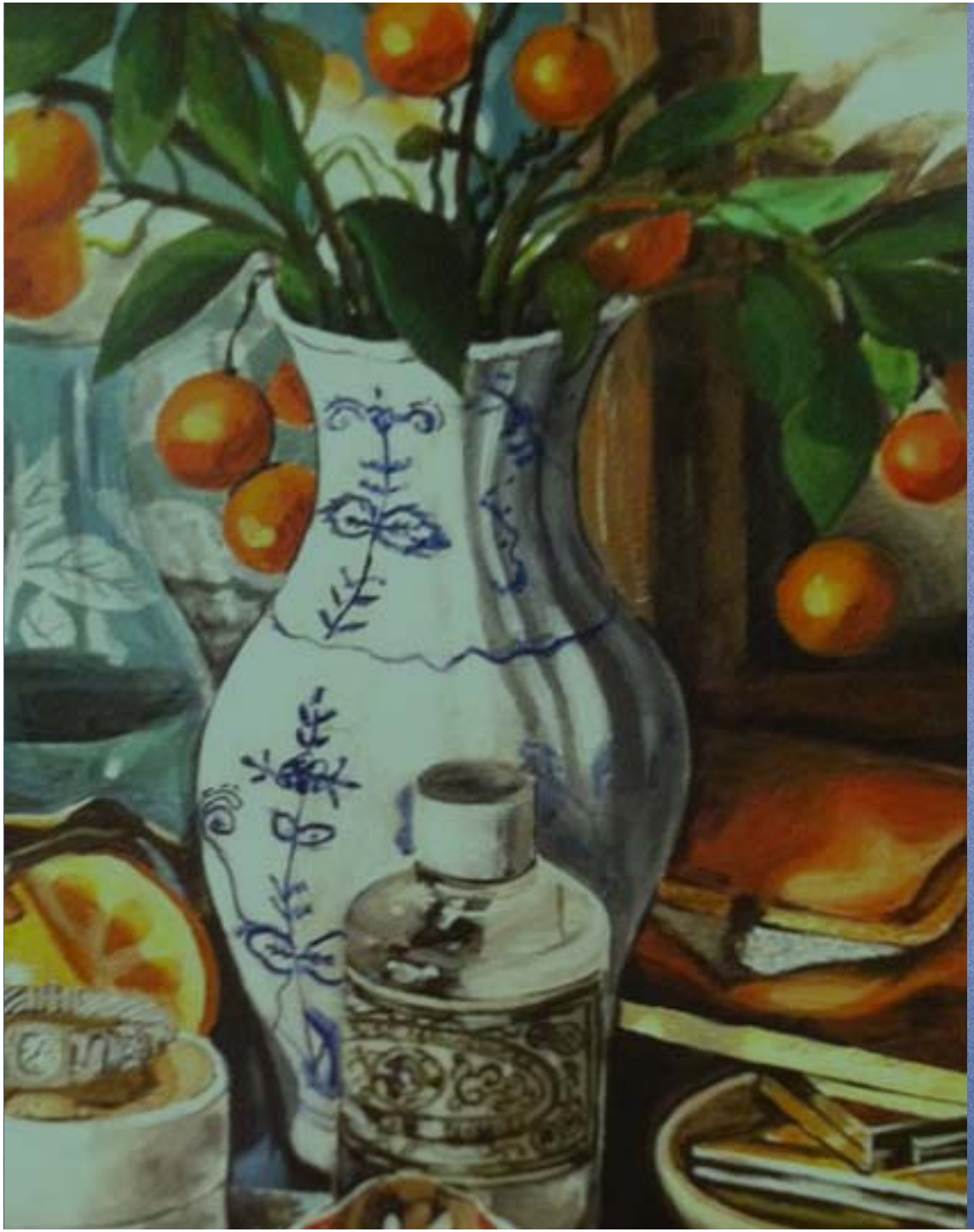

Strategies for Moving Your Career Forward

Connecting Women to Power
Business Conference
Friday, June 28, 2013

Connecting Women to Power Business Conference

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Strategies for Moving Your Career Forward: The Path to Partnership, Perfecting Your "Elevator Speech," and Building Strategic Professional Relationships

Dr. Kaye Bragg, kbragg@csudh.edu
Acting Associate Vice President of Faculty Development and Academic Programs

California State University
DOMINGUEZ HILLS

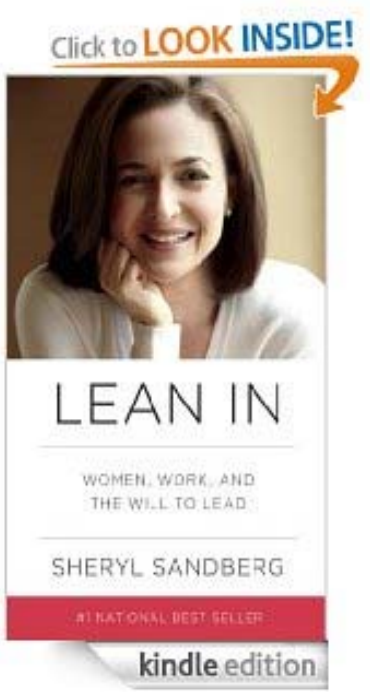
Professional Relationships

- Who am I?
  - I am-
  - I am-
  - I am-
  - I am-
  - I am-

Career Resources

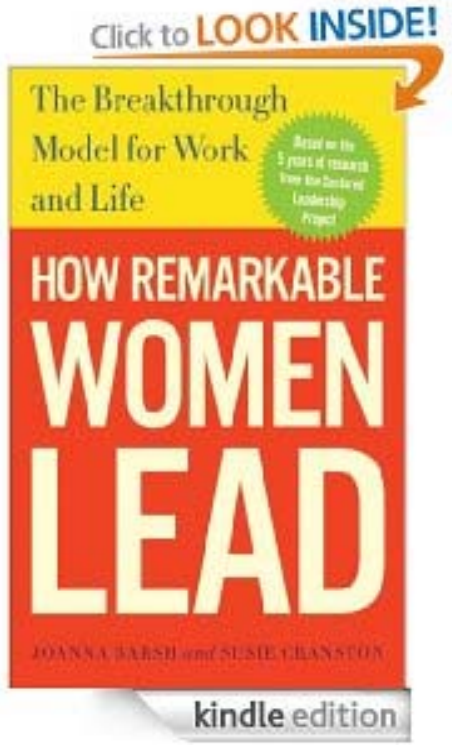
- Lean In: Women, Work, and the Will to Lead
  - Sheryl Sandberg, author

- This book explains why we have too few women leaders and the idea of "having it all."



Career Resources

- How Remarkable Women Lead: The Breakthrough Model for Work and Life
  - Joanna Barsh, Susie Cranston and Geoffrey Lewis
- These authors establish the links between joy, happiness, and distinctive performance with the groundbreaking model of Centered Leadership.



Strategies for success

- **"Take up one idea. Make that one idea your life– think of it, dream of it, live on that idea. Let the brain, muscles, nerves, and every part of your body be full of that idea, and just leave every other idea alone.**

This is the way to success."

Vivekananda

2013 Connecting Women to Power
Business Conference

Tonya Haynes

Chief Efficiency Officer
Phoenix Business Development Group

Connecting Women to Power

Career Panel

Tonya L. Haynes, 6/26/2013

Phoenix
BUSINESS DEVELOPMENT GROUP

Women *Innately* have **POWER**

- Women:
- Give birth to civilizations
- Innovate, Advocate and Fight Fiercely on behalf of loved ones
- Work from sun up to sun down to get it done
- Handle everything from the boudoir to the boardroom

Why do we surrender our **POWER**?

Proclaim Who **YOU** Are!

- I am…

Playing and Winning the Game!

- **Rule #1**: People do business with who they know and who they like
  - It's your responsibility to know what you can deliver…you can then position and align your products & services with a targeted customer base who needs it

Playing and Winning the Game!

- **Rule #2**: Network, Network, Network
  - What's your commercial?
  - Who do you know?
    - Who knows you?

Playing and Winning the Game!

- **Rule #3**: Establish Yourself as the Expert
  - Who wants to do business with the expert?

Hello EVERYONE!

THANK YOU

Connect with us to get updates, stay informed, discuss upcoming trainings and get your questions answered. **Check us out on Linked-in and Twitter!**

Phoenix Business Development Group

PhoenixBDG

www.phoenixbdg.com

2013 Connecting Women to Power
Business Conference

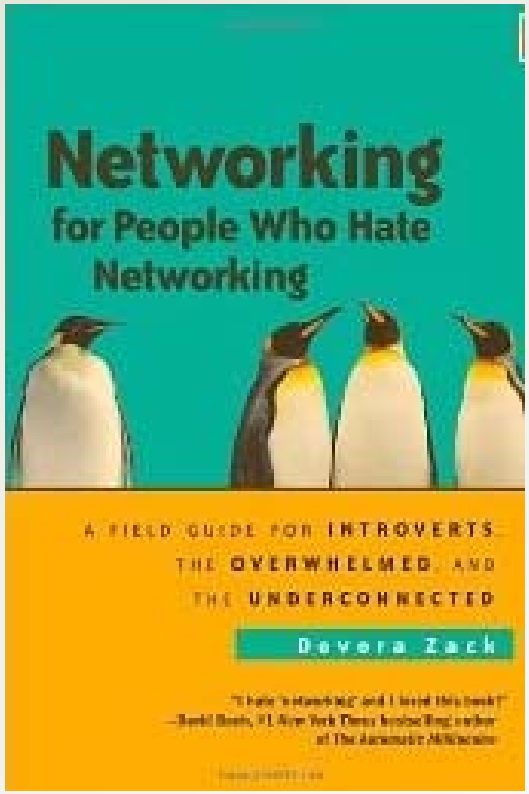
Michaela “Mickey” Marraffino

West Coast Regional Marketing Director
South Bay Galleria

Networking with Ease

Michaela “Mickey” Marraffino

Networking for People who HATE Networking by Devora Zack



Networking

- Building
  - Long Lasting
  - Mutually Beneficial Relationships
  - One Person at a Time

Where do You Network?

- Work
- School
- Non-Profits
- Grocery Store
- Church
- Gym
- Chamber of Commerce……..

How do you Network?

- First Impression
- Be Authentic
- Be Generous
- Listen
- Share contact info when requested
- Moving on

Networking Examples

- Chamber of Commerce
  - Mixers
  - New Members
  - Silent Auction

Networking Examples

- Building Strategic Partnerships from the Heart
- “Love What you Do. Do What you Love”, Bob Meistrell