



A TWENTY-SOMETHING'S GUIDE TO THE BUSINESS WORLD

APRIL 23rd – 25th, 2007

PERSONAL DEVELOPMENT SERIES THAT WILL HELP 20 TO 30 YEAR OLD GRADUATES FACE UP TO THE RIGORS OF THE CORPORATE WORLD AND FOR MANAGERS WORKING WITH YOUNG PROFESSIONALS

Introduction

The business world is not a natural fit for college graduates who leave school expecting results from a logical combination of education and effort. Suddenly, the tenets of success they've been taught since kindergarten don't apply, for getting ahead in the business world has little to do with intelligence or exceeding a set of defined expectations. If twenty-somethings want to survive and thrive, they have to learn the practical lessons that will help them climb the ladder effectively. This series focuses on tangible tactics that twenty-somethings can put to work immediately to be successful and satisfied working in the business world, as well as strategies their managers can employ to help them achieve their goals.

THE FACILITATOR: ALEXANDRA LEVITT



Alexandra Levitt is the founder and president of Inspiration @Work, a corporate and university training business. She is also a vice president with Edelman Public Relations, where she has developed PR and interactive marketing campaigns for more than twenty Fortune 500 clients such as Microsoft, Pfizer, Philip Morris, Proctor & Gamble and Unilever.

Alexandra has authored several books, including the business world survival guide, [They Don't Teach Corporate in College](#), and the forthcoming [How'd You Score THAT Gig?](#) and [Strategic Hiring and Retention of Millennials, Gen Xers and the Rest](#). She has also written a nationally syndicated column through Tribune Media Services and a career advice blog, Water Cooler Wisdom.

Alexandra regularly speaks at universities and corporations around the country about the challenges facing young employees, and has been featured in more than 500 media outlets including the Associated Press, ABC News, USA Today, the New York Times, the Wall Street Journal, National Public Radio, Fortune, Yahoo! and MSN.



1/2 day - Coaching session for Managers - "Managing the Millennials in Your Organization" Monday 23rd, April.

Seminar Objective

Today's twenty-something employees are ambitious, motivated, and dedicated to changing the business world for the better. However, without being told directly, it's hard for young employees to understand the importance of marketing themselves, getting to know the right people, adding tangible value to the organization, learning transferable skills, and charting their own career paths. Because of what they don't learn in college, twenty-somethings typically experience lower productivity and higher turnover than other employees in your organization. This session will discuss how to employ core strategies that will make a difference in the degree to which your twenty-somethings contribute to the bottom line and end up staying with you for the long-haul.

Target

- All corporate managers with the responsibility for developing young graduates/ professionals
- Senior HR professionals and managers
- Parents of young professionals

Topics to be Covered

- Understanding the Millennial Generation
- Career guidance for twenty-somethings, including:
 - Emphasizing the importance of first impressions
 - Helping to establish effective workplace relationships
 - Prioritizing personal development goals and skill acquisition
 - Mentoring in the art of "aiming to please"
 - Teaching them to set the course for their own careers
 - Celebrating achievement and managing frustrations



1/ 2 day Seminar for Young Executives on "Surviving Your Transition from College to Corporation", Tuesday 24th April and Wednesday 25th, April

Seminar Objective

In the business world, perception is reality and that creating and sustaining an effective corporate persona – or the mature, professional and competent face you project to the work world – is more important than anything else you can do on the job. It's important because it positively influences your reputation at work that you can ultimately succeed. As a young professional, you can develop a strong corporate persona by thinking of yourself as a publicist with the task of promoting you and learning to succinctly assert your achievements without bragging. This interactive session will define the steps necessary to develop an effective, on-the-job, corporate persona. Discussion will include how to make a positive first impression on business contacts, and how to practice strong communication (nonverbal, speaking, listening) with your boss and other colleagues, and how to sustain a positive, can-do attitude in the face of challenging circumstances.

Target

- Young professionals who are serious about their career development and seeking ways to be on the "fast track"

Topics to be Covered

- Establishing an effective corporate persona
- Making a positive first impression on colleagues, managers, and customers
- Navigating the company's social scene and practicing cringe-free networking
- Setting effective goals and mastering the performance review process
- Stretching the eight plus hours a day spent at work, from effective time management and organization to making every piece of communication count
- Combating negativity and staying motivated in the face of trying circumstances
- Enlisting colleagues' cooperation and coping with difficult personalities

PLACES ARE LIMITED



Reviews About Ms Levitts Book "They Don't Teach Corporate In College"

"Whether you're having a quarter-life crisis or if you just want an insider's guide to the working world, read this book. It will teach you to get your career on track by developing a personal mission statement, accentuating the positive and making well-informed decisions. Sage advice from a gifted young writer."

Ken Blanchard, Co-Author of The One Minute Manager® and The Leadership Pill.

"There's only one thing I hate about this book: that I didn't have it when I was in my twenties! In a compelling and eminently readable volume, Levit lays out the secrets that it takes most of us at least a decade – and a lot of mistakes – to discover."

Rachel Solar-Tuttle, Author of Table Talk: A Savvy Girl's Guide to Networking.

"This book explodes with practical and relevant advice for young professionals who want to master the fast track yesterday. As an insider who has battled Corporate America and won, Levit offers a no-nonsense approach that gets to the heart of what really works."

Harry E. Chambers, Author of Getting Promoted: Real Strategies for Advancing Your Career.

"After four years of jeans and baseball caps and three hours of class a day, workforce newbies need a boot camp like this to face up to the rigors of the working week."

Abby Wilner, Co-Author of Quarterlife Crisis: The Unique Challenges of Life in Your Twenties.

"Alexandra Levit has written a savvy, informative guide for first-timers making their way in Corporate America. Reading this book will get college grads moving in the right direction."

Stacy Kravetz, Author of Welcome to the Real World; You've Got an Education, Now get a Life.

"We've all been through it - many of us with little guidance. But Levit writes of the 20-something life in a way that will help new workers answer questions they don't even know they have yet. Her straightforward, practical advice is something that all colleges should recommend to their outgoing seniors."

Amy Joyce, Author of I Went to College for This?: How to Turn Your Job Into a Career You Love.

"This book is loaded with solid information designed to demystify the business world, including a short, to-the-point glossary of office lingo and a terrific chapter on how to make a long-term career plan."

Anne Fisher, Fortune Magazine.



"They Don't Teach Corporate in College teaches those skills one must acquire if they are to move up the corporate ladder without having a nervous breakdown on the way. These range from good job-hunting techniques to coping with difficult people, as well as finding a new position while gracefully exiting the old one. In short, a very useful book!"

Alan Caruba, Bookviews.com.

"This insightful and essential guide to mastering the politics of corporate America should be required reading for every college graduate. Ms. Levit's real-world anecdotes and advice can help those who are new to the job market (or those who have been floundering in it) achieve success and avoid costly career mistakes."

James A. Boyle, President, College Parents of America.

"Ms. Levit teaches newbies such practicalities as making a memorable first impression, networking without cringing, coping with difficult personalities and learning to be an effective boss. The book is easy to read and loaded with common-sense techniques."

Steve Powers, Dallas Morning News.

"Alexandra Levit writes with honesty and a refreshing bluntness about office mysteries that boggle young employees. Sprinkled with bullet points and real-world examples of corporate successes and gaffes, They Don't Teach Corporate in College can be referred to by 20-somethings (and those who need a refresher) again and again."

Beth Herskovits, PR Week.

"Alexandra Levit's They Don't Teach Corporate in College is refreshing and credible. The author freely shares her own missteps and what she eventually learned from them. The 28-year-old Levit has written an excellent guide that will not only help college seniors and recent grads find jobs, but also succeed in those jobs."

Peter Vogt, Campus Career Counselor.

"This book is a solid roadmap for younger job-seekers who are just learning the ropes of working and need some guidance. It's well organized, written with a breezy style, and packed with some great advice. I love the many vignettes from younger job-seekers who have faced the many challenges Levit highlights in the book. This book is a must-have for any current college student or recent college graduate."

Randall Hansen, Quintessential Careers.

"This book is a must-read for new entrants in the work force and useful even to the more experienced professional. The comprehensive strategies Levit offers can benefit anyone looking to not just survive, but thrive, in the workplace. They Don't Teach Corporate in College provides a great overview of important career development topics in an entertaining and



empowering style. But perhaps Levit's most important contribution to career development literature is how she convincingly encourages employees that they can move their careers forward and that their career development is up to them."

Caroline Ceniza-Levine, National Association for Colleges and Employers.

"No matter how well you did in school, life post-graduation is going to be different. Very different. If you're looking for a basic guide to help ease the transition from flip-flops to wingtips, a fine choice is *They Don't Teach Corporate in College*. Alexandra Levit does a great job of attacking assumptions that high-achieving college grads drag into the workforce with them."

Mary Ellen Slayter, Washington Post.



SERIES FOR UNDER 30's PROFESSIONALS AND FOR MANAGERS WORKING WITH YOUNG PROFESSIONALS

Venue: CDN Management Services Limited; DFL Caribbean Building; 10 Cipriani Boulevard; Port of Spain; Telephone: 868-625-0280; Email: cdn@cdnms.com

APRIL 23rd – 25th, 2007

REGISTRATION FORM

NAME:

JOB TITLE:

COMPANY NAME:

COMPANY ADDRESS:

PHONE:

FAX NO:

E-MAIL ADDRESS:

SIGNATURE:

SE 1/2 day - Coaching session for Managers - "Working with graduates entering the Corporate World" - US \$ 340.+ 15% VAT or US\$391.00 VAT inclusive; Monday 23rd, April

1/2 day Seminar for Young Executives on "Entering the Corporate World", Tuesday 24th, April 2007 - US \$ 340+ 15% VAT or US\$391.00 VAT inclusive.

1/2 day Seminar for Young Executives on "Entering the Corporate World", Wednesday 25th, April 2007 - US \$ 340.+ 15% VAT or US\$391.00 VAT inclusive.

Prices cover the cost of tuition, course materials, lunch and refreshments.

In order to ensure that you have a booked place, you must complete and sign the registration form signifying your confirmed attendance at the above seminar and payment in full.

CANCELLATION POLICY

A participant's cancellation is in effect immediately upon notice to CDN without penalty on or before **Monday 16th April 2007**. A cancellation fee of 50% is applicable after this date.