



HIRE ME

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do your students really know what it takes to get the job they want?

You've heard it already - portfolio working, multiple income streams, casualisation of the workforce, overconfident underskilled Gen Ys, underemployment of qualified young people. It's a new workforce where every graduate needs to self-promote, create their own opportunities, and start thinking of themselves as their own business. Prepare your institution's grads with the skills needed today to get the job everybody else is after.

4 topic areas available in a one or three hour workshop format (from just \$8-\$52 per head)

**Powerful Self Promotion
(that gets you the job)**

- What is "ME INC" and why is it relevant?
- Essentials for your Marketing Department
- SWOT Yourself
- Skills & Values Audits
- Purpose Tracking
- Your 30 Second Pitch
- Communicate your message: here & internationally
- Utilising Online Technologies
- Your Image, Reputation & Profile
- Building Relationships
- Cultural Sensitivity
- Tools for Creating Opportunities
- Targeting your Markets
- Your Brand Solution

**Career Realities
(passion - purpose - planning)**

- Career World Today
- What is "ME INC" and why is it relevant?
- 'Choices' Generation - Finding Focus
- Identify Your Passion
- Skills & Values Audits
- Purpose Tracking
- Personal Power & Voice
- Career Case Studies
- Planning Out Your Career
- Managing Change
- Tools for Creating Opportunities
- Goal Setting
- Strategic Plan for Your Career
- Where to Now?

Learning from the Sexes!

- Career World Today
- What is "ME INC" and why is it relevant?
- Female & Male Skills in Business
- Strategy: thinking like a Boy: why, when & how
- Strategy: thinking like a Girl: why, when & how
- Build & Utilise Your Strengths
- Working with the Boys - Strategies
- Working with the Girls - Strategies

Starting a Business / Entrepreneurship

- Mythbusting Young Entrepreneurs
- What is "ME INC" and why is it relevant?
- Starting a Business
- Who is Doing it
- Why it's a Viable Option
- Social, Eco and Business Entrepreneurship
- Getting the Legals & Finances right
- Testing Your Idea
- Tools for Creating Opportunities
- Top 10 DO'S & DONT'S