



## CAREER MANAGEMENT WORKSHOP SERIES (FALL/WINTER/SPRING SCHEDULE)

Ahria's Career Management workshop series will provide you with insightful, constructive and practical guidance to craft a meaningful career. Over a series of four workshops you will walk away with greater self-awareness of your distinct value-add, tools to effectively market yourself, practical advice to build strong networks, and enhanced negotiating skills to ensure your next role meets your needs and desires.

Our Career Management workshops will provide you with invaluable resources to help you design your career strategy, develop your personal branding and marketing tools, and learn the practical techniques to grow your personal and professional network.

In our current full employment economy “who you know, rather than what you know” has never been more important and the ability to build a diverse and supportive network of contacts is fundamental to career success. This workshop series helps participants to understand the value of networking in building a successful career

and provides practical techniques for how to build a personal network. You will also have a chance to share your experiences and learn from others participating in the workshops.

Each Ahria's Career Management workshop is delivered by an expert Ahria consultant who has practical experience and expertise related to the topics being discussed. Our team of Career Management professionals also maintains relationships throughout our community with key employers and individuals that are regularly looking for top talent in the Southwestern Ontario area.

# Transforming Work.

## CAREER MANAGEMENT WORKSHOP DETAILS

### **CM1 - DESIGNING YOUR VALUE PROPOSITION**

In this workshop you will:

- Explore your value proposition
- Learn personal branding and why it's so important for your career
- Create a personal branding strategy to help your expertise stand out
- Establish your professional purpose and create a personal branding statement
- Create an authentic brand message suitable for all social platforms
- Use state-of-the-art tools to evaluate the effectiveness of your brand

### **CM2 - SALES STRATEGY 101 – RETHINKING THE RESUME**

In this workshop you will:

- Learn how to create and convey your value to potential targets
- Learn how to send a consistent sales message to various stakeholders
- Build a sales tool (resume) that showcases your value proposition and stands out against your competition
- Embrace a sales mindset and approach to getting your messages heard and recognized
- Amp up your marketing arsenal by going beyond the traditional "resume" and discovering additional approaches to "selling" yourself in the marketplace

### **CM3 - SALES STRATEGY 202 – NETWORKING ESSENTIALS**

In this workshop you will:

- Broaden your understanding of the importance of networking
- Receive insights on how to refresh, build and maximize the networks you already have
- Acquire the tools required to make an impact with contacts that may open doors
- Learn tools and techniques to plan and better prepare for networking opportunities
- Participate in real time role-plays in a non-threatening environment
- Gain skills and experience to help you feel more confident in social situations

## CAREER MANAGEMENT WORKSHOP DETAILS

### CM4 - CLOSING THE DEAL- NEGOTIATING YOUR CONTRACT

In this workshop you will:

- Learn about different negotiating styles and the intricacies of win-win solutions in employment negotiations
- Identify your “must haves” and “nice to haves” and how to tailor your approach to get what you want
- Learn how to develop a plan, prepare for conversations, handle objections, and reach agreements
- Practice negotiating contract details such as salary, benefits, and other job aspects

**Workshop schedule: Wednesday afternoons from 1 p.m. to 4 p.m.**

WORKSHOP TITLE	OCT	NOV	JAN	FEB	MAR	APR	MAY
Designing Your Value Proposition	09-Oct	06-Nov	08-Jan	05-Feb	04-Mar	01-Apr	06-May
Sales Strategy 101- Rethinking your Resume	16-Oct	13-Nov	15-Jan	12-Feb	11-Mar	08-Apr	13-May
Sales Strategy 202- Networking Essentials	23-Oct	20-Nov	22-Jan	19-Feb	18-Mar	15-Apr	20-May
Closing the Deal- Negotiating your Contract	30-Oct	27-Nov	29-Jan	26-Feb	25-Mar	22-Apr	27-May

**Workshop Pricing:** Contact us for details at 519-642-2612 or at [Hello@ahria.ca](mailto:Hello@ahria.ca).