

## Past MCT Events – 2013

January 12, 2013

**Topic: News You Can Use: Job Seeking**

**Speaker: Brian Wiggins - Philadelphia Business Journal**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

The job market has changed: the PBJ can show you how to change your approach to uncover the “hidden” job market, something that employment experts estimate comprises over 70% of the entire market. This seminar will show you how to find the jobs that aren’t listed.

By attending this session, you will learn:

- How to use the Business Journal as a job seeking tool
- Best practices how to execute on the information in the stories
- Strategies on how to make yourself stand out from the crowd

### **Brian Wiggins Bio**

Brian Wiggins is the Audience Development Director for the PBJ, where he leads the outbound marketing efforts and social media strategies. At the Business Journal, he started the Small Business Expo, now entering its third year, and other programs, such as the Social Media Stars Awards. Additionally, he has taught advertising at the collegiate level, and is a requested speaker on job-seeking strategies. A graduate of La Salle University (BA) and Strayer University (MBA), he currently resides in Northeast Philadelphia with his wife, Joanne, and their Labrador, Owen. When not at work at the Business Journal, he can be found working the grill in his backyard or dangling off of a cliff somewhere in New York state.

February 9, 2013

**Topic: 10 Vital Strategies To Maximize Your Career Success!**

**Speaker: Ford Myers**

**Location: Penn State Great Valley, Malvern, PA**

**Sponsor: Penn State Great Valley Alumni Society**

What if you could discover the "secrets" that determine who will reach full potential in their career, and who will not? That's exactly what this powerful presentation will reveal. Real success is achieved not just in knowing these "insider strategies," but in applying them in a consistent, systematic manner.

Career expert and author Ford R. Myers will show you exactly how to leverage these 10 powerful strategies, to help you move your career forward – no matter what level you've already achieved in your profession.

### **Ford Myers' Bio**

Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Career Potential also works with leading companies that are committed to developing and retaining premium talent. Ford has held senior consulting positions at three of the nation's largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of two books: *The Ultimate Career Guide* and *Get the Job You Want, Even When No One's Hiring*. More information is available at: [careerpotential.com](http://careerpotential.com) and [fordmyers.com](http://fordmyers.com).

**March 9, 2013**

**Topic: How to Manage Your Career Using Social Media**

**Speaker: Matt Levy**

**Location: Penn State Great Valley, Malvern, PA**

Because only 3% of jobs make it onto the big job boards . . .

Because an average of 300 candidates apply to the those jobs . . .

AND

Because 75% of jobs are filled through networking . . .

Social media enhances your ability to network effectively . . .

I would rather spend more time hanging out at the social media "party!"

In this discussion, Matt will provide an introduction to the "wireless world" of social media (including but not limited to: LinkedIn, Twitter, Facebook, YouTube and Blogging) to augment your job search and therefore effectively network your way into your next position!

## **Matt Levy's Bio**

Matthew Levy is a well-rounded HR professional, career coach, keynote speaker and author with fifteen years of broad experience in both specialist (e.g., recruiting) and generalist (e.g., HR business partner) roles at blue-chip companies, including Merck, Amgen and Johnson & Johnson.

Matt is founder and President of a career coaching practice, Corner Office Career Coaching. Matt works one-on-one with professionals, executives and students providing them with customized solutions to their career challenges. As a 20-year corporate HR professional with a large network who has also successfully conducted his own effective, cutting-edge job search, he is well qualified to help others reach their career goals. His job seeker blog has received 60,000 visitors and his articles have been run by nationally recognized job search and career management websites and guides.

Matt works full time as a Global Human Resources Lead for Johnson & Johnson Pharmaceutical Research & Development. Prior to J&J, Matt relocated his family to Southern California to take a position with Amgen, the world's largest biotechnology company, where he led the talent acquisition function for Amgen's commercial operations and corporate staff groups.

[April 13, 2013](#)

**Topic: Selling Yourself. It's NOT an Option**

**Speaker: Todd Cohen**

**Location: Penn State Great Valley, Malvern, PA**

In this highly interactive and entertaining professional speaker and author Todd Cohen will walk us through how to sell the most precious thing we all have – ourselves! In today's tight and competitive job market being technically good is not good enough you get you the job you want. You MUST be able to think about your job campaign as a sales campaign and using your skills to sell yourself. Whether you are employed underemployed or in transition this is a must attend session and a "wake up call" to everyone to think differently about how you approach your career.

By attending this session, you will learn:

- How to be proactive about your job search campaign
- How to use sales skills and get the job you want
- How to create a sales value proposition that sells you
- How to create a virtual sales team that advocates for you
- How to create a Relationship Portability™ Index that works for you

## **Todd Cohen's Bio**

Todd Cohen works with all professionals who want to create a sales culture so that more sales happen. Since 1984, Todd has coached and led sales teams to deliver more than \$500 million in revenue for leading companies including Xerox, Gartner Group, Pensare, Thomson-Reuters, and LexisNexis.

As the Principal of SalesLeader LLC, Todd inspires, advises, and builds high performance sales teams that produce outstanding results. He also provides strategic oversight and serves as executive sales coach and advisor to clients ranging from small, rapidly growing start-ups to well-established, large corporations.

Todd has been active in the American Cancer Society as well as several other charitable organizations. Todd holds a Bachelors Degree in Business Administration from Temple University.

**May 11, 2013**

**Topic: The Art of Networking**

**Speaker: Cynthia Ericson**

**Location: Penn State Great Valley, Malvern, PA**

We will explore what networking is and discuss examples. We will also come to understand why is it so vitally important that we not only master networking but that we incorporate it into our daily lives. We will learn how to develop the networking game plan which includes: visibility, relationships, giving back, communication, diversity, the elevator speech, practice and contacts. We will discuss why it must become a way of life which will include hello, multi-dimentional you, listen, share, stretch the comfort zone and no expectations. Finally we will learn how to incorporate social media, specifically, facebook and linked in, into "The Art of Networking!"

By attending this session, you will learn:

- What is Networking?
- Developing your Game Plan
- Networking – A Way of Life!
- Using Social Media / Facebook & Linked In

Cynthia Dawn Ericson is a lifelong resident of Chester County, Pennsylvania. She graduated from Widener University with a B.A. in Political Science / Pre-Law, honors 1983 and 1984. She also received professional training from the Central Atlantic School of Commercial Lending and the Central Atlantic School of Banking at Bucknell University. With over 25 years of experience in marketing, within financial services in both banking and insurance, she began her own marketing consulting business "Ericson Strategic Marketing Solutions" in 2008. [www.ericsonsms.com](http://www.ericsonsms.com). Her experience also includes CoreStates

Bank, American International Group (AIG), and Continental American Life Insurance Company. In 2008 Cynthia developed two weekly radio shows on WCHE 1520AM, "This Week in Business" and "This Week in Service". Cynthia also created The Stephen Chandler Ericson Foundation in December 2010, a non-profit focused upon youth education in memory of her brother Stephen.

June 8, 2013

**Topic: Finding Work You Are Passionate About In Organizations That Share Your Values**

**Speaker: Brian Fishbone**

**Location: Penn State Great Valley, Malvern, PA**

The purpose of this seminar is to give you the tools to pursue work that you are passionate about and find organizations that share your values.

By attending this session, you will be able to:

- Use reflective thinking exercises to uncover your passion.
- Define the look and feel of your ideal work experience.
- Explore your personal values.
- Find organizations whose values are in alignment with yours and in which you can thrive.

#### **Brian Fishbone's Bio**

As a global educator who has taught management and human resources at the university level, and who has developed, delivered, and managed e-learning and facilitator-led learning programs for multinational corporations, Brian is at his best when he is helping individuals do, be, and feel better. He is passionate about education, community building, and entrepreneurship.

He has taught business and English classes in Seoul, Korea and now serves as an Instructional Designer for Vanguard, where he develops leadership and HR training. In addition, he serves as an adjunct professor of business administration and human resources at Temple University's Fox School of Business.

July 13, 2013

**Topic: Finding a "Fit," Not Just a Job – Using DiSC Behavior Styles as a Job Search Tool**

**Speaker: Theresa Hummel-Krallinger**

**Location: Penn State Great Valley, Malvern, PA**

Job seekers are increasingly being asked to illustrate their transferable skills and how they fit into the corporate culture of prospective employers. By understanding your own preferences, and comparing them to the needs of the employer, you are more likely to find a “fit.”

So how do you assess your own style? Or the style of the employer?

Fortunately, you don’t need an advanced degree in organizational psychology to figure this out. There are clues to look for and questions you can ask that will help you determine that information.

Attend this program to learn how!

By attending this session, you will learn:

- How to identify your primary behavior style
- How to determine the culture of an organization (not just what’s on their web page!)
- Factors that determine the primary organizational style (and whether or not you are a fit)
- Identify ways you can flex your style to better communicate with all kinds of people

### **Theresa Hummel-Krallinger's Bio**

Theresa Hummel-Krallinger is a well-respected corporate trainer and performance consultant, but it’s her work as a humorist and motivational speaker that sets her apart. Known for her lively and interactive presentation style, she is a frequently requested speaker on topics of employee morale, professional development, performance improvement and workplace communications. Her experience as a professional stand-up comedian enables her to add fun and humor to her consulting and training work.

No stranger to the corporate world, Theresa brings over 25 years practical business experience. Currently President of High Five Performance, Inc., she is highly regarded for her ability to help organizations implement meaningful performance enhancement processes that improve morale and achieve financial results.

**August 2013**

No meetings

**September 14, 2013**

**Topic: Achieving Success in Career Transition Through Mentoring**

**Speaker: Dr. Veronica Maria Godshalk**

**Location: Penn State Great Valley, Malvern, PA**

The concept of mentoring will be discussed from the perspective of both personal and professional development. What is mentoring? How do you find a mentor, and how can you be a mentor? What is the role of networking and/or education? The outcome of the seminar is to develop a game plan for using mentoring to aid your career development.

By attending this session, you will learn:

- Various kinds of mentoring relationships
- Opportunities to use mentoring to develop your career
- Pay it forward: what mentoring others does for you

**Dr. Veronica Godshalk's Bio**

Veronica (Ronnie) M. Godshalk received her B.S. in Design & Merchandising from Drexel University, and her M.S. in Organizational Dynamics from the University of Pennsylvania. Dr. Godshalk earned her Ph.D. in Business Administration from Drexel University with a focus on Organizational Behavior and Strategic Management. Dr. Godshalk's research interests include issues surrounding career management and mentoring. She has published over forty articles, books, and book chapters. In 2010, she published a 4th edition of Career Management, with Jeff Greenhaus and Gerry Callanan.

She is an active member in the Academy of Management and the Society for Industrial and Organizational Psychology. Dr. Godshalk had worked in the computer industry in sales and sales management prior to entering academia, and has been a consultant for several Fortune 500 companies.

**October 12, 2013**

**Topic: Keeping Your Job Search Vibrant and Effective**

**Speaker: Amy Dinning**

**Location: Penn State Great Valley, Malvern, PA**

Join Amy as she walks us through the five stages in the job search funnel. You will discover the activities critical to each stage and the tools/resources you will need at each stage. This interactive workshop will give you new ideas, motivation and make your job search even more effective!

By attending this session, you will be able to:

- The five stages of the job search funnel
- The critical activities to engage in during each stage of the job search funnel
- The important tools and resources at each stage of the job search funnel

- Some details about the tools and resources

### **Amy Dinning's Bio**

Amy Dinning is a Senior Training and Talent Development Leader with extensive experience working with all organizational levels creating, promoting, and delivering talent and training solutions designed to support the organization's business plan. Currently, Amy is serving as Manager of Leadership and Talent Development for Saint-Gobain North America. She is responsible for leadership, talent and people development for 19,000 employees. She created and is the Chief Facilitator of Jump Start Your Job Search Workshops offered in April and October.

**November 9, 2013**

**Topic: The Self-Aware Leader**

**Speaker: Dan Gallagher**

**Location: Penn State Great Valley, Malvern, PA**

This program defines a framework for leadership reinvention. To accomplish this shift in thinking leaders are first called to develop a strong foundation of self-awareness. This self-awareness allows the leader to next define reinvention of self, reinvention of others, and reinvention of business. Reinvent Self teaches leaders how to grow new skills and leverage these on a larger platform on which imaginative ideas become substantive solutions. Reinvent Others teaches leaders how to use inclusion and collaboration as a tool for increasing productivity. Reinvent the Business creates a lens for leaders to look at their organization, projects, and decisions in terms of profits, products and people.

The final aspect of this work includes four key pillars prescribed as critical to successfully using this model: an above-average network and support system, a proficiency in critical and systems thinking, a savvy perspective of the political landscape, and a courageous drive for magis (more for the good of others). These pillars represent "the how" of the model. By growing self-awareness in each of these four areas, leaders gain clear direction on how the model will help their productivity and their career.

By attending this session, you will learn:

- Which patterns middle managers often fall victim to
- Why self-awareness propels leadership capabilities
- What 4 specific behaviors increase self-awareness
- How successful managers proactively reinvent

### **Dan Gallagher's Bio**



Dan Gallagher has fifteen years of experience in leadership and organizational development roles with Comcast, Commerce Bank, Hay Group, Cahners Publishing, and Saint Joseph's University. Since 2000, Dan has worked at Comcast and is now the Vice President of Learning and Development. In this role he is responsible for the training strategy for 15,000 employees.

Dan attended Saint Joseph's University (SJU) where he graduated cum laude with a bachelor's degree in sociology, served as The Hawk Mascot, and completed a master's degree in training and organizational development.

In 2006, Dan co-founded Generous Generations, a non-profit organization that promotes generosity by connecting families with service opportunities. Dan is a 2008 LEADERSHIP Philadelphia Fellow and has served on their board.

Dan initiated the first ever SJU National Day of Service (2008) which today attracts 1000 volunteers annually. In 2010, SJU presented Dan with the Ignatius Award for his ongoing commitment to service.

## December 2013

No meetings