WHAT’S YOUR STORY:
How to Perfect Your Elevator Pitch and Create a Compelling Personal Brand

Brette Rowley; Career Coach to Millennials
11:00AM | FRI, SEPT 2, 2016 | TATE 207

Brette Rowley is a career coach, business consultant, and speaker focused on helping young professionals around the world land their dream jobs and build meaningful careers. Leveraging her experience as a business and marketing consultant in the corporate world, Brette specializes in helping job seekers brand and position themselves for success in a crowded job market.

80% of jobs today are not posted online so relationships, networking, and conversations are a crucial part of career development. In other words, people hire people, not resumes. Creating a personal brand that sets you up for success will help you differentiate yourself among your peers and land a job you love.

In this seminar, MBA students will learn how to differentiate yourself and create a strong personal brand, effectively answer the question “What do you do?,” make the most of networking conversations, perfect your elevator pitch, and encourage others to help you achieve your goals.