

Welcome to Summer Scholars Career Development!!



≡ The New York Times

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Late to Launch: The Post-Collegiate Struggle

Despite a low unemployment rate, many young adults lack job prospects that mesh with their idealized vision of the post-college world.

Natascha F. Saunders, a career coach specializing in teens and adults who is based in Boston, said over-involved parents can hamper a job search. She recalls one parent who showed up with her child at a job interview. Ms. Saunders insisted she wait in the lobby, but the parent approached her daughter right afterward and wanted to know exactly what happened: what was said, what questions were asked and how she responded to those questions. Ms. Saunders said she has also seen parents attend career networking events geared to



Natascha F. Saunders
The Youth Career Coach Inc.

www.TheYouthCareerCoach.com

www.NataschaSaunders.com



Who
Are
you

How would you describe these individuals?

PERSON #1

Raised in a Domestic
Violent Home
Alcoholic Parent
The Projects
Brother Found in River
Rape Survivor
Abusive Relationship
Car Accident
Identity Stolen
Suicidal
Mental Institution
Bullied
Low Self-Esteem
Academic Probation
Learning Disability



PERSON #2

Small Business Owner
Virtual Career Coach
Motivational Speaker
IVY League MBA
Admissions Consultant
First Generation Graduate
Dual Master's Degree
Doctoral Candidate
Faculty Member
IVY League Admissions
Goodwill Ambassador
Pageant Winner
Author / Writer Obama
Award Recipient

About your instructor.....

Education

Doctor of Education, Northeastern University
Exec. Ed Leading Change, Harvard University
Exec. Ed Mediation Program, Harvard University
Entrepreneurship, Massachusetts Institute of Technology
Scaling Up Ventures, Stanford University
Certified Professional Career Coach, PARW/CC
Master Business Admin, Johnson & Wales University
Master in Leadership, Northeastern University
Bachelor in Arts, University of Massachusetts at Amherst

Employers

Harvard University, Associate Director / Career Coach
Brown University, Veteran Career Coach
Northeastern University, Professor
Cambridge College, Professor
American Leadership & Policy Foundation, Fellow
The Youth Career Coach Inc., CEO/Founder

PAST

Cambridge College, KIPP Schools, University of Rhode Island, Hopkins House, Clarendon Real Estate, Trinity Washington University, Howard University, Washington Afro Newspaper, Torchlight, U.S. Department of Education, George Washington University, MIT Sloan School of Management, Year Up, Boston University, YWCA, Johnson & Wales University, Macy's, A.G. Edwards & Sons / Wells Fargo, State Street Bank



Natascha BEFORE

- ❑ Raised in a Domestic Violent Home
 - ❑ Alcoholic Parent
 - ❑ Abused as a Child
- ❑ Housing Development / Projects
- ❑ Brother Found Dead in a River
 - ❑ Assault Survivor
 - ❑ Abusive Relationship
 - ❑ Car Accident
 - ❑ Identity Stolen
 - ❑ Suicidal
- ❑ Hospitalized in a Mental Institution
 - ❑ Bullied in School
 - ❑ Low Self-Esteem
- ❑ Academic Probation C's & D's in School
 - ❑ Learning Disability
 - ❑ Therapist and counselors
- ❑ Diagnosed with a Pseudotumor Cerebri in the brain

Natascha AFTER

- ❑ Entrepreneur / Small Business Owner
 - ❑ Certified Career Coach
 - ❑ Bachelor's Degree
 - ❑ 2 Master's Degree (Business & Leadership)
- ❑ 2 Executive Education Certificates Harvard & MIT
- ❑ Current Doctoral Student in Education
 - ❑ Motivational Speaker
 - ❑ Admissions Consultant for IVY+ Schools
 - ❑ Met 3 Star Airforce General at Pentagon
 - ❑ First Generation Graduate
 - ❑ Professor at 2 Colleges
 - ❑ IVY League Admissions
- ❑ Graduate Barbizon Modeling School
 - ❑ Goodwill Ambassador to Gambia, West Africa
- ❑ Miss Black Rhode Island USA, Miss Black USA Scholarship Pageant
 - ❑ Author / Writer Obama
 - ❑ Multiple Award Recipient

Previous JOBS include:

- ❑ Fashion at Neiman Marcus, Saks Fifth Avenue, Macy's, Swarovski
- ❑ Modeling Agency at Candy Ford
 - ❑ Financial Services at a brokerage firm (Stocks, Bonds, Mutual Funds)
- ❑ Human Resources (Hiring, Training, Terminating)
- ❑ Career Services (Resumes, Interviewing, Networking, Branding)
 - ❑ College Admissions (Applications, Recruiting)

Vision Statements | Goal Setting | Advisory Boards

AGENDA

This session aims to deliver three takeaways:

1. Create your vision, map out your goals, and create an advisory board.
2. Time to talk Resumes, Cover Letters (Make-the-Match), References
3. The start of your brand



..... **Vision Statements**

Take A
Break

...time to share Vision Statements



Personal Advisory Board



Resumes | Cover Letters | Thank You Notes

..... time to talk



Your Name

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123 Your Street
Your City, ST 12345
(123) 456-7890
no_reply@example.com

EXPERIENCE

Company, Location — Job Title

MONTH 20XX - PRESENT

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Company, Location — Job Title

MONTH 20XX - MONTH 20XX

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Company, Location — Job Title

MONTH 20XX - MONTH 20XX

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EDUCATION

School Name, Location — Degree

MONTH 20XX - MONTH 20XX

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School Name, Location — Degree

MONTH 20XX - MONTH 20XX

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PROJECTS

Project Name — Detail

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SKILLS

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AWARDS

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LANGUAGES

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Consectetur

from google docs template



**KEEP
CALM
AND
LET'S
RECAP**

Next...

Personal Branding

✓ *Assessment*

✓ *Please write out 3 branding examples: Product, Famous Person, Person doing a job right here in Boston you have an interest in*



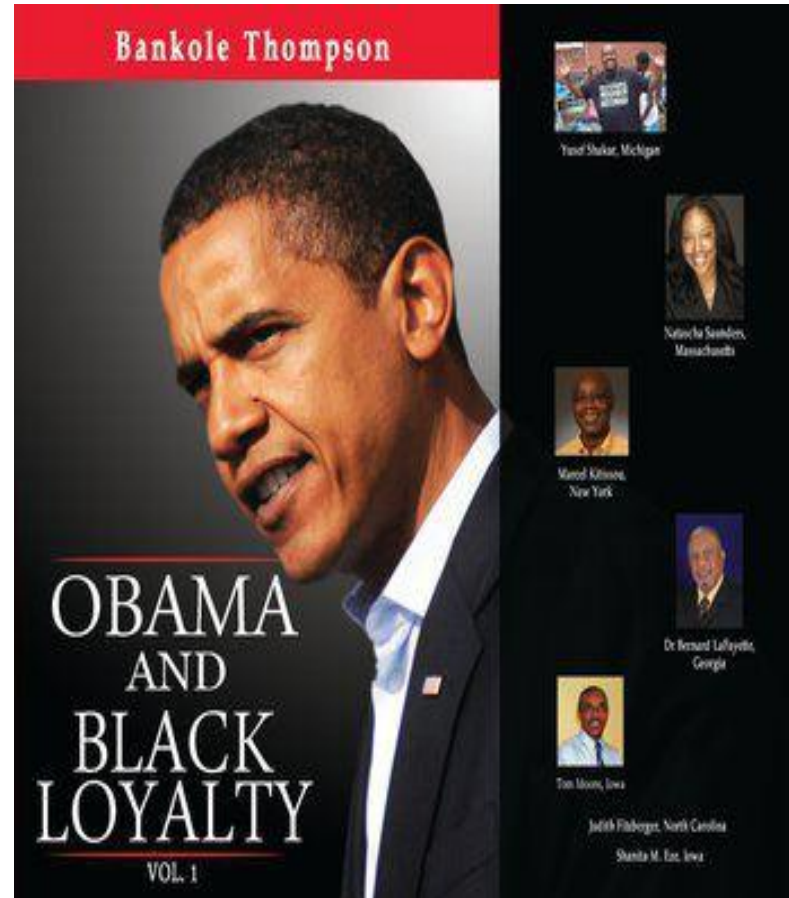
Personal Branding

“Brands are built on what people are saying about you, **not** what you are saying about yourself.”

~ GUY KAWASAKI
<http://www.guykawasaki.com/>

Who is personal branding for?

Many people think personal branding is only for individuals such as:



Do you have a Personal & Professional Brand?

**“It’s not who you know
it’s who knows you.”
Jeffrey Gitomer**

The 3 Brands You Follow



About Woman Of The Week: Natascha is no stranger to Boston having grown up Dorchester's Uphams Corner neighborhood and also Academy Homes in Roxbury. She is the true definition of it's not where you're from, it's where your at! Natascha is a certified career coach with a focus on providing students with the tools necessary to become self-aware and market-ready. Natascha currently serves as an Associate Director / Career Coach at Harvard University, John F.



YOU ARE
WHAT YOU DO
NOT WHAT
YOU SAY
YOU'LL DO

How to discover your Brand?

1. Assessments: Myers Briggs/Jung Typology, Strength Finders, Transferable Skills, Job Assessment, Habits/Natural etc.
2. Have you ever been called intelligent, humorous, arrogant, networker, or analytical by peers? Ask?
3. Look in the mirror! What is your Vision?
4. Write your biography and your obituary.

“Start with the end in mind.”

~ [Stephen R. Covey, *The 7 Habits of Highly Effective People*](#)



M.I.C.R.O. CREATED BY NATASCHA SAUNDERS™

Personal Branding Tool Kit



- **Materials**

- Resume, Business Card, Cover Letter, References

- **Image**

- I *(you), Manners, Attitude, Grooming, Etiquette
- Apparel, Hygiene, Hair Style, Hands, Shoes, Pictures, Avatar

- **Communication**

- Introduction, Pause, Pitch, Etiquette (Silent Language_{-eyes, arms, legs etc.}), Email, Phone, Text, IM, Summarize

- **Reputation**

- Family, Friends, Associations, Network, Return the favors, Giver

- **Online**

- IG, Tik Tok, Blog, Website, LinkedIn, Facebook, Twitter, Google, YouTube
- Endorsements, Who Are You Liking or Following, Hashtags

Do not leave your reputation to chance or gossip; it is your life's artwork, and you must craft it, hone it, and display it with the care of an artist.

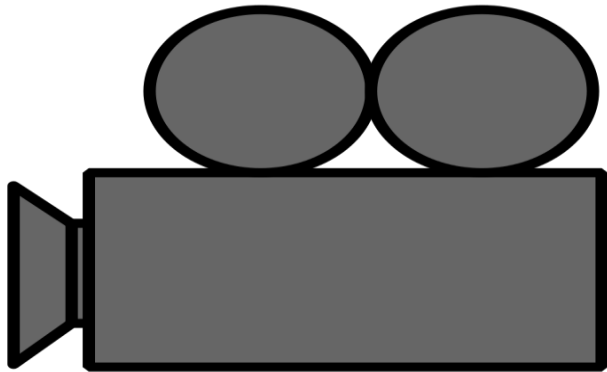
Robert Greene



7/27/2021

***Take a
Break***

PITCH PERFECT



**SO WHAT'S YOUR
ELEVATOR PITCH?**

PEER REVIEW MATTERS



**KEEP
CALM
AND
LET'S
RECAP**

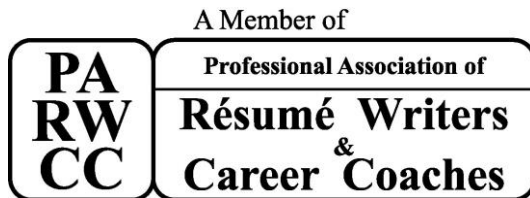


Ask Me



www.theyouthcareercoach.com

Thank you



~Natascha F. Saunders