

**Mini But Mighty Skills  
for Career & Professional Development & Fulfillment**  
Optimize Your Professional Online Presence

# Meet Our Lead Faculty



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# Learning Objectives



Assess and increase your comfort in sharing your professional mission online.



Explore options to share and amplify your professional message.



Determine the first steps to provide value in a dynamic professional landscape.



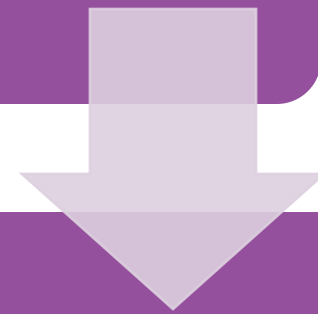
# Five Questions to Consider

What is my online presence?



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Why is this important?



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What is my online presence?

Why is this important?

Who can I help?

What can I help them with?

How do I go about this?



# Assess Your Comfort Level with an Online Presence



# Confidence Builders



**What experiences can you look back on?**



**What do you know about yourself?**



**What are your strengths?**



**What have you accomplished?**





# Confidence Builders



# Options to Amplify Your Professional Message



Email/Website

Video Platform

Social Media

Podcast

Blog/Vlog

The next new  
thing...



# TOOLS



# Determine the First Steps to Provide Value



**Clarity**

**Consistency**

**Communication**



# Determine the First Steps to Provide Value



**Platform Options**

**Assistance**

**Feedback**

**Definition of Success**



# Take Home Concepts

**It is important to optimize your online personal and professional presence.**

**Sharing your professional mission online can broaden your reach and increase your impact.**

**Spend time exploring the different options to find what is right for you.**

**You can increase your confidence by remembering what you have done so far in your life, by expanding your toolkit and skill set, and by putting yourself out there.**

**Take time to reflect and plan out your first steps and your next steps.**

**Ask for help when you need it!**



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