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?
Five Questions to Consider

What is my online presence?

Why is this important?
Five Questions to Consider

1. What is my online presence?
2. Why is this important?
3. Who can I help?
4. What can I help them with?
5. 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

What experiences can you look back on?

What do you know about yourself?

What are your strengths?

What have you accomplished?
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.

Your 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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