



HOW TO LEVERAGE TECHNOLOGY TO

Design Your Career Success Plan


Meet your Presenters



Thesha Sims, Sr. Strategic Enterprise Customer Success Manager, has been with Adobe for over 13 years leading projects, managing teams, and designing solutions. For the past two years, she has advised senior leaders at higher education institutions (public and for-profit) on designing effective strategies for their online learning platforms. Focusing on sustainable practices to deliver value, she's passionate about developing leaders and leveraging good data to drive decisions. Thesha is an CWC member and has presented "Increase Your Digital Literacy" to attendees at the 2014 Newport Beach State Conference. She also conducted an all-day District II training in October 2014 titled "Technology is Your Friend." As an advocate of life-long learning, Thesha is currently working on her MBA in Leadership at Dominican University.



Tanya Boone-Alva has 20+ years experience in education, technical writing, and developing best practices for both traditional and matrixed organizations. Currently she teaches Math and Art at Credo High School in Rohnert Park. Her true "North Star" is to support and improve systems by providing essential connections between departments within an organization. Leveraging her talents, she becomes the glue that strengthens and builds organizational excellence, facilitates identification of common language and systems, and develops instructional tools to drive change and maximize learning.



“While it may seem like career mapping is most useful for the most entry-level people in the company, that’s far from the truth. In fact, according to a recent LinkedIn study, **47% of American workers between 35 and 44 years old are ‘career sleepwalkers,’** meaning they’ve lost the bigger picture of how they want their careers to develop and may not have any idea of their goals. That’s why **career mapping is just as useful for employees in the middle (or toward the end)** of their careers as it is for the greenest new hire.”

- Fuseworkforce.com



Agenda

Rediscover your north star

A bit about technology

Design your plan

Call To Action

Activity 1: SELF ASSESSMENT

What is your north star?

“I always want to stay focused on who I am, even as I’m discovering who I am.”

- Alicia Keys



7 Minutes



Share & Win
some Prizes!



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LinkedIn's Top Skills for 2020

Flexibility & adaptability to change is essential in today's market



Soft Skills

- Creativity
- Persuasion
- Collaboration
- Adaptability
- Emotional intelligence



Hard Skills

- Blockchain
- Cloud computing
- Analytical reasoning
- Artificial Intelligence
- UX Design
- Business analysis
- Affiliate Marketing
- Sales
- Scientific computing
- Video production

Top picks for upskilling in 2020

Provider	Description	Cost for Individuals	Offerings	On-Demand	Certification
Adobe: Technical https://experienceleague.adobe.com/	Kick start your Customer Experience Management abilities with personalized learning	\$0	Learning paths for Adobe Digital Experience Products (Must have an AdobeID - which you can also get for free)	Yes	Yes
O'Reilly https://learning.oreilly.com/	Build career-advancing skills with live online training courses and on-demand learning	\$39/mo or \$399/annual	Python to data science to management and leadership: Books, videos, interactive tutorials, or live online classes	Yes	Yes
General Assembly SF: Technology, Skills Gap https://generalassemb.ly/	Specializing in today's most in-demand skills	Per Course/Program	Job specific, employment focused skills building (Technology specific)	Yes*	Yes*
LinkedIn Learning (formerly Lynda.com): https://www.linkedin.com/learning/	Online Video courses taught by industry experts in software, creative, and business skills	Subscription	Wide selection courses in skills development (Business, Creative, Data, Technology)	Yes	Yes
Coursera https://www.coursera.org/	Massive open online courses, specializations, and degrees	\$0 - paid	Individual courses through Masters in Business, Technical, Creative	Yes	Yes
edX: Traditional https://www.edx.org/	Massive open online course provider	Per Program	MicroBachelors, MicroMasters, Certificates from Higher Education Institutions	Varies	Yes
Harvard Business Review https://store.hbr.org/		Subscription \$635/year	Articles, Case Studies: Business focused	Yes	

Top picks for Fun!

Provider	Description	Cost	Offerings	On-Demand
Masterclass.com	Learn from the world's best	All Access Pass	Culinary Arts, Writing, Design, Photography, Fashion, Music, Film, TV, and more	Yes
Rosettastone.com	Learn to speak a new Language	Subscription	Japanese, Irish, Russian, Spanish, Turkish, Vietnamese, Chinese	Yes
Skillshare.com	Explore your creativity	Free / Subscription	Animation, Creative Writing, Film & Video, Fine Art, Graphic Design, Illustration, Music, Photography andmore	Yes
Udemy https://www.udemy.com/	100,000 on-demand courses	Per course	Huge and varied selection of categories: from Health, Hobbies, Business, Creative, you name it	Yes
Degreed: Skills Gap	Lifelong learning platform that individuals and organizations use to discover learning content, build skills, and certify their expertise		Specific skills focused; Courses, Articles, Podcasts, Videos	Yes



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Activity 2:

Ignore expectations.

Where do you want to focus your attention?

“The only skill that will be important in the 21st century is the skill of learning new skills. Everything else will become obsolete over time.”

- Peter Drucker

**Chart
Your
Own
Path**

Thesha's Success Plan

Q1			Q2			Q3			Q4		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Global Supply Chain & Marketing Management for Value Creation (8 Saturdays)			Leadership for Org Performance & Global Business Environment (Condensed)			Business Analytics/Marketing Research & Managerial Finance (8 Saturdays)					
Account Transitions		Summit Prep & Planning					GTM Strategy Update		SKO		
Adobe Solution Trainings						Adobe Solution Trainings					
			SBR 2.0 & MSP 2.0 Enablement								
Product Management *Online 5 hours per week											
			Data Analytics *Online 4 hours per week			Python / Java *Online			Pro Forma		
Yoga											
Strength											
Cardio											
Piano (2 lessons per month + 30 min per day practice)											
Writing (Thought Leadership articles, creative stories +1.5 hours per day)											
Enamel projects (8 hours per month)											

Tanya's Success Plan

Q1			Q2			Q3			Q4		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Ongoing Professional Development - Waldorf Teacher Training			Foundational level Mathematics SSU			Ongoing Professional Development - Waldorf Teacher Training					
			Internship – Encinitas Learning Center								
Planning, preparation, Teaching Number Theory		Study of Anatomy to Support Teaching Senior Portraiture and Acrylic Painting						Mentoring Department Lead for Newly Established Learning Center			
								Collaboration to create Lead, Art Department and Directed Studies			
ICF/ACA Coach's Training			Painting Skills						Beginning Business Class		
Sprint Kayaking											
Qigong Meditation											
Continue oil and acrylic painting – landscapes and portrait, average 1 – ½ hours per week											
Continue vocal ensemble practice, return to SSU Symphonic Choir in fall 2020											

Your Success Plan

			Q1			Q2			Q3			Q4		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Education/ Training														
Job														
Skills														
Health														
Hobby														

Instructions

- ▶ Pick 2-3 categories
- ▶ Select 1 area of development for each category
- ▶ Share with your table mate
- ▶ Share with the group



Create
Your Plan

10 Minutes

Reflection

How will you invest in yourself?

“It’s never a waste of time or money to invest in yourself, no matter the source. True wealth begins inwards and emits its light outward into everything else, including the people you surround yourself with.

- Will.I.Am



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“Action is the foundational
key to all success.”

- Pablo Picasso

Call to Action



Define your measures of
success & celebrate!



Reclaim your
development time &
schedule it



Build your network to
support your growth!



PLEASE TAKE 5 MINUTES
AND COMPLETE THE SURVEY

Thank you!

