



Electric Boat Management Association 2022 Virtual Management Development Series

Career Services

June 7th, 14th & 21st

Day One: Resume Writing

Learn how to create a strong document that helps you stand out. This workshop will include how to highlight your accomplishments and transferable skills in your resume, how to quantify results and how to highlight your professional competencies and results.

- Formatting
- How long should it be?
- What is a quantifiable result?
- How do I know what to include?
- How do I prevent age bias?

Day Two: Interviewing

Learn how to present your quantifiable results and engage your audience in the STAR (Situation, Tasks, Action Steps, and Results) method of interviewing success. This will include role play and reviewing common questions and strategies for success.

- STAR method
- How best to respond to “tell me about yourself”, “why should I hire you?” strengths, weaknesses, and strategic questions to ask to understand the culture and your fit.

Day Three: LinkedIn

LinkedIn is a tool that can be used personally and professionally to build your brand and network. Maximize LinkedIn’s potential, learn about strategic word/algorithm properties of LinkedIn or how to use it to help recruit/network/be seen as a subject matter expert and grow your connections.

- How can I use LinkedIn to reach my goals faster?
- Which groups should I consider joining?
- What does a good profile look like?
- How do I build a network on LinkedIn?
- How do I write a good invitation to connect?
- What strategies should I adopt if I am looking to connect with (_____) fill in the blank.
- Share and publish content on LinkedIn and be seen as a thought leader in your industry.

Topics To Be Covered Are: This series of workshops is for anyone wanting to learn more about how to skillfully craft a resume, prepare for interview success as well as for people interested in building their LinkedIn network, professional brand and having a more visible presence as a subject matter expert.

Outcomes:

- A good format for telling your story and highlighting your quantifiable results on your resume.
- Interview insights and practice to be better prepared and confident.
- An optimized LinkedIn profile that will increase your visibility.
- A personal/professional branding strategy.
- Expand your professional network by creating/nurturing relationships

Presented by:
Anne Lipsitz



Anne is a results-driven communication and marketing professional skilled in helping clients present and articulate their personal and professional brand. Proven success helping groups/clients understand their value, create compelling keyword rich content, and strategically update/maximize their resume, interviewing skills, and LinkedIn profiles to gain personal brand visibility and grow their networking opportunities.

If you are interested in signing up for this workshop, please email ebmamd@gdeb.com no later than May 24th to be enrolled into the class. Please include your personal email in your request to sign up for the course. In order to attend this Virtual session you will need to access Zoom from outside of EB on your personal devices. If you have any questions please reach out to ebmamd@gdeb.com.

Please contact Giana Blaise (EBMA – Management Development Director) at ebmamd@gdeb.com or 860-433-8037 with any additional questions.

Virtual Zoom Meeting
June 7th, June 14th & June 21st
4:00pm – 6:00pm

EBMA office phone number: 860-433-7000, fax number: 860-433-1157
Office hours: Tuesday and Thursday from 8:00 am to 1:00 pm.
WWW.EBMA.US