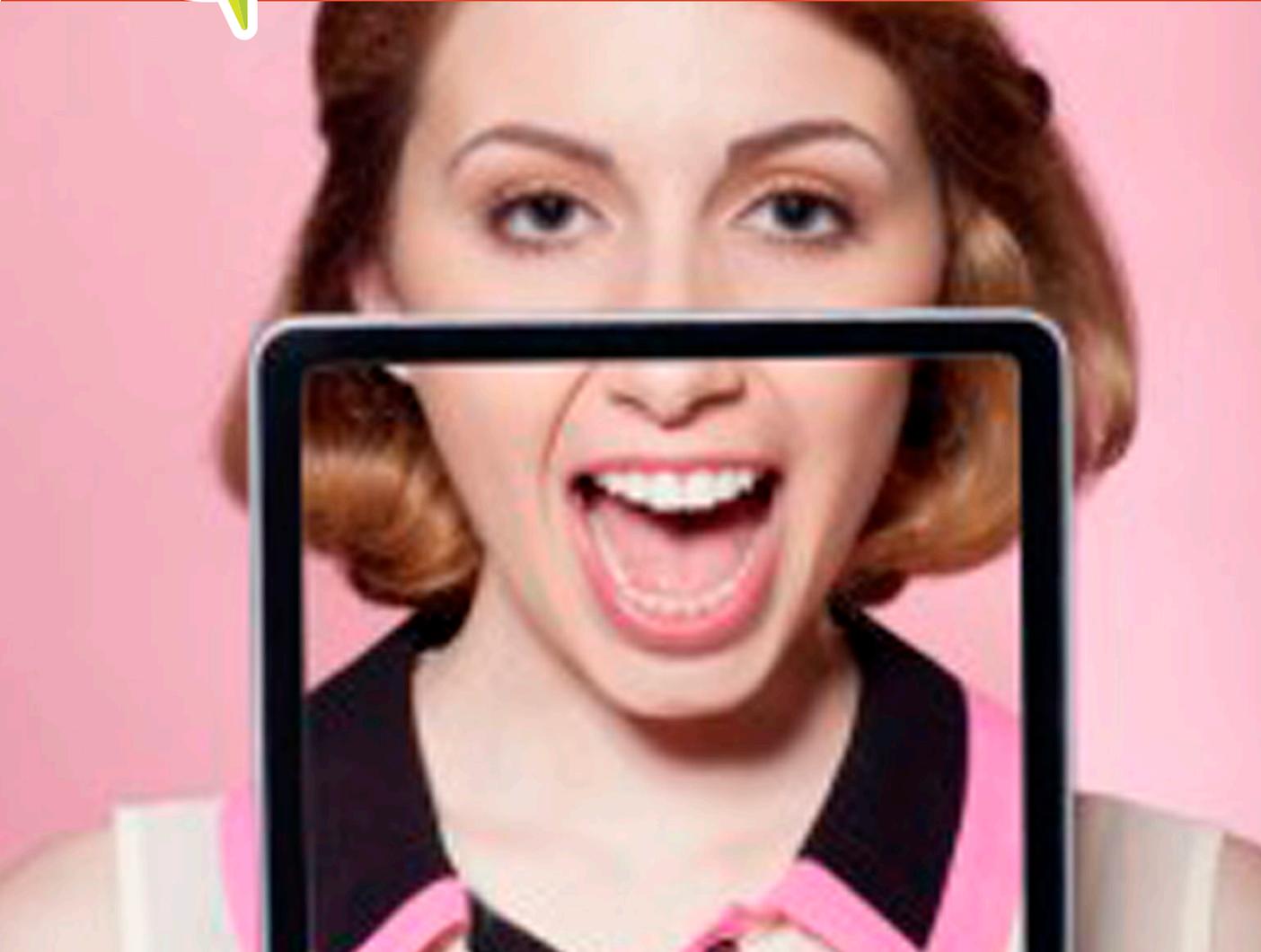




# Exploring Your Potential™

## Redefining Career Readiness



### **Course 2: Sculpting Your Value Proposition**

You can have all the potential and talent in the world, but packaging what you have to offer strategically maximizes your opportunities. Give yourself the best shot.



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# Course 2: Sculpting Your Value Proposition

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## Course 2: Sculpting Your Value Proposition

### Course Description:

*Sculpting Your Value Proposition* is a 6-module course that supports students in packaging what they have to offer strategically to maximize opportunities. Students will identify their assets and liabilities to develop new pathways for improvement, map out organizations and key players within their chosen industry, and create a powerful network of connections to guide them while navigating career steps. Time-on-task for course module completion is from 1 to 3 hours, per module.

### Course Learning Objectives:

- Objectively look at self in relation to adding value to the marketplace
- Develop a clear talent assessment
- Design strategies for leveraging assets and improving liabilities through continued education
- Aggregate expert resources and knowledge to effectively apply insights to career goals
- Build a powerful network of connections to establish credibility, create opportunities, and expand professional pathways.

### Course 2 Instructional Modules:

1. What do you have to offer?
2. Earning Respect and Credibility
3. Master Your Universe
4. Core Competencies
5. Real World University
6. Build Your Network

### Course 2 Assessment:

- Pre-Course Survey
- Module Assignments posted to My Portfolio and/or Module Quiz provided in the school's LMS
- Module Reflective Questions
- Post-Course Survey

### Modifications:

EYP courses have been designed to be used as either a standalone course or companion curriculum. The course is easily adaptable for the course facilitator to add content, projects, or assignments by using the school's learning management system (LMS) in either a fully online or blended learning environment. As a subject matter expert, you may deem it appropriate to create some of your own resources through instructor commentary. When used effectively, instructor commentary is a value-added piece you bring to the course as the expert. This is your opportunity to bring context to the content, drawing upon real-world examples, maybe from your own experiences, which helps to illustrate the concepts being covered in a particular module.



## Course 2: Sculpting Your Value Proposition

### Course 2 Pre-Survey

1. How strongly do you agree with this statement? I know what my strengths and weakness are and can determine how my strengths will bring value to my desired industry.

**Response A:** Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,  
**Response D:** Strongly agree

2. How strongly do you agree with this statement? I know what I need to do to gain respect and credibility in my chosen industry.

**Response A:** Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,  
**Response D:** Strongly agree

3. How strongly do you agree with this statement? I understand how to combine my interests, the people I know, and research techniques to better understand and find entry into industries that interest me.

**Response A:** Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,  
**Response D:** Strongly agree

4. How strongly do you agree with this statement? I understand the difference between hard and soft skills and can determine what steps to take to improve my weak points.

**Response A:** Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,  
**Response D:** Strongly agree

5. How strongly do you agree with this statement? I have a plan to supplement my formal education as it relates to careers that interest me.

**Response A:** Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,  
**Response D:** Strongly agree

6. How strongly do you agree with this statement? I am able to recognize and cultivate key people in order to build a network of professional connections.

**Response A:** Strongly disagree, **Response B:** Disagree, **Response C:** Undecided, **Response D:** Agree,  
**Response D:** Strongly agree



## Course 2: Sculpting Your Value Proposition

### Learning Modules And Exercises:

#### Module 1: What Do You Have to Offer?

In Module 1, *What do you have to offer?* Students investigate their professional assets and liabilities to begin sculpting a value proposition in their desired industry. Dynamic activities such as Personal Balance and Competitive Talent Assessment, help students to uncover their current skills, how much their talent level is worth in the field and where they have room for improvement, using critical questioning and criteria sorting.

#### Expected Learning Outcomes:

- Recognize and document current professional assets and liabilities through list building.
- Compare talent value to the chosen market and identify steps for improvement.
- Analyze and interpret talents and strengths to identify current value in the desired industry.

#### Course 2, Module 1 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Self-Assessment	Self-Assessment	Students survey and review a personalized report.	
How do you Balance Out?	My Assets and Liabilities	Students use assets and liabilities concepts to help them assess their own strengths and weaknesses.	
How to Best Present Yourself	Best Ways to Present Myself	Students choose their preferred introduction methods based on industry preferences and personalities.	
Advice from Industry Pros		<b>Scott Kaston</b> , the youngest analyst on the Strategy and Innovation team at Macy's, talks about his own value proposition and how much he has to offer the workforce.	
Determining Your Value	Talent Assessment	Students learn what they are likely to be paid for their level of education and expertise.	
Advice from Industry Pros		<b>Bryce Murray</b> , vice president of talent acquisition at Red Bull, shares secrets about how to best present and value yourself as you look for work.	
I am Valuable	I am Valuable	Students write about their best guess on how much they are worth in the market.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



## Course 2: Sculpting Your Value Proposition

### Exercises:

#### Self-Assessment

Students survey and review a personalized report.

#### My Assests and Liabilities

Students create a personal balance sheet based on accounting principles. Generate a list of strengths (assets) and weaknesses (liabilities) based on examples given in the module. The next step is to place the lists in descending order with the biggest assets and liabilities at the top. This exercise will help students understand what they are good at and what needs improvement.

#### Best Ways to Present Myself

A resume is still a preferred or standard presentation tool when job searching, however there may be times when a resume might not be the only option. Some industries, the marketing industry for example, may want a portfolio of an applicant's work.

Students need to understand the need to know the companies or clients the want to work for. Personal soft skills such as how to be culturally relevant in not only what you wear, but how you present yourself.

#### Talent Assessment

A Talent Assessment is one of the best ways to analyze your own value proposition — before you start interviewing for jobs. Look at the marketplace to compare yourself to others. How much are you actually worth to a company or client? What's missing in what you have to offer now? What's your plan of action? This a critical thinking exercise and will take some effort to complete, but making the effort now is going to pay off when it counts.

#### I Am Valuable

Student writes a paragraph stating their best guess of their value in the market place.

#### Reflective Questions

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

**1. How has your sense of what you have to offer changed?**

**Response A:** More confused **B:** Less confused **C:** Same **D:** More aware **E:** Much more aware

**2. Looking at your personal balance sheet, do you have more clarity about your professional assets and liabilities as you start your career?**

**Response A:** Not at all **B:** Not very much **C:** No change **D:** Somewhat **E:** Yes

**3. How clear are you about your actual value as a talent in the marketplace today?**

**Response A:** More confused **B:** Less confused **C:** Same **D:** I am more clear **E:** I am much more clear

**4. Which activity in this module did you find most valuable?**

**Response A:** Major Life Events **B:** My Life Lessons **C:** Brainstorming My Pitch **D:** My Video or Written Pitch



## Course 2: Sculpting Your Value Proposition

5. WHY was the activity you selected the one that was most valuable to you?

- Response A:** It caused me to think differently about me and my situation.  
**B:** It was easy to understand.  
**C:** helped me understand and apply the concept.  
**D:** I can see how this activity will be helpful to me and my situation.  
**E:** Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?

### Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort



## Course 2: Sculpting Your Value Proposition

### Assessment Quizzes:

#### Introduction

##### 1. How do you increase your value?

**Response A:** By presenting a detailed summary of all of your work experience., **Response B:** By explaining what you have to offer and how that can help someone else achieve their objectives., **Response C:** By developing a plan to explain everything that you want to accomplish., **Response D:** By explaining how you plan to change your liabilities into assets., **Correct Response:** B

##### 2. What you have to offer is, of course, \_\_\_\_\_.

**Response A :** subjective, **Response B:** objective, **Response C:** unbiased, **Response D:** insignificant,  
**Correct Response:** A

##### 3. It doesn't matter if you have a clear sense of what you are worth now. What matters is how you can improve.

**Response A :** TRUE, **Response B:** FALSE, **Correct Response:** B

#### How Do You Balance Out?

##### 1. In business, the process of analyzing your assets and liabilities is done through a basic financial statement called\_\_\_\_\_.

**Response A:** an annual report, **Response B:** a cash flow statement, **Response C:** a balance sheet,  
**Response D:** a quantitative summary, **Correct Response:** C

##### 2. Which is an example of a personal asset as outlined in this section?

**Response A:** Car, **Response B:** Home, **Response C:** Supportive family, **Response D:** Limited attention span,  
**Correct Response:** C

##### 3. Which is an example of a personal liability as outlined in this section?

**Response A:** Student loans, **Response B:** Credit card balances, **Response C:** Dependability, **Response D:** Overly sensitive to feedback, **Correct Response:** D

##### 4. When you know your strengths and weaknesses, you can learn to truly leverage your \_\_\_\_\_.

**Response A:** talents, **Response B:** time, **Response C:** connections, **Response D:** assets, **Correct Response:** A

##### 5. You should always have more assets than liabilities.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

#### How to Best Present Yourself

##### 1. The only way to present yourself as talent in the working world is by using a resume.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

##### 2. If you're an accountant which of the following would best showcase your talents to a prospective employer?

**Response A:** a video reel, **Response B:** a stock portfolio, **Response C:** a family photo album, **Response D:** an infographic, **Correct Response:** D



## Course 2: Sculpting Your Value Proposition

3. If you are more introverted, creating a video resume would be fun and exciting.

Response A: TRUE, Response B: FALSE, Correct Response: B

4. When it comes to figuring out how best to present yourself, \_\_\_\_\_ is everything.

Response A: context, Response B: clothing, Response C: education, Response D: information, Correct Response: A

### Advice from Industry Pros

1. In this section Scott Kaston discusses his initial career directions and decisions. He went to Emory University and studied \_\_\_\_\_.

Response A: finance & consulting, Response B: marketing, Response C: supply chain, Response D: management, Correct Response: A

2. Scott Kaston was an intern at Macy's and that was how he obtained his job there.

Response A: TRUE, Response B: FALSE, Correct Response: B

3. Scott Kaston was told by his \_\_\_\_\_ that 'you bloom where you are planted'.

Response A: professors, Response B: colleagues, Response C: mom, Response D: CEO, Correct Response: D

4. Ambition is very helpful in achieving a successful career.

Response A: TRUE, Response B: FALSE, Correct Response: A

### Determining Your Value

1. The best way to analyze your own value proposition is to use a \_\_\_\_\_.

Response A: recruiter, Response B: job board, Response C: talent assessment, Response D: career advisor, Correct Response: C

2. What is at risk if you don't identify the gaps missing in what you have to offer an employer?

Response A: Reputation, Response B: Life, Response C: Embarrassment, Response D: Income, Correct Response: D

3. If you plan on progressing to senior jobs in an industry, you should \_\_\_\_\_.

Response A: be focused on your boss's job and learn everything he/she does, Response B: keep your eyes on the prize of where you eventually want to be, Response C: make sure you strengthen your networking within that industry, Response D: keep everyone in your company informed of your next career steps, Correct Response: B

### Advice from Industry Pros

1. Bryce Murray from Red Bull states in his video that the reason it is helpful to know how a company is organized is that it allows you to \_\_\_\_\_.

Response A: name drop in case your parents know someone who works there, Response B: target the right people to help you get to where you want to be, Response C: skip over the middle man and go right to the top, Response D: plan your career path once you are hired, Correct Response: B



## Course 2: Sculpting Your Value Proposition

2. According to Bryce Murray people who rise into senior positions within an organization are the people who have \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

**Response A:** heart; vision; determination, **Response B:** tenacity; discipline; passion, **Response C:** drive; determination; direction, **Response D:** connections; collateral; resource, **Correct Response:** B

3. What is Bryce Murray's job title?

**Response A:** Vice President of Talent Acquisition, **Response B:** Human Resources Director, **Response C:** Director of Quality Assurance, **Response D:** Head of Recruitment, **Correct Response:** A

4. Bryce Murray says that you should always wear a suit and tie to an interview.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

### You are Valuable

1. Your options are only as limited as your \_\_\_\_\_.

**Response A:** funds, **Response B:** connections, **Response C:** imagination, **Response D:** education, **Correct Response:** C

2. You were asked to write a paragraph stating the best guess of your value. This was in relation to your value \_\_\_\_\_.

**Response A:** to society, **Response B:** to the company you currently work for, **Response C:** the world, **Response D:** the employment market, **Correct Response:** D

### Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



## Course 2: Sculpting Your Value Proposition

Table of Module 1 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young &amp; Successful</i>		Jen explains the power of realizing what you have to offer, and how to use modern and inventive ways that go beyond a traditional resume to really wow people.
C2/M1	Advice from Industry Pros	Scott Kaston	Analyst on the Strategy and Innovation team at Macy's	Retail	The youngest analyst on the Strategy and Innovation team at Macy's talks about his own value proposition and how much he has to offer the workforce. He also discusses how he survived rounds of interviews to get the job.
C2/M1	Advice from Industry Pros	Bryce Murray	Vice president of talent acquisition	HR/wholesale	Vice President of Talent Acquisition at Red Bull reminds us how little most know about major brands. And that means their full range of opportunities, too. While known as the leading energy drink, Red Bull also owns soccer teams, ice hockey teams, a publishing company, a coffee company, a bottled water company, and a resort and island in Fiji, and produces hundreds of live events a year. Bryce illustrates how understanding a company's culture is vital to evaluating opportunities and best presenting yourself and your value as you look for work.



# Course 2: Sculpting Your Value Proposition

## Module 2: Earning Creditability and Respect

*Earning Creditability and Respect* guides students in building strategies to leverage and improve their current value in their chosen industry. In Module 2, students define credibility and explore ways to grow their reputation in alignment with their professional goals. Through research and visual mapping exercises, students construct actions that address a 9-point plan including integrity, ambition, and effort, to establish credibility and respect.

### Expected Learning Outcomes:

- Define credibility clearly within a variety of industries
- Illustrate strategies for achieving credibility and respect based on industry standards and personal values.

### Course 2, Module 2 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Standards of Success		Students think about what standards of success are important.	
My Current Level of Respect and Credibility	My Current Level of Respect and Credibility	Students rate themselves on their current level of success.	
How to Build Respect and Credibility.		Tried-and-true tips for building credibility and respect.	
Advice from Industry Pros		<b>Ellen Pollock</b> , former editor in chief of <i>Bloomberg Businessweek</i> , shares her story about how building her credibility and respect got her to be the first woman to ascend to the top of the world's leading business magazine.	
My Respect and Credibility Game Plan	My Respect and Credibility Game Plan	Students create their own plan to gain more credibility and respect.	
Be a Person of Substance		Students learn the importance of being well-liked, respected, and having integrity.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



## Course 2: Sculpting Your Value Proposition

### Exercises:

#### My Current Level of Respect and Credibility:

This activity is a survey to help the student understand the level of success they have had in their life.

#### My Credibility and Respect Game Plan:

Students start constructing your own plan. We want you to have a strategy to really establish yourself, so doors start to open for you more easily.

#### Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

**1. How has your definition of respect and credibility shifted with this module?**

**Response A:** Not at all **B:** Slightly **C:** No change **D:** Moderately **E:** A lot

**2. How clear are you on what you need to do to build your credibility and respect?**

**Response A:** Not at all **B:** No change **C:** Somewhat more clear **D:** Much more clear

**3. How much has this module made you evaluate the effort needed to have the credibility and respect you want?**

**Response A:** Not at all **B:** Slightly **C:** No change **D:** Moderately **E:** A lot

**4. Which activity in this module did you find most valuable?**

**Response A:** My Current Level of Respect and Credibility **B:** My Respect and Credibility Game Plan

**5. WHY was the activity you selected the one that was most valuable to you?**

**Response A:** It caused me to think differently about me and my situation.

**B:** It was easy to understand.

**C:** helped me understand and apply the concept.

**D:** I can see how this activity will be helpful to me and my situation.

**E:** Other (explain in next question answer field)

**6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?**

**7. What did you learn about yourself through this module?**

**8. Is there anything else you'd like to share?**



## Course 2: Sculpting Your Value Proposition

### Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

### Assessment Quizzes:

#### Introduction

1. What will earning credibility and gaining respect do for you?

**Response A:** It allows you the opportunity to be heard., **Response B:** You raise your personal standards and your value in the market place., **Response C:** You will be known as an ethical and honest person., **Response D:** Your success in the workplace is guaranteed., **Correct Response:** B

2. Being a person of integrity is not likely to translate into success at work.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

#### Standards of Success

1. When is a crucial time to establish a great reputation?

**Response A:** Just entering the business world., **Response B:** Starting something brand new., **Response C:** Being in a state of transition., **Response D:** Always., **Correct Response:** D

2. Success is objective and meeting a particular set of criteria, depending on your chosen field, is paramount to achieving success.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

3. \_\_\_\_\_ should be the first thing you give.

**Response A:** Your opinion, **Response B:** Your resume, **Response C:** Respect, **Response D:** Devotion, **Correct Response:** C



## Course 2: Sculpting Your Value Proposition

### What's Your Current Level of Success

1. Your current level of success is something you cannot measure.

Response A: TRUE, Response B: FALSE, Correct Response: B

2. You should be the only one that dictates what you are capable of.

Response A: TRUE, Response B: FALSE., Correct Response: A

### How to Build Credibility and Respect

1. The best place to start building credibility and respect is \_\_\_\_\_.

Response A: wherever you are right now, Response B: during internships, Response C: the first day of class, Response D: first day in a new job, Correct Response: A

2. You should first consider what will make others proud of you before considering what would make you proud of yourself.

Response A: TRUE, Response B: FALSE, Correct Response: B

3. Who are the first people we try to impress?

Response A: Our peers, Response B: Parents, Response C: Teachers, Response D: College Faculty, Correct Response: B

4. Why is it important to evaluate someone who is calling themselves an expert?

Response A: So you know if you can trust them., Response B: Often people call themselves an expert when in fact they are not., Response C: The term expert is not well defined and can mean a lot of different things., Response D: Its not important., Correct Response: B

5. Which response best explains the basis on which somebody should be evaluated regarding their level of expertise?

Response A: Substance and integrity., Response B: Substance, integrity and their credibility., Response C: Substance, integrity, credibility and references., Response D: Substance, integrity, credibility and credentials., Correct Response: D

6. Which of the following is not an example of someone who can reasonably considered to be an expert?

Response A: Owns a company, or multiple companies., Response B: Has received awards and accolades., Response C: Is heavily connected and has a strong profile on LinkedIn., Response D: Holds a high-level position., Correct Response: C

7. Which of the following best describes what it means to "establish yourself"?

Response A: Devoting time to being the best at something that creates a positive reputation in your field and is seen as valuable to others., Response B: Consistently meeting expectations in your workplace by doing what is asked to help drive the company's objectives forward., Response C: To know who the experts are in your field and to establish a network with them., Response D: Perform a role/job for an extended period of time., Correct Response: A



## Course 2: Sculpting Your Value Proposition

8. From a career perspective which of the following types of “pitches” is not an important way to communicate who you are and why people should care?

**Response A:** Verbal pitch, **Response B:** Resume, **Response C:** Online Profiles, **Response D:** Social media profiles, **Correct Response:** D

9. What is meant by the term exposing yourself?

**Response A:** To convince others why you matter., **Response B:** To begin putting yourself out there, engage others and begin building relationships so that others may help you and you help them., **Response C:** To be brutally honest at all times with others about who you are and what you plan to achieve., **Response D:** To talk about your work, businesses, or your planned ventures for the future., **Correct Response:** B

10. When you are selective about the people you spend your time with and where you are putting your energy, you are \_\_\_\_\_.

**Response A:** sculpting your environment, **Response B:** attracting the right mentors, **Response C:** branding yourself, **Response D:** establishing yourself, **Correct Response:** A

### Advice from Industry Pros

1. What publication is Ellen Pollock the former editor-in-chief of?

**Response A:** U.S. News and World Report, **Response B:** Bloomberg Businessweek, **Response C:** Huffington Post, **Response D:** Time Magazine, **Correct Response:** B

2. How does Ellen Pollock establish her credibility in the video clip?

**Response A:** She explains how valuable technology is to promote yourself and reviews her profile on LinkedIn., **Response B:** She briefly runs through an account of positions she has held as a reporter, writer, and editor., **Response C:** She doesn't; her credibility was established by her senior job title., **Response D:** By summarizing how successful she has been., **Correct Response:** B

3. Who is going to most worry about your career?

**Response A:** You and your family., **Response B:** You and your career advisor., **Response C:** A supervisor or manager at your place of employment., **Response D:** You., **Correct Response:** D

4. What does Ellen Pollock mean when she says it's important to know how the world works?

**Response A:** To understanding how foreign governments and businesses view the United States and how that relates to how we conduct business., **Response B:** To understand how new developments, technology and global leaders are influencing business globally., **Response C:** To understanding the impact of the global economy on unemployment rates., **Response D:** To understand the politics of word affairs., **Correct Response:** B

5. What advice does Ellen Pollock give about starting a new job when you are not certain of your responsibilities?

**Response A:** Demonstrate that you are keen by being busy., **Response B:** Observe and proactively seek to clarify as that builds credibility and trust., **Response C:** Ask your new colleagues., **Response D:** Create a list of what you think the responsibilities should be and show it to your boss., **Correct Response:** B



## Course 2: Sculpting Your Value Proposition

### Creating My Credibility and Respect Game Plan

#### 1. What's the purpose of creating a credibility and respect game plan?

**Response A:** To have a strategy to establish yourself so doors start to open more readily., **Response B:** To bring clarity and understanding to who you are., **Response C:** To have a pitch ready to go when an opportunity arises., **Response D:** The plan guarantees success., **Correct Response:** A

### Be a Person of Substance

#### 1. You should wait until you are successful and have something to give back before helping others achieve their own success.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

### Summary

#### 1. When you are able to live with integrity, people will treat you with \_\_\_\_\_ and \_\_\_\_\_.

**Response A:** kindness; sincerity, **Response B:** respect; admiration, **Response C:** credibility; respect, **Response D:** credibility; loyalty, **Correct Response:** C

### Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



## Course 2: Sculpting Your Value Proposition

Table of Module 2 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young &amp; Successful</i>		How do we, as talent, rise above the noise? Jen speaks to earning credibility, being substantive, how to study role models, and the specific tactic she used to write her bestselling book.
C2/M2	Advice from Industry Pros	Ellen Pollock	Former editor in chief of Bloomberg <i>Businessweek</i>	Publishing	Former editor in chief of <i>Bloomberg Businessweek</i> and Deputy Page One Editor of the <i>Wall Street Journal</i> shares her own story about how building credibility and respect helped her become the first woman to ascend to the top of the world's leading business magazine. Humility, practicality, respect for leadership, being objective about what you have to offer, and being willing to address your own competencies (or lack thereof) are essential in climbing the corporate ladder, advises Ellen.



## Course 2: Sculpting Your Value Proposition

### Module 3: Master Your Universe

Module 3, *Master Your Universe*, teaches students to investigate, evaluate and integrate a variety of knowledge about their desired field including roles, functions, key terms, and models. Through scaffolding techniques, students apply the skills from Course 1 to research and identify terminology—the language of the Industry and design an industry map.

#### Expected Learning Outcomes:

- Identify and articulate industry terminology
- Collect and categorize various aspects of different industries including key players, companies, and media.
- Design an industry map documenting experts, companies, resources, training programs, media, hotspots, organizations, etc.

### Course 2, Module 3 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Selecting the Right Industry for You	My Favorite Industries	Students list their top six favorite industries.	
Cross-Pollinating Industries		Students match industries with interests.	
Talk the Talk	My Industry-Specific Terminology	Students will identify specific terms and language used by industry.	
Advice from Industry Pros		<b>James Cascone</b> , partner at Deloitte Advisory, talks about how to build fluency and mastery of any industry.	
Master Your Universe	Mastering My Universe	Students create a list of the resources that would serve them to reach out to potential resources.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



## Course 2: Sculpting Your Value Proposition

### Exercises:

#### My Favorite Industries:

This activity asks the students to list the industries that they are most interested in and explain why in the provided space.

#### My Industry-Specific Terminology:

What industries speak to you and why? Students chose an industry (or a combo of two industries) that resonates best with their interests. Then identify 25 industry-specific terms someone would need to know to be a part of that world. Research will be required to come up with the 25 terms.

#### Mastering My Universe:

How can a student leverage the people and resources that are currently around you to help you get closer to the industries you listed above? Students pick at least five of the seven resources identified and list how they would utilize that person or resource to further them along on in meeting their goals.

#### Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

**1. How much has your understanding of various industries increased through this module?**

**Response A:** Not at all **B:** Not much **C:** No change **D:** Somewhat **E:** A lot

**2. How much has your level of fluency within your chosen industry improved based on the industry-specific terminology activity?**

**Response A:** No improvement **B:** A small improvement **C:** A lot of improvement

**3. How clear are your next steps in your chosen industry?**

**Response A:** I'm completely confused **B:** Less confused **C:** Same **D:** More clear **E:** Much more clear

**4. Which activity in this module did you find most valuable?**

**Response A:** My Favorite Industries **B:** My Industry-Specific Terminology **C:** Mastering My Universe

**5. WHY was the activity you selected the one that was most valuable to you?**

**Response** **A:** It caused me to think differently about me and my situation.  
**B:** It was easy to understand.  
**C:** helped me understand and apply the concept.  
**D:** I can see how this activity will be helpful to me and my situation.  
**E:** Other (explain in next question answer field)

**6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?**

**7. What did you learn about yourself through this module?**

**8. Is there anything else you'd like to share?**



## Course 2: Sculpting Your Value Proposition

### Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

### Assessment Quizzes:

#### Introduction

- When using the solar system as an analogy for the working world \_\_\_\_\_are the planets.  
**Response A:** people, **Response B:** jobs, **Response C:** industries, **Response D:** companies, **Correct Response:** C
- Recruiters are looking for you to \_\_\_\_\_.  
**Response A:** learn specific terminology of your industry so you can speak their language, **Response B:** learn all that you can about one industry, **Response C:** be aggressive and demonstrate your expertise in your industry, **Response D:** have mastered the competencies specific to your chosen industry, **Correct Response:** A
- The term New Industries from a career perspective equates to \_\_\_\_\_.  
**Response A:** new ways of thinking, **Response B:** new opportunities, **Response C:** new directions, **Response D:** new beginnings, **Correct Response:** B

#### Cross-Pollinating Industries

- You need to pick one field/one industry and stick to it so that you are highly skilled and specialized.  
**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B
- The term Cross-pollinating Industries refers to looking at careers that \_\_\_\_\_ multiple industries.  
**Response A:** impact the direction of, **Response B:** combine the strategies of, **Response C:** avoid overlap between, **Response D:** seek to combine those from, **Correct Response:** D



## Course 2: Sculpting Your Value Proposition

3. Which of these is not an example of a cross-pollination of industries?

**Response A:** Finance & Pets, **Response B:** Sports & Education, **Response C:** Seniors & Travel, **Response D:** Health & Hospitals, **Correct Response:** D

4. Your options are limited when you think about all of the possible combinations because it becomes too confusing.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** B

5. There is no a la carte menu of all your \_\_\_\_\_.

**Response A:** investment and income options, **Response B:** relationship and networking options, **Response C:** career options, **Response D:** education and training, **Correct Response:** C

### Which Industries Are You Interested In

1. You are asked to think like an economist and act like an \_\_\_\_\_.

**Response A:** entrepreneur, **Response B:** engineer, **Response C:** environmentalist, **Response D:** evangelist, **Correct Response:** A

### Talk the Talk

1. Industries and their specialty sub-industries have their own \_\_\_\_\_.

**Response A:** secret language, **Response B:** language and terminology that make communication more effective in that field, **Response C:** unique way of communicating to make it difficult for people outside of the industry to understand, **Response D:** language and terminology because they believe their industry is unique, **Correct Response:** B

2. Which is not an advantage to learning the language of an industry quickly?

**Response A:** more credibility, **Response B:** more opportunities, **Response C:** people recognize that you know the field, **Response D:** greater health & wellness, **Correct Response:** D

3. You have a greater advantage of landing a job when you \_\_\_\_\_.

**Response A:** speak multiple languages, **Response B:** speak the language and terminology of the people who make the hiring decisions, **Response C:** speak assertively and confidently in an interview, **Response D:** use the latest buzz words, **Correct Response:** B

4. The terms listed in the graphic in the Talk the Talk section all relate to \_\_\_\_\_.

**Response A:** the health care industry, **Response B:** business management, **Response C:** languages, **Response D:** job opportunities, **Correct Response:** A

5. When looking for opportunities be as specific, \_\_\_\_\_ and technical as possible when describing what you want to do.

**Response A:** accurate, **Response B:** eloquent, **Response C:** clear, **Response D:** concise, **Correct Response:** C



## Course 2: Sculpting Your Value Proposition

### Advice from Industry Pros

1. Deloitte has specialty practice areas in \_\_\_\_\_ different industries.  
Response A: 1, B: 5, Response C: 25, Response D: 50, Correct Response: C
2. You definitely need a finance or accounting degree to work for Deloitte.  
Response A: TRUE, Response B: FALSE, Correct Response: B
3. Working for a big firm offers a variety of different \_\_\_\_\_.  
Response A: problems, B: offices, Response C: choices, Response D: experiences, Correct Response: D
4. According to James Cascone restaurants are increasingly making investments in \_\_\_\_\_.  
Response A: new equipment, B: wait staff, Response C: technology, Response D: real estate, Correct Response: C

### Master Your Universe

1. It is enormously helpful to have a \_\_\_\_\_ of your resources so you can really put them to use.  
Response A: visual map, B: listing, Response C: virtual map, Response D: graphical image or diagram, Correct Response: A
2. If interested in opening a pet dental care clinic you should \_\_\_\_\_.  
Response A: start a Meetup Group, B: get a veterinary degree, Response C: study accounting, Response D: hang out at a pet shops, Correct Response: A
3. The module talks about resources you should identify and use to help achieve your goals.  
Response A: The module lists seven categories of resources and asks you to identify at least five resources in each category., Response B: You are encouraged to focus on a maximum of three resource types., Response C: You should identify which type of resource to use then create a list of fifteen specific people or resources in that particular category., Response D: Tapping into these resources is more important in some industries than others., Correct Response: A
4. The “Your Universe” map includes people, news media, companies, organizations and \_\_\_\_\_.  
Response A: money, B: animals, Response C: ideas, Response D: internet, Correct Response: D
5. What is at the center of the “Your Universe” model?  
Response A: Your vision of the future., B: You, Response C: Your family and friends., Response D: Your career goals., Correct Response: B
6. “Your options are only as limited as \_\_\_\_\_.”  
Response A: your level of perseverance, B: your imagination.... and imagination is limitless, Response C: your capabilities and your connections, Response D: your commitment to plan and actively pursue your plan, Correct Response: B



## Course 2: Sculpting Your Value Proposition

### Summary

1. This module's primary focus was about the resources you can tap into to advance your career aspirations.

Response A: TRUE, B: FALSE, Correct Response: B

### Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project

### Table of Module 3 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young &amp; Successful</i>		If you understand how industries work, success is easier. Jen talks about how to step into the solar system of the working world by looking beyond the jobs at hand to see the broader perspective of opportunities.
C2/M3	Advice from Industry Pros	James Cascone	Partner at Deloitte Advisory	Finance	As Partner and Global Restaurant & Food service Leader at Deloitte, one of the world's largest, most reputable advisory firms, James illuminates alternative career paths like his that most do not realize exist in big accounting companies. He also talks about how to build fluency and mastery of any industry, a critical skill for any consultant or specialist.



## Course 2: Sculpting Your Value Proposition

### Module 4: Core Competencies

Module 4, *Core Competencies* teaches students to acknowledge, evaluate, and build the core competencies identified by employers globally as most critical for emerging workers. Students will learn about these gaps via identification of terminology, introspection, and personal evaluation.

#### Expected Learning Outcomes:

- Identify strengths related to their core competencies through Likert scales.
- Evaluate action steps that can be taken to improve specific competencies including: communication, finance, entrepreneurship, and technology.
- Assess professional career readiness by ranking themselves on a compressive list of soft skills and gathering advisor feedback for a modified 360 review.

### Course 2, Module 4 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
What Frustrates Employers Most		Information about employer frustrations with people entering the workforce.	
New Rules – Business Today Requires These Top Competencies	My Core Competencies	Information on choosing a trajectory that will lead to desired destination and goals.	
Choose Your Trajectory		Students will identify specific terms and language used by industry.	
Advice from Industry Pros		<b>Brad Hargreaves</b> , co-founder of General Assembly and now Common, talks about what critical skills are needed in today's workplace to stay competitive.	
Soft Skills	My Soft Skills	A self-assessment of soft skills. <b>Ellen Pollock</b> , former editor in chief at <i>Bloomberg Businessweek</i> , discusses the importance of being a good writer.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



## Course 2: Sculpting Your Value Proposition

### Exercises:

#### New Rules — Business Today Requires These Top Competencies:

A series of survey question to help students determine their awareness of key topics:

- Communication
- Critical Thinking / Decision Making
- Ethics
- Professional Development
- Leadership
- Innovation
- Sustainability
- Global Awareness
- Finance
- Entrepreneurship
- Technology

#### My Core Competencies

Students rate their competence in various categories.

#### My Soft Skills:

Students take inventory of the soft skills they possess.

- Communication Skills
- Leadership
- Influencing
- Interpersonal Skills
- Personal Skills
- Creativity
- Professional Skills

#### Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement

##### 1. After going through this module, how would you rate your own core competencies at this moment?

**Response A:** I have a lot of work to do **B:** I have a bit or work to do **C:** I'm in decent shape

**D:** I'm in good shape **E:** I'm in great shape

##### 2. How useful was this information?

**Response A:** Not at all **B:** Not very much **C:** No change **D:** Somewhat **E:** Very

##### 3. Do you feel more empowered knowing what employers want and what they are frustrated by?

**Response A:** Not at all **B:** Not very much **C:** No change **D:** Somewhat **E:** Very

##### 4. Which activity in this module did you find most valuable?

**Response A:** My Top Competencies **B:** My Soft Skills



## Course 2: Sculpting Your Value Proposition

5. WHY was the activity you selected the one that was most valuable to you?

**Response A:** It caused me to think differently about me and my situation.

**B:** It was easy to understand.

**C:** helped me understand and apply the concept.

**D:** I can see how this activity will be helpful to me and my situation.

**E:** Other (explain in next question answer field)

6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?

7. What did you learn about yourself through this module?

8. Is there anything else you'd like to share?

### Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
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-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort



## Course 2: Sculpting Your Value Proposition

### Assessment Quizzes:

#### Introduction

1. What does Jen say in the introductory video about the main concern employers have today about hiring?  
**Response A:** Salary costs., **B:** Making sure employees are happy., **Response C:** Core Competencies., **Response D:** Professional Achievement., **Correct Response:** C
2. In the past core competencies meant \_\_\_\_\_.  
**Response A:** reading, writing and arithmetic, **B:** reading and writing, **Response C:** reading, writing, arithmetic and a basic set of technical skills, **Response D:** reading, writing, arithmetic and very sound technical skills, **Correct Response:** A
3. Your people skills are as important as your professional and technical expertise.  
**Response A:** TRUE, **B:** FALSE, **Correct Response:** A
4. Why would employers today rather hire for attitude than train for skill?  
**Response A:** Skills are not as important as they used to be., **B:** So they can instill skills unique to their requirements and ways of doing things., **Response C:** It is much harder to change attitudes than acquire skills. They prefer people who fit the organization's culture and work well with others., **Response D:** People with good attitudes are smarter and therefore learn skills more quickly., **Correct Response:** C
5. How are core competencies defined today?  
**Response A:** Your IQ, **B:** The soft skills people need to work well with others and be a productive employee., **Response C:** How an employee's competencies compare with co-workers., **Response D:** The core ones are those most relevant to a given industry., **Correct Response:** B

#### What Frustrates Employers the Most?

1. What frustrates employers the most about young people entering the workplace?  
**Response A:** Their preoccupation with use of social media., **B:** Expect to be paid too much without putting in a lot of effort., **Response C:** Don't have a strong work ethic and lack many of the core competencies they are looking for., **Response D:** Expect promotion and advancement too quickly., **Correct Response:** C
2. What is discretionary effort?  
**Response A:** The money you have left over each month to spend on discretionary items., **B:** The amount of effort an employee chooses to put into your work and their productivity., **Response C:** The choices employees make about which aspects of their job they spend more time on., **Response D:** The number of hours overtime somebody agrees to work., **Correct Response:** B
3. What represents the most important resource of any company?  
**Response A:** People., **B:** Revenue, **Response C:** Technology, **Response D:** The products or services they sell as well as their brand and reputation., **Correct Response:** A



## Course 2: Sculpting Your Value Proposition

### 4. Who suffers when discretionary effort is low?

**Response A:** The industry as a whole., **B:** Shareholders and investment firms., **Response C:** Customers., **Response D:** Company owners, co-workers and customers., **Correct Response:** D

### 5. Why is it important to know what employers think today about hiring young people?

**Response A:** So you can be prepared to answer related questions in an interview., **B:** So you can reflect on your own tendencies and behaviors in this area and then proactively seek advantage over your competition for jobs., **Response C:** It impacts whether they hire young people instead of more experience people., **Response D:** Its always helpful to know what employees think., **Correct Response:** B

## New Rules – Business Today

### 1. What are some of the competencies labeled as the weakest among young people entering today's workforce?

**Response A:** Communication, Leadership, Critical Thinking, Ethics, Finance and Global Awareness, **Response B:** Critical thinking, Intelligence, Reading, Communication, **Response C:** Strong work ethic, Communications, Ethics, Honesty, **Response D:** Communication, Leadership, Critical Thinking, Ethics, Accounting, Ability to Learn new Skills, Appearance, **Correct Response:** A

### 2. Why are people not as great at communicating as they used to be?

**Response A:** It's not a valuable skill anymore., **Response B:** Everyone is too busy., **Response C:** These skills are no longer emphasized in schools., **Response D:** We spend proportionally more time interacting with and communicating via electronic devises than directly with people., **Correct Response:** D

### 3. Staying up to date on current events and knowing what's going on in the world can help with which core competency?

**Response A:** Finance, **Response B:** Global Awareness, **Response C:** Technology, **Response D:** Ethics, **Correct Response:** B

### 4. The standards and values individuals and organizations live by, and the filter for deciding between right and wrong is referred to as \_\_\_\_\_.

**Response A:** Code of conduct, **Response B:** Ethics, **Response C:** Rules, **Response D:** The constitution, **Correct Response:** B

### 5. People get hired to \_\_\_\_\_.

**Response A:** make or save money and/or solve problems, **Response B:** make or save money, **Response C:** make money for the company, **Response D:** perform their duties to the best of their ability, **Correct Response:** A



## Course 2: Sculpting Your Value Proposition

### Choose Your Trajectory

#### 1. Who sets the trajectory of your life?

**Response A:** You, **Response B:** You, your parents and the companies you work for., **Response C:** You, your parents, teachers/professors and the companies you work for., **Response D:** You and your career advisor.,  
**Correct Response:** A

#### 2. For the most part, the more education you have the more money you will make over your career.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** A

#### 3. It's important to always build your core competencies so you're seen as valuable to those \_\_\_\_\_.

**Response A:** who might hire and/or promote you, **Response B:** who you care about most in your personal life, **Response C:** who have invested in your development, **Response D:** that make you feel better about yourself.,  
**Correct Response:** A

### Advice from Industry Pros

#### 1. According to Brad Hargreaves which of these skills and understanding can help you become fluent in technology?.

**Response A:** Web development and having a sound business perspective, **Response B:** Taking technology courses to supplement work experience, **Response C:** Spending a lot of time with technically competent co-workers and friends, **Response D:** Lots of practice., **Correct Response:** A

#### 2. According to Brad Hargreaves, it's critical to have a fluency for how technology works even if you're not going to write code or create an app.

**Response A:** FALSE, **Response B:** TRUE, **Correct Response:** B



## Course 2: Sculpting Your Value Proposition

### Soft Skills

1. Good communication means \_\_\_\_\_.

**Response A:** ability to earn a higher salary, **Response B:** good business, **Response C:** you will be able to convince others to agree with you, **Response D:** you can talk yourself out of a difficult situation, **Correct Response:** B

2. Soft skills are essentially about how effectively you interact with \_\_\_\_\_.

**Response A:** people face to face compared to online, **Response B:** other people in a variety of situations, **Response C:** people in one on one situations, **Response D:** non technical people, **Correct Response:** B

3. According to Ellen Pollock, re-writing is more important than writing.

**Response A:** TRUE, **Response B:** FALSE, **Correct Response:** A

4. A good idea to help you improve your soft skills is to get an honest critique from \_\_\_\_\_.

**Response A:** your best friends, **Response B:** your best friends and/or respected family members, **Response C:** established and respected professionals, **Response D:** a professional business coach or mentor, **Correct Response:** C

5. What are some things you can focus on to develop your professional development soft skills?

**Response A:** Sign up for lots of webinars as well as other online training., **Response B:** Attend lots of industry conferences., **Response C:** Time management and organizational skills., **Response D:** Read widely., **Correct Response:** C

### Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



## Course 2: Sculpting Your Value Proposition

Table of Module 4 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young &amp; Successful</i>		In today's world, it's more important than ever to make sure your core competencies such as communication, ethics, and critical thinking are strong. Jen opens up about why this matters so much—and how to use the safe space of EYP to honestly assess yourself.
C2/M4	Advice from Industry Pros	Brad Hargreaves	Co-founder of General Assembly and now Common	Technical Education	This entrepreneur has raised over \$100 million to build two highly disruptive businesses in the co-living and training industries. Having educated thousands in emerging technologies to “close the global skills gap,” Brad talks about the critical tech skills needed in today's workplace. What is most important to know today? How can you stay competitive? And which technology jobs are available to anyone? Brad explains here.
C2/M4	Soft Skills	Ellen Pollock	Former editor in chief of <i>Bloomberg Businessweek</i>	Publishing	Discusses the importance of being a good writer.



## Course 2: Sculpting Your Value Proposition

### Module 5: Real World University

To increase student's possibility for success in reaching their goals, establishing a relationship with continued learning in their field is imperative. In Module 5, *Real World University*, students build a personal curriculum for maintaining their industry knowledge and expanding skills that will keep them competitive in the field.

#### Expected Learning Outcomes:

- Locate appropriate information for a new field or industry.
- Demonstrate a commitment to pursuing continued learning beyond their current academic career.
- Develop a curriculum plan for supplementing existing knowledge outside of the school.

### Course 2, Module 5 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Intellectual Curiosity		The interest and desire to invest time and energy into learning about people, places, things, or concepts.	
How Do You Learn Best?	My Learning Styles	Students learn to clearly understand what their personal learning styles are.	
Advice from Industry Pros		<b>Sonia Simon</b> , chief content officer (CCO) and founding partner of Rainmaker Digital (formerly called Copyblogger), shares her expertise of the digital and social media worlds.	
Design Your Ideal Learning Experience	My Top 10 Learning Options	Students design their ideal learning experience.	
Working Together		Students learn about modern workspaces.	
Real World University	Constructing My Own Program	Students list real-life potential resources.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	

#### Exercises:

##### My Learning Styles

The students complete the *My Learning Styles* Q&A sheet.



## Course 2: Sculpting Your Value Proposition

### My Top 10 Learning Options

Students rank their top 10 learning options from 1-10.

### Constructing My Own Program:

Students map out their own learning program, and what are the various learning opportunities available, the time frames, experts to consult, and affordability.

### Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

**1. Has your commitment to pursuing additional education been impacted by the content of this module?**

**Response A:** Not at all **B:** A little bit **C:** No change **D:** Some **E:** Greatly

**2. How confident do you feel in your ability to locate the appropriate information for a new field or industry on your own?**

**Response A:** Less confident **B:** Same **C:** A bit more confident **D:** Much more confident

**3. How much more clarity do you have regarding how to create positive learning environments for yourself (outside of regular school)?**

**Response A:** Still confused **B:** Same **C:** More clarity **D:** A lot more clarity

**4. Which activity in this module did you find most valuable?**

**Response A:** My Learning Styles **B:** My Top 10 Learning Options **C:** Constructing My Own Program

**5. WHY was the activity you selected the one that was most valuable to you?**

**Response A:** It caused me to think differently about me and my situation.

**B:** It was easy to understand.

**C:** helped me understand and apply the concept.

**D:** I can see how this activity will be helpful to me and my situation.

**E:** Other (explain in next question answer field)

**6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?**

**7. What did you learn about yourself through this module?**

**8. Is there anything else you'd like to share?**



## Course 2: Sculpting Your Value Proposition

### Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

### Assessment Quizzes:

#### Introduction

##### 1. What is meant by the term Real World University?

**Response A:** An online university where people from all over the world come to learn about each other's culture., **Response B:** An analogy for continuing your own education after college., **Response C:** A school started by the Bill Gates Foundation., **Response D:** A relatively new and highly regarded university located in the mountains of New Mexico., **Correct Response:** B

##### 2. What in the world is not changing rapidly?

**Response A:** Communications, **Response B:** Globalization, **Response C:** The Economy, **Response D:** Pop Culture, **Correct Response:** D

##### 3. In the context of "Real World University" what must be a priority for you?

**Response A:** Continuous learning., **Response B:** Getting good grades., **Response C:** Building a resume., **Response D:** Finding the best possible university and course to study., **Correct Response:** A

##### 4. According to Tom Robbins what separates the truly alive from those who are merely going through the motions?

**Response A:** Being on top of the latest technology., **Response B:** Intellectual inquisitiveness., **Response C:** Being well traveled and familiar with numerous cultures and ways of living., **Response D:** Having a lot of interests and hobbies., **Correct Response:** B



## Course 2: Sculpting Your Value Proposition

### Intellectual Curiosity

1. Intellectual curiosity refers to your willingness to invest time and energy into new technology in a particular field or industry.

Response A: TRUE, Response B: FALSE, Correct Response: B

2. A curious mind is important to \_\_\_\_\_.

Response A: finding happiness, Response B: finding out better ways to excel in your career., Response C: being good at a lot of things, Response D: living a “bigger life”, Correct Response: D

3. In the Intellectual Curiosity section, what does it say you should never stop doing?

Response A: Exercising regularly to balance intellectual endeavors., Response B: Having fun, traveling, and generally exploring new places and activities., Response C: Question what others tell you., Response D: Questioning, exploring, and investigating insights., Correct Response: D

### How Do You Learn Best?

1. Which of the following is not a learning style?

Response A: Listening, Response B: Active, Response C: Sensing, Response D: Visual, Correct Response: A

2. If somebody has an “Intuitive” learning style they \_\_\_\_\_.

Response A: learn best by hearing then reflecting on what they heard, Response B: learn by feeling what’s right, Response C: want to be assured the facts are clear, Response D: prefer discovering possibilities and relationships, Correct Response: D

3. Who benefits most from your personal growth?

Response A: You, Response B: You, your family and close friends, Response C: Your Partner, Response D: Your boss and the company you work for., Correct Response: A

4. If your learning style is “Reflective” your preference is to \_\_\_\_\_.

Response A: really think things through, Response B: write everything down, Response C: work in a quiet environment with limited interruptions, Response D: work alone rather than in groups, Correct Response: D

### Advice from Industry Pros

1. Sonia Simon works for \_\_\_\_\_.

Response A: Google, Response B: Apple, Response C: Herself, Response D: Rainmaker, Correct Response: D

2. In Sonia Simon’s video she takes off her hat and glasses to make a point?

Response A: TRUE, Response B: FALSE, Correct Response: B

3. What color is Sonia Simon’s hair?

Response A: Pink, Response B: Red, Response C: White, Response D: Blue, Correct Response: A



## Course 2: Sculpting Your Value Proposition

4. What job title is mentioned by Sonia Simon as not existing just a few years ago?

**Response A:** Chief Operations Officer, **Response B:** Chief Negotiator, **Response C:** Chief Content Officer, **Response D:** Chief Information Officer, **Correct Response:** C

5. According to Sonia Simon, what will the 21st century be called?

**Response A:** The tech age., **Response B:** The self directed world., **Response C:** She did not specifically suggest what it would be called., **Response D:** The real New Age., **Correct Response:** B

### Design Your Ideal Learning Experience

1. How many learning options were you asked to rank in the assignment related to designing your ideal learning experience?

**Response A:** 3, **Response B:** 10, **Response C:** 20, **Response D:** 25, **Correct Response:** B

2. Which is not an example of a part-time learning experience?

**Response A:** Online Courses, **Response B:** Podcasts, **Response C:** Night Classes, **Response D:** Extension Programs, **Correct Response:** B

3. What will surrounding yourself with motivated people help you do?

**Response A:** Get a great job, **Response B:** Make more money, **Response C:** Continue with school, **Response D:** Learn even more, **Correct Response:** D

4. What trend are entrepreneurs, small businesses, and even some large companies choosing to follow today?

**Response A:** to hire younger workers, **Response B:** to hire older workers, **Response C:** to use technology more, **Response D:** to use co-working spaces, **Correct Response:** D

### Real World University

1. The Real World University worksheet allows you to \_\_\_\_\_.

**Response A:** customize and create new learning experiences, **Response B:** learn new cultures, **Response C:** find where you want to go to school next, **Response D:** design a learning or study plan, **Correct Response:** A

2. When “Constructing Your Own Program” what is not one of the questions you were asked to think about?

**Response A:** Format: What style are you most comfortable with?, **Response B:** Location: Where do you want to be?, **Response C:** Outcomes: What do you hope to acquire as a result of this learning?, **Response D:** Financial Outcomes: How much money do you need to achieve your lifestyle goals?, **Correct Response:** D

3. What will you never be if you put your Real World University program into action?

**Response A:** Bored, **Response B:** Poor, **Response C:** Sad, **Response D:** Frustrated, **Correct Response:** A

4. What is the man in the photo at the end of the module standing on?

**Response A:** A building, **Response B:** Money, **Response C:** Books, **Response D:** A sports car, **Correct Response:** C



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## Course 2: Sculpting Your Value Proposition

### Summary

1. According to the summary in Real World University, what is one of the most important skills you should cultivate?

**Response A:** How to find a job., **Response B:** How you learn., **Response C:** Where best to focus your study time., **Response D:** Aligning learning with resources immediately available to you., **Correct Response:** B

### Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



## Course 2: Sculpting Your Value Proposition

Table of Module 5 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young &amp; Successful</i>		Nothing is more important to ongoing success than taking your learning into your own hands. Jen explains why creating your own best classroom for life will set you above the rest, and what Real World University really means.
C2/M5	Advice from Industry Pros	Sonia Simon	Chief Content Officer (CCO) and founding partner of Rainmaker Digital (formerly called Copyblogger)	Marketing, Digital media	Beyond school, there are now countless ways to learn anything you want, in just about any media format. Sonia is a chief content officer (CCO) for a boutique digital marketing agency in which she is also a partner. She explains that today “all companies are media companies,” meaning they all have to express themselves online, and that means opportunity everywhere for writers, designers, illustrators, and producers. It also means that learning has never been more interesting or accessible to everyone.



# Course 2: Sculpting Your Value Proposition

## Module 6: Building Your Network

Expert knowledge is essential. Maintaining a relationship with experts is invaluable. Module 6, *Building Your Network*, helps students to design and manage relationships with a web of experts, professionals, and mentors who will support them in reaching their career goals. Students will create a Network Wish List, a dynamic activity that teaches the art of creating meaningful connections and efficiently maintaining beneficial professional relationships.

### Expected Learning Outcomes:

- Recognize and select powerful key players who appropriately align to career goals, and inspire
- Plan clear approaches and key points of contact to make meaningful connections
- Demonstrate effective strategies for maintaining and leveraging a network of professional connections

### Course 2, Module 6 Instructional Summary

Section	Activity Posted to My Portfolio	Description	Gradable
Introduction		Jennifer Kushell provides a module introduction by video.	
Let's Get Strategic		Informational tips and tricks about how to build a strong network.	
Download My Networking Ebook		Ebook guide with tips for building your network.	
Your Network Wish List	My Real-Life Network Wishlist	Students make a comprehensive list of various experts.	
How Much Contact is Not Enough, Just Right, or Creepy?		Real-life dos and don'ts of what is appropriate when interacting with people for professional purposes.	
Advice from Industry Pros		<b>Lloyd Princeton</b> , founder of Design Management Company in New York, talks about the art of creating and maintaining powerful work relationships.	
Get Out and Meet People!	My Networking Experiences	Students go out and meet people, then write what those experiences were like.	
Summary		Learning Review and Next Steps	
Reflective Questions		Reflective Questions Learning and Module Feedback	



## Course 2: Sculpting Your Value Proposition

### Exercises:

#### Download My Network Ebook

Ebook guide with tips for building your network.

#### My Real-Life Network Wishlist:

The students list at least three names of people, groups, companies, trade associations, or publications, etc. Who are on your new Network Wish List. Then explain why you admire them.

#### My Networking Experiences:

Students write a 300-word essay on what they did, who they met, and what their experience was like. Draft it as a memo to your instructor, counselor, or advisor. Briefly address your Objectives, Strategy, Actions, Timeframe, Expenses, Outcomes, any Next Steps, and Key Learnings. This documentation is good practice for you to draft concise notes on what you've been up to that are easily sharable, read, and commented on.

### Reflective Questions:

A survey is used to collect feedback at the end of each module to help ensure continuous course improvement.

**1. After this module, how much more clarity do you have regarding who would be most interesting/helpful for you to meet?**

**Response A:** Less clarity **B:** No change **C:** More clarity **D:** Much more clarity

**2. How clear are you on the specific people you want to connect with professionally?**

**Response A:** Not at all **B:** No change **C:** More clear **D:** Very clear

**3. How prepared do you feel to network and engage with successful professionals in your near future?**

**Response A:** Lost **B:** Less prepared **C:** No change **D:** More prepared **E:** Much more prepared

**4. Which activity in this module did you find most valuable?**

**Response A:** My Network Wish List **B:** My Real Life Networking Experiences

**5. WHY was the activity you selected the one that was most valuable to you?**

**Response A:** It caused me to think differently about me and my situation.

**B:** It was easy to understand.

**C:** helped me understand and apply the concept.

**D:** I can see how this activity will be helpful to me and my situation.

**E:** Other (explain in next question answer field)

**6. Please provide feedback on which activities or topics were your least favorite and most favorite in this module. Why?**

**7. What did you learn about yourself through this module?**

**8. Is there anything else you'd like to share?**



## Course 2: Sculpting Your Value Proposition

### Evaluation Rubric:

Participation in module reflection exercises can be evaluated using the following considerations:

Pass	Needs Work
-Responses to form questions or scenarios show that readings and activities were done and understood	- Responses suggest that readings or activities not completed or understood
-Responds thoughtfully and constructively to the issues under examination	-Points raised are not relevant
-Uses examples to support point of view or share suggestions	-Does not write length of response required by assignment
-Shares relevant and interesting ideas	-Submissions are late and/or incomplete
-Proper mechanics of writing and grammar are intact	-Does not submit
-Demonstrates substantial effort	-Shows lack of effort

### Assessment Quizzes:

#### Introduction

##### 1. Why is it important to build a powerful network?

**Response A:** So you know powerful people., **Response B:** You gain supporters who care about you and your success., **Response C:** Provides a sounding board for trying out new ideas and hearing about trends., **Response D:** To get people to do things for you., **Correct Response:** B

##### 2. Great relationships can come from anywhere.

**Response A:** FALSE, **Response B:** TRUE, **Correct Response:** B

#### Let's Get Strategic

##### 1. Who are good people to meet as you build your network?

**Response A:** People you admire and respected industry 'titans', **Response B:** Friendly co-operative people., **Response C:** People from similar backgrounds and goals as yourself., **Response D:** People with strong personalities and confidence., **Correct Response:** A

##### 2. \_\_\_\_\_ is about putting yourself in the perfect position to encounter the people and companies you want to meet or have access to.

**Response A:** Strategic positioning, **Response B:** Googling a person, **Response C:** Research, **Response D:** Planning ahead, **Correct Response:** A



## Course 2: Sculpting Your Value Proposition

3. What are some of the important things to know about someone you are considering to become part of your network?

**Response A:** Did they go to a prestigious school and who are their clients., **Response B:** What is their education background and who are their clients., **Response C:** What are their own career goals., **Response D:** Who are their clients., **Correct Response:** B

4. \_\_\_\_\_ are people that set the foundation of your personal network.

**Response A:** Your parents' contacts, **Response B:** Peers, **Response C:** Anchor contacts, **Response D:** Your friends, **Correct Response:** C

5. What are some ways you can practice contact management as you build your network?

**Response A:** Store your contacts on your computer and phone and regularly back them up, **Response B:** Text messaging or using other messaging apps., **Response C:** Practicing your sales pitch., **Response D:** Focusing on one social media forum at a time., **Correct Response:** A

### Network Wish List

1. You should stop building your network once you have a good list of people.

**Response A:** TRUE., **Response B:** FALSE, **Correct Response:** B

2. Relationships \_\_\_\_\_.

**Response A:** can be forged quickly, **Response B:** take too much time, **Response C:** are not as important as gaining higher level job positions, **Response D:** take time to build; sometimes a long time, **Correct Response:** D

3. When it comes to the ability to meet new people, you should \_\_\_\_\_.

**Response A:** treat it like a muscle in that it takes practice and improves with use, **Response B:** stop when you're good at it. But make sure you really are good at it., **Response C:** not be shy, **Response D:** treat it like a muscle in that the more you use it the more it becomes second nature, **Correct Response:** A

4. Everyone who finds it easy to meet new people are born with that talent.

**Response A:** TRUE, **Response B:** FALSE, **Response Correct Response:** B

5. Why is it important to always be building your network?

**Response A:** The rewards will never stop paying off., **Response B:** You might find your future life partner and/or develop close friendships., **Response C:** So you can move from job to job more readily and without any long breaks in-between jobs., **Response D:** Because some people will drop out of your network and you need to replace them., **Correct Response:** A

### How Much Contact is Just Enough?

1. Meeting people and cultivating professional relationships \_\_\_\_\_.

**Response A:** is easy for most people, **Response B:** is often not worth the work involved, **Response C:** really is an art, **Response D:** isn't important until after you graduate, **Correct Response:** C



## Course 2: Sculpting Your Value Proposition

2. If you get an invitation to get in touch with a person you want to meet \_\_\_\_\_.

**Response A:** respond back in a couple of weeks so that you make yourself more desirable to network with, **Response B:** contact them within 24 hours to set up a meeting at their convenience, **Response C:** call right away and leave voice mail message if not answering. Call back frequently and leave messages if still not available, **Response D:** don't respond for several days so you don't appear too keen, **Correct Response:** B

3. When someone has introduced you via email to a professional contact that you are interested in meeting, it is best to \_\_\_\_\_.

**Response A:** immediately follow up, say thanks and request a meeting. Also do some research on the company and person, **Response B:** ask for more information via email, **Response C:** make sure the meeting takes place in a convenient location so you can be sure to be on time, **Response D:** contact the person that did the introduction and meet with them to obtain more information before meeting with the new person, **Correct Response:** A

4. If you are planning on meeting a new contact it's a good idea to make a social media contact request to their friends and colleagues.

**Response A:** FALSE, **Response B:** TRUE, **Correct Response:** A

5. When you first build your professional network and reach out to people you don't know \_\_\_\_\_.

**Response A:** be persistent and keep contacting them via phone, email and text until they respond, **Response B:** recognize that they are likely to be receptive to what you need, **Response C:** build yourself up before making contact as this instills confidence, **Response D:** it can be awkward but will get easier and more effective with practice, **Correct Response:** D

### Advice From Industry Pros

1. According to Lloyd Princeton, if you want to truly influence people \_\_\_\_\_.

**Response A:** ask them what they can do for you, **Response B:** ask what you can do for them, **Response C:** let them know how passionate and knowledgeable you are, **Response D:** demonstrate how hard you are prepared to work, **Correct Response:** B

2. Lloyd Princeton said if a person is successful \_\_\_\_\_.

**Response A:** they will never be open to talking to you, **Response B:** they will be busy, **Response C:** they won't want to help people of lower job status or seniority, **Response D:** they will always want to help you, **Correct Response:** B

3. What are some ways to establish multiple contact points according to Lloyd Princeton?

**Response A:** Phone and text messaging or other messaging apps., **Response B:** Focus on email using a variety of different styles of writing., **Response C:** Use regular mail as it will attract attention because it is not so common., **Response D:** Use a combination of approaches including phone, email and regular mail., **Correct Response:** D



## Course 2: Sculpting Your Value Proposition

### Get Out and Meet People!

1. A good way to start trying to meet people on your Network Wish List is by \_\_\_\_\_.

**Response A:** first gathering information about them and their work using a variety of online resources,

**Response B:** send out invitations on social media sites, **Response C:** looking up their Facebook and LinkedIn profiles and finding who their contacts are, **Response D:** go to their place of work and ask for a meeting,

**Correct Response:** A

2. How could you go the extra mile to connect with someone you really want to meet?

**Response A:** Find out where they live and visit., **Response B:** Go to an event they'll be attending. Make contact in advance and request a short meeting giving them a good reason why it is worthwhile., **Response C:** Fly to see them speak at a conference so you learn more about them first hand., **Response D:** Offer to do some work for them free of charge to show how capable you are., **Correct Response:** B

3. People with the best networks \_\_\_\_\_.

**Response A:** are constantly improving how they reach out, **Response B:** stop working at it when they have the network they want. **Response C:** get the best jobs, **Response D:** know most of the important people in their industry, **Correct Response:** A

4. Your options are only as limited as your imagination, and \_\_\_\_\_.

**Response A:** how determined you are to be successful, **Response B:** how many people you can get to help you. **Response C:** your exposure to what's out there, **Response D:** how smart you are, **Correct Response:** C

### Summary

1. In regards to building your network, the 'seeds for your future' are best planted by \_\_\_\_\_.

**Response A:** calling someone you want to meet on the phone, requesting to meet tomorrow, and adding them to your friend list on Facebook as well as to your network wish list, **Response B:** meeting a few important people, engaging them in a professional manner, then creating a network wish list based on information you gather from the contacts, **Response C:** creating a network wish list, taking action to meet those people and then focusing on those working in similar jobs and industries, **Response D:** creating a network wish list, taking action to meet those people and then engaging them in a professional manner, **Correct Response:** D

### Suggested Additional Exercises:

Discussion Board, Short paper/essay, Group/Team Project



## Course 2: Sculpting Your Value Proposition

Table of Module 6 Videos:

Course/Module	Title	Person	Profession	Sector	Topic
Program Host	Module introduction	Jennifer Kushell	CEO of EYP Ventures, Creator of EYP; Author, NY Times Bestseller, <i>Secrets of the Young &amp; Successful</i>		Networking is an art form, one that is critical to reaching your potential. Jen shows how great relationships are the single most important thing in building a career and a life, and explains what networking can do for you.
C2/M6	Advice from Industry Pros	Lloyd Princeton	Founder of Design Management Company in New York	Interior design and consulting	Building and maintaining relationships is an art form, and this concept comes to life beautifully when you see how someone like Lloyd has cultivated his own network in the architecture and design industry. Being respectful, tactful, gregarious, warm, gracious, and yes, strategic, is his approach. What is yours? How can you make the best possible contacts and cultivate them into substantive relationships? Lloyd offers invaluable practical tips that anyone can use.



## Course 2: Sculpting Your Value Proposition

### Course 2 Post-Survey

1. How strongly do you agree with this statement? Based on this course, I now know what my strengths and weakness are and can determine how my strengths will bring value to my desired industry.  
Response A: Strongly disagree, Response B: Disagree, Response C: Undecided, Response D: Agree,  
Response D: Strongly agree
2. How strongly do you agree with this statement? Based on what I have learned in this course, I now know what I need to do to gain respect and credibility in my chosen industry.  
Response A: Strongly disagree, Response B: Disagree, Response C: Undecided, Response D: Agree,  
Response D: Strongly agree
3. How strongly do you agree with this statement? Based on this course, I now understand how to combine my interests, the people I know, and research techniques to better understand and find entry into industries that interest me.  
Response A: Strongly disagree, Response B: Disagree, Response C: Undecided, Response D: Agree,  
Response D: Strongly agree
4. How strongly do yo agree with this statement? Based on this course, I now understand the difference between hard and soft skills and can determine what steps to take to improve my weak points.  
Response A: Strongly disagree, Response B: Disagree, Response C: Undecided, Response D: Agree,  
Response D: Strongly agree
5. How strongly do you agree with the following statement? Based on this course, I now have a plan to supplement my formal education as it relates to careers that interest me.  
Response A: Strongly disagree, Response B: Disagree, Response C: Undecided, Response D: Agree,  
Response D: Strongly agree
6. How strongly do you agree with the following statement? Based on this course, I am now able to recognize and cultivate key people in order to build a network of professional connections.  
Response A: Strongly disagree, Response B: Disagree, Response C: Undecided, Response D: Agree,  
Response D: Strongly agree



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## Course 2: Sculpting Your Value Proposition



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