

THE NSHMBA CAREER MANAGEMENT CENTER



2011 Conference & Career Expo
Anaheim, Calif. • October 13–15, 2011

NSHMBA

GIVES YOU THE WINNING CAREER EDGE

The NSHMBA Career Management Center equips you with effective and practical tools for professional and career success!

We invite you to experience our premier Career Management Center (CMC). Whether you are in transition, currently employed, or looking for ways to advance your career, the CMC has specialized services to assist you.

To put you at the cutting edge, our comprehensive menu of services will guide you through writing an attention-getting résumé, giving a compelling elevator speech, preparing for interviews and navigating your professional, executive and entrepreneurial careers. You also will receive individual coaching from leading résumé, career management and human resources experts.

Even better—our on-site Center is free to conference attendees!



Short on time?

If you just have a brief question about any aspect of your job search or successfully navigating the Career Expo, stop by the Q & A station. Computer stations will be available for you to edit your revised résumé, upload it to the NSHMBA online Career Center, and print up to 10 copies. Be sure to bring your résumé on a portable flash drive.

RÉSUMÉ CLINIC

Your résumé is the first impression an employer has of your skills and experience—it is the key to opening the door to an interview, so make yours **unforgettable!** Our experts will assist you with editing and enhancing your résumé and cover letters. Our services include:

- *A personal résumé critique*
- *Specific recommendations for improving your résumé*
- *Industry-specific résumé development questionnaires and tools transferred to your portable flash drive for use on your computer (hard copies are also available)*
- *Résumé and cover letter writing checklists*
- *Résumé-editing computer stations and printers*

ON-SITE RÉSUMÉ EDITING/ COMPUTER CENTER

Bring a hard copy of your résumé and one on a portable flash drive (if you have one).

*Definitely a good prep
& Career Expo.*

Great interview feedback;
and received on-point guid

MOCK INTERVIEW CLINIC

The clinic provides you up to 30 minutes of structured, one-on-one interviews with experienced coaches and HR professionals.

This unique experience will improve your success during formal interviews conducted by employers at the NSHMBA 2011 Conference & Career Expo, and with companies after the conference. Specifically, you'll receive:

- *Formal interview practice*
- *Written and oral evaluations of your interview skills with specific recommendations for improvement*
- *Interviewing checklists, worksheets and resources*

ELEVATOR PITCH PRACTICE

Making a critical first impression with employers can sometimes feel overwhelming. Our experts will work with you to craft your 30-second to 2-minute elevator speech to make a positive and memorable first impression. You will confidently be able to:

- *Practice your introduction to Career Expo exhibitors*
- *Rehearse your formal interview opening*
- *Hone your networking conversations*
- *Obtain elevator speech worksheets and resources*

JOB SEARCH/CAREER COACHING

Receive one-on-one coaching to address your specific job search needs. Specifically, you will learn how to:

- *Manage your job search campaign*
- *Survive a layoff*
- *Market your résumé and cover letters effectively*
- *Network successfully*
- *Leverage online tools and social network sites*
- *Generate interviews and get past gatekeepers*
- *Skillfully negotiate salary*
- *Navigate the Career Expo*
- *Effectively utilize job search checklists and resources*

PROFESSIONALS@WORK COACHING

Looking to advance your career or need advice on how to handle workplace issues? Receive personal coaching from our experts to address your specific career needs and take your career to the next level. Discuss topics such as:

- *Navigating the workplace*
- *Managing the performance review process*
- *Engaging in critical conversations and communicating effectively*
- *Leveraging career advisors, mentors and sponsors*
- *Building a successful personal career brand*
- *Crafting your professional bio & internal résumé*
- *Or any other unique question or topic you want to discuss!*

EXECUTIVES@WORK COACHING*

Life for senior executives presents unique pressures and challenges. Our senior coaches bring real life experience to help you address critical issues in your career. Discuss topics such as:

- *Managing your career as an executive*
- *Leadership development strategies*
- *Navigating the C-Suite*
- *Evolving your brand leadership*

**For attendees not participating in the Executive Summit*

ENTREPRENEURIAL COACHING

Will you be one of the 3 million Hispanic-owned businesses in 2012? Meet with industry experts dedicated to your success. Discuss topics such as:

- *What does it take to be an entrepreneur*
- *Launching a new enterprise*
- *Managing your business*
- *Mainstream and MBE funding and business support*

*for the Conference
I recommend it!*

Perfect! This is an amazing program. Thank you NSHMBA for offering this service for two full days!

specific situations were discussed
ance to improve my value proposition.

After using the NSHMBA Career Management Center, I landed a job
I love. Before, my job search was going nowhere. Everyone
attending the conference should go there first!

