

Recommended Reading and Career Tips from Conference Speakers

Vision 2020: Building an Intentional Future featuring Eric Termuende

Keynote Speaker:

[Eric Termuende](#), BComm'14

Recommended Reading: [One Degree Shift: Harnessing the power of micro-decisions to build an intentional future](#)

by Eric Termuende with LL Glencoe

**Grow Your Career Conference participants will be eligible to receive a FREE copy upon release in early 2020 courtesy of Eric Termuende.*

Session Tip: When we look at the future, we often like to think of where we're going to be in 5 or 10 years. Instead of asking where you're going to be, try asking what problems you want to solve and start taking steps to solve them. More often than not, success is a moving target and as we start to solve problems, new, more interesting opportunities present themselves.

Concurrent Sessions

Greatest Career Hits: Resumes, Networking and Interviews

Speakers: Brian Palmer, BComm'06, Kelly Gallant, MEd'19, Carol Wert, Associate Director, Alumni Career Development

Session Tips:

Brian Palmer: An authentic, stand-out brand is any job seeker's best tool in differentiating themselves from the competition. The old adage: "Be yourself; everyone else is already taken" stands. Work with a friend, colleague, or coach to identify which traits and experiences you have that are especially notable.

Kelly Gallant: Networking is not a natural talent, it is a skill and takes practice. Start by striking up "small talk" and as people tend to talk to you about what they do for work and how they spend their days, mindfully listen and ask questions that peak your curiosity. Before you know it, the exchange will be created and *career* seen and heard as a simple top

Carol Wert: Take time to assess your values, interests, strengths, attributes and motivators and build this as a foundation of your career search. Being true to who you are applies to all aspects of your career development including resumes, interviews and networking, so never underestimate its importance. ic for conversation.

Recommended Readings:

Brian Palmer: [What Color Is Your Parachute? \(2020 Edition\)](#) by Richard N. Bolles

Carol Wert: [Designing your Life: How to Build a Well-Lived Joyful Life](#), Bill Burnett & Dave Evans

Kelly Gallant: [The Designing Your Life Workbook: A Framework for Building a Life You Can Thrive In](#) by Bill Burnett & Dave Evans

Personal Branding: Creating a Footprint for Success

Speaker: Gabriela Santamaria, MBA'10

Session Tip: There are different pathways to grow your career, but you need to find yourself along the way. The pillar of personal branding is the person who builds it. Defining and solidifying your values is the starting point and guiding path for your footprint.

Recommended Reading: [Me 2.0: Build a Powerful Brand to Achieve Career Success](#) by Dan Schawbel

Rising to the Challenge: Building Resilience to Navigate the Ups and Downs of your Career

Speaker: Marco Iafrate, MA'18

Session Tip: Resilience is a combination of purpose, perspective and strength. It is understanding your “why” to endure, knowing that challenges can provide breakthroughs. Strength is more than just courage and perseverance; it is also self-compassion.

Recommended Reading: [Change or Die](#) by Alan Deutschman

Calgary in the New Economy

Speaker: Court Ellingson, BComm'94

Session Tip: Careers aren't linear. They are a journey guided by life experience and continuous learning.

Recommended Reading: [View from Flyover Country](#) by Sarah Kendzior

Becoming an Entrepreneur: Making it Work for You

Speakers: Jana Boyko, BComm'16, BA'16, Leighton Healey, BA'11, Jamie Parker BSc '14

Session Tips:

Jana Boyko: Your inner work is the greatest catalyst for your outer work. You are the foundation of your enterprise, and when you reconcile internal patterns and belief systems that hold you back, you can begin to fully embrace your potential and purpose. Your business evolves in proportion to your expansion as a human being.

Leighton Healey: Entrepreneurship is both a difficult and noble profession. Every aspect of society depends on groups of citizens pursuing for-profit activities. Follow the dollar; government, education, healthcare, infrastructure, essential services, employment, and even environmental protection depend on economic market activity to supply financial means. One of the most impactful things you can do is to establish a venture which meets a market need and create quality employment for your fellow citizens.

Jamie Parker: The entrepreneurial journey is a daunting one. It takes years of perseverance, dedication, and discipline to make it a success and there is no surefire way of going about it. Networking will be your biggest asset. Through networking you will establish relationships, mentorship, funding, opportunities, and partnerships. We are not born running, so don't expect your business to be an overnight success. I can assure you that through this journey you will begin to understand yourself more than ever before and this journey will provide you with experiences you would have only dreamt of.

Recommended Readings:

Jana Boyko: [In the Company of Women](#) by Grace Bonney

Leighton Healey: [The Hard Thing About Hard Things](#) by Ben Horowitz

Jamie Parker: [Shoe Dog](#) by Phil Knight

Fostering a Deliberate Career through the Synergy of your Network and Mentorship

Speaker: Rob Allen, BComm'82

Session Tip:

Successful professionals develop a rhythm of regularly evaluating their career to mindfully assess their progression. Based on this assessment they will make deliberate adjustments within their networks and mentor community to maintain momentum.

Recommended Reading:

1. [Lift: The Fundamental State of Leadership](#) by Ryan W. Quinn & Robert E. Quinn
2. [Principles: Life & Work](#) by Ray Dalio