

EMBA PROGRAMMING: FALL 2023

SEPTEMBER

Wed. September 6, 7:00 PM – 8:00 PM EST, Thurs. September 7, 11:00 AM – 12:00 PM EST

THE EXECUTIVE JOB SEARCH – BECOME THE PERFECT CANDIDATE | [REGISTER ON CAMPUS GROUPS](#)

The Career Management Center is partnering with executive career coaching Robert Hellmann, author of Advanced LinkedIn, to deliver a webinar on best practices in landing executive-level roles. This webinar is for you if you have what it takes to excel in an executive leadership role but are concerned about getting too few (or the right) offers. Perhaps you're making a career pivot and an element is missing from your background that gives employers pause, or your competitors have an edge "on paper." Or, you're simply anticipating a less than enthusiastic response to your job search outreach.

This workshop will show you how to overcome these challenges and make the most of "Hiring Season," which begins right after Labor Day, by:

- Positioning yourself in your resume and all your communications so you stand out from the competition, even if you're not "perfect"
- Optimally leveraging your network to tap the hidden job market; that is, sidestep the postings and search firms that are looking for "perfect"
- Refocusing interview conversations toward your strengths and away from a perceived weakness
- Overcoming objections, and turning a "no" into a "yes" even after the interview is over
- You'll leave the webinar with specific strategies and techniques you can apply immediately to quickly improve your search results.

Event Logistics

- Attend Either of Two Sessions:
 - Wednesday September 6th, 7-8pm ET, or
 - Thursday September 7th, 12-1pm ET
 - Q&A may extend up to 1/2 hour past end time.
- Important: Please use discount code "cbsbcc" (without the quotes) to register for free
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Mon. Sept. 18, 12:30 PM – 1:30 PM EST

UNLOCKING YOUR EARNING POTENTIAL: STRATEGIES FOR SUCCESSFUL SALARY NEGOTIATION | [REGISTER ON CAMPUS GROUPS](#)

Shaping your financial Future: mastering skillful Salary Negotiation with actionable strategies for confidently securing advantageous compensation packages.

Marcel Dévény empowers individuals for critical negotiations. With 25+ years of negotiation experience at companies like P&G, MARS and LEGO, Marcel offers a holistic approach, honing hard skills with conquering mental barriers such as fear and low confidence. Furthermore, Marcel provides comprehensive training extending to pre-negotiation steps, including interviewing and sales. Marcel is a certified Trainer and a certified Mastercoach.

Partnering with IMD MBA Class of 2022 for interview excellence and successful salary negotiation, Marcel delivered remarkable results: fear reduction by 39%, a 54% surge in confidence, and a significant 78% enhancement in skills - earning an NPS of 83%. Quote: “Marcel’s support in negotiations is where he truly shines. I negotiated and agreed on a final offer that exceeded my expectations.”

Marcel's impact extends to prestigious institutions like IMD London Business School, Columbia Business School, Columbia SIPA, where he educates graduate students and alumni. He holds an MBA from IMD, Class of 2004.

Wed, Sept. 20, 12:30 PM – 1:30 PM EST

CAREER MANAGEMENT OVERVIEW | [REGISTER ON CAMPUS GROUPS](#)

In this workshop we will provide an overview of the basic steps and consideration in launching a career search process. We will go over the key resources for both current students and alumni that will help you manage your career thoughtfully.

OCTOBER

Wed. Oct. 4, 5:30 PM – 6:30 PM EST

DELIVERING A PROFESSIONAL PITCH | [REGISTER ON CAMPUS GROUPS](#)

Your career pitch is a personal story connecting your interests, work experience, relevant transferable skills, and CBS education to your targeted industry and function. Unsure of your pitch? Want to know how to grab someone's attention? If you have a networking meeting or interview coming up, come to this webinar to understand the basic building blocks of an effective pitch and best practices to optimize your delivery.

Wed, Oct. 11, 12:30 PM – 1:30 PM EST

RESUME AND LINKEDIN ESSENTIALS | [REGISTER ON CAMPUS GROUPS](#)

Professionals who are well versed in Resumes and LinkedIn are reaching their career and job-search goals faster. In this webinar, we will go beyond the basics, and you will learn how to transform your marketing collateral to make your candidacy more compelling. We will provide tips and techniques for success based on our experience working with both recruiters and candidates

Wed. Oct. 18, 5:30 PM – 6:30 PM EST

MID CAREER TRANSITIONS

| [REGISTER ON CAMPUS GROUPS](#)

How do I leverage all my years of experience? What happens when the market has changed? Where do I begin and how do I know this is the right path for me? When making a mid-career transition, it's not often an easy decision and it doesn't usually happen overnight. In times of COVID, the decision to pivot careers may be even more appealing, and challenging. This webinar will focus on how to design a plan and position yourself for a successful career transition using tools from the popular Designing Your New Work Life book.

Wed. Oct. 25, 12:30 PM – 1:30 PM EST

EMPLOYEE TO ENTREPRENEUR: LEVERAGING THE FRANCHISE MODEL TO BECOME A BUSINESS OWNER

| [REGISTER ON CAMPUS GROUPS](#)

Are you thinking about entrepreneurship as a career or investment option, but want a proven business model that can allow you to reach your goals quickly and safely? Are you interested in being your own boss in order to gain greater control and flexibility of your life? Does the process of locating, researching, and choosing the right business for you seem daunting?

If you answered yes to these questions, come attend our Employee to Entrepreneur: Leveraging the Franchise Model to Become a Business Owner Webinar. This event is your first step to become your own boss! This Webinar, moderated and led by Franchise Consultant, John Armstrong of FranNet, will include:

- An overview of what a franchise is and the government regulations for franchises
- Common myths and truths about franchising - it's not just food and retail!
- A step-by-step guide to help you determine if franchise ownership is right for you, and if so, how to safely research and select the right franchise
- Columbia Business School alumni will join to discuss real-life experience as a franchisee
- Q&A

NOVEMBER

Wed, Nov. 1, 12:30 PM – 1:30 PM EST

NETWORKING ESSENTIALS FOR EXPERIENCED PROFESSIONALS

| [REGISTER ON CAMPUS GROUPS](#)

Networking. Intimidating? Possibly. Informative? Hopefully. Indispensable? Absolutely! In this workshop, you will learn why building relationships is necessary – whether you want to find a job or advance in your career – and how to network effectively in any context.

Wed. Nov. 8, 5:30 PM – 6:30 PM EST

SUCCESSFUL INTERVIEW TECHNIQUES

| [REGISTER ON CAMPUS GROUPS](#)

Interviews can be a stress-inducing experience. Hundreds of books have been written about effective interview techniques, but it can be hard to make sense of the numerous and sometimes contradictory literature out there. In this presentation we will bring you back to the basics and outline philosophies and techniques that we have seen truly work in the marketplace. This presentation will focus on preparation for interviews, the actual interview itself (and the five basic questions you must know how to answer), and how to best follow up after the interview.