

**Title**

Building your Business Skills

**Theme**

Serve Through Skill

**Type of Education Session**

Experiential learning

**Length of Education Session**

45 Minutes

**Abstract**

Are you looking to build your interpersonal skills? Explore what networking is all about? Figure out what LinkedIn is and how to use it? Create a brand for yourself? Then this workshop is for you. Join 4 business students share what they have learned so far in their degree in an interactive session that will help you learn a bit more about the interpersonal nature of being in business.

**Workshop Outcomes**

Students will learn some tips and tricks about giving an effective presentation, networking, and how to use social media platforms to build a brand/network.

**Why is this topic important?**

A lot of students at Carleton are affiliated with the Sprott School of Business and professional development is an important part of the journey into the world of business. Even students who aren't in commerce can benefit from this as these skills are highly transferable regardless of degree program.

**Breakdown**

5 minutes – Introductions and explanation of how the session will work.

15 minutes – Topic One: Delegates will watch presenters give an example of a good presentation and bad presentation and then critically analyze the differences between the two in small groups

10 minutes – Topic Two: Delegates will go through a tutorial of how to use LinkedIn, Facebook and a website to build their brand and network with professionals in the field(s) they are interested in. Delegates will be encouraged to participate in brainstorming ideas of how to use these platforms and this will be an interactive session.

10 minutes – Topic Three: Speed mingling. Delegates will share some networking tips and tricks such as handshake strategies, conversations starters, professionalism, etc., and then students will go through 3-5 rounds of quick speed mingling.

5 minutes – Reflection on what the students learned in this session will be facilitated by the presenters.

**Physical Takeaways**

A tips and tricks sheet for giving presentations.

A sample LinkedIn profile that they can use to make/alter their own profile.