





# Claim Your CyberSpace... and *Firewall Your Career!!!*



Instructor: Michele Lee Clarke-Ceres  
Executive Career Coach/Diversity, Equity and Inclusion Consultant/Podcaster  
WorldCeres Inc



# Icebreaker

What's your favorite national dish?

# About Michele

# *Professional background.....*

Chief of Protocol - State of New York,  
Executive Chamber, Governor's Office

Deputy Chief of Protocol - US Mission to  
the UN - US Department of State

Chief of Staff - Permanent Mission of The  
Principality of Andorra to the UN

Chief of Staff - Office of the First Lady, State  
of New York

Chief of Staff - Duchess of York

Senior Director - Enrollment Management  
Operations - New York University

Cybersecurity Ambassador - Flatiron School

Podcaster - The Global Advocate Career  
Podcast

Stand-up Comedian/Actor/Producer/Painter  
Writer

Fluent in Spanish/Brazilian Portuguese

First Degree - Black Belt, NYC Taekwando



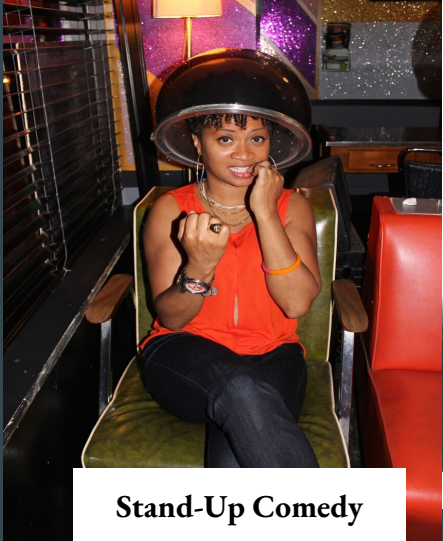
**w/ H.R.H. Prince Harry**



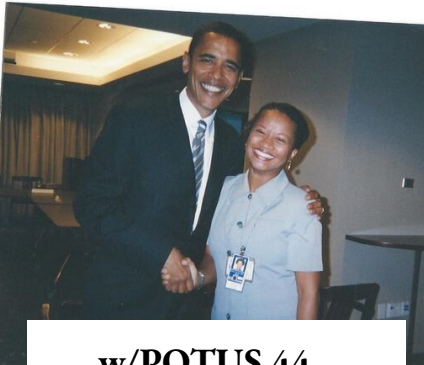
**w/POTUS 43**



**w/SOS Clinton**



**Stand-Up Comedy**



**w/POTUS 44**



**W/POTUS 42**



**King Charles III and Queen Consort**

now.....



**PRESENTER**



**HOST, THE GLOBAL ADVOCATE CAREER PODCAST**

**REAL TALK.  
REAL PEOPLE.  
REAL TOPICS.**

**SEASON 2**



MONICA STACO



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The Global Advocate Career Podcast  
WITH MICHELLE CLARKE-CERES



**PANELIST**



**SERVICE TEACHER**



**ADJUNCT PROFESSOR**

**DUNNINGTON PARTHOLOW & MILLER LLP PRESENTS...**  
**Required DIVERSITY, EQUITY, & INCLUSION TRAINING SESSIONS**  
 FOR PARTNERS ONLY: DEC 3, 10AM - 12PM  
 FOR ASSOCIATES/COUNSEL ONLY: DEC 7, 10AM - 12PM  
 FOR SUPPORT STAFF ONLY: DEC 10, 10AM - 12PM

Facilitated by

**MICHELLE LEE CLARKE-CERES**  
Executive Career Coach and Diversity, Equity, & Inclusion Consultant

**TARIS G. MULLINS**  
Diversity, Equity, & Inclusion Consultant

**DEI CONSULTANT**

These sessions on Unconscious Bias... participants to learn more about... them as individuals... types of... sessions across the firm.

These sessions will not be recorded.



**KEYNOTE SPEAKER**



Most importantly.....I am Mom and a Wife



# About WorldCeres Inc.

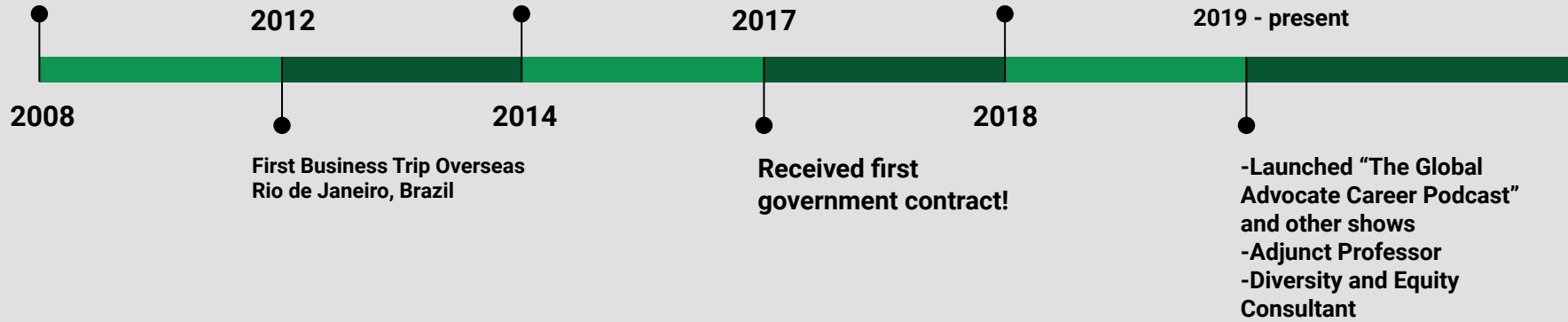
# WorldCeres INC.

## company timeline

**Founded by:**  
*Michele Lee Clarke-Ceres  
and Rudyard W. Ceres II,  
Esq.*

**Opened**  
"The Laugh Spot" Comedy  
Show, Park Slope -  
Brooklyn

- NYU Advanced Coaching Diploma
- Soft Skills Curriculum
- International coaching practice



WorldCeres Inc

Clients include but not limited to:

C-Suite Executives

Not-for-Profit

FinTech companies

Start-ups

Venture Capitalists

High Schools (private and public)

Historically Black Colleges and Universities (HBCU)

International Law Firms

Real estate agencies

Staffing Agencies

Colleges and Universities (private and public)

United Nations community

EdTech companies

*list in formation!!!*

**Claim Your Cyberspace *and Firewall Your Career***

# Key Takeaways:

Role of an Executive Career Coach

Examine current industry data in tech, particularly cybersecurity

Forecast top careers

Obtain strategies on how enhance your personal brand

and Firewall your career

## QUESTION #1

Prior to your current position, what did you do?



# The role of an Executive Career Coach...



**51% of US senior executives  
receive coaching or  
leadership advices from  
outside consultants or  
coaches**

2013 Executive Coaching Survey  
Stanford University

**Executive  
Career  
Coach Alert  
!!!!**

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WorldCeres INC.

**Empower** high level individuals to obtain clarity at any stage of their career

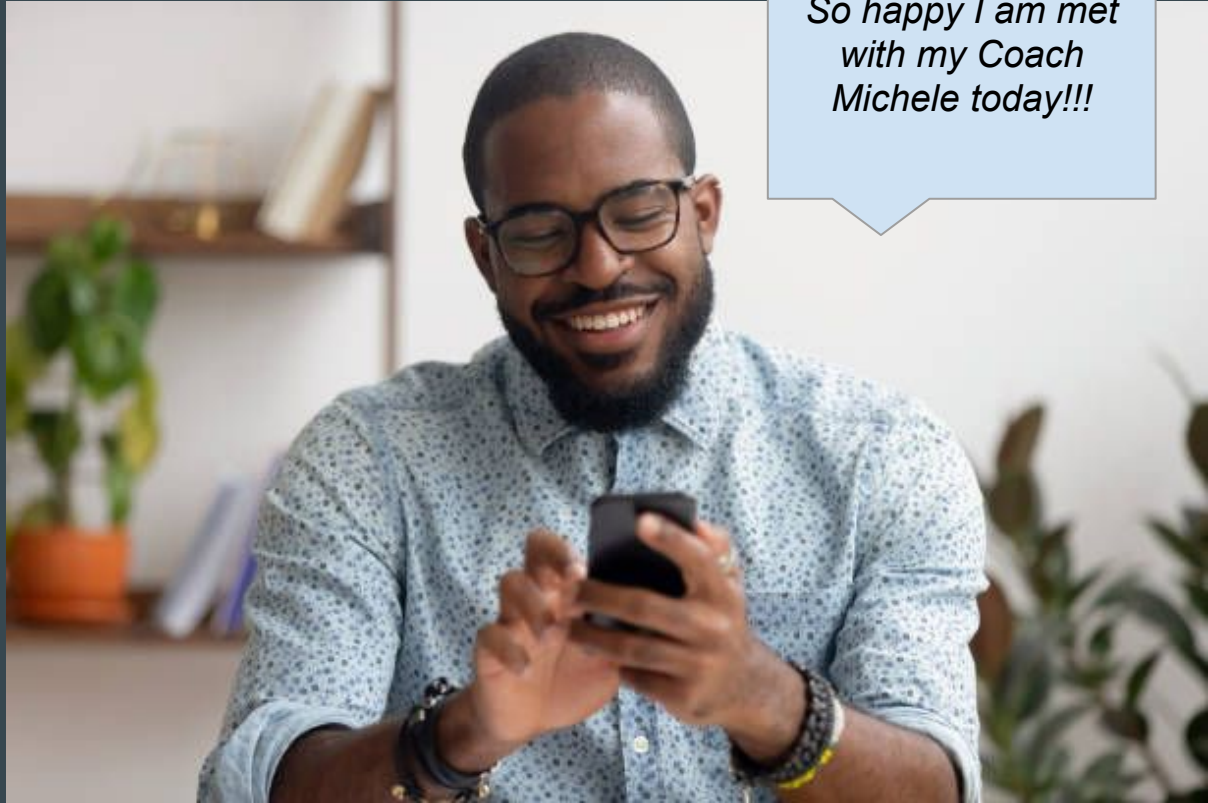
**Confirm** strengths, skills and values

**Upgrade/Revamp** curriculum vitae, bios and social media profiles

**Identify career possibilities** that connect with purpose and passion

**Create** a plan

**Apply** the methodology and mindset to make smart professional decisions



*So happy I am met  
with my Coach  
Michele today!!!*

Let's look at some of statistics.....

# 193

Member states at the UN

Source: Forbes

# 927

Total number of female ambassadors

Source: women in diplomacy  
index 2022

# 13

Countries that have women who are Heads of State

Source: Quartz

# 16%

Senior-level technology jobs in the US are held by women

Source: Forbes

# 30%

Percentage of women in tech are in sub-Saharan Africa

Source: Quartz



# 9 out 10

Computer Programmers in Latin America are men



**“This is the moment to take leadership and professionalize in research that produces knowledge that benefits your country’s development and national products. It’s time for young women to adopt the new technologies and discover new ways of development.”**

**Idelisa Bonelly**

Dominican Marine Biologist considered the “mother of marine conservation in the Caribbean”.

**Why is tech so important?**

ECONOMY March 14, 2022 | 7:11 am

## Dominican Republic hackers steal US\$2.7M in welfare cards

Shares



LOCAL August 24, 2022 | 7:00 am

## Hackers attack the IAD; they ask for about US\$600 thousand to return data



## Dominican Republic Police arrested 6 Anonymous hackers

March 28, 2012 Mohit Kumar

Dominican Republic Police arrested 6 Anonymous hackers



AT&T Cybersecu  
Insights™ Report

### SECURIN

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I

Looking ahead.....

# Fastest Growing Careers into 2030

Info Security Analyst -  
\$103K

Data Scientists - \$98K

Computer Programmers -  
\$58K

Software developers,  
analysts and testers - \$110K



*“It’s amazing to observe increased participation by women in tech in Africa; from women-led, women-sponsored and majorly women participation in developers, content creation & start-up incubation and tech training initiatives on the continent.*

*I’m eagerly anticipating an uptake in women led fundraising for tech start-ups, top management roles, and tech policy decision-making across the Africa and the world in the coming years as well.”*



**Emmanuel Agbeko Gamor, Unpacking Africa Podcast**



Microsoft appoints **Catherine Muraga** as Managing Director of the Africa Development Centre, in Nairobi.

**KENYA**



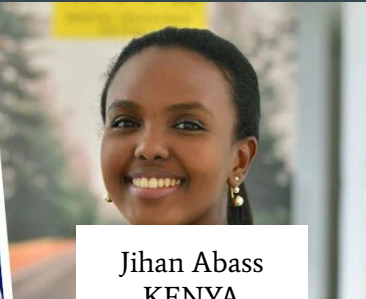
Jessica Anuna  
NIGERIA



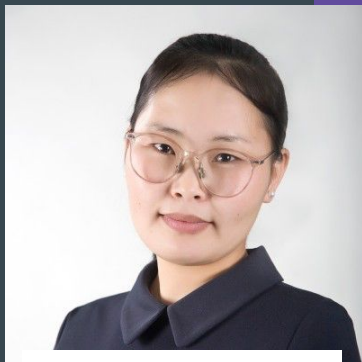
Honey Ogundeyi  
NIGERIA



Jihan Abass  
KENYA



Linda Shomo  
ALBANIA

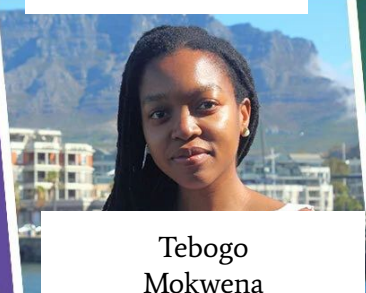


Budkhand Gankhuyag  
MONGOLIA

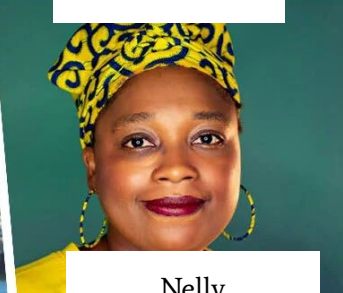
Fara Ashiru J.  
NIGERIA



Tebogo Mokwena  
SOUTH AFRICA



Nelly Chatue-Diop  
FRANCE



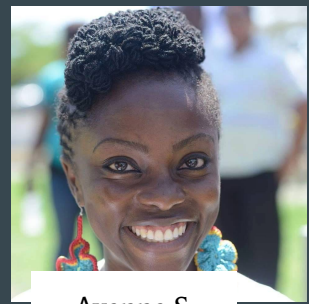
Han Seong-sook  
SOUTH KOREA



Joanna Kua  
MALAYSIA



Ayanna S.  
Jamaica



#WomenInScience

# Latin American Women in Science and Technology



Kathrin  
Barboza  
BOLIVIA



Natasha Bloch  
COLOMBIA



Valentina  
Munoz -  
CHILE



Sandra  
Verges  
PANAMA



Ana  
Zambrana  
URUGUAY



Africa Flores  
GUATEMALA



# How to FIREWALL your personal brand

*“Your brand is what people say about you when you’re not in the room.”*



**Captain Jeff Bezos  
Amazon Founder and Space  
Traveler**



***“Your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see you.”***

## SURVEY QUESTION #2

What do you  
do in your  
current role?



**Let's talk about confidence for a moment**

Confidence is not what you get,  
it's what you HAVE



*Confidence is stating your point of view without needing 100% certitude. Tech moves fast so waiting for “perfectly baked” contributions limits your opportunity to play in the change and push overall thinking in healthy, impactful directions. And this doesn’t mean you have to be loud or voice up quickly - pick your style of communication and preferred channels and use them.*

Anonymous, UXR Org Leader

But a dear friend!

Affirm the truth and say:  
**“I am confident!”**

# 1. Recognize your own accomplishments



## 2. Be a Thoughtful Leader

### 3. Embrace your resilience



Affirm the truth and say:  
**“I am resilient!”**

# 63%

*of women have NEVER had a formal mentor*

Source: Catalyst

## 4. Lead by Example





# Notable Women in Tech Today



**5. Work that network!!!!**

# ELEMENTS OF EFFECTIVE NETWORKING



great eye contact

smiling

Considerate introductions

engaged but seems like she's zoning

gesturing not pointing

# TRY THIS

BE BOLD AND INTRODUCE YOURSELF

APPROACH WITH A SMILE

BE PRESENT

LISTEN INTENTLY - WITH YOUR EYES

PUT THE PHONE AWAY

# WATCH OUT FOR

NOT BEING SINCERE

NOT ENGAGING IN CONVERSATION

NOT INCLUDING OTHERS IN A CONVERSATION

WATCH YOUR BODY LANGUAGE

# Other ways to network.....

Events

Volunteering

Classes (like this one!)

Social media

Mentoring

Meet-ups

1-1

Conferences

Your alma mater

Exploratory/Introductory calls

Referrals

Cold Calling

Podcasting

Faith-based events

Family gatherings

Virtual events

**85% of individuals find their next  
job through networking**

**Career  
Coach  
Alert  
!!!!**



## 6. Practice all methods of communication... like a rockstar!

Verbal

Non-Verbal

Written

Visual

# Three Types of Negative Communication

## PASSIVE COMMUNICATION

- fails to express own needs
- avoids conflict
- seeks approval
- feels others are more important than one's self
- anxious
- low self-esteem
- lacks confidence
- speaks quietly
- lacks eye contact

## AGGRESSIVE COMMUNICATION

- disregards the rights of others
- uses intimidation tactics
- will to hurt others to reach goals
- speaks loudly
- uses personal attacks
- exhibits excessive confidence
- lacks concern for others

**and...passive-aggressive communication**



# NON-VERBAL NO NO'S

Closed-Body language

Lack of eye contact

Staring at your phone

Listening but not *hearing*

Invading personal space

Furrowed brow

Slumping

Not smiling

The weak handshake

Pointing

and more!!!!



# VERBAL NO NO'S

Not speaking clearly

Yelling

Speaking over someone

Interrupting others

Not being polite

Ignoring tonality

Mumbling

Not saying good morning, etc...



**Tonality:**  
**the *way* a person speaks to someone**

...

Definition of the word “tonality”

# Different types of tonality

Formal

Informal

Factual

Directive

Assertive

Friendly

Questioning



# VISUAL COMMUNICATION mask to mask communication



Wrinkles of *disgust* = nose, forehead, and eyes.

Lifting of eyelids and eyebrows = *fear or surprise*.

Movement of corners of eyebrows = *sadness or distress*.

“Twinkling of the eyes,” = a *happy* smile that crinkles the corners of your eyes.

**Reminders on virtual etiquette.....**

# Non-Verbal Communication: Virtual Etiquette

- **Staying focused**
- **Proper lighting**
- **Fabulous demeanor**
- **Excellent eye-level**
- **Dressing the part**

- **Appropriate background**
- **Overall appearance**
- **Proper audio**



**NOT  
FOCUSING  
!**



**EATING DURING  
A CALL!!!**



**HD**  
**CREEPY,  
DARK  
SINISTER  
LIGHTING!**



**Runner ups:**

**Not smiling**

**Texting**

**Speaking over someone**

**Not having camera on**



**GREAT DEMEANOR**



**Excellent eye level**



**FABULOUS APPEARANCE**

# 7. Remove yourself from a toxic work environment

*(or get removed....)*



# 10 Signs You're in a Toxic Work Environment

1. BAD COMMUNICATION
2. CLIQUES, EXCLUSION + GOSSIPY BEHAVIOR
3. POOR LEADERSHIP
4. UNMOTIVATED COWORKERS
5. STIFLED GROWTH
6. RAPID EMPLOYEE TURNOVER
7. NO WORK-LIFE BALANCE
8. YOU FEEL BURNT OUT
9. NO FORWARD MOVEMENT
10. YOUR GUT IS TELLING YOU

[WWW.CAREERCONTESSA.COM](http://WWW.CAREERCONTESSA.COM)

Yep, it's toxic!

**NOT ART!!!!**



## 8. Reskill and/or Upskill

# 9. Know Your Worth

*“What have you learned along the way? How can you learn some of those things in your current or future position? Don’t hesitate to admit what you don’t know, but always remember to reflect on what you’ve learned, how you’ve grown from it, and what you want to continue to learn.”*



**Madison Olson, Tech Recruiter @ Wave Mobile Money**

## SURVEY QUESTION #3

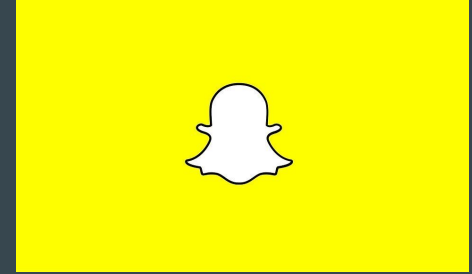
What is your  
next career  
step?





**10. Evaluate your social media presence**

Any online presence that can be publicly viewed



**11. especially your headshot**

# UPDATE YOUR HEADSHOT...PLEASE.



2016



2018



2020



2022

## 12. Top LinkedIn tips

**You are 7x more likely to found  
on LinkedIn if you have  
a profile picture.**

**Career  
Coach  
Alert  
!!!!**

## Watch out for...

Incomplete profiles

Lack of uniqueness

Mistaking LinkedIn for  
FB or Instagram

Bad headlines/headshots

Long inflated bios

Not stating your language  
skills



**On a regular basis....**

**Updating your header**

**Obtain and give  
recommendations**

**Network and connect**





## 12. Control the narrative

**perfect your elevator pitch**

your present, past and future in 30 seconds



## SURVEY QUESTION RESULTS

Combine all three  
responses and you  
have an elevator pitch  
to use immediately!



**13. Consider intergenerational differences**

# practice cross generational communication



# The Traditionalist

- born: 1925-1945
- prefer face-to-face meetings
- don't mind being instructed
- minimal supervision
  
- How to collaborate with a traditionalist?

*“Mr. Jones, how are you doing sir?”*



# The Baby Boomer

- born: 1946 - 1964
- use to being in a secure job, aka “lifers”
- workaholics
- competitive
- work over family

## How to collaborate with a Baby Boomer?

*“Susan, I am working on a project and would appreciate your feedback on the best next steps. When can we connect? Do you prefer Zoom or just a call?”*



JULIEANNA RICHARDSON (b. 1954),  
Historian and Founder, The HistoryMakers



# Generation X

- born: 1965 - 1982
- raised with tv, “latchkey kids”
- like a direct and straightforward approach
- clearly stated deadlines/milestones
- Ok to discuss professional and private lives



*How to network with a Gen X?*

*“Jasmine, How is the family? I loved your article on LinkedIn! When can we connect?”*

## Millennial/Gen. Y/Gen Me

- born: 1980 - 1994
- won't stay in job too long
- Comfortable with multitasking/value teamwork
- Question authority
- Tech-Saavy/love gadgets
- Prioritize family over work

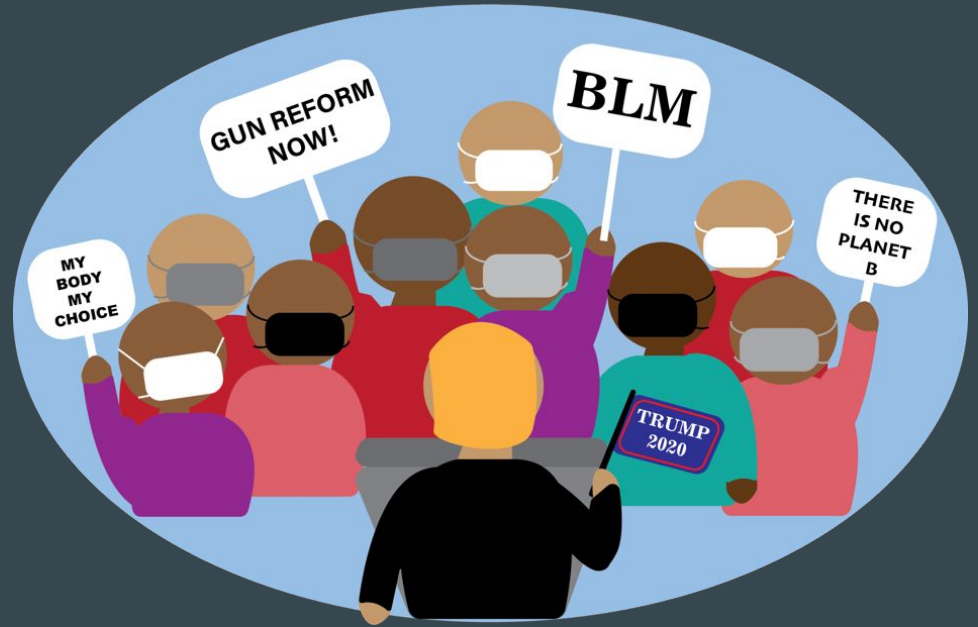


*How to collaborate with a Millennial?*

*"Jeff, can you Slack me those two articles you mentioned?"*

## Gen Z

- born: 1980
- Diversity is a priority
- Digital Natives
- Pragmatic/Financial security
- Loneliest generation, work independently
- Politically progressive



*How to collaborate with a Gen Zer?*

*"When can I circle back to you about that assignment?"*

**and use pronouns wisely**

HELLO

MY PRONOUNS ARE

SHE/HER

HELLO

MY PRONOUNS ARE

THEY/THEM

HELLO

MY PRONOUNS ARE

HE/HIM



Consider creating a podcast!!!!!!

WorldCeres INC.



Angélique Fournier  
Executive Coach

DIFFERENT COUNTRIES  
DIFFERENT CULTURES  
DIFFERENT LANGUAGES  
.....SAME ISSUES



FOR WOMEN



Michele Clarke-Ceres  
Career Coach



Michele Clarke-Ceres



Len Adams, CEO

- Navigating the New Normal -  
**IN THE INTERNATIONAL WORKPLACE**  
This week: Mexico



Estela Michel



José Valle Manchaca



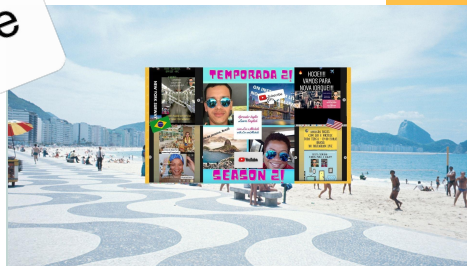
THE GLOBAL ADVOCATE CAREER PODCAST

INTERVIEWS



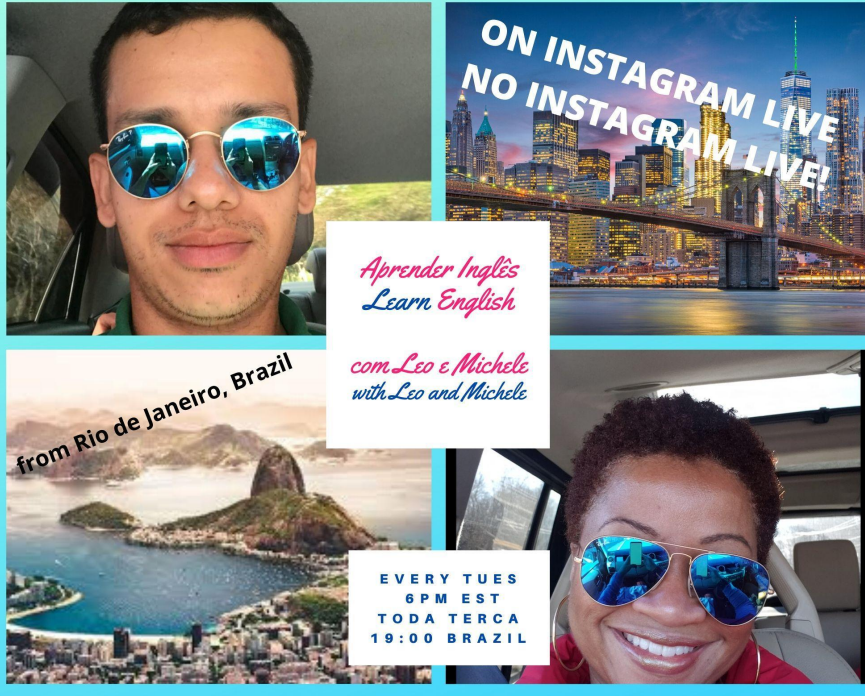
Ronald Skeete  
Director  
The Salvation Army

on all listening platforms





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Gary Guibert

Valence Williams

**REAL TALK**  
WITH MONICA AND MICHELE  
REAL TALK. REAL TOPICS. REAL PEOPLE.  
Julio Garibaldi Munoz



Michele Clarke-Ceres



Len Adams, CEO

*- Navigating the New Normal -*  
**IN THE INTERNATIONAL WORKPLACE**



Salvatore Corradi  
Chairman



The Global  
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Career  
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WITH  
MICHELE CLARKE-CERES

15 MINUTES WITH  
GREG AND MICHELE  
ON

**THE UNSEEN PROCESS  
OF RECRUITING**

FIND OUT WHAT HAPPENS  
AFTER YOU CLICK  
SUBMIT!



The Host



The Recruiter

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