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

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

w/ H.R.H. Prince Harry

w/ POTUS 43

w/ POTUS 44

w/ POTUS 42

King Charles III and Queen Consort
Most importantly.....I am Mom and a Wife
About WorldCeres Inc.
Founded by: Michele Lee Clarke-Ceres and Rudyard W. Ceres II, Esq.

2012
First Business Trip Overseas
Rio de Janeiro, Brazil

2014
Opened
“The Laugh Spot” Comedy Show, Park Slope - Brooklyn

2017
Received first government contract!

2018
- NYU Advanced Coaching Diploma
- Soft Skills Curriculum
- International coaching practice

2019 - present
- Launched “The Global Advocate Career Podcast” and other shows
- Adjunct Professor
- Diversity and Equity Consultant
Clients include but not limited to:

- C-Suite Executives
- International Law Firms
- Not-for-Profit
- Real estate agencies
- FinTech companies
- Staffing Agencies
- Start-ups
- Colleges and Universities (private and public)
- Venture Capitalists
- United Nations community
- High Schools (private and public)
- EdTech companies
- Historically Black Colleges and Universities (HBCU)
- 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.

Executive Career Coach Alert !!!!!

2013 Executive Coaching Survey
Stanford University
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
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”.

Source: UN Women / Photo: The Royal Society
Why is tech so important?
Dominican Republic hackers steal US$2.7M in welfare cards

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

Dominican Republic Police arrested 6 Anonymous hackers
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.
#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.”

Source: https://influencermarketinghub.com/what-is-personal-branding/
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

engaged but seems like she’s zoning

smiling

Considerate introductions

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

Source: Voxtaxi, blog.close.com, intheblack.com
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
6. Practice all methods of communication... like a rockstar!

<table>
<thead>
<tr>
<th>Verbal</th>
<th>Non-Verbal</th>
<th>Written</th>
<th>Visual</th>
</tr>
</thead>
</table>

YOUR FACE HERE
### Three Types of Negative Communication

<table>
<thead>
<tr>
<th>Passive Communication</th>
<th>Aggressive Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>fails to express own needs</td>
<td>disregards the rights of others</td>
</tr>
<tr>
<td>avoids conflict</td>
<td>uses intimidation tactics</td>
</tr>
<tr>
<td>seeks approval</td>
<td>will to hurt others to reach goals</td>
</tr>
<tr>
<td>feels others are more important than one's self</td>
<td>speaks loudly</td>
</tr>
<tr>
<td>anxious</td>
<td>uses personal attacks</td>
</tr>
<tr>
<td>low self-esteem</td>
<td>exhibits excessive confidence</td>
</tr>
<tr>
<td>lacks confidence</td>
<td>lacks concern for others</td>
</tr>
<tr>
<td>speaks quietly</td>
<td>lacks eye contact</td>
</tr>
</tbody>
</table>

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!!!

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.CAREERCONQUEST.COM
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.
12. Top LinkedIn tips
You are 7x more likely to found on LinkedIn if you have a profile picture.
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?”
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?

“How Jasmine, How is the family? I loved your article on Linkedin! When can we connect?”
Millennial/Gen. Y/Gen Me

- 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!!!!!!!
DIFFERENT COUNTRIES
DIFFERENT CULTURES
DIFFERENT LANGUAGES
SAME ISSUES
FOR WOMEN

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

Ronald Skeete
Director
The Salvation Army
Navigating the New Normal - In the International Workplace

The Unseen Process of Recruiting

Find out what happens after you click submit!
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