

BB&T CENTER FOR LEADERSHIP AND CAREER EDUCATION PRESENT

## THE MARKETING 340 – LEAP CERTIFICATION

*The certification that will LEAP you to career success*



## CERTIFICATE OVERVIEW

### THE IMPACT OF THE LEAP CERTIFICATION

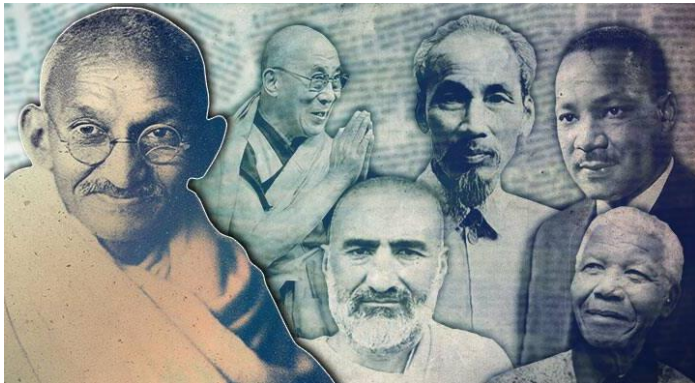
To effectively market oneself for a job requires introspection to deep dive and identify various aspects of our personality. Most people seek those aspects which they believe best represent them and help in developing their individual/ personal “brand”. To take this marketing analogy further, the “individual product” needs to be branded to the prospective buyer’s (aka employers) through the most effective promotional techniques; the accurate placement and distribution of the information will require identifying the appropriate platforms and arriving at the most justifiable charge in any given market. When all the 4 Ps come together, it would ensure that each of you achieves all three things: capture attention, update and convert prospective employers.



## LEAP CERTIFICATE REQUIREMENTS

This micro-credential process has been designed through a set of activities put together in a sequential process. After you have successfully completed the steps and activities, you earn the LEAP Certificate. This is a tangible take-away that you can add to your college portfolio. Micro-credentials are short-term, self-paced programs designed to assist with professional development. In this case, the activities include:

**Introspection:** This will be achieved through a personality assessment quiz and discussion regarding the emerging leadership styles. We will guide you to take a strength finder quiz which will assist in identifying your dominant personality and leadership styles. It will also help uncover the shadow images and the possible impact that it can have on your career and life decisions. This is a self-administered evaluation, and the results will be kept confidential. The purpose is for you to appreciate your individual personality and leadership style. The premise is that leadership

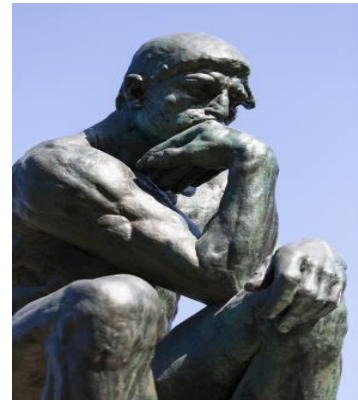


is a skill that can be enhanced with introspection and an ability to adapt to different situations. Most professionals encounter many opportunities in their work career to take on a leadership position. However, not everyone is able to capitalize on these opportunities; it requires the need to adapt one's leadership style during the professional journey. The Center for Leadership helps develop this mindset through

enhanced awareness and personal transformation. Leadership skill development is vital to ensure that in the future, as practicing professionals, you continuously develop the competences required to perform in demanding environments. The details of the online test portal and submission details will be shared on blackboard.

**Leadership Interaction:** This will be followed by an interactive session hosted by an expert speaker in class. The purpose is to share the divergent aspects of different personality types and how this supports individual behavior. In reality, we are always adapting and conversely changing our managerial styles. It makes leadership an interesting field of study because leaders are the ones who change the world.

There is no business where leadership is not important. The expression may differ in the case of some individuals; there is a need to prioritize relationships over goals, and in others, the focus is more on achieving the purpose with little concern on how it might impact working relationships. Is there one right way? So much of personal development is about what we learn from our lived experiences. We will explore how different personality behaviors can manifest by adding value to workplace contribution or inversely be detrimental. This will be a group discussion-based format designed to explore assessment outcomes. The intention is to lead students towards introspection of their individual personality, communication, and leadership styles.



**Handshake** is the next step in earning your certificate. It is important to recognize the match between organizational and individual personality and culture. Most employees seek a sense of purpose which leaves them with the required motivation to stay on the job. It is more valuable than a paycheck and is the prime reason why job hopping is on the rise for Millennials and Gen-Z. Do you know that at on average they change jobs 15-18 times during their work career? It is more important now than ever that organizations and individuals seek the right match to avoid the cost of training and hiring. This step will guide your efforts to identify the kind of organizations that will be best suited for you, a handshake of ideologies. We will share the experiences from the career expo and provide some tools that are available to you as a Marshall student.



**Projection** follows introspection and the process of identifying individual personality traits. A qualified speaker with expertise in the area of digital communication will hold a session on the effective use of social media vehicles such as LinkedIn, Twitter, Facebook, etc., including the advent of FANGS and the influence it has on the pace and style of evaluation.

This concept is to understand the process of projecting your individual “brand” on various digital mediums. Digital footprints include anything put out by you or about you including passive activities compiled through your IP address. In today’s times, most employers perform online searches to learn about prospective hires including their interests, industry involvement, social work engagements, etc. Since this data can never be erased, the significance of communicating the right message is crucial. It is important to move your status from a spectator to an active participant on suitable digital channels.

The intention is to address the crucial question of how to craft your footprints: what to say, how to say, when to say, how to avoid controversial issues, and so on. With the digital economy now driving much of the workforce, reinforcing your technical prowess with a strong digital presence can be valuable to job seekers through the journey of self-projection.

