

Business Career Planning and Development

MBA 5240

Course Description, Learning Outcomes and Objectives:

Intentional professional development and career planning has always been essential for success and satisfaction in all types of careers. In the extraordinary times of today's business world and our global pandemic, personal/professional branding and professionalism is perhaps more important than ever. This course is focused on ensuring that each of you have clear ways to consider intentionally WHO you are, WHAT you want to do, and HOW you want to be showing up to your professional life. You will walk away with tactical and strategic tools to manage your career and that will equip you to succeed, grow, and to have the impact you choose.

As your instructor I am passionate in my belief that we all deserve to feel fulfilled, valued, and contributive in our work. You will hear me say that I have been walking with professionals pursuing answers to the question, "what do you want to be when you grow up—this time?" for thirty years. That conversation has not grown old for me. That is big information. Though my work has evolved along the way to focus more on executive coaching and leadership facilitation, the opportunity to find meaning, and excitement about the work that fills our days is work that feeds my spirit.

I am grateful to get to spend time with each of you this quarter as you engage your curiosities about how you might confirm your choices, re-design, renovate, perhaps reframe, certainly discover something new about yourself and/or your work life.

In this course:

- You will learn a framework for ensuring long term professional satisfaction and success that will include reflection, exercises, and interaction. The framework is a synthesis of evidence-based research, past and current models, and thirty years of working with professionals in most industries, functions, and at all levels of organizations.
- You will assess your values and decision drivers, define your accomplishments or work outcomes/projects that illustrate your strengths and value proposition, and practice ways you can communicate them for greater impact.
- You will be exposed to ways to research the market to identify roles and companies that are at the intersection where you are most likely to succeed.
- You will create and polish marketing collateral essential to a powerful personal brand.
- You will practice effective verbal messaging of strengths, background, and career aspirations (target message).

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1. You will create a relationship framework for building and nurturing the vital relationships needed to sustain a career along with an understanding of the importance and value of a vibrant professional network.
2. You will create an action plan with commitments in each of six areas for proactive professional development—values and growth, ratios and relationships, strengths and contributions.
3. You will learn about appropriate preparation for and execution of powerful interview conversations and salary/career negotiations.

This course has the following specific course objectives:

1. Each of you will review and update your professional resume, digital profile, and polish your personal brand in ways that align with your values and strengths and speak to your target audience. (Current 'tactical' review & practice)
2. You will learn and evidence-based approach to proactively manage your professional life and career and create a plan that can/hopefully WILL be updated/reviewed regularly. (Strategic/longer term view)
3. You will have multiple opportunities to practice clearly articulating the value you bring and to understand how to connect your value to your business. This will include communicating your "elevator message," your accomplishments, and understanding how to use your stories in networking and interview conversations.
4. You will understand how to identify options for professional growth and/or promotion, and the most appropriate methods to accomplish change that you want to create internally or externally to your current company or context.
5. Each of you, no matter where you are in your career, will be challenged to be thoughtful about how to make the most of the course content. When fully engaged, each of you will be invited/empowered to take control of your career and manage it well.

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Class Schedule & Assignments—find full instructions and submit on Canvas

Date & Time	Assignments	Discussion topics
Week of 9/28	Complete Chapter 2 of Insight Workbook OR Careerleader assessment and reflections. Submit reflections, current resume & personalize your LinkedIn Invitation to Paula if we aren't connected. Meet with Paula on Zoom to share your reflections on your assessment, and your hopes for learning	Where you are beginning as you consider your professional development
Tuesday, 10/6 6:30-8pm	Meet with class via zoom. Come prepared to Introduce yourself professionally in a breakout. Submit your takeaways and feedback on Canvas following class.	Values & Growth Target Message/Practice Intro Assessments
Between 10/6 and 10/13	Complete Values worksheet and schedule review session with two classmates to: Reflect on your values/purpose/mission Review resumes & offer feedback Research and Identify your Top 5-10 Roles and/or Companies of Interest Complete the Grit Survey on the Authentic Happiness website Complete the Accomplishment Worksheet	Consider the questions in the Values and Growth sections of your Action plan—complete for submission in your final portfolio.
Tuesday, 10/13 6:30--8pm	Meet with class via Zoom. Come prepared to “lightening share” your favorite LI tip. Complete your “Top 10” accomplishments worksheet before class and come prepared to share your best accomplishment illustration in a breakout and connect them to your target role/company. Submit your takeaways and feedback on Canvas.	Relationships & Ratios Self; Partner; Work Ratios for Flourishing Relationship/Stakeholder Networks—Assessing, building & maintaining Personal Brand Dimensions

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Date & Time	Assignments	Discussion topics
Between 10/13 and 10/20	Complete your LinkedIn profile update. Schedule time to meet with your classmates to give feedback on your LI profiles, and to discuss relationships and networks.	Consider the questions in the Relationships & Ratios section of your Action Plan—complete for submission in your final portfolio.
Tuesday, 10/20 6:30-8pm	Meet with class via zoom. Come prepared to practice answering the interview question you most want to practice, your favorite interview question and/or story, and your best interview tip Submit your takeaways and feedback on Canvas.	Strengths & Contributions Conducting powerful networking conversations Practice interviews
Following the final session	Create your Professional Relationship list/map OR your Strategic Network Audit Guide Finalize your Resume; Complete Your LinkedIn Profile and your Action Plan; submit your complete Final Portfolio outlined in Canvas Schedule time with Paula for review & feedback	

All assignments are to be submitted on Canvas. You have 5 submissions—your initial assignment, your three takeaways and feedback, and your final portfolio. To earn your participation grade and to get the most out of this class, it is important that you come prepared to each class session, and to your classmate sessions in between with your own content/work completed ahead of time. As with anything, the more you choose to fully engage in your own learning and in supporting your classmates in the breakouts and meetings between sessions, the more you will get out of your time in this class.

Numerous research studies have shown that when students actively ask and answer questions, they take greater interest in the material, they clarify shared misconceptions, and they retain more information. I would like to see all of you actively participating in class over Zoom (in small- and large-group settings), as well as in any activities outside of class, or discussions on Canvas.

We are in an extraordinary time. If for some reason you are unable to participate fully, it makes more sense for you to plan to take this course another time. If you need help or accommodations, please let me know by email or in our initial meeting and we will figure it out together. The most

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thing to me is that you take something meaningful away from this course. You will all earn the grade you want if you show up, participate, and submit your assignments. This class is NOT about the grade.

Course Requirements & Grading:

1. Written Assignments (50 %)

Two Primary Submissions and three short “takeaway” submissions.

Initial assignment with CareerLeader reflections, beginning resume, LI invitation, and hopes for learning.

Final Portfolio with Top 10 accomplishments, Top 5-10 departments and/or companies’ research, Resume, LinkedIn profile completion, and Action Plan submission.

Three short “takeaway” submissions are intended to invite learning reflection and to provide feedback about what is resonating.

2. Timeliness in coming to our virtual class sessions and meetings prepared to participate in the exercises will give you meaningful practice and feedback and participation. 50%

I am a big believer that half of life is about ‘showing up’ and in this context that means that I hope you will bring your full presence and curiosity to this learning experience. I am here to support your learning. You are each in different life circumstances and career spaces, and you come with a wide range of hopes and needs. My hope is that I will be able to meet each of you where you are and serve you in unexpected ways.

Appendix

University Resources and Policies

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)

Note: The Learning Commons does not offer tutoring for EXLR/EMBA/HEMBA-level students.

- Academic Integrity Tutorial (*found on Angel and SU Online*)

Academic Policies on Registrar website

(<https://www.seattleu.edu/registrar/academics/performance/>)

- Academic Integrity Policy

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- Academic Grading Grievance Policy
- Professional Conduct Policy (*only for those professional programs to which it applies*)

Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oiie@seattleu.edu; phone: 206.296.2824)