



AHEA

Alberta Human Ecology & Home Economics Association

Taking Charge of Your Career – a 3 Part Webinar Series

This 3-part webinar series offered by the Alberta Human Ecology & Home Economics Association will provide insight and support for managing your career with intention; along with a focus on your professional well-being and satisfaction. Each webinar may require pre-work by webinar participants prior to each session.

1. Developing and Maintaining Your Personal Brand

12:00 – 1:00 p.m. on Friday, August 24, 2018

This session is the first in the 3-part series focusing on intentionally managing your career outcomes. It will appeal to anyone interested in learning how to effectively establish and maintain a personal brand that lets you stand out from the crowd in your career journey. You will understand the three characteristics of a strong brand — being *distinctive, relevant and consistent*. You will complete a brand values profile, and clarify your standards and style. Each of these components prepare you to reflect the real you in each of your important life roles.

2. Enhancing Your Professional Image & Presence.

12:00 to 1:00 p.m. on Friday September 7, 2018

In this session you will be introduced to the “Concept of Personal Style.” Our appearance is our primary and most important communication tool. Are you in charge of the message or are you leaving it up to other people to make assumptions, perhaps even decisions that may impact you – like getting the job offer, securing a promotion or realizing the opportunity you crave. You will understand where you are within the Personal Style framework and how to make some shifts in choosing clothing for your professional wardrobe. We will investigate wardrobe building strategies, levels of formality, clothing capsules, and how to get the best value for the money you spend. Never again will you walk into a room and immediately feel uncomfortable because you blew the dress code.

3. Career Transitions: Why? When? How?

12:00 to 1:00 p.m. on Friday September 21, 2018

This session is the final webinar in the Taking Charge of Your Career 3-Part Series. The webinar will be of interest for individuals who like to plan and be prepared to make informed decisions as opportunities or challenges arise. A career transition is much more than a job change. Instead, transitions may be driven by unexpected life stage circumstances. They may involve decisions related to security, satisfaction, status, service, learning or lifestyle. There is seldom much lead time as life events unfold in our career journeys. Regardless of age and stage of life, being clear about purpose, principles and priorities can be critical to making successful and satisfying transitions.



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Registration:

These webinars are offered free of charge to AHEA members as part of AHEA's commitment to professional development. **They are open only to AHEA members. Registration is required.** Go to www.ahea.ab.ca and click on the event listed under "Upcoming Events". Use the email address normally used by AHEA to register.

The link for the webinar will be sent to registered participants by email before each session.

About the Speakers:



Mary Lynn Ilnitsky is a Professional Home Economist and a Fashion Academy Inc. Certified Image Consultant and Instructor. Her mission is to help clients understand how clothing, grooming and behaviour is an essential communication tool. The know how to develop an effective, balanced wardrobe results in enhanced confidence and professional presence. She has a contagious enthusiasm and practical approach that make her presentations and workshops entertaining and enlightening.

www.getdressedonpurpose.com

“Get Dressed on Purpose”

Kathleen Johnston is a Professional Certified Coach, Canadian Certified Counselling Therapist, Certified Stress Consultant and Professional Home Economist. Her enthusiasm and energy for career development supports and inspires women to be successful in their careers without compromising their health and well-being. Her training/presentations are consistently recognized for being interactive and engaging with knowledgeable and informative content.

www.kathleenjohnston.com



Enhancing Career Well-Being”