



## Speaking Engagements and Workshops

Tracy Brisson offers a number of informational and motivational talks that are ideal for many types of groups. In addition to the chosen topic, each talk also provides basic information on the four important parts of the job search process: resumes (including online profiles), interviews, networking, and organization of the job search and exploration process. Each talk is one hour, including questions and activities. Talks are generally limited to 50 participants, but price can be negotiated for larger groups.

### **Building Your Personal Strengths**

In this talk, The Opportunities Project Core Competencies are reviewed and participants are given tools to assess current strengths against these competencies. Participants build more “professional muscles,” learn how to communicate better, stretch strategic thinking skills, and learn how to make things happen for themselves. Participants also develop an elevator pitch and prepare answers to the five most important questions asked in interviews.

### **The Balanced Job Search**

Most students and recent graduates receive conflicting advice about the value of online job searching versus in-person networking. In this talk, Tracy Brisson teaches participants how to balance both, including

- Techniques for becoming an attractive “passive candidate” through blogging, social media, LinkedIn and online portfolios
- Approaches for finding and organizing information you find online in order to inform your job search and exploration, plus recommendations for several free cloud computing products
- Strategies for becoming an appealing “active candidate” through networking

These talks are perfect for career centers that use outside speakers to complement their services. They are also great for student groups that want to help their members launch successful careers, such as honor societies, sororities, alumni groups, and other organizations.

### **Examples of Past Workshops**

Prezis from successful workshops that Tracy led in New York City this fall, as well as short video excerpts, can be found on The Opportunities Project website:

<http://opportunitiesproject.com/services/organizations/speaking-and-workshops/>

### **Pricing and Scheduling**

The guaranteed price for Speaking Engagements and Workshops through January 1, 2011 is \$300 (plus travel and expenses if outside the NYC metro area). Schedule time to talk to us about your needs at [sales@oppsproject.com](mailto:sales@oppsproject.com).

Participants who attend a talk will receive coupons for The Opportunities Project’s private services: a 10% discount on the Group Teleclass and \$25 discount for the Career Coaching Program.