Developing a Brand That Attracts Attention

Personal branding can be your best friend as it relates to conducting informational interviews/career conversations with professionals in the field. Learn cutting-edge techniques on identifying a brand which creates results.

Eric Melniczek is passionate about making introductions and connecting parties for win-win relationships. He has helped hundreds of career seekers develop and execute personalized career action plans. As a professional speaker, author, coach, consultant, and career management professional, he knows how to inform, entertain, and inspire an audience.

Eric has extensive experience in both the executive search industry as a consultant/headhunter as well as in college/university career services as a dynamic leader. He has presented career planning & development information to high school students, college students, young professionals, parents, mid-level managers, and C-suite executives. In addition, he served with Blue Ridge PBS as a contributor to the Emmy Award-winning “JobQuest,” a live monthly television show assisting job seekers in Southwestern Virginia. Also, he published a career book entitled "Transition to the Real World" which has sold thousands of copies.

He received his undergraduate degree from Ramapo College of New Jersey where he first developed his love of helping college students prepare to succeed in the world of work. His Master’s degree is from Virginia Tech where he also worked in the University Career Services office. Eric has served as a leader in SHRM (Society for Human Resources Management) where he has helped job seekers in career transition.

Eric’s presentations, seminars, and workshops have given him the opportunity to speak in front of audiences that have applied the techniques shared in his messages. Several college campuses, corporations, churches, conferences, and community groups have experienced his invigorating, uplifting, encouraging, inspiring, and high-energy programs.

Ethical Leadership

In this breakout session participants will gain insight into the power of the ethical leader, and will receive strategies that they can implement immediately. Ethical leaders understand that qualities like integrity, trust, and accountability improve the health of the organization and the performance of their people. When individuals feel safe to innovate, form relationships, seek understanding versus competing to be right, show respect for one another, and can value other’s opinions, a more productive and engaging work environment is created. Ethical leaders impact relationships across three levels: the individual, the team and the overall organization. When leaders are ethical, they maintain concern for the well-being of
the individual regardless of the culture in which they operate. People within organizations are affected by the interactions that occur around them and between them, therefore, meaningful communication, and ethical behavior can combine to positively influence job productivity, interpersonal interactions and bottom line profitability.

Dr. Mike Watson, Organizational Leadership, is a proven leader, facilitator, speaker, instructional designer and educator with expertise in business communication, retail marketing, leadership development, and business management. Dr. Watson is a senior leadership professional specializing in the construction, design, and implementation of innovative, strategic organizational initiatives and graduate level online leadership courses.

He is a recognized industry and academic leader who believes in working with individuals and leaders that are inclined toward worthy goals, guided by core human values and in relationship with all stakeholders. He believes in the power of diversity, working collaboratively and the development of personal insight as a tool for prosperity. Dr. Watson has partnered with a wide range of professionals - from CEOs to creatives.

Dr. Watson has a wealth of experience in educating, influencing and directing from a regional perspective and during this time he has been the subject matter expert on HuffPost Live, emcee and host for multiple TEDx events, educated, and coached emerging leaders, shaped a national retail company's visual footprint and brand image, designed retail stores, expanded business models and reshaped communities.

The Alchemy of Authenticity: How to share your personal story to build presence & connections in the workplace

In our work environments where performance is valued above all, being able to access and share our authentic selves is a major success differentiator. But it's more than the old adage, "Just be yourself." There's a magic to it that makes work way more fun and our connections stronger. But how can you be yourself when you are required to perform? In this session, presentation coach and speaker Katie Marshall will provide practical communication tools to those interested in intentionally and confidently sharing their stories at work in-person and online.

In 2013, Katie Marshall was a selected speaker for TEDxGreensboro. In the 7 years since, she created an employee resource group, led presentation skills trainings for executives and first time employees, spoke at entrepreneurial and leadership events from Montreal, Canada to Greensboro, and started her own consulting business - on top of earning not one, but two black belts in martial arts.

As a presentation coach, speaker, and trainer, Katie pulls from her experiences to effectively engage with speakers of all levels. When coaching TEDx speakers, she calls on her own Talk experience. When empowering leaders communicating major change initiatives, she shares how to navigate the physiological impact of communicating under pressure. Regardless of speaker or message, Katie taps into the individual's personal strengths. She believes the goal of presentations is not perfection, but authenticity.
Ethical Leadership (same as session offered in Block 1)

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Disney and the Stories that Shape our Identities and our Expectations

The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world’s premier entertainment company” (thewaltdisneycompany.com/about/). Since 1923, the Walt Disney Company has enriched the lives of children around the world. For many, the company’s iconic images and masterful storytelling have become an integral part of their identity. From princess themed marathons to weddings and proposals, the stories that Disney and its affiliate companies have created shape our social fabric. In acquiring Marvel Entertainment, The Disney Company further solidified its dominance in storytelling for years to come. This presentation looks at the prevalence of Disney storytelling in our lives and examines how these stories shape our sense of self, our sense of self-worth, and our expectations for real life relationships from both a positive and critical lens.
Jenni M. Simon holds a Ph.D in Communication Studies from the University of Denver and is the Director of Undergraduate Studies for the Communication Studies Department at the University of North Carolina at Greensboro. Dr. Simon’s research focuses on gender and cultural issues, as well as the critical and rhetorical intersections that exist between culture and social movement. Her most recent work explores feminism and social change, resistance to women’s movements, women in organizations and politics, and the changing role of motherhood in the post-modern area. In addition to numerous book chapters, Dr. Simon has published in Communication Review, Southern States Communication Journal, Women and Language, and the Western Journal of Communication. She is the co-editor of Michelle Obama: First Lady, American Rhetor, the author of Consuming Desire and Agency: Stories of Love, Laughter, and Empowerment, and the co-author of An Ideological Analysis of Breastfeeding in Contemporary America: Disciplining the Maternal Body. She is also a past Chair of the Southern States Communication Association’s Gender and Women’s Studies Division, the current editor of the Carolinas Communication Associations, Annual, and a member of the International Conference on Gender Research.

You Are Your Greatest Strength
Which one leads to more success -- improving your weaknesses or building your strengths? Looking for language to speaks to what you do best? Gallup's Strengths Finder is a proven tool that will help you discover and develop your top strengths. With strengths ranging from Achiever to Woo, you’ll leave this session feeling more empowered to highlight areas where you naturally excel and to share your strengths with your professional and personal network.

**Please note: If you register for this session, you will be asked to complete the Strengths Finder test online (15 minutes) and submit your results to synerG no later than Tuesday, September 7th at noon.**

A passionate leader, Coretta Roseboro Walker is currently in her eighth year of progressive responsibility within the Division of Student Affairs at UNC Greensboro. In her current role, Walker serves as the Assistant to the Vice Chancellor for Student Affairs providing deliberate and strategic leadership to Division initiatives including Parent & Family Programs, marketing and communications, donor stewardship, event planning, and student advising. Walker has over a decade of professional experience in higher education in areas including Residence Life, crisis management, leadership, and strategic planning.

Walker is committed to the Greater Greensboro community as evidenced by her dedicated volunteer involvement in the Junior League of Greensboro, Mount Zion Baptist Church of Greensboro, and Guilford County Schools system.

Walker is a proud Tar Heel alumna who holds a Masters of Education from NC State and is currently in her final and third year of her Ph.D. in Educational Studies at UNC Greensboro. She is the proud wife of 10 years to DJ and the loving mother to daughters Carmen, 6; Cara, 1; and dog, Jeff who is 15 years old.