

# Career Building

## Category and Courses Marketing Kit

Building a successful career takes skills. Learn to be an earner.



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# I. Course Summary Descriptions

## Career Building

MindEdge's career building courses prepare new graduates to join the professional work environment. From resume writing to interviewing, networking to managing personal finances, these courses teach young professionals the life skills that a traditional education may have left behind.

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### Fast Company: Future-Proofing Your Career

Today's job market is more competitive than ever, and workers must not only think about how to land jobs but also how to keep their jobs and continue progressing in their careers. All professionals--whether just entering their fields or currently holding leadership roles--can benefit from skill development and reinforcement. This bundle, based on Fast Company's award-winning journalistic content, will help professionals across all industries future-proof their careers by focusing on key skills in the areas of communication, creativity and innovation, design thinking, networking, and personal branding. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material. The individual courses include Personal Growth, Design Thinking, Creativity and Innovation Toolkit, Communicating with Flair, Networking, and Personal Branding.

**Learner Satisfaction: 97%**

**Estimated length: 18 hours**

**Access Time: 365 days**

**Credits: 1.8 CEUs**

### Ace Your Job Search!

This introductory-level course helps learners craft a resume that is targeted, elegant, and effective. It continues on to cover interviewing skills, focusing on the interview preparation and the five stages of the interview process. Finally, the course will help learners formulate winning answers to difficult interview questions.

**Learner Satisfaction: 97%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

## Finding Purpose in Your Career

Whether you're just starting out in the workforce or changing careers, it is important to understand how the job you perform contributes to your sense of fulfillment in life. This course prompts you to examine various job settings and functions, comparing each against your own preferences, values, and expectations, in order to determine the best job fit for you.

**Learner Satisfaction: 94%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Networking

Networking is an important skill at all stages of your career, whether you're searching for a job or looking to take the next steps in your industry. This course provides an overview of how to make effective professional connections and cultivate relationships that can help you over the course of your career. It explores networking challenges based on gender and personality type and provides practical tips for overcoming networking anxiety. It also helps identify potential resources that can be used to expand your professional network.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Networking For Success

Networking has become a significant part of the professional process, altering the way both entrepreneurs and organizations do business. This course will help you to improve your personal and professional networking skills by providing best practices and effective tips and techniques.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Personal Branding

This course focuses on teaching you how to brand yourself professionally. What is brand? And how do you maintain your personal brand? The assignments in this course discuss the value of personal branding, the way to craft your personal brand statement, and finally, the best methods for communicating your personal brand to clients, employers, and other industry professionals.

**Learner Satisfaction: 95%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Fast Company: Personal Branding

Having a strong personal brand helps you stand out in a crowd. It can help you gain new and better clients, so you do better in your current job. And it gets you noticed when you're looking for a promotion or a new job. In today's job marketplace, getting noticed is something that usually happens online. Employers use the web to check out job applicants, and they're increasingly likely to skip over those who don't have much of an online footprint. That's why it's so important for job applicants to have a strong and consistent web presence, one that announces and reinforces their own personal brand. Social media sites like LinkedIn, Facebook, Twitter, and Google+ can all be used to promote your personal brand.

But building a personal brand is about more than just online self-promotion. Building your brand is a continuous process. It involves gaining new experiences, new knowledge and skills, expanding your circle of relationships, and increasing the value that you bring to every work project and business relationship.

**Learner Satisfaction: 95%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Personal Finance

Perhaps you have been in charge of your finances since you started working an after school job in high school, or maybe you are suddenly feeling overwhelmed with allocating the salary from your first job out of college. No matter what your financial situation is, it is important to understand how to handle your money. This course will familiarize you with the basics of budgeting, credit, saving, and investing.

**Learner Satisfaction: 98%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# Personal Growth

Today's professionals are under an increasing amount of pressure to be able to "do it all," which can lead to unhealthy amounts of stress and a decrease in motivation and self-confidence. This course aims to help learners combat those struggles by focusing on the skills that can help them grow in both their professional and personal lives. It looks at the importance of soft skills—such as time management, organization, and communication—in the modern workplace and provides practical tips for creative problem solving, goal setting, stress management, time management, and clear communication. It also considers how adaptability and authenticity can impact personal growth.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

# The First 30 Days

So, you've just landed a new job. What happens now? The first 30 days provide you a unique opportunity to set yourself up for success in your new role. Lots of people, most significantly your boss, will form an impression of you from the beginning that will be hard to change later on. This course will help you prepare for your first thirty days on the job, laying the groundwork for a successful tenure in your new role and at the organization.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Career Building suite.

### **Ace Your Job Search!**

*"Very well organized, easy for navigating and moving along one step at a time!"*

### **Finding Purpose in Your Career**

*"It's very helpful for me. I am glad to learn from more courses like this."*

### **Networking for Success**

*"The tools and strategies discussed in 'Networking for Success' are great for any stage in someone's career!"*

### **Personal Branding**

*"This has been an awesome course that worked as an eye opener for me in several ways; looks like I had the wrong idea on some aspects of my personal branding."*