

Bradley University's Soft Skills Symposium, March 27-28, 2019
Visit bradley.edu/scc for more information

SOFT SKILLS SYMPOSIUM
Bradley University, Michel Student Center
Sponsored by Caterpillar Inc.
Program Agenda

PROGRAM DESCRIPTION: Bradley University's Smith Career Center is pleased to host the Soft Skills Symposium, a two-day conference for students and Bradley community members. The symposium will be held in the Michel Student Center on March 27-28, 2019. A nationally-recognized keynote speaker and local presenters will focus on the importance of developing soft skills. Registration is free and students are encouraged to attend sessions that fit their schedule.

KEYNOTE SPEAKER: Lindsey Pollak is widely recognized as an expert on the multigenerational workplace. She is a New York Times bestselling author of *Becoming the Boss: New Rules for the Next Generation of Leaders* and *Getting from College to Career: Your essential Guide to Succeeding in the Real World*.

LUNCHEON SPEAKER: Brigadier General Jason L. Walrath of the United States Army will be our esteemed guest speaker for Thursday's luncheon and roundtable discussions. Students will hear about the critical soft skills needed for leadership. Dr. Robert Prescott, Associate Dean of the College of Liberal Arts & Sciences will facilitate roundtable discussions with students and employers.

EMPLOYER PRESENTERS: Students will be able to get advice from the experts—a variety of employer representatives will share their tips for being successful in the workplace.

BOOK GIVEAWAYS: First 350 students to register for the Soft Skills Symposium and attend will receive a complimentary copy of Lindsey Pollak's book, *Becoming the Boss: New Rules for the Next Generation of Leaders*. For our general raffle, we will also have 10 pre-orders of Lindsey's new book that will come out in April, 2019, *The Remix*.

SOFT SKILLS CERTIFICATE: Student will earn a Soft Skills certificate if they collect three or more stickers from attending presentations. Session topics will be focused on these top 10 soft skills needed for the workplace:

- Accepting and Giving Feedback
- Communication
- Conflict Resolution
- Ethics / Integrity
- Leadership
- Professional Etiquette
- Strategic Planning
- Teamwork
- Valuing Diversity and Inclusion
- Work Ethic / Grit

LOCATION: The Symposium will be held in the Michel Student Center. See the agenda for room locations. The Michel Student Center Ballroom, Foyer, Wright Room 203, Room 202, and Room 201 are located on the 2nd floor. The Executive Suite, Meeting Room 5, and Meeting Room 6 are located on the lower level of the Michel Student Center.

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AGENDA:

WEDNESDAY, MARCH 27, 2019

1:30 pm – 4:00 pm	Registration Desk Open	Michel Student Center Foyer
1:30 pm – 4:00 pm	Resource Lab & Soft Skills Certificates	Wright Room 203
1:45 pm	Welcome / Opening Remarks	Michel Student Center Ballroom

2:00 pm – 2:50 pm

Breakout Sessions A

Topic 1: Ethics & Integrity

Executive Suite

Facilitator: JOHN YOTTER, *Caterpillar Inc.*

Title: Over-commitment – Ethics and Integrity's Enemy Number 1

Description: What does Ethic and Integrity look like in practice? More than just words? Is a goal the same as a promise?

Student Group Host: American Society of Civil Engineers

Topic 2: Professional Etiquette

Meeting Room 6

Facilitator: CHARLIE DRIER, *Auto-Owners Insurance*

Title: Professional Etiquette Culture

Description: What is a professional? What is Etiquette? What is a career? How does an individual advance his/her career? How does a customer define professionalism? How do the associates of a company see their culture? Who do you expect to have a professional culture? Who would you not expect to have a professional culture?

Student Group Host: Alpha Epsilon Delta

2:00 pm – 2:50 pm

In-Service: For Bradley faculty, staff, and employer partners

Ballroom Section A

Facilitator: LINDSEY POLLAK, *New York Times Bestselling Author*

Title: Developing Soft Skills in Students / Young Professionals

Description: Lindsey Pollak will provide a facilitated discussion on best practices for teaching soft skills to students and young professionals. This session is targeted for Bradley faculty, staff, and employer partners.

3:00 pm – 3:50 pm

Breakout Sessions B

Topic 3: Valuing Diversity & Inclusion

Executive Suite

Facilitator: KRISTA BARRETT, *Enterprise Holdings*

Title: Business Imperative for Diversity and Inclusion

Description: Diversity is a business imperative that should be woven throughout an organization. Companies that understand why diversity matters are better able to attract top talent, improve employee satisfaction and be more customer-oriented. This breakout will examine the business case for diversity and inclusion and how to seek out a company that values differences at all levels. We will discuss how diversity and inclusion directly affects the core areas of every company.

Student Group Host: Bradley Student Education Association

Topic 4: Strategic Planning

Meeting Room 6

Facilitator: ANDREW MCKILLIP, *Caterpillar Inc.*

Title: Strategic Planning: A Soft Skill?

Description: Strategic Planning is typically a function that is believed to be far removed from day-to-day work and extremely technical. However, that isn't reality in today's business climate. Strategic Planning is something that should occur in nearly every organization and in considerable detail.

Topic 5: Communication

Meeting Room 5

Facilitator: JEN ZAMMUTO, *Heart of Illinois United Way*

Facilitator: BECKY DOUBLEDAY, *Caterpillar Inc. (Retired) and Community Volunteer*

Title: The Key to Happiness

Description: Communication is the key to success and happiness both in business and professional relationships. In this interactive session Jennifer Zammuto, CEO of the Heart of Illinois United Way and Community Volunteer Becky Doubleday will discuss key communication skills and how to integrate them into your work life.

Student Group Host: Chi Sigma Iota

4:00 pm – 4:30 pm **KEYNOTE NETWORKING RECEPTION** Michel Student Center Ballroom and Foyer
 Enjoy appetizers and networking with students and employer representatives.

4:30 pm – 6:30 pm **KEYNOTE SPEAKER – LINDSEY POLLAK** Michel Student Center Ballroom
SOFT SKILLS – AND THE SECRETS OF LEADERSHIP SUCCESS
Guest Speaker: LINDSEY POLLAK, *New York Times Bestselling Author*
 Description: Widely recognized as an expert on the multigenerational workplace, Lindsey advises both young professionals looking to succeed in today's work environment and the organizations that want to recruit, retain, and market to them. She is the New York Times bestselling author of *Becoming the Boss: New Rules for the Next Generation of Leaders* and *Getting from College to Career: Your Essential Guide to Succeeding in the Real World*.
Student Group Host: Bradley University Fellows

6:30 pm – 7:00 pm **Breakout Session C:**
Topic 6: Soft Skills Practice Activities with Career Advisors Room 203

7:00 pm – 7:30 pm **Breakout Session D:**
Topic 7: Soft Skills Practice Activities with Career Advisors Room 202

THURSDAY, MARCH 28, 2019

10:00 am – 4:00 pm **Registration Desk Open** Michel Student Center Ballroom Foyer

10:00 am – 4:00 pm **Resource Lab & Soft Skills Certificates** Wright Room 203

10:30 am – 11:45 am **WORKSHOP WITH LINDSEY POLLAK**
Topic 8: GETTING FROM COLLEGE TO CAREER – 7 ABSOLUTE MUSTS
Facilitator: LINDSEY POLLAK, *New York Times Bestselling Author* Ballroom A
 Description: What does it take to transition successfully from college to the real world? What common mistakes do new grads make when applying for jobs and when they arrive in the workplace? What does it really take to find and win the job of your dreams? In this interactive, action-oriented presentation, Lindsey Pollak shares the job search success secrets she's learned from recruiters, young professional and her own

successful career. Students will leave this session with increased confidence and actionable strategies for building their personal brands, networking, interviewing and more.

Student Group Host: Association of Latino Professionals for America

12:00 pm – 1:15 pm

LEADERSHIP LUNCHEON & ROUND TABLE DISCUSSIONS

Ballroom B&C

Enjoy lunch and networking with students and employer representatives. Learn how the military develops important skills needed for leadership. Hear from employer representatives how they develop leaders at their organizations. Space is limited for this event; students must register in advance by completing the Soft Skills Symposium registration page, found at: www.bradley.edu/scc.

Guest Speaker: BRIGADIER GENERAL JASON L. WALRATH, *United States Army*

Facilitator: DR. ROBERT PRESCOTT, *Bradley University, College of Liberal Arts & Sciences*

Employer Table Hosts:

TIM ARENS, Caterpillar Inc.

KRISTA BARRETT, Enterprise Rent-A-Car Company

LT. COL. CRUZ & LT. COL. CROSS, United States Army

KYLE HILL, Camp of Champions USA

MEAGHAN JENKINS, Enterprise Rent-A-Car Company

LORI L. JOHNSON, Goodwill Industries of Central Illinois

ANN JOHNSTON, Central States Media

JANNELL JUSTICE, Jay Goldberg Events & Entertainment

SAMANTHA KINSEY, Goodwill Industries of Central Illinois

HOLLY KOCH, Auto-Owners Insurance

ROBERT LITTMANN, WSI BioTech

JERRIN MOORE, Enterprise Rent-A-Car

RACHEL PERRY, Aerotek

STACY PETERSON, City of Peoria

BRIAN POSPISHIL, CDW

SARAH SEGUINE-HALL, City Year Chicago

THOMAS SIGNORE, Target Corporation

KELSEY VOGT, Caterpillar Inc.

JEANNINE WILLIAMS, Peoria Public Schools District 150

Student Group Host: Bradley's ROTC

1:30 pm – 2:30 pm

Breakout Sessions E

Topic 9: Q&A Panel – Leadership

Executive Suite

Panelists: BRIGADIER GENERAL WALRATH, LT. COL. CRUZ, LT. COL. CROSS

Facilitator: BRAD MCMILLAN, J.D., *Bradley University, Institute of Principled Leadership in Public Service*

Title: Q&A Panel on the Military's Leadership Requirement Model

Student Group Host: Bradley's ROTC

Topic 10: Work Ethic / Grit

Ballroom A

Facilitator: JOHANNA WAGNER, *Goodwill Industries of Central Illinois*

Title: Success through Grit: The Story of Perseverance

Description: How does someone become successful? This breakout session will explain how the key to success is already inside of you. It's not your IQ or level of education, it's your Grit. Johanna Wagner will reveal research showing that hard work pays off. Perseverance, passion, and resilience are the ways to success. Through her personal and

work experiences find out how you too can succeed.

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Student Group Host: Alpha Phi Omega

Topic 11: Leadership

Meeting Room 6

Facilitator: JIM BARLOW, *Caterpillar Inc.*

Title: The Difference between Managers and Leaders

Description: Jim Barlow is the Product Supply Manager at Caterpillar Inc. This session will explore how soft skills play an important role in leadership. Learn about Emotional Intelligence (EQ) and how it makes a difference for leaders.

Student Group Host: Student Senate

2:30 pm – 3:00 pm

Networking Break & Raffle Prizes

Michel Student Center Ballroom Foyer

3:00 pm – 4:00 pm

Breakout Sessions F

Topic 12: Conflict Resolution

Ballroom A

Facilitator: LAURA BAZHENOW, *Caterpillar Inc.*

Title: Healthy Conflict

Description: If you're like most of us, you avoid conflict. It can feel uncomfortable; it can seem like it will ruin a relationship. However, effectively managed conflict can have positive results for the team you're a part of – whether in a professional or personal context. Conflict is necessary for effective problem solving and interpersonal relationships. This session will cover strategies to encourage healthy conflict to help foster more meaningful and productive work.

Student Group Host: Lambda Chi Alpha

Topic 13: Teamwork

Executive Suite

Facilitator: THOMAS SIGNORE AND ASHLEY MILLER, *Target Corporation*

Title: How to be a Team Player

Description: Target is one of the world's most recognized brands and one of America's leading retailers. When people say they love Target, they're usually talking about visiting one of our stores. And it's made possible by our store team members who help us keep the store looking great and assist guests on their Target run. Learn more from our Target representative on how teamwork drives business and how to be a team player not only in a classroom setting but beyond. If you want to hear further details on how to effectively work in a team environment, the difference between a leader and a manager & the importance of teamwork come check out this session led by Target!

Student Group Host: Black Student Alliance

Topic 14: Accepting and Giving Feedback

Meeting Room 6

Facilitator: ALLEGRA THIGPEN, *State Farm Insurance*

Title: Better to Give or to Receive?

Description: Have you ever been told that feedback is a gift? Gifts can be both good and bad. This session will help you learn to provide feedback that is constructive, supportive and hopefully well received. It will also help you to respond to constructive feedback and learn when you should implement change in response.

Student Group Host: Polish Club

4:30 pm

Registration Desk Closes – Certificates Awarded

Michel Student Center Foyer

Thank You for your interest in the Soft Skills Symposium!

To register, visit <https://www.bradley.edu/offices/student/scc/students/soft-skills-symposium>