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Professional Development Critique II
October 2022
CUNY City Tech

In attendance of the second professional development course chosen, the Panel consisted of five individuals: Tanika Baker (Manager), Andrea Baker (Special Project Officer), Natifah Gordon (Career Advisor), Christopher Millington (Career Advisor), and Nelly Lliguichushca (Career Advisor). The speaker for this presentation was Christopher Millington (Career Advisor) who has been in the field over 5 years. Christopher's occupation includes advising students on the education and experience needed to attain a steady career very much like the speaker in the previous session I attended. Through this, he also helps students with the discovery process, clarity, advancement and transition when it comes to picking the career that is right for you. Overall, I felt the presentation offered many tools to help students succeed in the corporate world.

The Professional Development Course chosen was called "Creating your elevator pitch" This professional development course provides students with critical information regarding why an elevator pitch is important, the steps to creating an effective elevator pitch and provides you with external resources to help develop your career skills further. Providing space for interactive learning, students were encouraged to participate in reading out loud during the presentation and create the beginning of an elevator pitch you may use in the future. In the end, Christopher designated time for questions to be asked regarding the topic at hand; while also providing additional resources available to students, cultivating a professional conclusion of the course.

In relation to the presentation conducted, the topic was dissected into five different parts. The five parts included identifying yourself, describing your specialty, differentiating yourself, call-to-action, and putting it all together. Beginning with an introduction, this includes highlighting your name, where you attended university, what you studied and where you work. This first step provides an outline to the potential employer where you currently are in the stage of your career. The second step: "Describing your specialty" includes, formulating your skills and experiences. This technique is used to elaborate on what makes you different from other applicants. The third step, "Differentiating yourself" is where the applicant lets the future employer know how you can benefit or be an asset to the company at hand. In addition to this component, listing characteristics about yourself could be helpful during the hiring process. The fourth step "Call-to-action" lets the employer know you are 'about your business'. During this part of the elevator pitch, it is imperative to state what it is you are looking for and summarize why and how you qualify for the position. In transition to the final step, you "put it all together" by reiterating steps one through four in a concise, well-spoken summary. Given this five-step process is extremely detailed, there is no way this professional development course is not beneficial. It provides a student with everything needed to really secure a second look and possibly the job that is applied for.

Advice given from here would be to utilize the elevator pitch and take full advantage of the career center if you are looking to begin your professional career. For prospective students it would be useful to develop a foundation of career ideas and network to expand on the tools and skills learned throughout the process of your development. For me, this course was helpful because it provided me with tools I can expand on and use to the best of my ability. Overall,

Christopher and the professional development team did an amazing job during this seminar, as it was informative and productive.