

Yinghe Zhao

## BUF 4900-Professional Development Critique #2

1. Who? What? Where? When? Why? and How? Who presented this workshop? Where was it held? What was this workshop about? Why and devlve into details.and How was the worshop presented?

There were multiple speakers presented this workshop, which included Pariscilla, Jesse, Kayla, Sarika, and Sophie. It was held online via Zoom on July 20, 2023, from 1 p.m. to 1:45 p.m. This workshop is more about introducing their own organization – FAO Schwarz Fellowship, and some of their Fellows shared what they gained through this program. One would recommend her classmates and friends attend this workshop if they will be held one more time. It is because one learned that if one participates in a program, she can develop new skills and improve some skills (for example, creative thinking skills) from this workshop.

2. What were the major insights that you gained for professional development? How will this assist you in your future career?

The major insights that one gained from this workshop were that it is important to think creatively and innovate in the workplace. To think more creatively may make one to stand out in a future interview or in a competition. It is because one has a brand new idea on how to solve a challenge and can be able to help solve the problem. One plans to work in the fashion industry for the next couple of years. Working in the fashion industry requires one to talk to the clients every day, and new challenges or issues often happens. If one is able to think creatively to solve a client's challenge, the client would like to pay more attention to one and customer satisfaction will increase.

3. How has City Tech and BUF courses prepared you for your career?

School and BUF courses make one get involved in the fashion industry easier. One's job requires her to connect with the number daily. So the *BUF 2255 Merchandising Planning* course helped her to improve her retail mathematical skills and sometimes be able to use them during work. Most of the courses that one has taken in these four years have helped her to improve her scientific research skills. For example, *MKT 1210 Marketing Research* course and the *BUF 3300 International Retaining* course. One is able to apply the research skills that one learned from those courses to the job right now because one needs to do some marketing research.

4. What would be the two top "topics" that you would share with your colleagues in this internship class?

The first "topic" that one would share with her colleagues about what one learned from this course is that one should attend some professional workshops several times a year. And it is important to attend because, in contrast to one's field of work, other fields have different perspectives and ways of solving problems about the same issue. So that one can learn from them and improve some of the skills that they mention in the workshop. The second "topic" is checking one's name on Google several times a year. It is because the recruiters will check one's profile online before the interview. Checking is to make sure that one's profile looks perfect to the recruiters. And also for security, to make sure that one's personal information is not listed on the website.