





Claim Your CyberSpace... and *Firewall Your Career!!!*

•••

Instructor: Michele Lee Clarke-Ceres
Executive Career Coach/Diversity, Equity and Inclusion Consultant/Podcaster
WorldCeres Inc

شکراً جزيلاً

ngiyabonga

teşekkür ederim

tapadlı least

хвала
asante manana
obrigada

tenki

gracias

mochchakkeram

дякую
mamun

merci

merci

grazie

rahmet

arigatō

diolch

shukriya

merci

</div

Icebreaker

What's your favorite national dish?

About Michele

Professional background.....

Chief of Protocol - State of New York,
Executive Chamber, Governor's Office

Deputy Chief of Protocol - US Mission to
the UN - US Department of State

Chief of Staff - Permanent Mission of The
Principality of Andorra to the UN

Chief of Staff - Office of the First Lady, State
of New York

Chief of Staff - Duchess of York

Senior Director - Enrollment Management
Operations - New York University

Cybersecurity Ambassador - Flatiron School

Podcaster - The Global Advocate Career
Podcast

Stand-up Comedian/Actor/Producer/Painter
Writer

Fluent in Spanish/Brazilian Portuguese

First Degree - Black Belt, NYC Taekwando



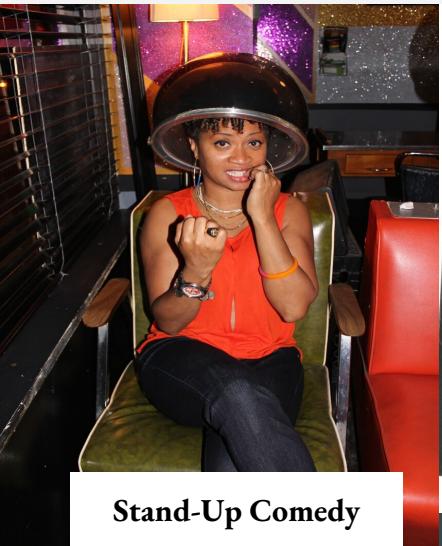
w/ H.R.H. Prince Harry



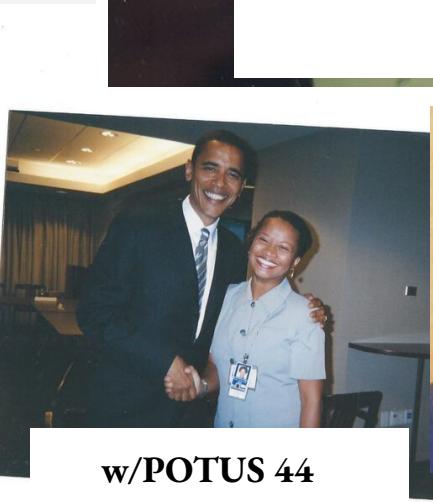
w/POTUS 43



w/SOS Clinton



Stand-Up Comedy



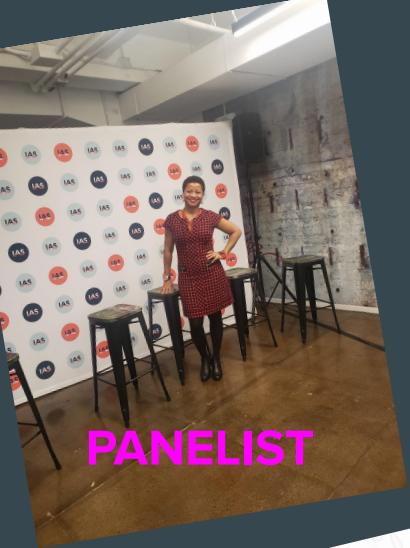
w/POTUS 44



W/POTUS 42



King Charles III and
Queen Consort



PANELIST



Most importantly.....I am Mom and a Wife



About WorldCeres Inc.

WorldCeres INC.

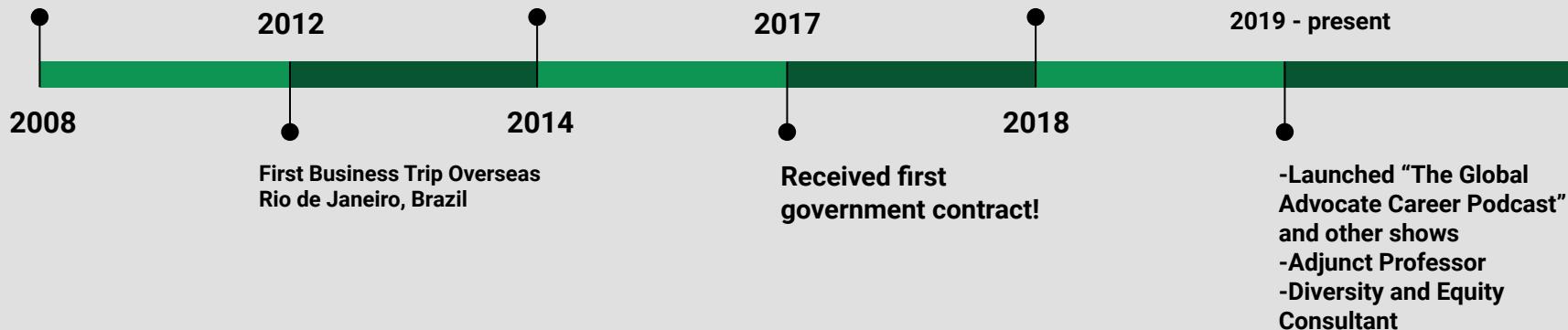
WorldCeres INC.

company timeline

Founded by:
Michele Lee Clarke-Ceres
and Rudyard W. Ceres II,
Esq.

Opened
"The Laugh Spot" Comedy
Show, Park Slope -
Brooklyn

- NYU Advanced Coaching Diploma
- Soft Skills Curriculum
- International coaching practice





Clients include but not
limited to:

C-Suite Executives

Not-for-Profit

FinTech companies

Start-ups

Venture Capitalists

High Schools (private and public)

Historically Black Colleges and
Universities (HBCU)

International Law Firms

Real estate agencies

Staffing Agencies

Colleges and Universities (private and
public)

United Nations community

EdTech companies

list in formation!!!

Claim Your Cyberspace *and Firewall Your Career*

Key Takeaways:

Role of an Executive Career Coach

Examine current industry data in tech, particularly cybersecurity

Forecast top careers

Obtain strategies on how enhance your personal brand

and Firewall your career

QUESTION #1

Prior to your current position, what did you do?



The role of an Executive Career Coach...

**51% of US senior executives
receive coaching or
leadership advices from
outside consultants or
coaches**

2013 Executive Coaching Survey
Stanford University

Executive Career Coach Alert

!!!!!!

WorldCeres INC.

Empower high level individuals to obtain clarity at any stage of their career

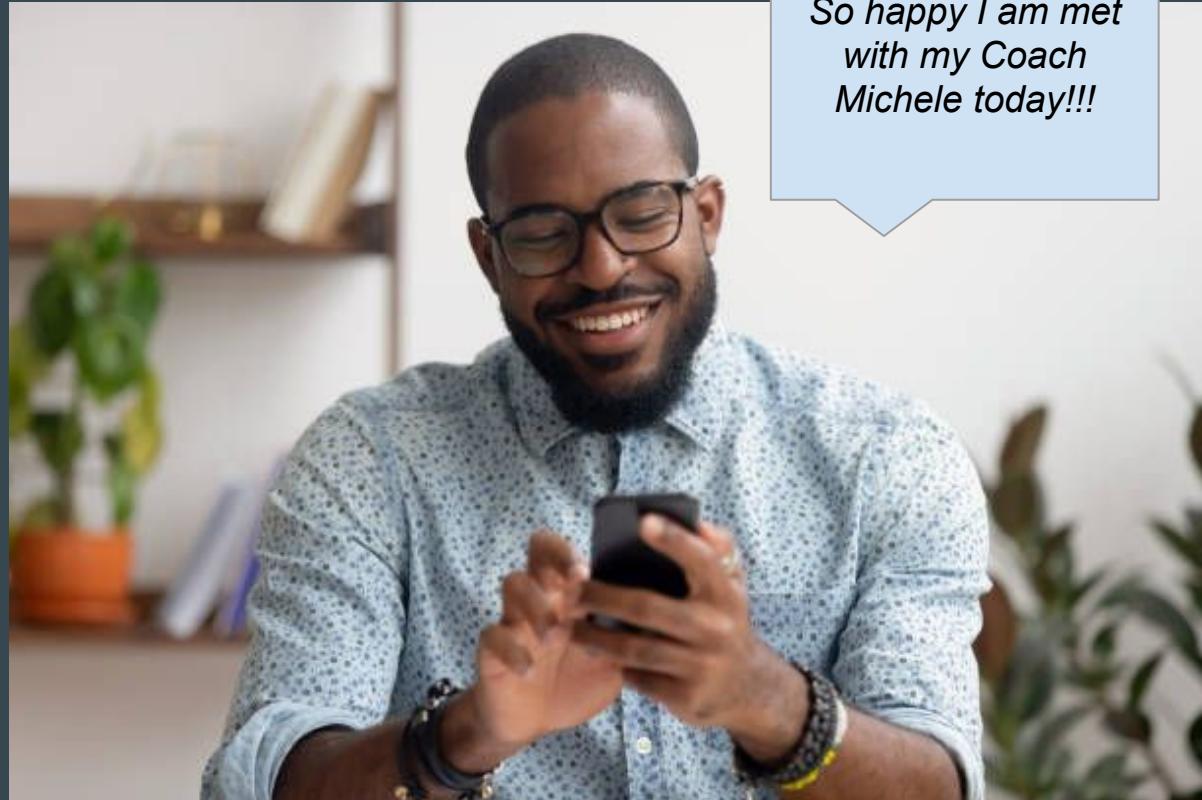
Confirm strengths, skills and values

Upgrade/Revamp curriculum vitae, bios and social media profiles

Identify career possibilities that connect with purpose and passion

Create a plan

Apply the methodology and mindset to make smart professional decisions



Let's look at some of statistics.....

193

Member states at the UN

Source: Forbes

927

Total number of female ambassadors

Source: women in diplomacy
index 2022

13

Countries that have women who are Heads of State

Source: Quartz

16%

Senior-level technology jobs in the US are held by women

Source: Forbes

30%

Percentage of women in tech are in sub-Saharan Africa

Source: Quartz

9 out 10

Computer Programmers in Latin America are men



“This is the moment to take leadership and professionalize in research that produces knowledge that benefits your country's development and national products. It's time for young women to adopt the new technologies and discover new ways of development.”

Idelisa Bonelly

Dominican Marine Biologist considered the “mother of marine conservation in the Caribbean”.

Why is tech so important?

ECONOMY March 14, 2022 | 7:11 am

Dominican Republic hackers steal US\$2.7M in welfare cards

Shares     



LOCAL August 24, 2022 | 7:00 am

Hackers attack the IAD; they ask for about US\$600 thousand to return data



Dominican Republic Police arrested 6 Anonymous hackers

March 28, 2012  Mohit Kumar

Dominican Republic Police arrested 6 Anonymous hackers



Looking ahead.....

Fastest Growing Careers into 2030

Info Security Analyst -
\$103K

Data Scientists - \$98K

Computer Programmers -
\$58K

Software developers,
analysts and testers - \$110K



“It’s amazing to observe increased participation by women in tech in Africa; from women-led, women-sponsored and majorly women participation in developers, content creation & start-up incubation and tech training initiatives on the continent.

I’m eagerly anticipating an uptake in women led fundraising for tech start-ups, top management roles, and tech policy decision-making across the Africa and the world in the coming years as well.”



Emmanuel Agbeko Gamor, Unpacking Africa Podcast

Microsoft appoints
Catherine Muraga
as Managing Director
of the Africa
Development Centre,
in Nairobi.

KENYA



Linda Shomo
ALBANIA



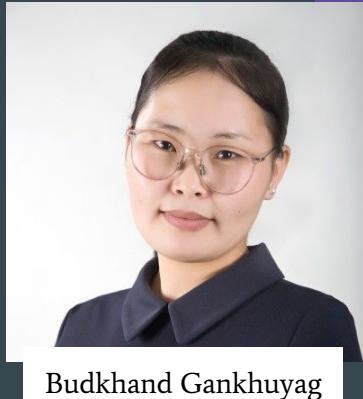
Jessica Anuna
NIGERIA



Honey Ogundeyi
NIGERIA



Jihan Abass
KENYA



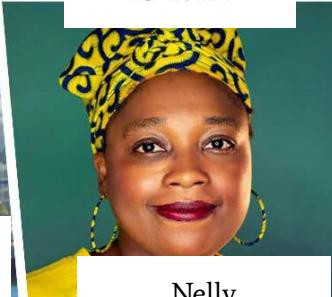
Budkhand Gankhuyag
MONGOLIA



Fara Ashiru J.
NIGERIA



Tebogo
Mokwena
SOUTH AFRICA



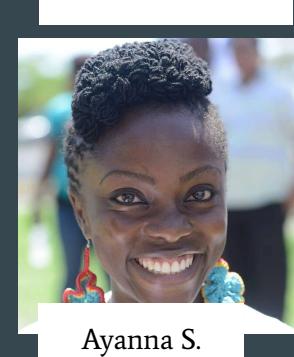
Nelly
Chatue-Diop
FRANCE



Han Seong-sook
SOUTH KOREA



Joanna Kua
MALAYSIA



Ayanna S.
Jamaica



#WomenInScience

Latin American Women in Science and Technology



Kathrin
Barboza
BOLIVIA



Natasha Bloch
COLOMBIA



Valentina
Munoz -
CHILE



Sandra
Verges
PANAMA



Ana
Zambrana
URUGUAY



Africa Flores
GUATEMALA

How to FIREWALL your personal brand

*“Your brand is what
people say about
you when you’re not
in the room.”*



Captain Jeff Bezos
Amazon Founder and Space
Traveler



***“Your personal brand is how you promote
yourself. It is the unique combination of skills,
experience, and personality that you want the
world to see you.”***

SURVEY QUESTION #2

What do you
do in your
current role?



Let's talk about confidence for a moment

Confidence is not what you get,
it's what you HAVE

Confidence is stating your point of view without needing 100% certitude. Tech moves fast so waiting for “perfectly baked” contributions limits your opportunity to play in the change and push overall thinking in healthy, impactful directions. And this doesn’t mean you have to be loud or voice up quickly - pick your style of communication and preferred channels and use them.

Anonymous, UXR Org Leader

But a dear friend!

Affirm the truth and say:
“I am confident!”

1. Recognize your own accomplishments



2. Be a Thoughtful Leader

3. Embrace your resilience



Affirm the truth and say:
“I am resilient!”

63%

of women have NEVER had a formal mentor

Source: Catalyst

4. Lead by Example



Notable Women in Tech Today



5. Work that network!!!!

ELEMENTS OF EFFECTIVE NETWORKING



TRY THIS

BE BOLD AND INTRODUCE YOURSELF

APPROACH WITH A SMILE

BE PRESENT

LISTEN INTENTLY - WITH YOUR EYES

PUT THE PHONE AWAY

WATCH OUT FOR

NOT BEING SINCERE

NOT ENGAGING IN CONVERSATION

NOT INCLUDING OTHERS IN A CONVERSATION

WATCH YOUR BODY LANGUAGE

Other ways to network.....

Events

Exploratory/Introductory calls

Volunteering

Referrals

Classes (like this one!)

Cold Calling

Social media

Podcasting

Mentoring

Faith-based events

Meet-ups

Family gatherings

1-1

Virtual events

Conferences

Your alma mater

**85% of individuals find their next
job through networking**

Career Coach Alert





6. Practice all methods of communication... like a rockstar!

Verbal

Non-Verbal

Written

Visual

Three Types of Negative Communication

PASSIVE COMMUNICATION

- fails to express own needs
- avoids conflict
- seeks approval
- feels others are more important than one's self
- anxious
- low self-esteem
- lacks confidence
- speaks quietly
- lacks eye contact

AGGRESSIVE COMMUNICATION

- disregards the rights of others
- uses intimidation tactics
- will to hurt others to reach goals
- speaks loudly
- uses personal attacks
- exhibits excessive confidence
- lacks concern for others

and...passive-aggressive communication

NON-VERBAL NO NO'S

Closed-Body language

Lack of eye contact

Staring at your phone

Listening but not *hearing*

Invading personal space

Furrowed brow

Slumping

Not smiling

The weak handshake

Pointing

and more!!!!



VERBAL NO NO'S

Not speaking clearly

Yelling

Speaking over someone

Interrupting others

Not being polite

Ignoring tonality

Mumbling

Not saying good morning, etc....



Tonality:
the *way* a person speaks to someone

...

Definition of the word “tonality”

Different types of tonality

Formal

Informal

Factual

Directive

Assertive

Friendly

Questioning



VISUAL COMMUNICATION mask to mask communication

Wrinkles of *disgust* = nose, forehead, and eyes.



Lifting of eyelids and eyebrows = *fear or surprise*.

Movement of corners of eyebrows = *sadness or distress*.

“Twinkling of the eyes,” = a *happy* smile that crinkles the corners of your eyes.

Reminders on virtual etiquette.....

Non-Verbal Communication: Virtual Etiquette

- **Staying focused**
- **Proper lighting**
- **Fabulous demeanor**
- **Excellent eye-level**
- **Dressing the part**
- **Appropriate background**
- **Overall appearance**
- **Proper audio**





NOT
FOCUSING
!



EATING DURING
A CALL!!!



CREepy,
DARK
SINISTER
LIGHTING!

Runner ups:
Not smiling
Texting
Speaking over someone
Not having camera on



7. Remove yourself from a toxic work environment *(or get removed....)*



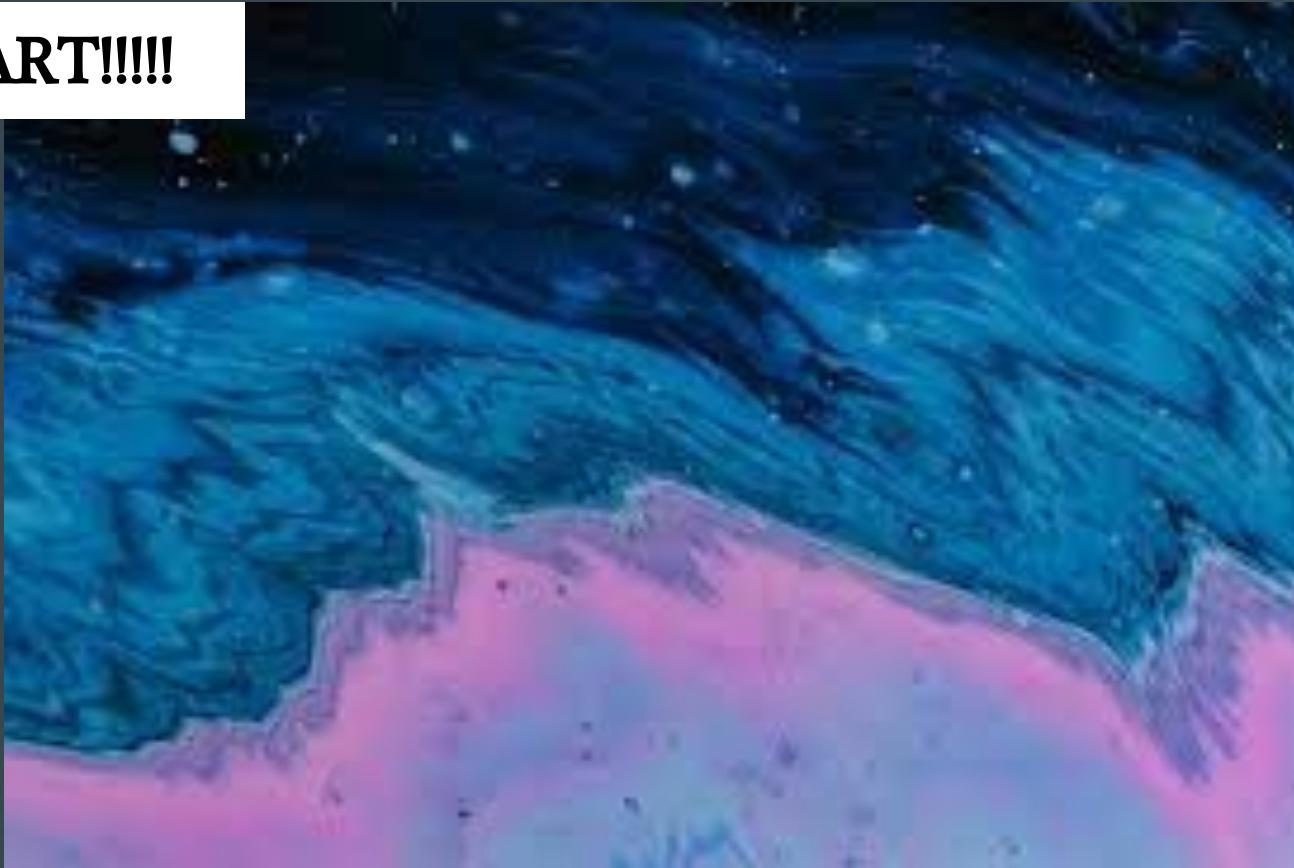
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Signs You're in a Toxic Work Environment

1. BAD COMMUNICATION
2. CLIQUES, EXCLUSION + GOSSIPY BEHAVIOR
3. POOR LEADERSHIP
4. UNMOTIVATED COWORKERS
5. STIFLED GROWTH
6. RAPID EMPLOYEE TURNOVER
7. NO WORK-LIFE BALANCE
8. YOU FEEL BURNT OUT
9. NO FORWARD MOVEMENT
10. YOUR GUT IS TELLING YOU

Yep, it's toxic!

NOT ART!!!!



8. Reskill and/or Upskill

9. Know Your Worth

“What have you learned along the way? How can you learn some of those things in your current or future position? Don’t hesitate to admit what you don’t know, but always remember to reflect on what you’ve learned, how you’ve grown from it, and what you want to continue to learn.”



Madison Olson, Tech Recruiter @ Wave Mobile Money

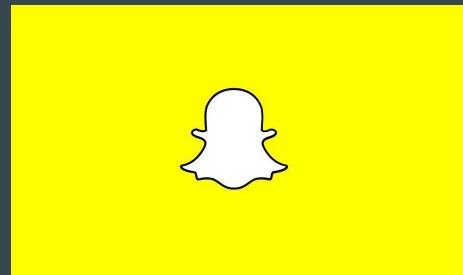
SURVEY QUESTION #3

What is your
next career
step?



10. Evaluate your social media presence

Any online presence that can be publicly viewed



TikTok



GitHub

11. especially your headshot

UPDATE YOUR HEADSHOT...PLEASE.



2016



2018



2020



2022

12. Top LinkedIn tips

You are 7x more likely to found
on LinkedIn if you have
a profile picture.

Career Coach Alert



Watch out for...

Incomplete profiles

Lack of uniqueness

Mistaking LinkedIn for
FB or Instagram

Bad headlines/headshots

Long inflated bios

Not stating your language
skills



On a regular basis....

Updating your header

Obtain and give
recommendations

Network and connect



12. Control the narrative

perfect your elevator pitch

your present, past and future in 30 seconds



SURVEY QUESTION RESULTS

Combine all three responses and you have an elevator pitch to use immediately!



13. Consider intergenerational differences

practice cross generational communication

SOCIAL GENERATIONS



TRADITIONALISTS



BOOMERS



GEN X



GEN Y



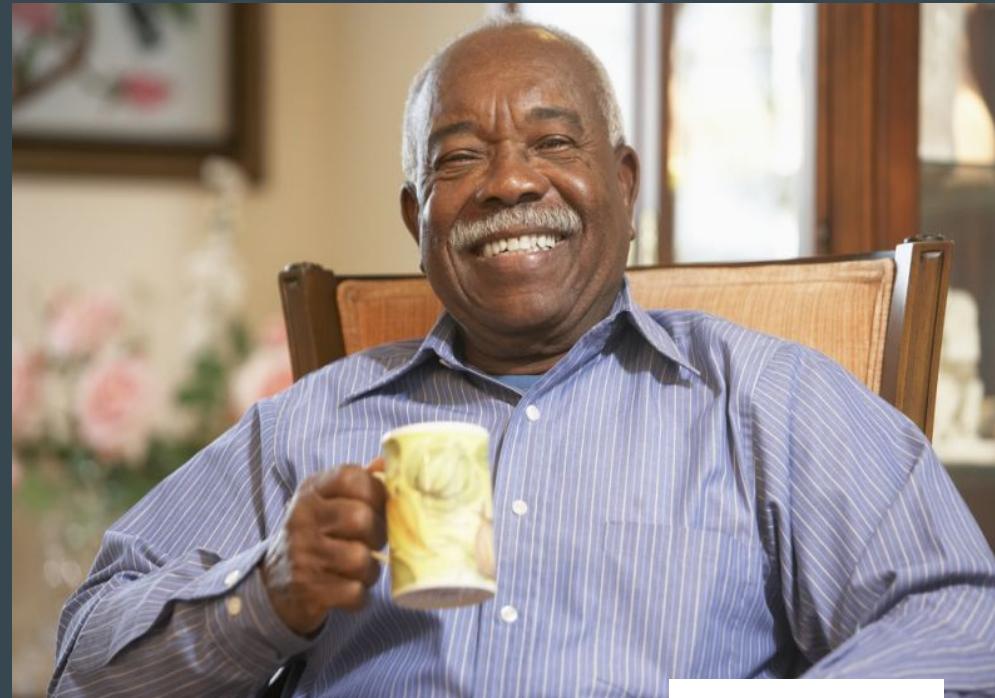
GEN Z

The Traditionalist

- born: 1925-1945
- prefer face-to-face meetings
- don't mind being instructed
- minimal supervision

- How to collaborate with a traditionalist?

“Mr. Jones, how are you doing sir?



The Baby Boomer

- born: 1946 - 1964
- used to be in a secure job, aka “lifers”
- workaholics
- competitive
- work over family

How to collaborate with a Baby Boomer?

“Susan, I am working on a project and would appreciate your feedback on the best next steps. When can we connect? Do you prefer Zoom or just a call?”



JULIEANNA RICHARDSON (b. 1954),
Historian and Founder, The HistoryMakers

Generation X

- born: 1965 - 1982
- raised with tv, “latchkey kids”
- like a direct and straightforward approach
- clearly stated deadlines/milestones
- Ok to discuss professional and private lives



How to network with a Gen X?

“Jasmine, How is the family? I loved your article on LinkedIn! When can we connect?”

Millennial/Gen. Y/Gen Me

- born: 1980 - 1954
- won't stay in job too long
- Comfortable with multitasking/value teamwork
- Question authority
- Tech-Saavy/love gadgets
- Prioritize family over work

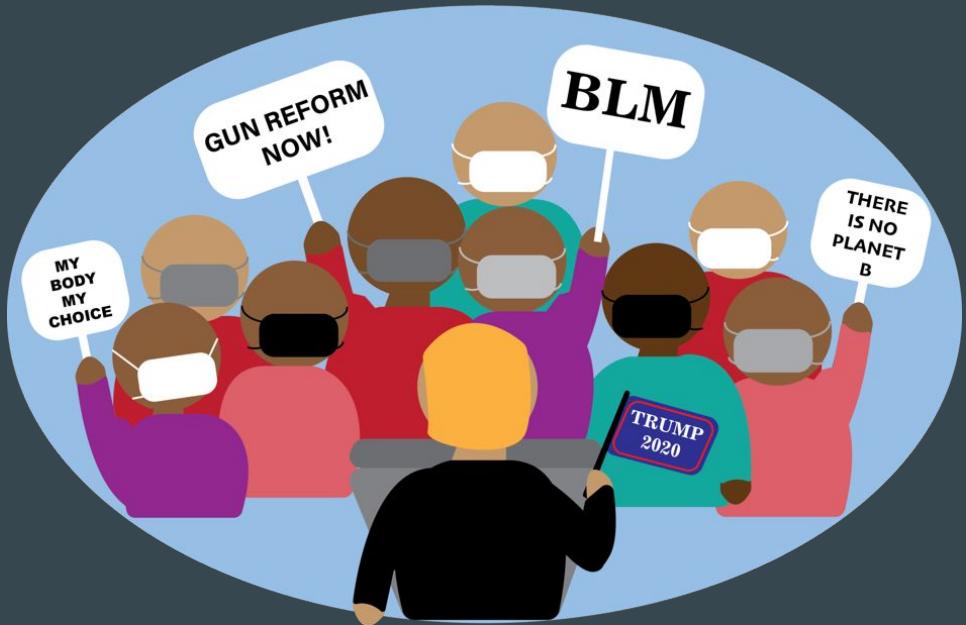


How to collaborate with a Millennial?

"Jeff, can you Slack me those two articles you mentioned?"

Gen Z

- born: 1980
- Diversity is a priority
- Digital Natives
- Pragmatic/Financial security
- Loneliest generation, work independently
- Politically progressive



How to collaborate with a Gen Zer?

"When can I circle back to you about that assignment?"

and use pronouns wisely

HELLO

MY PRONOUNS ARE

SHE/HER

HELLO

MY PRONOUNS ARE

THEY/ THEM

HELLO

MY PRONOUNS ARE

HE/HIM



Consider creating a podcast!!!!!!

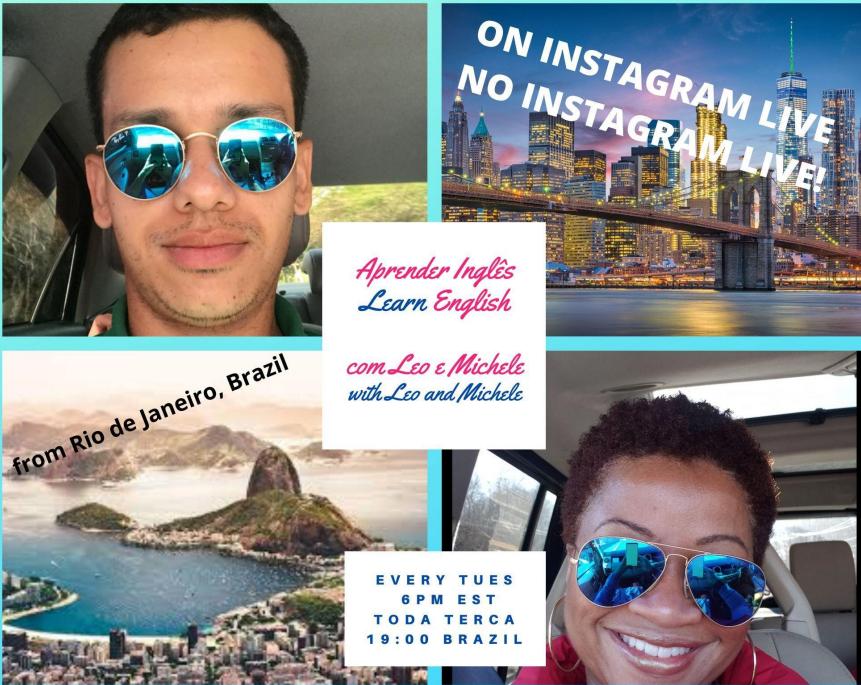
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FF & BH
Recrutement - Consulting



LEARN ENGLISH ON INSTAGRAM LIVE
EVERY TUESDAY, 6PM
(FOR PORTUGUESE SPEAKERS)
@clarkeceres



“REAL TALK” SHOW ON YOUTUBE - Episode #3





- Navigating the New Normal -
IN THE INTERNATIONAL WORKPLACE



15 MINUTES WITH
GREG AND MICHELE
ON

**THE UNSEEN PROCESS
OF RECRUITING**

FIND OUT WHAT HAPPENS
AFTER YOU CLICK
SUBMIT!



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merci

감사합니다 xiexie

paxmat danke 謝謝 mersi shukra wel

i lava vinaka спасибi blagodaram

thank

je chnorakaloutiouun gralias ago grāc
esu idoba yagolun sukriya kop kh
ありがとうございます

didi ma 3 najis tuke
kam sah hamnida ahmat terima kasih

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спасибо faafeta
— kütöc dankie —

nam
nand
Kirtos dandie
dhanyavad

link
yatajataa
gracie
hyakka
main

Witaj w naszej sklepie! **Wszystko dla dzieci**

UZIĘKU
sobodi dékjui

obrigado

Obrigado