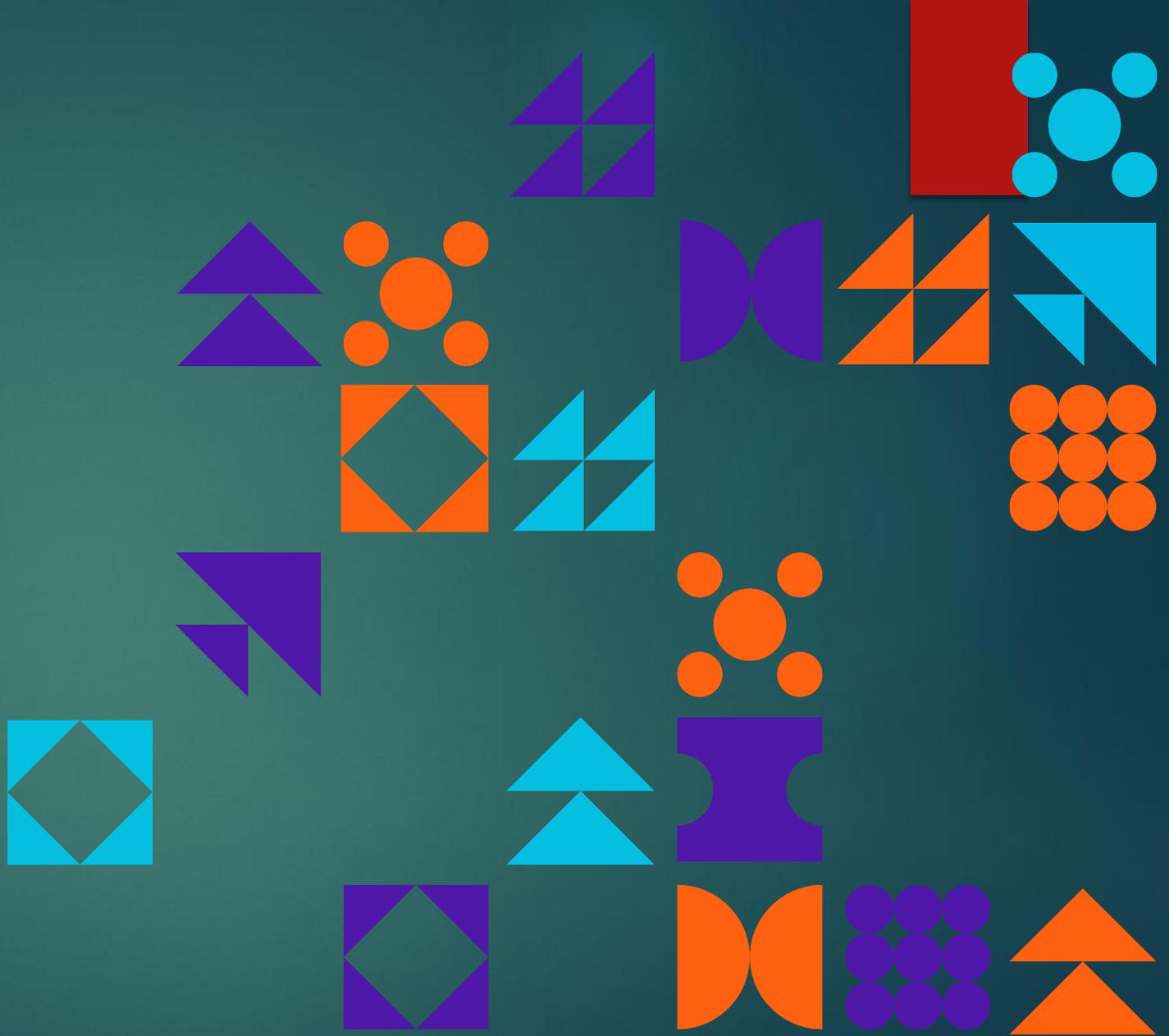




ISM—Twin Cities, Inc.

September 13<sup>th</sup>, 2023



# Networking to Career Pathways

## Navigating Professional Relationships for Career Success

Tom Colosimo CPPM, CMA



ISM—Twin Cities, Inc.

# TOM COLOSIMO CPPM, CMA

CAREER ARCHITECT/COACH/NAVIGATOR FOR SUCCESS



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## CURRENTLY:

- INDEPENDENT CAREER COACH, CAREER STRATEGIST AND PRESENTER
- CROSSROADS CAREER NETWORK – EDEN PRAIRIE/WOODBURY/NEW BRIGHTON
- TREASURER – MN CAREER DEVELOPMENT ASSOCIATION (MCDA) (2013 – PRESENT)
- WASHINGTON COUNTY DEVELOPMENT BOARD (2010-PRESENT) PAST CHAIR
  - Community career pathway programs for young adults
- CAREER COACHING – HIGH SCHOOLS, UNIVERSITIES AND EXPERIENCED PROFESSIONALS:
  - Augsburg University, UWRF, St. Paul College, Prime Digital Academy
  - Junior Achievement, Best Prep, Business Professionals of America (BPA) Judge

# TOM COLOSIMO CPPM, CMA

CAREER ARCHITECT/COACH/NAVIGATOR FOR SUCCESS



4

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## PAST:

- CAREER ADVISOR – HIGHER EDUCATION – UNIVERSITY OF ST. THOMAS
- RECRUITER – AGENCY/CORPORATE
- ACCOUNTING PROFESSIONAL (25 YEARS) (MFG., RETAIL, BANKING COMPLIANCE)

# Agenda

- **Personal Branding**
  - Who are you, how are you perceived, and does it match who you think you are?

# Agenda

- Personal Branding
  - Who are you, how are you perceived, and does it match who you think you are?
- What Is Your Why?
  - What makes you who you are – your DNA / Soft Skills?

# Agenda

- **Personal Branding**
  - Who are you, how are you perceived, and does it match who you think you are?
- **What Is Your Why?**
  - What makes you who you are – your DNA?
- **Networking**
  - **How do you learn, relate, engage and present your brand to others**
  - **Internal vs. External networking – What's the difference?**

# It's All About Your Brand – Who Are You??

## Definition:

A **brand** is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies or individuals use to distinguish their product and/or services from others in the market.

# It's All About Your Brand – Who Are You??

## Definition:

A **brand** is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies or individuals use to distinguish their product and/or services from others in the market.

*Developed competitive edge*

# Brands become known for a certain set of attributes

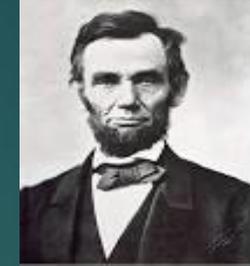
10

- ▶ **COMPANIES** can be known for their BRANDS
- ▶ Do you have positive or negative impressions of any of these brands?  
If so, why?
- ▶ Why should a company care about their brand?



# Brands become known for a certain set of attributes

- ▶ **PEOPLE** can be known for their BRANDS
- ▶ Do you have positive or negative impressions of any of these people? If so, why?
- ▶ Why should people care about their brand?



# Attributes

What describes your **ATTRIBUTES** - It's *YOUR* personal brand.

*Word Cloud* Example:



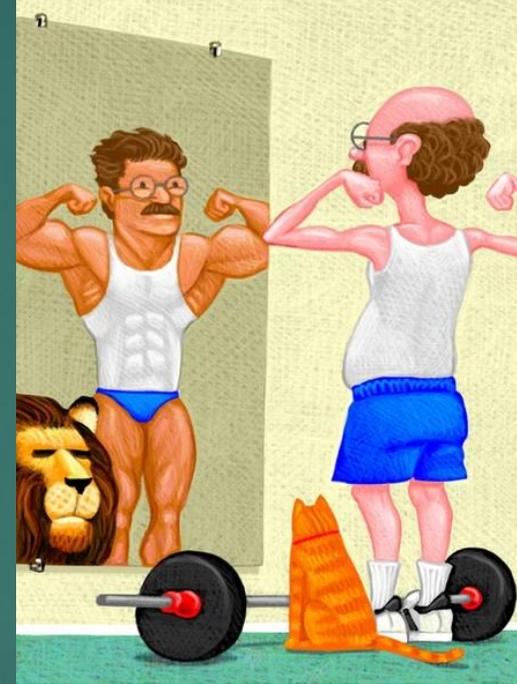
# What is the perception of those who know you?



# Does Who You Are Match The Brand You want to Convey?



# Or Does It Not?



# Brands become known for a certain set of attributes

16

- It is your REPUTATION
- What people think of you when they see you

# Brands become known for a certain set of attributes

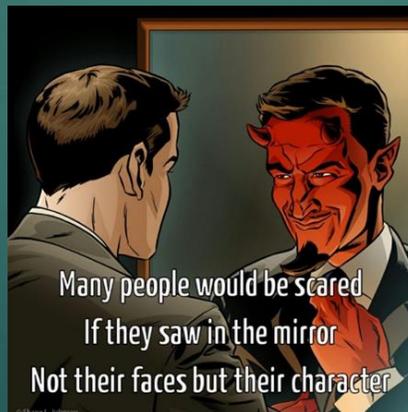
17

- It is your REPUTATION
- What people think of you when they see you
- How you make people feel
- How much they trust you

# Brands become known for a certain set of attributes

18

- It is your REPUTATION
- What people think of you when they see you
- How you make people feel
- How much they trust you
- It's what they say or think about you when you're NOT there



# What Do People Think When They Hear Your Name

?



## Why should you care?

# You Care Because It Matters...a lot!

# You Care Because It Matters...a lot!

- ▶ Hiring - Employment
- ▶ Teams - Projects
- ▶ Promotions – The Corporate Ladder to Success
- ▶ Resident expert

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- ▶ Community - Image
- ▶ Self-Awareness
- ▶ Confidence

You Care Because It Matters...a lot!

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**It's your BRAND – Own it!**

# What Makes You Who You Are!

Soft Skills  
&  
Hard Skills

# What Makes You Who You Are!

**Soft Skills** – Characteristics, your DNA, personality, what has developed you from the womb through the environments you've lived in. It's who you are socially.

**Hard Skills** – Tools you've learned along the way; in school and on the job or as part of life experiences. It's the tools of the trade you own.

# What Makes You Who You Are!

**Soft Skills** – Characteristics, your DNA, personality, what has developed you from the womb through the environments you've lived in.

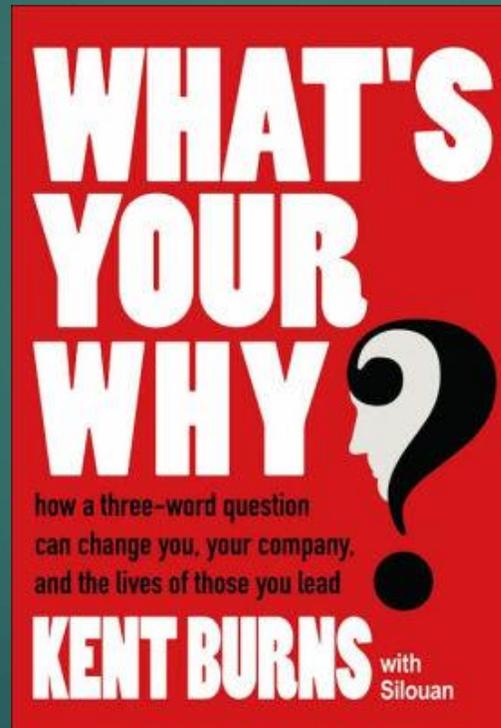
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## Which matter most?

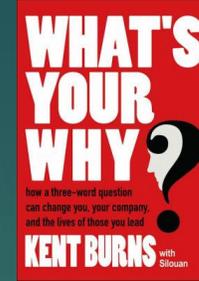
# What Makes You Who You Are!

Let's talk about the 'WHY' factor

# What Is Your Why?

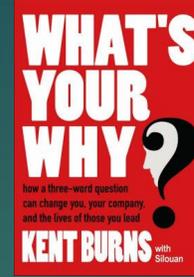


# What is Your Why?



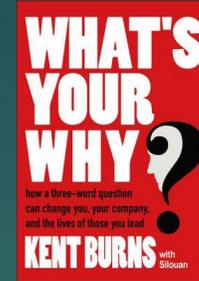
1. **WHAT IS YOUR TREASURE AND WHAT DO YOU TREASURE?**
2. **WHAT FULFILLS YOU?**

# What is Your Why?



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# What is Your Why?



1. WHAT IS YOUR TREASURE AND WHAT DO YOU TREASURE?
2. WHAT FULFILLS YOU?
3. WHAT IS YOUR PURPOSE/CAUSE/BELIEF THAT DRIVES YOU?
4. **WHAT CORE VALUES MOTIVATE YOU?**
5. **WHAT IS A MEANINGFUL LIFE TO YOU?**



# What Makes You Who You Are!

## Let's talk about your 'WHY' factor

- What gets you up in the morning?
- What energizes you?
- What do you want/need each day to nurture your personal drive?

# What Makes You Who You Are!

Let's talk about your 'WHY' factor

- What happens if you don't get your WHY?

# What Makes You Who You Are!

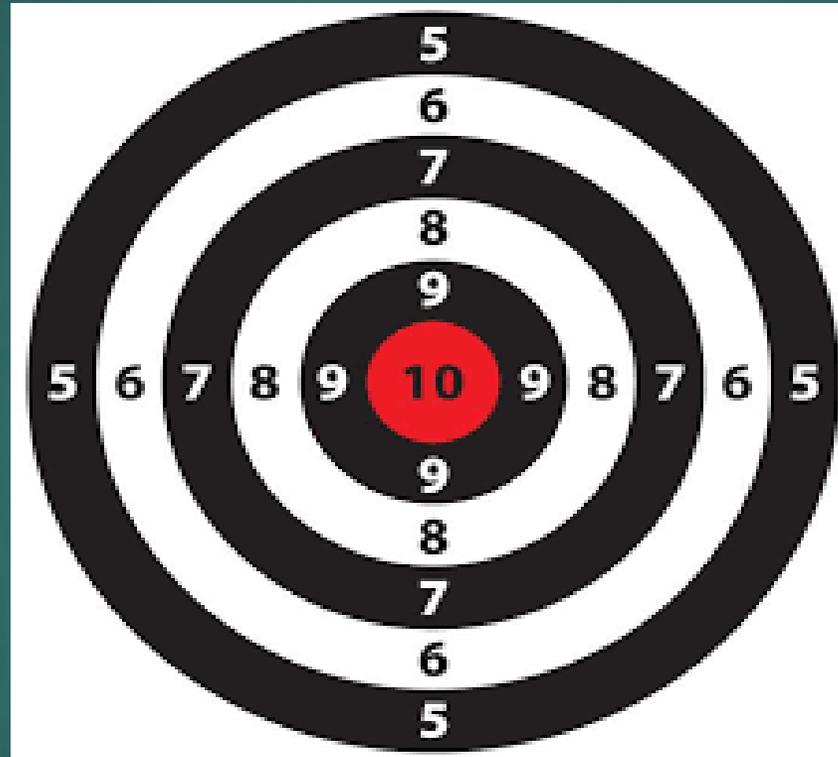
## Let's talk about your 'WHY' factor

- **What happens if you don't get your WHY?**
  - Lack of fulfillment
  - Morale/Attitude
  - Performance/Confidence
  - Depression/Frustration/Anger

# Now Let's Get to The Point



# Networking – The Key Factor



Target Your Goal with a FOCUS!

# Networking!

## VIEWPOINT:

**WHY DO SOMETHING THAT CAN TAKE SO MUCH TIME WITH UNKNOWN RESULTS AND CAN BE STRESSFUL OR CREATE ANXIETY?**

# Networking!

## VIEWPOINT:

**WHY DO SOMETHING THAT CAN TAKE SO MUCH TIME WITH UNKNOWN RESULTS AND CAN BE STRESSFUL OR CREATE ANXIETY?**

- 1. OVER 80% OF JOBS ARE FOUND THROUGH NETWORKING**
- 2. IT'S WHO YOU KNOW AS MUCH AS WHAT YOU KNOW**
- 3. A MUST FOR CAREER CHANGERS**
- 4. STAY RELEVANT IN YOUR CAREER FIELD - RESEARCHING**

# Networking – The Project!

- The focus - goal
- Develop a project plan for the activity - purpose
- Your marketing campaign – Who you are, what you want
- Research – the ‘who’, ‘what’, where’
- The meeting – phone, virtual/ZOOM, in person
- Agenda
- Who do they know?
- How can you help them – pay it back?
- Follow-up

# Networking – The Project!

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# Networking!

## INTERNAL:

- FOR PROMOTIONS, TEAM SELECTIONS, ACTIVITIES, OR JOBS WITHIN YOUR COMPANY

## EXTERNAL:

- FOR JOB SEARCHING OUTSIDE YOUR COMPANY
- FOR CAREER CHANGING

# Networking!

## WHY?

**TO STAY RELEVANT IN YOUR WORKPLACE,  
THE INDUSTRY MARKETPLACE, AND THE  
COMMUNITY**

# Networking!

## WHAT ELSE?

### TO LEARN ABOUT;

- **JOBS** – IN AND OUTSIDE YOUR WORKPLACE
- **THE 'HIDDEN' JOB MARKET** – UNPOSTED JOBS
- **CAREERS** - WHAT YOU NEED TO KNOW – TRENDS FOR PROMOTIONS
- **INDUSTRIES** – COMPANIES IN THE INDUSTRY
- **COMPANIES** – CULTURE, PRODUCTS
- **WHO'S WHO** IN A COMPANY

# Networking!

## WHAT ELSE?

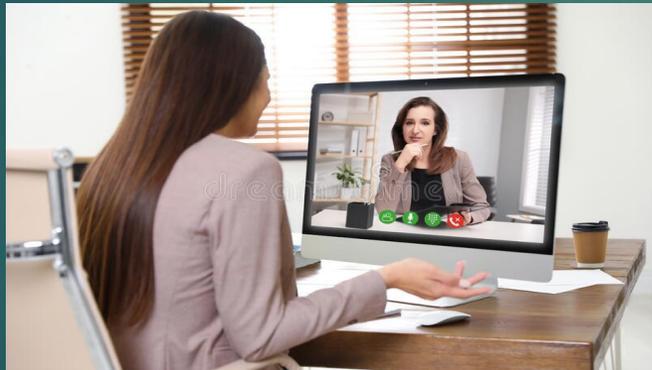
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- **COMPANIES** – CULTURE, PRODUCTS
- **WHO'S WHO** IN A COMPANY
- **SELF PROMOTION** WITHIN **YOUR** COMPANY
- **INTERVIEWING** – CHARACTERISTICS THEY ARE LOOKING FOR
- **BUILDING YOUR NETWORK** – QUALITY PEOPLE TO CONNECT WITH

# How?

## INFORMATIONAL INTERVIEWS

- MEET WITH PEOPLE IN A CAREER FIELD OR COMPANY OF INTEREST
- VIRTUAL OR OVER A CUP OF COFFEE – NOT A LUNCH
- KEEP THE MEETING SHORT AND CONCISE – HAVE AN AGENDA



# How?

## INFORMATIONAL INTERVIEWS

- MEET WITH PEOPLE IN A CAREER FIELD OR COMPANY
- VIRTUAL OR OVER A CUP OF COFFEE – NOT A LUNCH
- KEEP THE MEETING SHORT AND CONCISE – HAVE AN AGENDA
- LISTEN TO WHAT THEY SAY
- ASK WHO ELSE THEY KNOW
- ASK IF YOU CAN DO THINGS FOR THEM.
- SEND A SIMPLE THANK YOU CARD TO THEM



# Informational Interview – “Small Talk”

<https://www.youtube.com/watch?v=gHUjpVnaasc>

# What are the “Keys” to Good Networking

**NETWORKING IS A PRACTICE OF MEETING OTHER PEOPLE WITH A SPECIFIC PURPOSE IN MIND**

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- **RESEARCHING CONTACTS, THEIR WORK EXPERIENCE, AND ORGANIZATION CAN HELP IN DEVELOPING SPECIFIC QUESTIONS**

# What are the “Keys” to Good Networking

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52

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- ASKING FOR INFORMATION ON YOUR FOCUS AND **WHO THEY MAY KNOW**

SIMPLY PUT: THE EXCHANGE OF INFORMATION AND THEN HOW TO APPLY WHAT YOU’VE LEARNED TO BUILD ON FOR FUTURE DISCUSSIONS AND ACTIVITIES

# What are the “Keys” to Good Networking

**NETWORKING IS A PRACTICE OF MEETING OTHER PEOPLE WITH A SPECIFIC PURPOSE IN MIND**

- **AND - DO THIS WITHIN A CERTAIN SCHEDULED TIME CONSTRAINT!**
- **SET AGENDA - BE RESPECTFUL OF TIME SPENT**
- **20 MINUTES TO A HALF HOUR**



# Networking Meetings – REMEMBER!

55

- Do NOT handout resume! (unless they ask for it)
- DO bring a 'TALK' Sheet – Marketing Plan
  - Tells who you are professionally
  - Achievements, education, where you've worked

## ▶ Name

123-456-789 ▪ [john.doe@gmail.com](mailto:john.doe@gmail.com) ▪ [www.linkedin.com](http://www.linkedin.com)

**Principal Engineer | Engineering Manager | Project Manager**

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### **SUMMARY**

Engineering Manager with a track record for effective collaboration with marketing and customers to identify and influence definition of product requirements. Utilized critical thinking skills to incorporate features of benefit to customers and a competitive advantage for the company. Led cross-functional teams and mentored team members to ensure the product development process met objectives of all stakeholders. Maintained communication with customers and company executives, to keep them informed of project status and risks. Achieved desired results leading to the launch of new products that improve quality, profit margin, and addressable market. Captured and acted upon lessons learned.

### **KEY ACCOMPLISHMENTS:**

- Increased sales revenue as a champion for my customer.
- Replicated symptoms, created new designs, and coordinated new product development through to volume production.
- Reduced warranty claims by 50% and improved response time by 80% using analytics through SQL server.
- Used 8D problem solving and root cause analysis, Pareto diagram for priority, and cross-functional teamwork for CAPA.
- Reduced corporate COGS 15% by collaboration with operations and marketing.
- Performed financial analysis for all product lines and recommended sun setting, process improvement, shifted machining and manufacturing processes, and make/buy analysis.
- Cultivated engineering talent by advocating for tools, documented procedures, initiating opportunities for training, hands on experience, and facilitating user group meetings.
- Reduced time to market by continuous improvement of engineering culture.
- Proactively implemented ISO compliant best practices for DFMEA, DFM, DFA, DFS, DFI, and formal design reviews to better mitigate project risks and maintain stakeholder engagement.

### **FOCUS PROFILE**

#### **Organization/Company Profile/Job Position:**

- Greater Minneapolis/St. Paul manufacturers >\$20M with a patent history that demonstrates cross functional participation, focus on end user needs, and maintains competitive advantage for the company.
- Project manager, team leader, budgeting, strategic planning.

#### **Potential Company or Position Needs:**

- 1) Innovate to satisfy customers and sustain a competitive market advantage.
- 2) End user focus on the features that matter.
- 3) Cross functional leadership to achieve synergy between the technical solution and organization.
- 4) Analytical ability to gather the right information and recognize meaningful conclusions.



### Principle Area of Practice

Human Resource Manager with a track record for effective collaboration with all levels of professional staff to identify and influence definition of operational requirements. Utilized critical thinking skills to incorporate features of benefit applications to employees and a competitive advantage for the company. Led cross-functional teams and mentored team members to ensure the employee development process met objectives of all stakeholders while managing ROI cost benefits. Maintained communication with company executives as well as department managers, to keep them informed of policies and procedures as well as risk analysis. Achieved desired results leading to the launch of new employee benefits programs and onboarding that improve quality, profit margins, and lowering employee turnover.

### Key Accomplishments:

- Strategically reduced employee turnover by implementing expanded employee benefit packages including a new tuition reimbursement program..
- Reduced benefit costs by 20% year over year by implementing new vendor.
- Reduced costs by implementing a new onboarding process for new hires in two less days.
- Assembled a new HR manual which documented procedures, initiating opportunities for training, hands on experience, and facilitating user group meetings with other entities using ADP system.

### Professional Focus

Demonstrates cross functional participation, focuses on end user needs, learns latest trends in HR industry such as hiring standards, 401(k) plans, trending HRMS and maintains competitive advantage for the company with cost management in mind.

### Potential Company Needs:

- 1) Innovate to satisfy customers and sustain a competitive market advantage.
- 2) End user focus on the features that matter.
- 3) Cross functional leadership to achieve constructive collaboration between solutions and department leadership within large organizations.
- 4) Analytical ability to gather the right information and recognize meaningful beneficial cost effective conclusions.



# John Ritter PMP

Business/IT Transformation, Improvement and Change Management Leader  
*Known as a difference maker*

[johnritter50@gmail.com](mailto:johnritter50@gmail.com)

320-267-5606

[linkedin.com/johnritter50](https://www.linkedin.com/johnritter50)

An adaptable Technology and Operations leader who delivers strategies and capabilities that drive growth and organizational value. Builds trusted, collaborative relationships with an open and self-motivating culture. Leads and empowers high performing teams to overcome challenges, while being accountable and achieving their greatest potential. Recognized for keen business acumen, building clear executable plans, and delivering on our mission.

**Target Opportunities: Business or IT Transformation; Business/System Integration; Merger/Acquisition Integration; Program Leadership for Change Management and Operations Improvements**

**Career History:**

**Gerson Lehrman Group**

Executive Advisor-Freelance  
2019-current

**Blue Cross Blue Shield of MN**

Sr. Director-Transformation  
2016-2019

**Optum/United Health Group**

Consulting Program Director  
2015-2016

**Express Scripts**

Consulting Program Manager  
2012-2015

**Viterra**

Consulting Sr. Project Manager  
2011-2012

**Boston Scientific**

Consulting Sr. Project Manager  
2010

**Anderson Windows**

Sr. Project Manager  
2005-2009

**Education:**

**University of Chicago-Booth**

**School of Business**  
Executive Education

**St. Cloud State University-**

**Herberger College of Business**  
BS Business - Management  
BA Economics (minor)

**Expertise:**

- Building high performance teams that drive transformation and improvements across organizations between domains, functions, and disciplines.
- Defining and aligning executives to strategies, business goals, prioritization, processes, execution and resource requirements.
- Leading problem-solving, decision making, business process design and change management to build organizational capabilities, while reducing complexity that maximizes value and efficiency.
- Developing and connecting strategies to business capabilities to position organizations, divisions and departments to successfully deliver objectives.
- Trusted business partner to C level leaders, fellow executives, management teams and individual contributors spanning the organization.
- Coaching and mentoring individuals to maximize their potential.
- Adapting style and approach to the situation to optimize buy-in leading to the greatest results possible.

**Key Successes:**

- Nearly \$1.5 Billion of Program/Project Influence with \$200M direct ownership delivering strategic value, operations that scale, and reducing costs.
- Directed a complete Operating Model Transformation of IT infrastructure, adjudication, business process, and services to a fully integrated, vended solution via an Alternate Service Provided (ASP) model.
  - First complete OMT/ASP integrated business technology solution for a U.S. healthcare payor organization. \$500M budget, 3-year program met targets.
- Key executive integration leader during the largest healthcare acquisition/merger in US history. Integration savings of \$2 billion.
  - I built the strategy, plan and team who successfully delivered the data migration and integration for 1 in 3 American's prescriptions.
- Led consulting team that performed an assessment of the \$1.1 billion Optum EPMO Portfolio delivering a roadmap of the 11 highest priorities generating the greatest return of their capital investment.
- Directed and managed the build of a harmonized and integrated ERP platform for the acquisition/merger of 8 international manufacturing entities

# Networking!

## FOR STRATEGIC NETWORKING:

- Develop a good pitch! (Introduction)
  - Elevator Pitch
  - 30 Second Pitch
  - 2 Minute Pitch



- REMEMBER TO KEEP THE FOCUS IN MIND!

# Networking!

- **BE GENUINE**
- **BE INTERESTING AND INTERESTED**
- **POSITIVE AND SMILE**



# Networking!

## The Pitch; “Tell Me About Yourself” question

- Where you’ve been – skills, experience, quantifiable achievements
- Where you are – current activities
- Where you want to go – Vision – Goals and Objectives

# Networking!

## The Pitch; “Tell Me About Yourself” question

- Where you’ve been – skills, experience, quantifiable achievements
- Where you are – current activities
- Where you want to go – Vision – Goals and Objectives
- Be specific and to the point
- Don’t ramble on for more than 2 minutes! (30 Seconds preferred)

# Networking!

## Creating an effective PITCH

<https://www.youtube.com/watch?v=kma9E-Sb6r0>

# Networking!

## Let's do it!

### Practice Example – 5 Minutes!

- Name, current work status – where you work, title, or are you seeking
- Skills, experience, quantifiable achievements
- One thing that you are passionate about
- One thing that is unique about you that others may not know

# Networking!

## SOCIAL MEDIA



- Have a good profile on **LinkedIn**
  - **100% completed profile with a good picture!**
  - **Keep it simple but detailed with impactful statements**
  - **Like a resume but a broader scope**
  - **Recommendations**
  - **Endorsements**

# Networking!

## SOCIAL MEDIA



- Have a good profile on **LinkedIn**
- Use **LinkedIn** to find who works in the area of interest
- Connect with them using a “*personalized*” invitation to ask for a connection

# Networking!

## VIRTUAL MEET-UPS

- Prepare your 'ZOOM studio' for proper lighting and lack of interruptions
- Watch out for *bright back-lighting* – ghosting silhouette
- LinkedIn introductions - *Personalize*
- Phone chats



# Other Ways:

## Volunteering

- ▶ Professional Associations
- ▶ Community Groups
- ▶ Non-profits
- ▶ Boards



# Where?

## Volunteering

- ▶ Professional Associations
- ▶ Community Groups
- ▶ Boards

## Focus Groups – Non-Profit Organizations

- ▶ Feed My Starving Children
- ▶ Habitat for Humanity
- ▶ Race for the Cure
- ▶ Simon Says Give
- ▶ Others?



# Ongoing Networking – Maintaining Your Brand and Knowledge

**WHEN NOT LOOKING FOR JOB CHANGE:**

**CONTINUE TO CONNECT WITH PEOPLE WHO CAN HELP YOU  
LEARN LATEST TRENDS IN YOUR FIELD AND KEEP YOUR BRAND  
FRESH AND RELEVANT**

# Networking! It Never Stops!



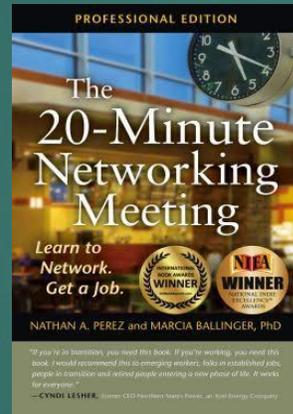
## KEEP IN TOUCH - ONGOING

- Join organizations that focus on your trade for more networking
- **Help others that are searching for jobs or new careers – pay it forward!**
- Do not let your connections go stale – **stay in touch!**
- Keep **learning new tools** related to your profession and industry

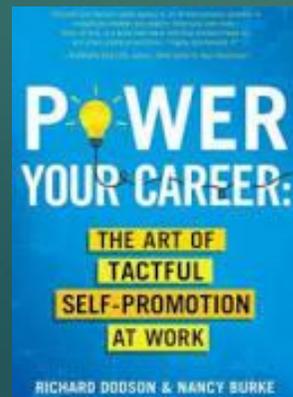


# Book Recommendations

## The 20 Minute Networking Meeting – Perez/Ballinger



## Power Your Career: The Art of Tactful Self-Promotion at Work – Burke/Dodson



# *A Sailors Analogy – Tom C.*

*“We cannot direct the wind  
but we can adjust our sails.”*

*Be ready for the winds of change!*



*Change is a constant – Be ready!*

# Career Pathways – Your Brand To Success

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**Tom Colosimo**



**Navigating Professional Relationships for Career Success!**

[thecolosimos@comcast.net](mailto:thecolosimos@comcast.net)  
612-386-3715

LinkedIn: <https://www.linkedin.com/in/tcccareercoach/>





INSTITUTE FOR SUPPLY MANAGEMENT

ISM—Twin Cities, Inc.

THANK YOU

