



## MODULE 2: PROFESSIONAL DEVELOPMENT

### OVERVIEW

Women play many roles in the professional arena. From the woman who sits in the C-Suite to the one who is beginning to climb the corporate ladder, there are basic skills and awareness levels that must be in place. The Professional Development Module of Wise Women University will help make sure you achieve, maintain or elevate your “A-game” status.

### OUTCOMES

Among the expected outcomes are:

- A new and/or improved resume.
- A new and/or improved full and abbreviated bio.
- A clear understanding of your personal brand and how to begin marketing it (or enhance current marketing efforts.)
- A blueprint to help you to either (1) make the most of where you are in your current situation or (2) reinvent yourself.
- Identification of seven streams of revenue.
- Evaluation of proven leadership strategies.

### COURSE SCHEDULE

The dates and times for each course are as follows:



**February 25 – 8:00 PM EST – Course 1: Resumes That Reel in Results**

**March 4 – 8:00 PM EST – Course 2: The Birthing of a Brilliant Bio**

**March 11 – 8:00 PM EST – Course 3: The Essentials of Marketing & Branding**

**March 18 – 8:00 PM EST – Course 4: Grow Where You Are Planted: The Art of Reinvention**

**March 25 – 8:00 PM EST – Course 5: Seven Streams of Revenue**

**April 1 – 8:00 PM EST – Course 6: Wise Women Prosper**

**April 8 – 8:00 PM EST – Recap/Tying Any Loose Ends**

## **COURSE DESCRIPTIONS**

*Course 1:* Resumes That Reel in Results – Not all resumes are made equally, and a well-written resume is more likely to get better results. Learn how to critique your current resume or rewrite it. This course is especially of great value for the Wise Woman who is changing careers or for the one who has more than one area of expertise.

*Course 2:* The Birthing of a Brilliant Bio – Biographical sketches are one of the most underrated pieces of professional communication there is. However, its value should never be underestimated. You may be nominated for an award, recommended for a leadership position, or even asked to present a speech or facilitate a teaching. Your bio is the narrative that will help seal the deal or sink the ship. The last thing you want to do is “throw something together” that is far less representative of the true gem that you are. This course will help prevent you from making such a costly mistake.

*Course 3:* The Essentials of Marketing and Branding – These two terms are often used interchangeably, but they are different, nevertheless. This course reveals how the two work together and make a huge difference as you seek to identify your brand and make it known to those who could benefit from what you have to offer.

*Course 4:* Grow Where You’re Planted: Mastering the Art of Reinvention – Life is full of changes. Sometimes they are good, and sometimes they are not so good. Either way, it is in these times that your system of survival will need to be well-defined. This course will help you embrace change so that you can grow where you are planted, ultimately mastering the art of reinvention.

*Course 5:* Seven Streams of Revenue – Let’s face it. Gone are the days of working a job for 25-30 years, retiring, getting the coveted gold watch (or whatever the company’s signature retirement gift may be), and living happily ever after. In today’s tough economic climate, you must have several streams of revenue in order to thrive financially. In fact, we believe seven is the perfect number. We’ll show you what they are and how to make them work for you.

*Course 6:* Wise Women Prosper – It’s no secret: women are leaders. As leaders, women are wise and they prosper. This course uncovers tried, tested and true principles of leadership that every woman should embody if she wants to reach the pinnacle of her success or simply enhance the leadership skills she has already adopted.

## **WHAT YOU WILL RECEIVE WITH EACH COURSE**

Our business model dictates that we operate under these five foundational principles: (1) service to God; (2) service to man; (3) accountability; (4) integrity; and (5) excellence. As such, we pledge to provide the following services to you:

- Orientation session
- Audio and/or video teaching
- Worksheets
- Weekly online coaching to take place on the course dates provided. A recording will be made available.
- Continual online support forum through closed social media group
- Referrals to additional resources
- Wrap up session

## EXPECTATIONS OF YOU

**Your full participation in this course will play a key role in you gaining the maximum benefit of this course.** In essence, your commitment will be of utmost importance if you truly desire to embrace a successful outcome. As such, you are expected to:

- Review the course materials prior to the Monday night course trainings.
- Complete the worksheets prior to the Monday night course trainings.
- Be present for the Monday night online course trainings.
- Be actively engaged in the closed social media group.

## MEET THE INSTRUCTOR



In addition to being the visionary leader of the Wise Women Prosper<sup>SM</sup> movement, transformational life coach Alonia Jones also sits at the helm of Dream 2 Destiny Enterprises, a full service corporate communications and professional development company wherein she helps people realize their dreams and organizations achieve their goals. Alonia has used her gifts of communication and connectivity for more than 25 years by providing excellent service to educational institutions, corporations, governmental entities, nonprofit and faith-based organizations, entrepreneurs and executives, among others. Her vast positive experiences have rightfully earned her the tagline, “Born to inspire...equipped to empower.”

Alonia is a graduate of Spelman College, where she majored in English. She has also gained credits toward a Master’s degree in Biblical Studies and Theology from Luther Rice Seminary. Additionally, Alonia is well known and widely respected as a prolific writer, inspiring and witty speaker and captivating teacher/trainer. She has a heartfelt passion for helping others live their absolute best life. This passion is evidenced by the quality programs and services she offers to those whom she serves. Her five foundational principles in business and life in general are: (1) service to God; (2) service to man; (3) accountability; (4) integrity; and (5) excellence.