



Knowledge
Empowering
Youth
Success



PERSONAL - CAREER - SUCCESS



 800.617.0093

 214.620.5599

 criv@visionzgroup.com

Dr. _____
Executive Director
Office of Career Services
_____ University

Dear _____:

Proposal

The Visionz Group LLC, a company founded to provide youth and young adults aged 12 to 24 with the “soft” skills required for professional and career focused growth, proposes to develop and present a series of Soft Skills, Life Skills and Professional Development workshops for _____ students. The Soft Skills and Professional Development workshops will provide students with the essential social and professional skills to get a job, keep the job and move up in their company. The Life Skills sessions, which include Financial Literacy, will provide the skills students need to become productive and self-sustaining adults.

Background

Statistics show there is a strong correlation between an employee’s soft skills and job success. Eighty-five percent of success in getting a job, keeping a job, and moving up in an organization is due to people or “soft” skills; 15 percent is due to technical skills, or the knowledge required for a job. According to HR professionals and corporate executives, these people or “soft” skills and emotional intelligence skills are lacking in today’s college graduates. The good news is that these skills are much easier to learn than the technical skills it took years to learn. However, the importance of soft skills training is not being heard. Many graduates are so focused on developing the expertise required in their field, they may neglect to realize how important it is to work on skills such as teamwork, communication, social and business etiquette, time management and problem solving.

Many Universities are beginning to realize the importance of soft skills to the success of their graduates. The Visionz Group recently launched an initiative with Grambling State University to provide a series of Soft Skills and Professional Development workshops for the university’s students for the 2017-2018 academic year. The first of the workshops, Social Etiquette & Business Protocol and First Impressions, were conducted in September, 2017.

Like Grambling State, other universities have started teaching students everything from how to make small talk, deal with conflict, show up on time, follow business protocol, and communicate with co-workers, to which bread plate to use. MIT’s “Charm School” instructs students on things such as how to network with alumni to tying a bowtie. Some of these

programs may appear to be fun, or even funny, but there is a deadly serious purpose to them; to give students the kind of social skills they need to get and keep a job.

Soft Skills and Professional Development Seminar Objectives

We recognize that most of your students had to be smart in order to get into the university and remain there. However, in a tough job market, being smart and having technical or “hard skills” are not good enough. Statistics and workforce data reveal everyone they compete against for a job will be smart. In the tough job market they will face, the key to them being a step ahead is having an abundance of interpersonal skills and being able to “work a room”.

Soft outcomes, such as outcomes from our training, coaching and support, unlike hard skills outcomes, such as qualifications and jobs, are not always easy to measure. Never the less, in addition to outcomes outlined in each seminar, we believe our instruction and coaching will:

- Increase students’ chances of success during interviewing, networking and job fairs by strengthening their ability to make good first impressions through “first impressions management” instruction.
- Improve their social skills through understanding the psychology and motivation of others during interactions as well as development of their own soft skills.
- Understand how to balance the use of soft skills with technical skills to achieve professional success.
- Help those with “adequate” interpersonal skills realize why they appear to fail in certain situations.

Scope of Work

Visionz will develop and deliver a series of Soft Skills, Life Skills and Professional Development workshops for _____ to provide students with the essential social and professional skills required to get and keep a job. Once an agreement is made as to final workshop content and duration, the Visionz Group will:

- Work with _____ University to customize the proposed seminar content to meet the students’ university’s needs.
- Present workshops per the agreed upon schedule prepared by the university. Each session will be limited to a maximum of 25 participants, with the exception of the Freshman Athlete’s symposium, which is projected to have more than 25 student participants.

Resource Commitment

- The university will provide the Visionz with reasonable access to key staff members, stakeholders and students.

- The university will be responsible for all scheduling of workshops, facilities, equipment and related support for training.
- Visionz will provide all training material including student syllabi, workbooks and related materials.

Consultants' Compensation

The consultancy compensation for developing and delivering the workshops will be determined after the number of workshops and their frequency of delivery have been defined.

Attached is a list of the workshops and a description of their content for your review. We look forward to speaking with to discuss your needs and to answer any questions you may have.

Sincerely,
Chris Rivers

Willie E. Rivers

Enclosure:
CC:

Visionz Soft Skills and Professional Development Workshops

<p style="text-align: center;">First Impressions</p> <p>It takes just a quick glance, maybe three seconds, for someone to evaluate you when you meet for the first time. In this short time, the other person forms an opinion about you based on your appearance, your body language, your demeanor, your mannerisms, and how you are dressed.</p> <p style="text-align: center;">Workshop Objectives</p> <p>This seminar will provide participants the essential tools for making a positive impression the first time by developing and enhancing the skills they will need to meet the demanding social and professional situations you will face in the workplace. It is designed to enhance participants skills in:</p> <ul style="list-style-type: none"> • Feeling confident when interviewing for jobs, building your career and within the overall organization. • Feeling confident at social events. Dining in a restaurant with your boss or clients. • Interacting and team-building with your colleagues. • Meeting and Greeting. • Skillfully employing the powerful impact of dress. • Creating a “Personal Brand” to enhance chances for career success. • Using First Impressions to make a lasting impression at career fairs <p>Upon completion of this workshop students will have the essential social skills that will give them the confidence to successfully handle these situations in the classroom and workplace.</p> <p>Duration: 2 Hours</p>	<p style="text-align: center;">Social Etiquette and Business Protocol</p> <p>The Social Etiquette and Business Protocol Seminar is designed to prepare participants for the new and demanding social and professional situations they will face in life and the workplace.</p> <p>Seminar Topics Include:</p> <ul style="list-style-type: none"> • Essential Manners and Social Skills for the workplace • Perfecting Your Professional Style • Social & Professional Etiquette <p>Instruction and coaching will be provided to help you feel more confident in the university environment, social situations, business interactions, and at the dining table. Your skills will be enhanced in your everyday workplace, business and social etiquette by:</p> <ul style="list-style-type: none"> • Knowing workplace protocol. • Understanding the importance of creating a work environment conducive to positive interaction among employees. • Knowing behaviors considered important for maintaining workplace cohesion. • Developing skills to understand and address coworkers’ behaviors that are unpleasant, rude or offensive. • Understanding proper meeting and greeting. • Learning correct dining skills and table manners. • Adhering to appropriate dress, grooming and style. • Using professional social media posting guidelines. <p>Upon completion of this seminar students will have the essential social skills that will give them the confidence to successfully handle these situations in the classroom and workplace</p> <p>Duration: 2 Hours</p>
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Writing Resumes and Cover Letters

The main purpose of a resume is to get you in the door for a job interview. On average, employers spend less than 60 seconds reading a resume, so you have to make a good impression quickly.

In today's competitive job market, it's more important than ever to make your credentials stand out above the crowd. We will provide detailed explanations, as well as step-by-step processes, for creating an effective resume.

This seminar will teach students what employers say they want in resumes and cover letters and how to meet those criteria impressively.

Seminar Topics:

- Developing A Winning Resume
- The Top Ten Pitfalls In Resume Writing
- Preparing Your Resume Cover Letter
- Appropriate Email Correspondence
- Job Search Correspondence
- Sample Resumes And Cover Letters

Upon completion of this seminar students will understand how to write effective resumes and cover letters that are employer focused. They will know:

- The importance of a well prepared resume
- Resume basics
- Proper tailoring of a cover letter
- The importance of establishing and maintaining professional communication with prospective employers
- How to effectively "sell themselves"

Duration: 2 Hours

Interviewing Skills

A highly interactive and practice driven seminar to provide students with the tools to be successful in their job search.

This seminar will help prepare students to effectively tell their story and tell how they can fit with and contribute to an organization.

Seminar Topics:

- Appropriate Pre-employment Inquiries
- Preparing For The Interview
- Ten Rules of Interviewing
- Dressing For The Interview
- The Behavioral Interview
- Questions Asked By Employers
- Turning The Tables In The Interview
- Questions To Ask Employers
- The Informational Interview
- Your 60 Second Commercial – "The Elevator Speech"
- 5 Keys To Maximizing Your Personal Brand

Upon completion of this seminar students will understand these strategies to enhance effective interviewing and how to:

- Research the company with whom they are interviewing
- Understand the difference between traditional and informational interviews
- Effectively seek out and schedule informational interviews
- Understand inappropriate pre-employment questions
- Clean-up their digital footprint to enhance and protect their online reputation
- Overcome the competition
- Dress appropriately for interviews, job fairs and business meetings
- Demonstrate professional behavior
- Communicate effectively
- Develop and maximize their personal brand

Duration: 2 Hours

Goal Setting

Goal setting is a roadmap to your success. Goal setting and measuring have become a very important part of corporate work cultures. Research shows, it has been termed and described as one of the basic reasons for enhancing productivity in organizations. Goal setting is the foundation for personal and workplace success.

The Goal Setting Skills Seminar is designed to help students develop the skills to set career and life goals develop strategies for achieving them, take action, evaluate how well their plan is working, and to be flexible enough to make changes as necessary.

Seminar Topics:

- The Importance Of Goals
- How To Measure Your Goals
- Flexibility and Adaptability

Upon completion of this seminar students will learn effective strategies for setting goals to help maintain the focus and discipline required to achieve personal and professional goals in order to increase the chance of success in every area of their life; and to help increase their productivity and help achieve their dreams.

Duration: 2 Hours

Communication Skills

All of us are constantly in a state of giving and receiving communications. Problems arise when one does not receive or understand the message sent in the communication as it was intended, or when one subconsciously sends a nonverbal message that contradicts the spoken word.

This seminar will help students understand the importance of good communications skills at school and in the work place.

Seminar Topics Include

- Barriers To Good Communication
- Nonverbal Communication
- Oral Communication Listening Skills
- Telephone Skills
- Communication Etiquette and Courtesies
- Introductions

Upon completion of this seminar students will understand the importance of good communication skills in the classroom and workplace. In addition, the objectives listed below will be met.

- Understand the importance of good communication skills
- Understand how nonverbal communication skills affect their overall communications in the classroom and at work
- Use effective listening techniques
- Use proper oral communication skills
- Understand how to introduce oneself with an appropriate handshake and greeting

Duration: 2 Hours

Teamwork

Teamwork is an essential part of workplace success. The ability to work as part of a team is one of the most important skills in today's job market. Employers are looking for workers who can contribute their own ideas, but also want people who can work with others to create and develop projects and plans. Teamwork involves building relationships and working with other people using a number of important skills and habits:

The Teamwork seminar provides students with instruction and coaching for them to be able to build relationships and work with other people using a number of important skills and habits.

Seminar Topics:

- There Is No "I" In Team
- Teamwork On The Job
- The Elements Of Teamwork...An Inventory of Skills
- Teamwork Can Be Tough
- Understanding Personality Types

Upon completion of this seminar students will learn effective strategies for working together with a team, ways to improve communications and abilities to problem-solve, in addition to the following skills:

- Identifying and dealing with some of the hindrances to team building
- Understand the importance of teamwork
- Working cooperatively with others
- Contributing to groups with ideas, suggestions, and effort
- Communication (both giving and receiving)
- Demonstrating a sense of responsibility
- Showing a healthy respect for different opinions, customs, and individual preferences
- An ability to participate in group decision-making
- An understanding of how teamwork is managed on the job

Duration: 2 Hours

Networking Skills

Networking is a planned and ongoing effort. The Networking Skills Seminar is designed to help participants develop the skills to set career goals, develop strategies for achieving them, take action, evaluate how well their plan is working, and make changes as necessary. Their first job will not be their last job—therefore they will learn to use networking as a long term process.

Seminar Topics:

- Start Networking While In College
- 5 Keys To Maximizing Your Personal Brand
- Network Your Way To A Job
- Getting The Most Out Of A Job Fair

Upon completion of this seminar students will understand how to:

- Develop and maximize their personal brand
- What networking is, and why it is important
- Identify ways of describing themselves and their career goals succinctly
- Recognize and take advantage of a networking opportunity when it arises
- Develop networking skills
- Increase awareness of networking resource

Duration: 2 Hours

Transitioning From High School To College A Freshman Athlete Symposium

The From Frwshmen Athlete Workshop will help first year student-athletes understand and cope with academic, social, athletic and personal pressures related to the transition from high school to the university. New student-athletes will be provided with practical life skills strategies to help them adjust to academics, athletics and life on their own.

This workshop will support the athletic department's welcome of the athletes and make them aware of all the Life Skills instructions and coaching that are available to them as they strive to achieve academic and athletic success at the university level.

Seminar Topics:

- Adjusting To College
- Goal Setting
- Career Self - Exploration
- Creating and Cultivating Your Personal Brand
- Managing Your Money
- Etiquette - Classroom, Dining and Business
- Communication Skills
- Networking While In College
- Stress/Time Management
- Sexual Assault and Relationship Violence Prevention and Awareness
- Drug/Alcohol Use as it relates to health and athletic performance
- Sports Nutrition/Dietary Supplements

Upon completion students will:

- Will have increased career awareness and readiness
- Understand how to develop important relationships, mentors and champions
- Identify and improve their leadership skills
- Recognize how sport-related skills are an asset in the workplace

Duration: 2 hours

Job Retention and Advancement How to Keep the Job Now That You Are Hired

Believe it or not, your preparation doesn't end once you've found a job. Truly making it in a career or on a job means continuous career planning and growth. It requires taking a proactive approach to retaining your job and mapping your long-term career advancement.

This seminar will provide students with the competencies and strategies to create advancement opportunities and job security.

Seminar Topics:

- Map Your Success
- 5 Keys To Maximizing Your Personal Brand
- Establishing And Maintaining Good Work Habits
- Taking Initiative
- Know Your Company's Values, Norms and Culture
- Know Your Company's Social Media Policy
- Performance Evaluations
- Dress Codes
- Work Place Do's And Don'ts

Students will receive instruction and coaching to improve their competency in:

- Career goal setting
- Developing and maximizing their "Personal Brand"
- Distinguish themselves from their co-workers
- Knowing and understanding the organization's performance expectations of them
- Professional business office decorum and professionalism
- Social media behavior
- Electronic business arena communications
- Dressing appropriately for your profession; and much more.

Upon completion of this seminar students will understand proactive work competencies and strategies to create advancement on the job.

Duration: 2 Hours

Financial Literacy

All About Credit

When it comes to making major purchases or planning for your financial future, good credit is critical to your success. This seminar will provide instructions on how to establish and maintain credit, the basics of credit scoring and reporting and how to avoid credit traps.

Seminar Topic:

- Your credit and why it is important
- Establishing and maintaining good credit
- Understanding credit scoring
- Restoring your credit
- Avoid the credit trap

Money Management

From the importance of good credit to budgeting and goal setting, this workshop offers solid information and hands-on activities to build money management skills. Students will gain new insight into their spending and saving habits; learn how to avoid pitfalls, and develop strategies for financial success.

Seminar Topics:

- Your Credit and Why it is Important
- Managing Your Money
 1. Developing A Spending Plan
 2. Budgeting
- Financial Goal Setting
- Planning for Your Future
- Avoiding Credit Traps

Upon completion of this seminar students will gain new insights on how to establish and maintain good credit and how to avoid pitfalls, and develop strategies for financial success.

Duration: 2 Hours