**WORK Conversations** is a weekly series (initially set to run for three consecutive weeks) covering topics relevant to individuals embarking on the next post-graduate job search or considering a career change. All are welcome, but the series will be a supplement to foundational career development instruction and advice. The format will be delivered online (and recorded for later viewing). Sessions will run approximately 60 minutes and include 15 minutes welcome/context; 20 minutes conversation on a topic; followed by 20 minutes of Q&A.
**WORK Conversations**

**SUGGESTED THREE-WEEK SCHEDULE**

- **Week 1:** Mastering the Unobvious
- **Week 2:** Personal Branding During Disruptive Times
- **Week 3:** Interviewing — Asking Questions & Providing Answers That Resonate
Meet Your Host

Katy Montgomery, a 1996 graduate with a BA in Political Science, loves talking about careers. Having made major pivots in her professional life from lawyer to career coach to Dean roles at Johns Hopkins University and INSEAD she is passionate about the one constant in the world: change. Currently serving as Associate Dean of Degree Programmes at INSEAD she Degree Programme portfolio. Her functional responsibilities include strategy, marketing, sales, admissions, financial aid, programme operations, student life and career services.

Over the next four weeks, Katy will welcome guests, all proud Loyola graduates, to provide insights about the world of WORK. Join us for Wisdom, Opportunities, Relationships, and Know-How.
With a degree in Pastoral Science and an MBA from Loyola University New Orleans, Joshua Lowe, knows what it means to job search in a difficult economic market. Joshua serves as the Director of School Operations for KIPP Bay Area Public Schools in San Francisco, CA. He has experience in marketing, operations, general management, and human resources.

In this session you will learn:
• How to find a job opportunity when there is no job that obviously fits your skill set.
• How to recognize job market trends in an unstable job market.
• What leveraging your network means.
Week 2: Finding Your Voice: Personal Branding During Disruptive Times
September 24, 2020 @ 5:30pm CST

With over 20 years of experience in public relations, marketing and communications, and creating business growth strategies, Cathy Atkins, a 1997 BA in Communications graduate, knows how to grow one’s brand online and digitally share one’s voice through original content. Since 2005, Cathy has served as President of Metis Communications, a strategic communications firm working primarily with tech start-ups.

In this session you will learn:
• The rise of value-based individual and brand alignment.
• Examples of executive and company thought leadership.
• How to hone your personal narrative and share a distinct point of view.
A former Emmy-award winning reporter and a career-changer himself, Justin Joseph graduated from Loyola in 1996 with a BBA in Accounting. With a background in law and a career questioning witnesses in court as a Denver District Attorney and digging for answers as an investigative reporter, Justin knows how to ask the right questions. And, how to provide answers that resonates with any type of audience.

In this session you will learn:
• How to successfully prepare for interviews.
• How to avoid awkward silences by using the FORD method.
• Answering questions and selling yourself by using the STAR method.
• How to ensure your exit is more important than your entrance by leaving a lasting impression.