

OneDuke Conference 2014

Session Descriptions

Driving, Leading, Completing: Framework to Move from Concept to Reality

Glenda S. Lee, Associate Director Career & Professional Development Center, Duke Nicholas School of the Environment

Nicholas School of the Environment Career and Professional Development Center (CPDC) members recognized increased employer requests for “diversity” candidates. Once understanding employer interests, CPDC realized it would be hard to consistently offer this desired applicant pool. Since “hard” is a difficult word for Blue Devils to understand, the CPDC in 2013 successfully launched the first ever career related diversity training program, Rising TIDE (Training for Inclusion & Diversity in the Environment). Objectives for Rising TIDE’s were to provide masters students with an introduction to inclusion and diversity and to sensitize them to hidden biases (in themselves and others) that can influence the work behavior and management decisions (e.g., hiring, promotions, professional development, project assignments, etc.).

Social Media: The Marketing of You

David Mooring, Founder and President, BurlapSky, Inc.

Social media is now part of everyday life; we’re all connected. Every Like, Share, or Tweet is building your reputation and your personal brand. For good or bad. You’ll change jobs on average every four years. If you’re a recent grad, every two. Whether you’re looking to start your own business or join an industry leader, you’ll need a lot more than a good idea and a polished resume. At the center of all this is you, your personal brand. This session will look at what a personal brand is, and how to use social media to build one that propels you forward instead of holding you back. We’ll take a look at the Why, What, When, and How, the impact, and a few case studies.

Reducing Workplace Drama with Conflict Resolution Techniques

Donna Dyer, Director of Career Services, Duke Sanford School of Public Policy and Diane Owens, Senior HR Representative, Duke University Staff and Labor Relations

Conflict is a normal occurrence in our daily lives. Family members, friends, co-workers—even those aggressive drivers on I-40—can all create conflict situations for you. For this workshop, we will talk about the types of conflict that arise in a busy workplace, tips and techniques to reduce or resolve conflicts, and tools for lowering negative discourse in your workplace through active listening, paraphrasing and reframing. Ms. Dyer will include an interactive exercise to practice your positive conflict resolution ideas, and will discuss options at Duke for mediated conflict resolution. Ms. Dyer is a volunteer mediator for Duke Staff and Labor Relations and a certified Superior Court Mediator.

The Passion Strategy: Strive to Drive your Career Model to Thrive

Patrick Madsen, Director of Career Services Center at UNCG

Assessment, data collection, data analysis – oh no! Words that can create stress in organizations and or something to run from. It doesn’t have to be like that anymore! Changing the lens from which you view data collection and assessment can alter how you tell your story, where your strategic direction can take you, and what risks are worth taking to innovate towards a new way of working with faculty, staff, and student organizations. This presentation is about creating excitement, passion, and lateral thinking around data collection and assessment.

19.2 Opportunities to Follow One's Passions and Make a Difference in the World

Kathie Amato & Hayley Young, Duke University Innovation & Entrepreneurship Initiative

The traditional model of work has changed dramatically in recent years—the times of working for one organization for one's entire career are long gone. If you look at the most recent figures, assuming the average person will work 50 years, a student graduating in 2014 can expect to have 19.2 jobs, frequently in dramatically different fields, over the course of his/her career. This statistic can be scary—few people want to contemplate 19.2 job searches, 19.2 work transitions, 19.2 life changes.

To proactively combat these fears, many young people come to school focused on learning the “one thing” they might be able to spend the rest of lives doing, letting their fears about the dynamic nature of the economy prevent them from following their passions. This point-of-view considers things through the wrong lens—these are not 19.2 negative events, they are 19.2 opportunities. The reality of our complex and rapidly evolving global economy is that instead of being limited to one area of impact, students have opportunities to make contributions through a wide range of jobs and career interests over the course of their professional lives.

One of the keys to being able to seize these opportunities is for students to pursue the academic areas for which they have passionate interest, while also developing skills as innovators and entrepreneurs. Not only do students across all academic disciplines thrive with such an approach, employers thrive as well. The results of AACU's 2013 survey of employer priorities for college learning reveals that 95% of employers give preference to candidates with skills in innovation, as they find those skills critical to their success as well.

This session explores how skills in innovation and entrepreneurship are foundational to helping all students follow their passions, thrive throughout their careers, and have a meaningful and lasting impact in their work. It further develops how new initiatives at Duke, such as Bass Connections, new undergraduate certificate options, and new DukeEngage offerings, are helping Duke students develop skills in innovation and entrepreneurship which further differentiate and define the value of a Duke education and our pursuit of knowledge in the service of society.

The Art of Negotiation

Ben Thomason, Finance Sector Director, Fuqua School of Business

We negotiate every day. What are some elements of negotiation to be aware of in our interactions with our bosses, colleagues, the students we serve, even our friends and family? Negotiation does not have to be a battle. Negotiation can be about information gathering and “solution finding”. How can we negotiate to improve outcomes for both parties? How can we coach others to be effective negotiators?