

- Describe the impact of a person's social media brand on the achievement of organizational objectives
- Assess personal interests and skills needed for success in business
- Identify sources of career information
- Use networking techniques to identify employment opportunities
- Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
- Demonstrate initiative

1. Brainstorm 3-4 social media behaviors or actions that you think would potentially hurt an individual's chances of getting hired for a job and share them with a partner.
2. Adding your DECA accomplishments to your social media pages is a great way to curate a professional profile. Think of three campaigns, projects or achievements you've had this year that you would add to your social media profiles and explain why they would help your profiles' professional appearance.

**BEHIND-THE-SCENES WITH JOSEPH ABBOUD AT NEW YORK FASHION WEEK (p. 14)**

1. Why do you think Rachel's persistence with Mrs. Passe paid off in helping her get the chance to shadow Mr. Abboud at New York Fashion Week?
2. Brainstorm and share three important outcomes Rachel had from her New York Fashion Week experience and how these will benefit her in her future career endeavors.
3. After this experience Rachel said she feels more confident in her decision to pursue a career in the fashion industry. Do you think it's important to only take internship opportunities in career fields that interest you? Explain why or why not.

### **HOW TO TRY ON A COLLEGE AND MAKE SURE IT FITS (p. 18)**

1. Brainstorm some of the common “unknown” factors many students might have about a particular college or university they are planning to attend.
2. Besides just seeing if you like a particular school, what are some of the other benefits to attending a summer immersion program?

### **WHAT AN INTERNSHIP IN NEW YORK CITY IS REALLY LIKE (p. 22)**

1. Were you surprised by any of the tasks that Rebecca had as an intern? Why or why not.

2. Brainstorm a few skills that you think Rebecca learned while as an intern and how these skills will help her in her future career.