



## Presentation Topics from Lauren Milligan of ResuMAYDAY

### WHAT OTHERS SAY...

*"I look for guests who can present their information with energy and fun and lace their topics with anecdotes. I'll take that over someone who's a better expert but can't present well. With Lauren I get both...an expert who knows her field and can present it with pop..."*

**-Bill Moller, WGN/WLS Radio Host**

*"Lauren has spoken at numerous events for the Illinois Society of Professional Engineers and always leaves them 'wowed'. I have seen firsthand how the tools she offers get results and inspire!"*

**-N. Palmisano, ISPE Education Coordinator**

*"All I can say is WOW! I have not attended all the conference presentations but among those that I have, yours was the runaway best. Thank you for being our speaker, and thank you for so generously hanging around afterwards and continuing the dialogue with folks. I will watch for future opportunities to see you in action!"*

**-R. Henquinet, Group Facilitator**

*"Lauren is a wonderful professional. Her presentations are clear, on point, informative and engaging. Our biggest problem is getting people to leave after her presentations. I recommend her very highly."*

**-A. Yackle, Indian Trails Library District**

---

### OUR PRESENTATIONS...

#### **Resume Revamp – Tell the Story Behind the Story (Perfect for Career Advancement groups)**

Don't wait for unemployment to update your resume! Attendees are walked through each component of a resume in an engaging and interactive way, using real-world examples and class exercises. Lauren also shares her #1 trade secret that will drastically improve anyone's resume in 30 seconds or less, as well as employment industry secrets that employers and recruiters won't share. Everyone comes out with a better resume than when the presentation started.

#### **Ace the Interview and Get the Job Offer! (Perfect for Career Advancement groups)**

Every job seeker knows that the MOST stressful part of a job search is the interview. This presentation will prepare candidates for even the toughest interview scenarios, including behavioral questions. Lauren's clients have actually said they can't wait for their next interview! This presentation shows how to prepare, stay focused, and properly follow-up after the interview. She'll cover the psychology behind certain questions and how to stay on track, no matter how much interviewers try to throw candidates off their game.

#### **The \$7,000 Sentence: All About Salary Negotiations (Perfect for Job Seeker groups)**

This presentation delivers comprehensive strategies in every phase of the salary negotiation process, including scripts that you can put into practice right away. You'll find out where to find realistic salary data, how to prepare for a salary negotiation, what to do if the employer discourages negotiating, and attendees will receive a LONG list of additional considerations in addition to salary. Like the title says, Lauren's strategy, with just one sentence, led one of her clients to getting an additional \$7K from the introductory offer.

#### **Negotiate Like A Pro In Any Business Scenario! (Perfect for Business groups)**

Whether we realize it or not, in business and in life, we're always negotiating. Because we do it more than we realize, we should know how to do it well, right? This fun and interactive presentation will shed light on the most successful negotiating tactics. Attendees will explore the different types of negotiations, the 3-step process to a negotiation, what to do when problems arise, and when to walk away. Everyone will then put this new information to the test with an effective and challenging, yet friendly role-playing exercise.

### **No PR Agency Needed – Your Blueprint to Free Press (Perfect for Business groups)**

Attendees will learn how to create their own public relations/media plan using Lauren's proven blueprint that has generated thousands of leads and closed clients. Attendees will learn how to compose a great pitch, create a media database, polish their on-air presentation, and become the media's go-to source. Using these methods, Lauren has never paid a penny in traditional advertising – in 16 years of business! Attendees will review winning pitches, and take part in a pitch-writing exercise.

### **Career Transitions (Perfect for Career Advancement groups)**

Career transitions are challenging, but not impossible. Candidates moving from one industry/position to another are competing against others who currently work in those roles or industries; the goal is to illustrate to employers that your transferrable skills outweigh direct experience. In this presentation, we'll cover real life examples of people who have successfully transitioned from one industry to another: how they identified and capitalized on transferrable skills, and how they presented these skills on paper and in the interview.

### **Search Strategies for Older Workers (Perfect for Career Advancement groups)**

"Older workers are having a tougher time finding jobs lately", says a recent report from the National Labor Department...and **every** older worker looking for a job. In this presentation we'll cover easy-to-implement tactics that will improve your job search, including resume and cover letter tips, interview strategies and online job search techniques. We'll also talk openly and candidly about age discrimination, and how it can be overcome, and more.

### **Your Holiday Job Search (Perfect for Career Advancement groups)**

#### ***(Schedule this one for your November or December meeting!)***

We all know the holidays are stressful. During this time, it's easy for job seekers to unplug from their job search. Don't make that mistake! Lauren will share her holiday job search tips that will keep you engaged and motivated. Employers ramp up their hiring numbers in January and we don't want you to be left behind.

**Special Bonus:** Lauren will share her Job Seeker Gift Wish List – thoughtful and motivating gifts that job seekers will want to add to their own wish lists!

### **Perfect Your Elevator Pitch, Become a Networking Star! (Perfect for Career Advancement or Business groups)**

Business professionals at networking events, job seekers with potential employers and business owners seeking customers...you NEED a memorable elevator pitch to make a good impression. Attendees will enjoy this high-energy and interactive presentation that will enable anyone to craft a memorable and unique elevator pitch. Participants will receive coaching to develop a compelling pitch; get insider tips on public speaking; deliver their pitch for instant, peer feedback.

### **The 5 Types of Letters Every Job Seeker Needs to Have Ready (Perfect for Career Advancement groups)**

Only 16% of employers actually read cover letters! Now here's the rub: you don't know if your potential employers are part of the 16% that read the letters or the 84% that don't...but it's still an important protocol that you send that letter! This presentation talks about FIVE (yes, really!) variations of letters that job seekers should send, and gives examples of each one. Also shared are writing exercises that will quickly, drastically improve your writing style to increase the chance they'll get read.

### **LinkedIn 2.0 (Perfect for Career Advancement or Business groups)**

This presentation is for those who have a basic profile, but don't really know what LinkedIn can do for them. We'll discuss how LinkedIn is used by employers and recruiters, how to set up your profile so that YOU are visible to employers and recruiters and how to use all the LinkedIn tools to your benefit. Lauren uses LinkedIn every day in her own business and looks forward to debunking the 'mystery' of this crucial job search/career advancement tool. Participants need to have a basic profile established before the class start date. Profile pictures can be taken during class, so arrive 'camera ready'.

### **Part 1) ATS or Bust! (Applicant Tracking Systems) (Perfect for Career Advancement groups)**

ATS is the Achilles heel of every job seeker but online applications are here to stay. For this presentation, Lauren interviewed multiple people who work hands-on with ATS systems, and will bring that insider information to your group. 50-75% of applicants' resumes are never even seen by a human; the reasons have nothing to do with skills or qualifications. Find out how to avoid those pitfalls. At the end of this presentation, you may not jump for joy when it comes to ATS, but you will have a much better grasp of how to work with it, and make sure your resume gets into the right hands.

### **Part 2) ATS or Bust! (Applicant Tracking Systems) (Perfect for Career Advancement groups)**

"Find the keywords first, THEN write the resume." In this presentation, Lauren cracks the code on finding the right keywords for your specific search, and how to properly incorporate them into your resume and LinkedIn profile. She'll walk participants through each step of a live example, using google, LinkedIn, Word, and a free ATS simulator program. She'll demonstrate her proven "**stacking method**" that guarantees a strong match score. When combined with the tactics taught in Part 1, you will have an **advanced proficiency** in getting your resume into the right hands.

### **Create Your Side Hustle in the COVID Era (Perfect for Career Advancement or Business groups)**

In this presentation, Lauren discusses the various aspects of finding, starting, and managing your side hustle. Are you going to be an IC or employee? Are you going to create something from scratch, or work for one of the gig-economy companies? Is this temporary, or are you in it for the long haul? What online resources will be most helpful to you, and can you spot the scams? All this and more will be part of the conversation.

- 
- ✓ To discuss schedule and speaking fees, contact the Office Manager at [Alan@ResuMAYDAY.com](mailto:Alan@ResuMAYDAY.com).
  - ✓ In-person tech requirements: laptop, screen, projector, lapel microphone (for larger rooms).
  - ✓ Virtual tech requirements: Zoom link with co-hosting/screen sharing capabilities.
  - ✓ If your event is open to the public and you would like us to promote it on our social media channels, send the marketing/registration info to [Alan@ResuMAYDAY.com](mailto:Alan@ResuMAYDAY.com).