



## **JULIE BAUKE SPEAKER SHEET**

### **What's Your "What's Next"?**

*(Target Audience: late 40's +)*

You're 20+ years into your career, have done some great work and reached a certain level of success. Now you start asking yourself those questions: What do I want the rest of my career to look like? Could I do work I'm more passionate about, or something more meaningful? What are my options, if any? Asking yourself and exploring "what's next" for your career can be intriguing and exciting, but can also be daunting. But those answers and possibilities do exist, and understanding how to identify, pursue and realize what it is you really want can make all the difference to your career, your legacy, and your life.

Learn how to:

- Assess your values and priorities at this stage of your career and life.
- Understand your core self, passion, and value.
- Identify transferrable skills.
- Conduct your exploration.
- Realize your goal.

...and you will be on the path to exploring the options to getting what you want in your career!

### **Build Your Network, Build Your Career!**

*(Target Audience: 30's - 50's)*

The word "networking" means a lot of different things to different people, and too many resist and recoil at the prospect of it. But at its best, networking is a give and take - the building of mutually beneficial relationships. Your network is simply your relationships. And, networking is maintaining, building, and managing those relationships. Whether or not you like the word, the concept is key to your career. Your relationships will often be the source or the cause of new opportunities, new business, new ideas, and new possibilities. Your career and your work are based on relationships, just like life is based on relationships. Understanding the value and power of networking can help you give the most to, and get the most out of your career.

Learn about:

- Why networking is not a scary word or concept.
- How networking works, and how to make it work.
- Why networking is not just about you... it's a two-way street and mutually beneficial.
- How to manage, nurture and grow your network.

...and you will view networking in a new and powerful way that will recharge and give momentum to your career!

### **Be Career Happy! Take Control of Your Career.**

*(Target Audience: 30's +)*

Is "Career Happiness" possible? Of course it is! And it better be, considering we spend more time at work than we actually do awake at home or doing anything else. But a lot of people don't equate work with happiness, or even if they do, don't have the know how to go about identifying or pursuing that goal. Many

of us, even when successful, just kind of end up in a place 10, 20 or more years down the road, without ever thinking about or feeling like we had much control. Truth is, you can have control, and you can have happiness... you just need to understand how to identify, clarify, pursue, realize, and maintain what that looks like, and is possible for you, in your career.

Learn how to:

- Identify what “Career Happiness” looks like to you, and how to go after it.
- Take control and drive your career.
- Manage and maintain your happiness/satisfaction.

...and you will have the tools and insights to define what Career Happiness means to you, and how to get it!

### **Women Can Have It All! (But do you know what your “IT” is?)**

*(Target Audience: Women 30's - 50's)*

Women and men are different in more ways than just gender, and thus women have different challenges in their careers and how those careers factor into their overall lives. We are told “we can have it all”, but “it” is never defined, nor would it be universally true for all women if it were. Taking a holistic approach to understanding what you want out of life at this stage and for the future will enable you to better strategize, plan, and manage your career to fit into and play a part in that bigger picture.

Learn how to:

- Assess your values and priorities.
- Gain clarity on objectives for your career, and for your life.
- Ensure your career complements and aligns with the life you want.

...and you can move forward powerfully and consider the options you have (and maybe even create new ones!) regardless of what career/life stage you are in!

### **“What Do You Do Once You’ve Made It to the Top?”**

*(Target Audience: Executives who either own or have owned a business, or led an organization.)*

You’ve successfully managed your career, climbed the ladder, and are now leading or own your own organization. And hopefully you’ve gotten to a place in your career you aspired to, and are loving what you’re doing. But even if that is the case, there likely has or will come a time when you start to ponder: “What’s next?” or “What else might I like to do now?” or “How do I want to spend the last several years of my career?” As a leader, you’re used to having all the answers, but it’s tough sometimes to figure out the answers to those questions for yourself. You probably put a lot of thought and effort into getting where you are, but now it’s time to put time and thought into who you are now, what’s important to you, what the possibilities are, and what you want for your career and life going forward.

Learn how to:

- Ask yourself the right questions.
- Assess your values, goals and priorities for your career, and for your life.
- Understand options and possibilities available to you.
- Develop a plan and a strategy for the remainder of your career.

...and you will get clarity, on how to lead the way, in building out the rest of your career powerfully, on your terms.

# **TBG**

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