

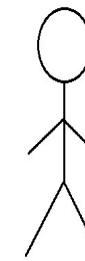
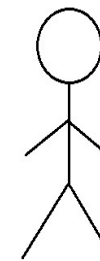
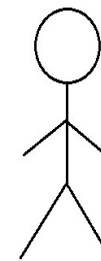
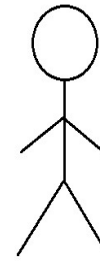
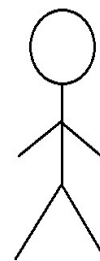
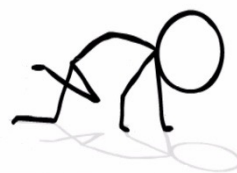
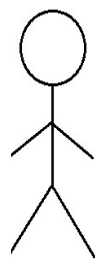
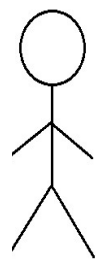
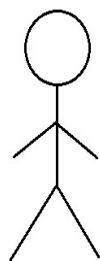
# THE 21<sup>ST</sup> CENTURY BA<sup>®</sup>

LEVERAGE YOUR SKILLS AS A BA TO UNLOCK  
YOUR ENTREPRENEURIAL SKILLS



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Contract or Employment  
Opportunity



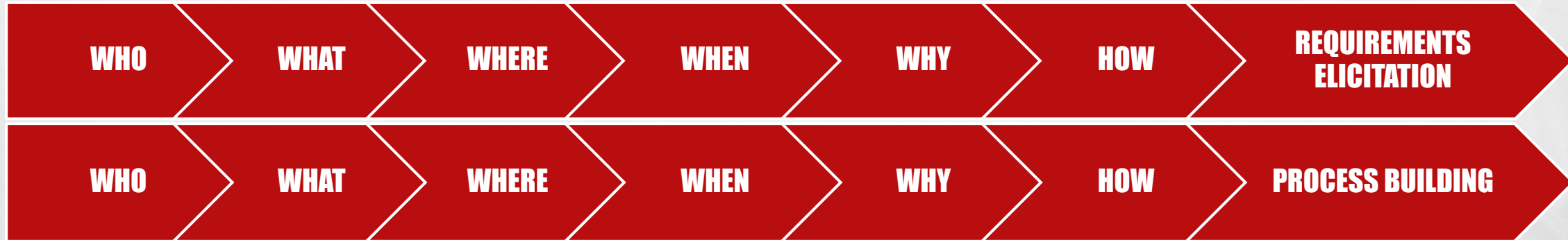
# THE 21<sup>ST</sup> CENTURY BA<sup>©</sup>

KEY IDEAS TO SET YOURSELF APART:

- 1) STORYTELLING
  - HOW IMPORTANT IS THE “BIG PICTURE”?
- 2) FLEXIBILITY & ADAPTABILITY
  - LEVERAGING CURRENT BA SKILLS
- 3) MARKETING YOURSELF
  - PROFESSIONAL IMAGE
  - NETWORK

# STORYTELLING<sup>©</sup>

- HOW IMPORTANT IS THE “BIG PICTURE”?
- ANALYTICAL AND CRITICAL THINKING



- ENTREPRENEURIAL SKILLS PUT INTO PRACTICE
  - NETWORKING – TELL THE STORY OF YOU
  - IDEAS – USE YOUR CRITICAL THINKING ABILITIES TO PURSUE YOUR IDEAS

# FLEXIBILITY & ADAPTABILITY<sup>©</sup>

## ■ CHANGING PRIORITIES

- HOW WE HANDLE OURSELVES IN THESE SITUATIONS WORK TOWARD OUR PROFESSIONAL IMAGE
- REMAINING FLEXIBLE INCLUDES RE-EVALUATING YOUR MOTIVATORS

## ■ RESILIENCE

- CONQUER OUR FEAR OF REJECTION/FEAR OF HEARING NO (100 DAYS OF REJECTION)
- BE RESOURCEFUL
- ALLOW YOURSELF TO GROW

## ■ RISKS

- IT ALL BEGINS WITH AN IDEA
- MINIMUM VIABLE PRODUCT – ASSESS IF THERE IS AN APPETITE FOR YOUR IDEA IN THE MARKET
- TURN A NO INTO A POTENTIAL YES

# MARKETING YOURSELF<sup>©</sup>

## ■ PROFESSIONAL IMAGE

- BE GENUINE AND AUTHENTIC
- SHOWCASE YOUR INTEGRITY
- BE COURAGEOUS

## ■ KNOW YOUR AUDIENCE

- NETWORK (BUILDING YOUR NEW NETWORK, MAINTAINING YOUR CURRENT NETWORK)
- DEVELOP AN ELEVATOR PITCH BASED ON YOUR STORYTELLING ABILITY
- MODIFY ACCORDING TO VARYING NETWORKING OPPORTUNITIES

## ■ SEEK NEW CHALLENGES

- OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT

# BA RENAISSANCE<sup>©</sup>

