

RODERICK JEFFERSON

GUEST LECTURER | BESTSELLING AUTHOR | COACH

“EMPOWERING STUDENTS TO VISUALIZE & ACCELERATE SUCCESS”

Roderick Jefferson is an internationally recognized, guest lecturer, coach, and author of the Amazon #1 New Release & Bestselling book, *Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence!*

Having given keynote presentations nationally and in (13) countries globally, he understands the power of sharing real-life strategies that work. Built as a best practice share for colleges and universities, Roderick focuses on the key components required to be successful in a corporate or entrepreneurial environment by sharing “real life” success stories and failures. He has shared his dynamic and energetic voice with students at California State University, Chico, Laney College, Los Medanos College, San Francisco State University, San Jose State University, Stanford Graduate School of Business, The Black College Expo, and The First Generation Career Leadership Experience.

He has also spoken globally at conferences such as ATD Conference, B2BMX Conference, Cisco, Collibra, LinkedIn, MindTickle, Revasum, Oracle, Sales Assembly Conference, Sales 3.0 Conference, Sales Enablement PRO Conference, Salesforce (Dreamforce), SAP, Seismic, Showpad, SiriusDecisions, Uber, Zoom, and others.

Roderick tailors his message to fit your audience and what your organization is all about. When your event is over, the attendees will leave informed, engaged, and excited to make the changes required to win in their personal and professional lives.

BOOK RODERICK TO SPEAK!



Roderick Jefferson



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SPEAKING TOPICS

Driving Success By Owning & Managing Your Digital Footprint

In today's digital age, your online presence can significantly influence your personal and professional success. This engaging session will explore social media's dual-edged sword, highlighting its positive and negative impacts. We'll discuss what companies look for when recruiting and how your digital footprint plays a crucial role. Students will learn strategies to leverage and maximize multiple social media platforms to enhance their personal brand and professional opportunities. Finally, we'll compare social media usage with effective branding techniques, ensuring you leave with actionable insights to manage your online identity effectively.

Integrating into the Workforce Across All Disciplines

This is an insightful session on successfully transitioning from academia to the professional world. We'll explore essential networking tools and techniques that can open doors across various industries. Discover the difference between mentors and sponsors, and how each can play a pivotal role in your career development. Additionally, learn effective strategies for connecting with hiring managers to make a lasting impression. This session will equip students with the knowledge and skills to navigate the workforce confidently, regardless of their discipline.

Identifying and Selling Your Strengths

This is an inspiring session on identifying and showcasing your unique strengths to stand out in the business world. We'll cover proven interview best practices that help students present themselves confidently and effectively. Learn how to identify and break the glass ceiling, overcoming barriers to reach their full potential. We'll also delve into strategies for highlighting their value, ensuring they make a lasting impression on employers. This session will equip students with the tools and insights needed to navigate their career path successfully and achieve their goals.

Building The Blueprint to Success

The number of Millennials entering the workforce is continuing to grow annually. Their new thoughts, ideas, values, and approach to work are driving a significant change in Corporate America. Learn how to navigate the “next normal” in today's working environment. This is an empowering session on how to make an immediate impact as they enter the professional world. We'll cover the value of crafting an effective resume that stands out and opens doors. Learn how to harness the power of AI and social media to enhance their job search and personal brand. This session will provide students with practical tools and insights to confidently launch their careers and make a memorable impression from day one.

GUEST LECTURES

EVENTS & CONFERENCES



PODCASTS

PANELS & DISCUSSIONS



WEBINARS

KEYNOTE SPEECHES

