

## PROTECT YOUR REPUTATION



Courtesy [Creative Commons](#)

- **Social Media Advice from an IT expert, pg. 4**
- **5 Ways to Land Your Dream Job, pg. 10**
- **Sponsors vs. Mentors, pg. 12**

...and more!

---

### 2018 Gen Now Retreat: Nov. 2-4

#### Jumpstart Your 2019 Professional Goals

Attend the 2018 Gen Now Retreat and start reflecting, learning and charting your course for the year to come. Strategically scheduled to recharge — personally and professionally — through networking, provocative discussions and interactive learning with corporate executives, thought leaders, emerging entrepreneurs and forward-thinking young professionals.

Click [here](#) for more details and to register



CONNECT WITH THE DLE ON [FACEBOOK](#), [TWITTER](#) & [LINKEDIN!](#)

## Grab New Inspiration — and an Action Plan — to Power 2019 Success

After many months of planning, the 2018 Gen Now Retreat is in full swing for registration!

Since January, recruitment has been underway to onboard an extraordinary team of faculty with marquee credentials and a profuse passion for helping others grow. Concurrently, timely topics with tentacles into today's workplace have been proposed, pared and premed for the weekend curriculum. Logistics have been locked in at two sparkling venues conducive for inspiring interaction, camaraderie and fun.

Timing for this year's retreat has shifted from spring to November, responding to alumni feedback — that a fourth-quarter retreat would inspire participants to focus on and jumpstart their 2019 professional goals at work. "Hit the ground running," as one former participant described it. Grab new inspiration to power 2019 success.

The November timing elevates the relevance (and real-time applicability) of the moniker **Action Plan** that distinguishes the Gen Now Retreat from industry conferences and seminars. Participants develop their personal plan for career stretch and professional growth based on insights gained from keynote sessions, roundtable exchanges and networking conversations.

Over the years, the **Action Plan** has evolved into a powerful tool for stimulating accountability and motivation long after the retreat. Helping to sustain the momentum is the pairing of a mentor with participants to review progress periodically. I personally participate in a weekly touch base telcon with DLE alum Charles Lerner and longtime faculty member Brian Burlingame to air challenges and canvas for advice. Bottom line — the **Action Plan** is a bonus for keeping focus and connections strong. Incidentally, for those of you approaching your boss to sponsor your participation, these are great selling points for validating the investment.

Substance, not superficiality, is a core value of the DLE. Since 2008, our steadfast commitment to create impact in the lives of young professionals has garnered a respected reputation for success. Hundreds of participants have defined and achieved their career goals — and you'll read in this issue of **Community Connection** how several made their dreams come true.

This month's edition also features advice and tips for polishing and preserving your reputation. Read and apply. Social media has made this a 24/7 job — and a priority.

Now more than ever, reputations can be boosted or broken instantly.

Keep soaring with yours!





*Linda welcomes DLE alum, '15 and '17, Marcus Coleman to the Berkshires for a recent visit.*

## Unconventional Social Media Advice from an IT expert

By Danielle Waugh

By now, you should know not to use profanity in your public tweets or post an embarrassing party picture on Facebook. But technology expert Eric Hansen has advice for protecting your online reputation that goes beyond the basics.



*Eric Hansen*

Hansen, a 2007 graduate of Syracuse University and faculty member at the first Dulye Leadership Experience in 2008, has more than a decade of experience in information technology. He is a senior business analyst at Workday in San Francisco. It's his job to dive into new apps, software and protocols, and quickly explain how they work.

On his career path, he has learned how to utilize social media in the job application process — living by the rule “the best defense is a good offense.”

When he was trying to get a job as a project manager, he realized his LinkedIn profile did not contain the phrase “project manager.” And that was a problem.

“Make sure the online reputation you control lines up as closely as possible with the job you're looking for,” Eric says. “The more you look like the ideal candidate they're looking for, the better.” With so many job

recruiting websites relying on automated “robots” to screen applicants, make sure to include key words and phrases on your résumé and on your social media profiles.

Be sure to comb through your existing social media profiles and remove anything potentially offensive or questionable. Eric suggests having a friend take an objective look at your profiles, and asking them: “If you didn't know this person, what would you think?” Having a fresh set of eyes might help identify anything potentially risky on your social media that you may have overlooked.

Another step Eric suggests is to review your privacy settings on your accounts. Websites like Facebook offer a variety of different settings, and you may need to update yours. Err on the side of caution, and don't be afraid to completely lock down your social media so that only close friends can see your content. It doesn't hurt to create two accounts on a social media platform: one account for your personal use, and one for your professional presence.

Eric's last piece of advice is to be authentic. “The person looking at you to potentially hire you is likely going to be older. Put yourself into the mind of an older person looking to hire you. Try to appeal to that.”

If you're a young person who doesn't have a professional head shot for your LinkedIn yet, don't put on an ill-fitting suit and try to fake a slick photo. Eric says to not be afraid to use a more “real” picture of yourself, in a setting that describes who you are. “If you are a warm, smiling person, make sure that comes across.”

## Be Careful with Social Media – or It Will Use You

*Alex Regen* never thought he would switch careers and industries, but his “zig zags” became part of his journey. Now established as the Head of Partnerships for Tribe Socks, he shares his journey and how he protects his reputation in social media.

**Q: You’ve had an interesting path with your career. Can you describe where you’ve started and where you are now? What are your current roles and responsibilities?**



*Alex Regen*

A: I remember sitting in the DLE retreat during my senior year of college and going through the career path exercise. I remember that some of the faculty had paths that not only switched jobs every two years but many that switched careers and industries multiple times. I remember thinking that that would never be me. I was determined to find my dream job right out of school and to climb the ladder to the top, whatever the cost. No zig zags for me.

I started my career after graduating college in 2008 as an advertising sales account executive at a start-up media company in New York City called Minyanville. It was my dream job and after three years my ambition

was realized. I became one of the youngest directors of sales in the ad industry. I was 25 years old, had just made \$200,000/year, and I was utterly miserable. Cue the white privilege but as I would later learn (as an INFJ personality type) I didn’t find any purpose or value in trying to convince more media buyers to buy more meaningless ad space.

I was ready to move on, but I had built up my reputation. I felt a lot of pressure from my family and from society to continue to do the obvious thing. To keep making more money and accumulating more years of experience. Sometimes we do things for so long that they become our reputation and we don’t question it or even know where to start to change.

So, I moved to another ad sales job in New York where I came up with a brilliant in-between plan. After six months in the role, I asked the COO to send me to Chicago to open the office there. I framed it as wanting to crack new ad accounts, but secretly I wanted nothing to do with the 9 to 6 office culture in New York. I was by myself. I’d read Tim Ferriss’ *4-hour work week* and I became fascinated with the concept of lifestyle design and remote work. I thought that maybe it wasn’t my reputation of an ad sales man that I needed to change but my environment.

I moved to Chicago and stayed for an incredible year, but it became obvious that it wasn’t just the environment that needed to change, it was the path. I needed to destroy my reputation as an



advertising sales account executive (as an identity) to make room for creating a new reputation that fit with my new values and interests.

I got rid of my apartment, put my things in storage and I began to zig zag all over the place. For the next four years I used the savings I had earned and invested it in the most important asset I had, myself. Instead of padding my 401(k), I traveled to Europe. I moved to San Francisco and self-published an art book of my photography while living on a friend's couch. I produced a video interview series called Habits of Entrepreneurs, worked at an Oyster Bar on the water, volunteered at an inner-city non-profit and gave a TEDx talk in Napa Valley about the experience. I worked at a gourmet food truck at music festivals, and I took a sales trainer job at a tech company for a few months to pay the bills when my savings dried up. I went through all \$70k+ of my advertising savings but I became rich in the experiences that I had and the people that I met.

After five years of climbing one career ladder and the next four years filled with adventurous zig zags, I stumbled upon a balance between the two.

I met an entrepreneur at a networking event in San Francisco who was building a creative sock brand called Tribe Socks. He was looking for help with sales and he invited me to create a role as head of partnerships in a creative work environment with unlimited remote days. It was a tangible product which had more meaning than ad space and it was a culture built on trust and the belief that if an employee gets their work done they can do it from anywhere.

I've been at Tribe Socks for nearly three years now, the last while working remotely from Venice Beach where I guide sales and work on deals with \$10MM+ in revenue from my home office next to my fiancé and dog Lola.

It's an opportunity to build something from scratch with autonomy that pays well and gives me the time and flexibility to look for and create the space for my next path.

**Q: What inspires you to be committed to doing what you are doing? What is your purpose?**

A: At the beginning of my career, my purpose was to make as much money as possible. For the past seven years, it's been about having work life balance that pays for me to design each day as my own. Next it will be about creating impact through creative entrepreneurship, photography, art and helping others to stay inspired.

**Q: How is protecting your reputation in social media relevant to your career — either in your current position or at a previous position?**

A: The only social media tool that I use in my career is LinkedIn. I hold a contrarian point of view, but I think social media is a fad, and I left Facebook many years ago. The only Instagram I have is my art brand @iseefacestoo.

If you do not use social media and relentlessly filter out the noise and curate your own image it will use you.

It's obvious that if you have a Facebook or Instagram filled with drunk photos or unpleasant rhetoric it will come back to your employer, but I vote to get rid of it and create a squeaky-clean LinkedIn for networking.

I believe we are moving away from the constant checking and comparing of the highlight reel lives of others in the manufactured digital world toward a culture of connecting more authentically in real life, through meaningful experiences. I believe that reputation is important in terms of your character and integrity but not in terms of holding on to the same beliefs and opinions about your life and about who others want you to be.

**Q: What is one lesson you learned now that you wish you knew earlier?**

A: Steve Jobs said, “you can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever.” My advice would be to paint your dots like a Jackson Pollock painting. Collect experiences. Be true to your unique voice and embrace the zig zags. The most interesting people in the world are the most interested. Don’t let other people or society define who you are. Live your own story and truth and don’t worry so much about reputation. You can always reinvent yourself and become the person you want to be.

Take the Meyers Brigg (16 personalities) test and stay curious. The best and most important networking advice I can give is to look for ways to authentically add value to other people without expecting anything at all in return.

For general life philosophy, I highly recommend the poems, “If” by Rudyard Kipling, “Man in the Arena” by Theodore Roosevelt and “Live the Questions” by Rainer Rilke.

## Be More Aware! Is This a Good Idea?

***Diana Bosch*** (right), Digital Content Producer at WSB-TV, Atlanta, GA, shares her experiences with protecting her social media reputation online with Correspondent Danielle Waugh.



### How do you protect your reputation online?

To say that we have a right of privacy is, quite frankly, a lie in this day and age that we need to be more aware of. We are now public figures whether we want to be or not. Everyone has a phone with access to a camera now, so it's important to be your best self. Remember what you put online never goes away, and the same thing goes with email. Ask yourself before posting, is this a good idea? Is this who I really am? Am I okay writing this knowing it can come back to me? Also, if someone challenges you online, listen first. We have to remember we are constantly growing and don't know the answers to everything. Admitting defeat is okay!

### What are the do's and don'ts of social media?

Despite feeling like it's a constant sludge of trolls, social media can be used for good in so many ways. For me, social media has led me to job opportunities and lasting friendships.

As a journalist, STAY AWAY from political posts. In the age of fake news, we can't afford any blip in our reputations. Just because you don't post about a social or political issue on Facebook doesn't mean you don't care or you aren't informed so don't fall into a trap of feeling like you're not doing your part as a citizen. As journalists, we have important roles in society and that neutrality is vital to maintaining a free press.

Get a good photo of yourself. The keg stand photo is a no go. Invest in a professional headshot or grab a friend and download the Camera+ app to take a photo of you that shows you're the real deal.

Remember, you are never anonymous. If you wouldn't feel comfortable saying something to someone in person, you probably shouldn't post it on social media.

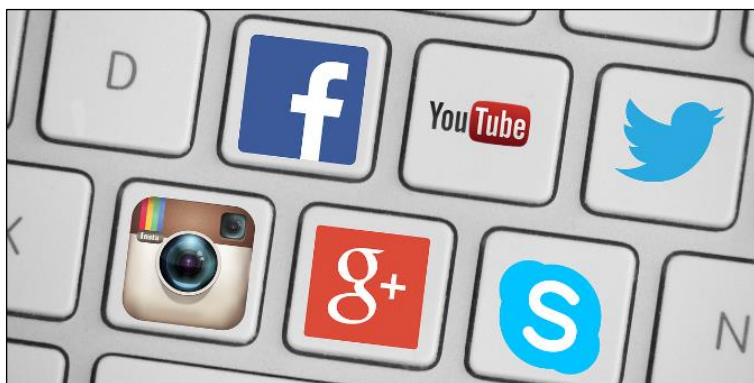


## Stay True to Your Core Values When Using Social Media

*By Tuan Nguyen*

By now, we are all aware that social media has had a tremendous impact on our culture, in business, and on the world-at-large. Social media websites are some of the most popular haunts on the Internet. These websites have revolutionized the way people communicate, network, and socialize on the Web. The allure of having free marketing and the ability to reach myriad demographics, both inside and outside of your own; makes various forms of social media THE mode of marketing for yourself and your business(es).

As a fitness professional, I use social media everyday as a mode of reaching out to different people that I may not normally ever meet! I find this incredibly useful to keep my clientele up-to-date with what I am doing; promoting ways and strategies of living a healthy and active lifestyle. When you post anything, you must always be conscientious of how you are marketing yourself. When I am presenting myself, I want people to understand clearly what I am all about as a fitness professional.



*Courtesy Creative Commons*

I always stay true to my aesthetic, my training style, and most importantly my brand. This is because continuity and consistency is key when it comes to training, as well as making sure your present and future clients have clear expectations as to what they're getting into and what you are all about! It is crucially important that this comes through in all social media, including media outlets that you may not feel are available to the general public. Diligence and forethought is key.

Staying true to your core values--both business and personal--on social media will attract the client base that you are marketing to, as well as realize that fundamental expectations are met. Within the whirlwind of fitness professionals, instructors, trainers, and "fitness influencers" on the web; it is vitally important that potential clients know who you are and what you bring to differentiate yourself. In addition, it keeps current clients in the loop and anchors you in their thoughts. Keeping open the door for the ever important "word of mouth" promotion.

Although few are new to social media in this age; if you are considering actively involving your work interests exclusively within the boundaries of social media, I would advise a degree of introspection. As with any new future business endeavor, your goals and expectations should be carefully thought out. For my part as I have continued to evolve and perfect my craft, my social media has reflected my commitment to my profession; acting both as a bond between myself and my clients, and existing as a promotional portal for new clients.

## 5 Ways I Prepared to Land My Dream Job

By Charles Lerner

On April 2, 2018, I celebrated my 26th birthday by joining the TAO Group to run its philanthropic and charitable arm, TAO Cares. Forget the fact that turning 26 years old meant taking care of my own health insurance, it was one of the most rewarding days of my life.

Yes, I do love to brag about how I finally landed my “dream job” in corporate philanthropy. I also enjoy sharing some of the overarching themes about long-term goal setting: believing in yourself, your patience, and your process, and bringing energy to every single thing you do.

**BE PATIENT  
&  
TRUST  
THE  
PROCESS**

Here are 5 things I did — and you can, too — to make your dream come true:

### **1. If you aren't really doing what you want to do for the rest of your life “full-time”, figure out a way to do it on the side.**

My first job out of school was in business development for a construction company — a far cry from corporate philanthropy — so I became the Founding Board Member of AssistNYC. AssistNYC is a non-profit organization that helps create programming and fundraising opportunities for other non-profit organizations through the game of basketball. Not only has the experience been incredibly valuable but having those responsibilities and expectations to run impactful programs kept my mind focused on what I wanted to do in my career.

What you can do: take yourself out to dinner, shut off your phone, bring a new notebook, order a glass of wine or tea, and have a night to yourself.

In the notebook, write down some of the following things:

- **What activities do you do that make you happy?** What do you brag about doing? Figure out how you can do increasingly more of that.
- **Who do you spend time with that encourages and inspires you to never give up?** Spend more time with these people. These are the ones who want to see you succeed and will hold you to the highest standard.
- **What frustrates you the most?** How can you remove or minimize those parts of your life?

Seeing this on paper makes a HUGE difference for your approach.

### **2. Understand — and take advantage of the fact — that people WANT to help.**

It could have started with going to ball games with my parents early to try and get autographs and asking every player in sight to come sign, but I've never been afraid to ask. People around you want to help you. And if they don't, you don't want them in your inner circle anyway. You can go back through old emails, notes, speakers from your college days, people you met at internships, people you met out, parents of friends ... do your research and make your ask SPECIFIC.

I've shared this exercise before, but complete it and use it when you meet with people who offer to help:

- **What is it you want to do?** By this I mean, functionally on a day to day basis, what is it that you want to do? Work with people? Sell? Service clients? Work with numbers? Create strategies?
- **Who is it you want to do it for?** Is it a large company or a small company? Is it a team or a league or a start-up? Is it in a specific region of the country? Or do they sell a type of product?
- **And what's it going to take to get you off the couch and do it?** Is money important? Work-life balance? Perhaps opportunities for career advancement?

The point of the exercise is to answer these questions as honestly as possible and then step back and look at what you've laid out, discuss it with your trusted career advisors, and then as much as possible narrow in on your 'hoop'.

### **3. Always show up.**

Sometimes it isn't fun, sometimes it isn't easy, sometimes it ends up not being worth it, sometimes a better offer comes up ... it doesn't matter. The more you show up, the more people you meet. You cannot predict where those chance meetings will take you. If you don't show up, you don't know what you missed.

### **4. Use Social Media to your BENEFIT!**

For me, it is writing LinkedIn articles and sharing them with my network. The difference between "Hi Brian - I wanted to catch up with you, could we find some time to chat next week" and "Hi Linda - I thought you'd enjoy my recent article on the most charitable athletes - would love your feedback, sorry there are no Eagles on the list :)" changes the conversation narrative completely. Whether it is LinkedIn, Twitter, Instagram, Facebook — find ways to use these platforms to grow your personal brand.

### **5. Don't Settle: take all the advice you receive and make your OWN decision.**

This is something I have had to remind myself of often. It is easy — a better "job", a bigger paycheck ... but it is not worth it. When opportunities arise, you must remember that your decision will ultimately only impact you. Take the valuable advice you receive with appreciation but make your own decision because you are the one that will have to live with it.

*Charles Lerner, DLE '14 and '17, is the founder of Philanthropic Broker and engagement coordinator for TAO Cares, the philanthropic and charitable arm of TAO Group.*

## Sponsors vs. Mentors: You Need Both in Your Career

By Anne McCarthy

### Q: What are the differences between a sponsor and a mentor? How are they similar?

A: I once saw it described very well in a presentation. Both sponsors and mentors can help you with your career growth and advancement. However,

- mentors give you perspective, sponsors give you opportunity
- mentors talk with you, sponsors talk about you
- mentors help you skill up, sponsors help you move up

A mentor could be someone from within or outside your company (for example, someone from the DLE community). A sponsor needs to be someone within your company to be able to advocate for you.

Having both a mentor and sponsor can help you in different, complementary ways.

### Q: What techniques should employees utilize that may create sponsors for them in the workplace? How do influential sponsors advocate for you?

A: Develop strong relationships with people at your company, both within and outside of your team. For a sponsor to advocate for you and help you get opportunities you otherwise wouldn't get, they should be someone more senior than you. If you have one of these relationships you can schedule time to ask the person to be your sponsor. If you don't, ask your boss, who may be closer to senior leadership for advice or an introduction.

Because a senior is someone more senior than you, they have connections and visibility that you don't have. This allow them to advocate for you among other leaders or for your skills or project opportunities when you aren't there.

### Q: How do you identify and develop a relationship with someone who would make an impactful mentor?

A: A mentor can be anyone that you trust and admire from a professional perspective. This could be a boss, former boss, colleague or other connections you have. Tap into your network — the DLE and Syracuse alumni network provide a wealth of diverse connections.

*Ann McCarthy, DLE '10-'12, '14-'15, is a senior product marketing manager at [Splunk](#) and lives in San Francisco.*



*Anne McCarthy*



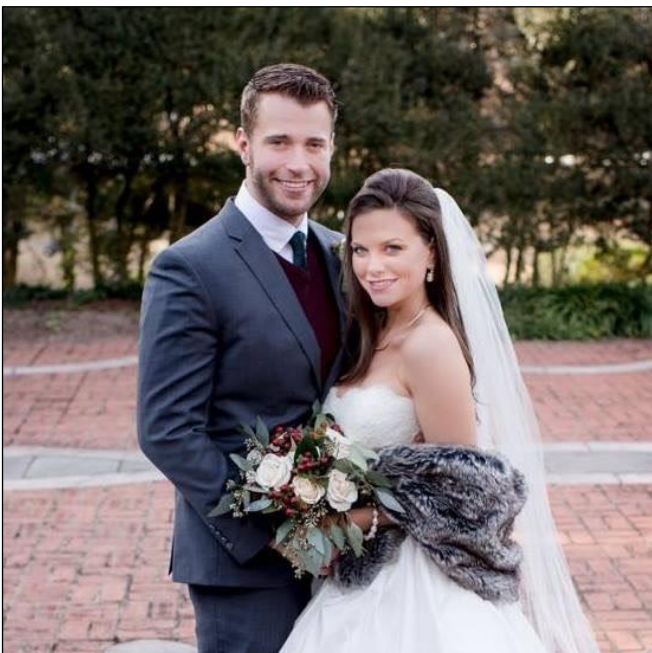
## News to Share?

Have you started a new position, traveled an amazing trip, read a great book, accomplished a personal first or volunteered for a memorable cause? Tell us so and we will share the news in *Community Connection*. Contact [Alison Grimes](#).



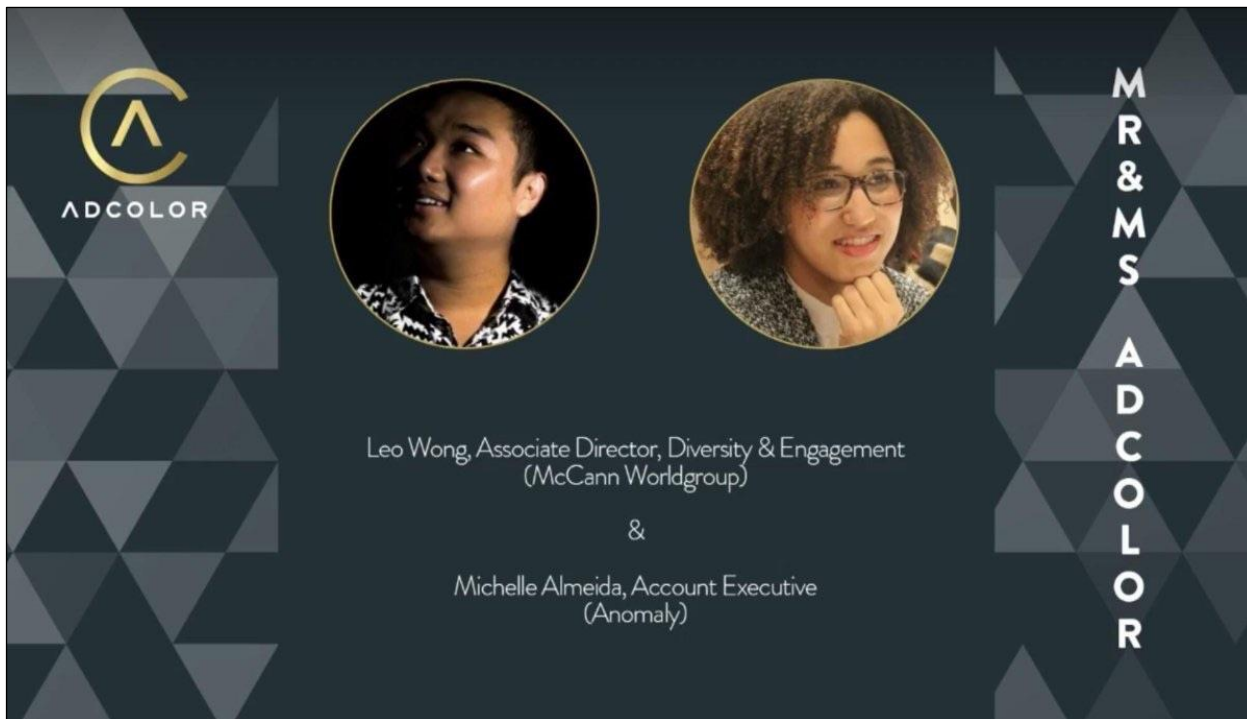
### [Amy Tatnall](#), DLE '13

Amy recently accepted a position as Senior Account Executive at [All Heart PR](#), based in Somerville, Mass. A small boutique public relations agency, All Heart PR specializes in restaurant and hospitality clients, working with some of New England's best restaurants and hotels. In her current role, she passes along lessons and information she learned during her time in the DLE. For example, when a Spring intern asked Amy and her co-workers for advice, Amy stepped up to share insights and advice that he found extremely helpful (as Amy has over the years!!) Before joining All Heart, Amy was a Senior Publicist at [People Making Good PR](#), a boutique public relations agency in Burlington, VT.



### [Adam Harris](#), DLE '12

Adam was recently promoted to Order Entry Manager from Rack Filling Supervisor with McMaster-Carr in Atlanta, GA. Congratulations, Adam! He has plenty more to celebrate as a newlywed and homeowner for more than two years and also a proud "fur-dad" to two beautiful pups. Adam and his wife enjoy an active lifestyle together. Keep soaring!



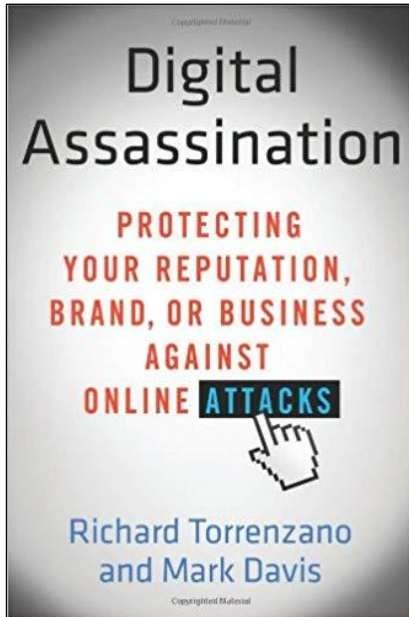
### **Leo Wong, DLE '14**

Leo was recently bestowed with the honor of Mr. ADCOLOR 2018. ADCOLOR is the premier annual conference and awards show focusing on diversity and inclusion in the advertising, media, and tech industries.

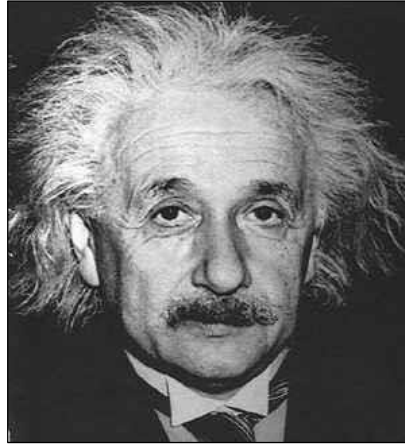
This year's event will be held on Sept 21-23 in Los Angeles where Leo will be the face of the event by handing out awards to this year's honorees. In addition, he is tasked with being an ambassador for ADCOLOR promoting diversity, inclusivity, and the org's mantra of "Rise Up, Reach Back."

Read more about this honor [here](#) and watch the live stream announcement [here](#). You can also learn more at [adcolor.org](http://adcolor.org). Please join us in congratulating Leo on this exciting honor!





**Book of the Month**  
**Digital Assassination:**  
**Protecting Your**  
**Reputation, Brand or**  
**Business Against**  
**Online Attacks**  
By Richard Torrenzano  
and Mark Davis



**Quote of the Month**  
“Stay away from negative  
people. They have a problem  
for every solution.”  
- Albert Einstein

*Photo courtesy [Creative Commons](#)*

**Articles of the Month**  
**Why Career-Minded**  
**Professionals Should Think**  
**Before They Tweet**

From U.S. News & World  
Report.

**10 Ways Social Media Can**  
**Help You Land a Job**

How to impress recruiters and  
employers on Twitter, Facebook  
and LinkedIn.

From U.S. News & World  
Report.

**How to Find Out**  
**If You're In the Wrong Job**

From Fast Company.  
Shared by David Bell

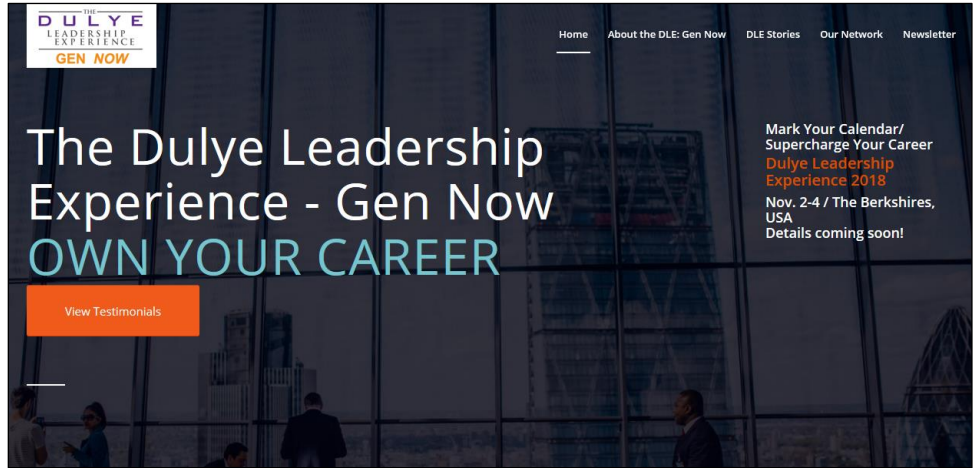
**The Complete Guide**  
**to Breaking**  
**Your Smartphone Habit**  
From The Art of Manliness.

**Podcast of the Month**  
**What Makes Your Phone**  
**So Addictive & How to Take**  
**Back Your Life**

From The Art of Manliness.

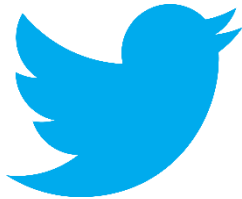
## Give a Friend or Colleague the inspiration of Community Connection!

Share all the amazing tips, contacts and insights of the DLE **Community Connection** with friends and colleagues. Steer them to the DLE Website, where we've made it easy for them to sign up to receive every monthly issue. It's all right here: [DLE Website.](#)



## Follow the DLE Online!

Click on the icon to connect to these platforms



THANK YOU! DLE COMMUNITY CONNECTION VOLUNTEER TEAM

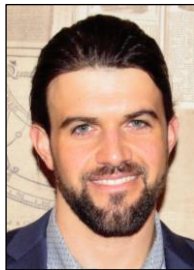


**Linda Dulye,**  
President & Founder  
of Dulye & Co. and the  
Dulye Leadership  
Experience



**Michelle Green,**  
DLE Strategic  
Marketing and  
Communications  
Specialist

**Correspondents**



**David Bell,**  
DLE '10 -'15,  
'17, Global  
Business  
Manager for  
Wipro Digital



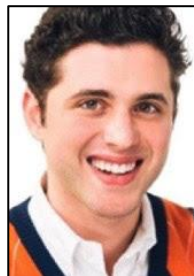
**Tuan Nguyen,**  
DLE Faculty '17,  
Fitness Director  
at Berkshire  
West Athletic  
Club



**Alison  
Grimes,**  
DLE '11 and  
'17, Digital  
Search  
Coordinator at  
Aspen Dental  
Management,  
Inc.



**Olivia  
Schneider,**  
DLE '17,  
Freelance  
Writer, Media  
Intern at the  
Colorado  
Outward Bound  
School



**Charles  
Lerner,**  
DLE '14 and  
'17, founder,  
Philanthropic  
Broker, and  
Tao Cares  
Engagement  
Coordinator



**Danielle  
Waugh,**  
DLE '10,  
Maine Bureau  
Reporter at NBC  
Universal