



**Solid Thinking Announces a New Half-Day Course for
Students About to Enter the WORKFORCE!**

**How to Work Effectively With Bosses, Project Managers,
Scientists, Engineers and Marketers**

To land and succeed at your dream job, learn . . .

- **what bosses expect to see from new-hires (and why)**
- **how to stay focused and on-track in the new job**
- **how to work on projects with people very different from you**
 - **What drives other professional disciplines, how they are educated, how they think, how they see themselves, how others see them**
 - **What backgrounds, perspectives and motivations are typical**

In Four Fast-Paced Hours of Interactive Discussion We Cover These Topics

- **Interviewing** for the Job – Setting Yourself Apart From the Herd
 - Start applying education to gain work experience **now**
 - Pre-interview homework
 - In the chair – Do’s and Don’ts, note-taking, handling questions about your grades
 - Effective follow-up (lessons from the Brits), working with Human Resources people
 - Placement test tips: A technique proven to raises scores dramatically (we’ve used it!)
 - The job you really want may not exist – yet (you can create it, then fill it)
 - “The Tall Poppy Will Be Cut” – The thin line between self-promotion and arrogance (lessons from Australia and the UK)
- **Entering the Workforce**
 - Networking secret: the **secretary**/admin assistant is the gatekeeper!
 - Basic **Business Etiquette** – Workplace and social settings
 - **Networking** Techniques, Old School versus New School
 - **Email & texting** - when to ALWAYS email and when to NEVER email
- **Working With Your New Boss**
 - Gaining the Boss’s trust, getting promoted, seeking out failure, ethics
 - Management’s Challenges (Project, Supervisory and Functional) – Positions and Interests
- **Joining a Project Team**
 - Keeping your boss honest (“Bring me a rock” and other poor assignments)
 - Fool-proof method for resolving conflict with others and the “magic phrase”
 - Powerful uses of the elegantly simple Operating Concept (OpCon) as Social Contract
 - Setting priorities with Big Ricks First
 - Recognizing poor project/product requirements - - - insufficient data sets, loose logic, flawed arguments or embedded premises
 - Small group dynamics – how to survive and win
 - Gaining project acceptance through CONOPS
- **Bringing Innovation** to the Job

- Critical thinking, creative thinking, scenario learning, when to challenge the status quo
- Counterintuitive thinking, the “Why” drill, Edge Craft, scenario planning
- **You** are responsible for learning your job
- Don’t let college interfere with your education
- Require repeated rejections of your gonculator
- Precursor to Business Cooperation - - - The Art of the **Business Handshake** (Personal handshake critique & coaching)

- ☑ \$450.00 per person for 4 hour program includes college-level textbook, approximately 100 pages of instructor’s slides, CONOPS templates, checklists. Discounts for groups of 15 or more.
- ☑ Full-day version also available with discussions of effective technical writing (with detailed handout), technical writing tips, types of R&D, rules for meeting customers and much more

*All courses available throughout the year in Elizabeth City, NC
(near the Outer Banks and an hour’s drive from Norfolk, VA).*

We can also bring this course to YOU, saving you travel time and expense and permitting proprietary/classified discussions about your organization’s unique challenges.

Two Experienced Course Instructors - - - Mack and Molly McKinney

Mack is a degreed Social Worker, inventor (two US patents), trained Project Manager, self-taught engineer, backyard scientist, pilot, manager and entrepreneur. Mack has 33 years’ of employment with very large (Northrop Grumman), medium and small (2-person) companies and the US government. He has worked closely with senior corporate management, entry-level college graduates and everyone in between and has 33 years of experience working directly with executives, engineers, scientists, project managers, technicians, accountants, secretaries and others in both government and private industry. He has personally launched two companies and helped launch many others. His advice is well proven.

Molly is a recent graduate of Fredonia University in New York, founder of the consulting firm Planetary Research Media, and is two-time Regional Emmy Award winning host of the nationally syndicated television show “AquaKids”™. She draws on work with professors, scientists, television producers and directors while backpacking through the jungles of Belize, wading through Everglade swamps, swimming with sharks and doing other things Mack won’t do. Her advice to students is fresh, current and lively.

To attend in NC or to schedule this course at your facility please call Mack at 315-420-6593
or Molly at 315-420-2135 or email Mack at Mack@SolidThinking.org

Visit our website at www.SolidThinking.org