

Career Boot Camp 2024

Communicate for Success:
Mastering Skills for Credibility
and Career Growth

Presented by the Federal Youth Network



INSTRUCTIONS:

- All attendee microphones and cameras are deactivated.
The chat is disabled for attendees, but we will use it to send resources.
- Please use the **Q&A** button to ask your questions.
Vote for a question you like by pressing the Thumbs Up button.
- This session will be given in English only. The French session is given simultaneously. To join the French session instead, exit, go to Sessions in the Lobby, and join the French equivalent session.
- All the sessions are being recorded and will be available on the FYN-RJFF YouTube channel in the 24 hours following the session.

Justin Lai

Him/II

- Justin Lai is currently working at Jordan's Principle, Indigenous Services Canada, helping Indigenous children, families, and communities to gain access to products, services, and supports they need, when they need them.
- Last year, I had the pleasure of working at the Centre of Expertise for Diversity and Inclusion, Assistant Deputy Minister's Office, at Employment and Social Development Canada aligning with one of my passions.
- Outside of work, Justin is interested in books, lifelong learning and self-improvement, and wandering in Europe.



Learning Objectives

- Learn how to adapt your communication to engage others and boost your career.
- Discover the power of clear and credible communication to advance in your professional journey.
- Unlock the secrets of body language and nonverbal cues to build strong connections and grow your career.
- Understand how building rapport with senior professionals can open doors for career development and growth.

Share your thoughts
@FYN_RJFF





Pulse Check

How much do you already know about this topic?



Lucy Ellis

She/Her



- Lucy is a Speechwriter at the Privy Council Office. She writes for the Clerk, Deputy Clerk, and National Security and Intelligence Advisor.
- She began her public service career a decade ago working in digital communications at the Canadian Joint Operations Command. She later became the Speechwriter for the Chief of the Defence Staff, and had the opportunity to act as Manager of National Defence's speechwriting team.
- Lucy has also written for the Minister of Natural Resources, and worked as a Senior Communications Advisor at Agriculture and Agri-Food Canada.



Sudipta

Roy-Choudhury

She/Her

- Sudipta works as Manager, Communications at the Employment, Equity, Diversity and Inclusion Division in the Human Resources Branch (HRB) at the Canada Revenue Agency (CRA). Prior to her role with HRB she worked in the Public Affairs Branch at the CRA in the internal communications and evaluations area.
- Relatively new to public service, Sudipta's previous career was in Hospitality where she held progressive leadership roles with Marriott, Hilton and Fairmont hotels. Her passion in providing excellent service and relying on data driven decisions have helped her transition seamlessly from private to public sector.
- Sudipta holds a Masters degree in Business Administration (MBA) from Iowa State University and thinks of herself as a student for life. She loves reading, traveling, and creating new recipes with available local produce. She cherishes her different roles in life and as an immigrant is most grateful for the opportunity to live and raise her family in Canada.



Elissa Dodd

She/Her



- Elissa Dodd is a proud public servant with over 14 years of experience in the federal government. She has worked for several departments as a Canada's Free Agent. She is currently supporting Risk Management at Indigenous Services Canada.
- As a former Chair for both the CRA Young Professionals Network and the Future Leaders of Ontario, she is happy to continue to support the Federal Youth Network's Career Boot Camp and connect and inspire new and young public servants.
- When not at work she can be found either tending to her 3 children and 3 dogs, or out on a hiking trail or camping trip.

Identify your audience

Start by identifying who you're communicating with. Is it senior leadership? An interdepartmental network of peers? Youth across Canada? New Canadians? The more specific you can be, the more you can tailor your communication.

What does your audience already know?

What do you need them to know so that you can achieve your objective?

How can you tailor your communication to bridge that gap?

- Think about what they care about. What are their goals or concerns? What motivates them or stresses them out?
- Think about the big picture context. How does your audience fit into that big picture?



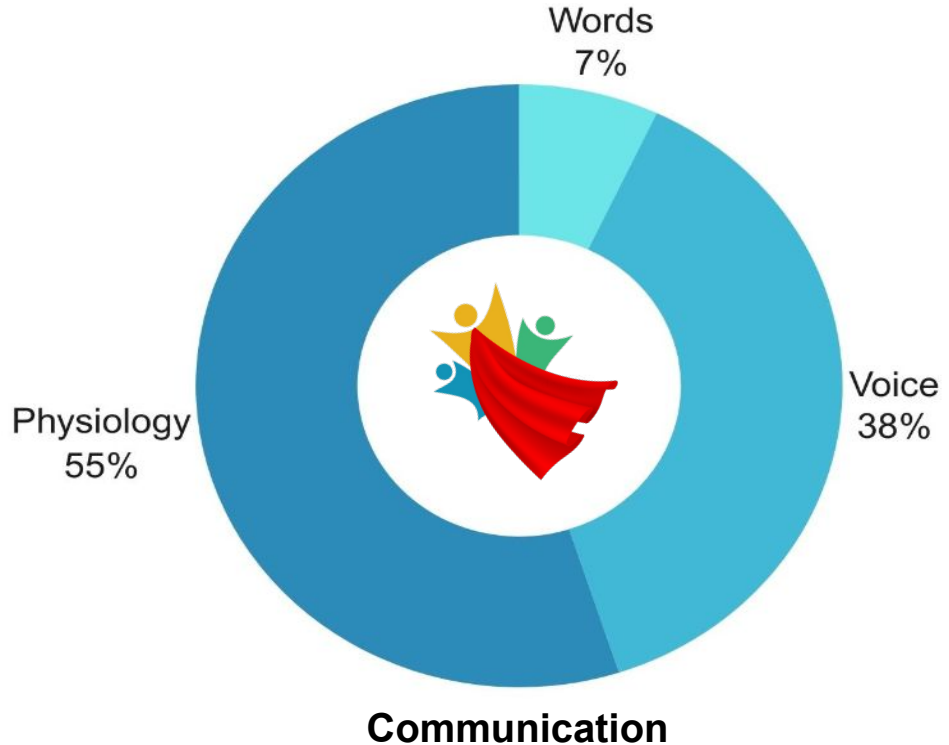
Adapting to your audience

- Language
 - Use plain language with minimal jargon.
 - Be clear and concise. Speak in the active voice.
- Structure
 - People are overloaded with information. Make it easy for them to find your key message.
- Medium
 - Consider how your audience will best receive this information. Do they need visuals or graphics? A document to read before a verbal briefing? How can you engage them?



Establish credibility through evidence-based communication

- The art of persuasion
 - Ethos - appeal to character
 - Pathos - appeal to emotion
 - Logos - appeal to logic



Relationships and rapport

How to build strong relationships with managers/leaders:

- Know their strengths and goals
- Learn about their management style
- Engage with them
- Create a positive presence
- Prove your value to the team/department
- Actively seek assistance when needed
- Provide positive feedback
- Establish effective communication



Q&A Time



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Thank You



Upcoming Sessions

- Annual **In Person Learning Days** across each Province throughout 2024.
- **Departmental Showcase** - From June 11 to August 20, 2024, join us every Tuesday to hear about cool jobs, common role responsibilities, and bust misconceptions from future leaders in their departments.
- **Welcome to the GC** - This half-day virtual event will help participants navigate their career in the GC.
- More info on all the above dates and locations can be found on our FYN Wiki page.

