

NWF EcoCareers Conference

**Closing Keynote: Lisa Yee-Litzenberg
President, Green Career Advisor**

February 22, 2018



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Closing Keynote

- About Lisa and Green Career Advisor
- Poll Question
- Universal Job Skills: 8 Key Skills Valued by Green Employers
- My Best Career Advice



A Little Bit About Me . . .

- Which one is not true?
 1. I used to work for the National Wildlife Federation for 12 years
 2. My middle name is Sachi and means “Happy Child” in Japanese
 3. I led the environmental career services at the University of Michigan for 10 years
 4. I am a regular contributor to Idealist Careers
 5. I have reinvented my career twice
 6. I hate snails



Green Career Advisor

- Launched Green Career Advisor in 2016
- I help people find and secure their dream green jobs
 - Find Your Green Career Niche
 - Secure Your Dream Job
- Working with clients nationally and globally



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Poll Question

- How many of you feel that NWF's EcoCareers Conference has inspired you (even more) to pursue an environmental career?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree



Universal Job Skills: Top Skills Valued by Green Employers

- Developed list from reviewing hundreds of environmental job postings across all sectors
- Show these skills on your resume
- If you do not have them, obtain relevant ones



Universal Job Skill #1: Communication

The ability to write and speak, especially to convey complex topics to lay audiences.

- How to Show: written reports, social media, create brochures, articles, teaching, debate team
- How to Gain: join a Toastmasters group, write articles, project presentations, writing classes



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Universal Job Skill #2: Team Experience

Working in teams with people from different disciplines and cultural backgrounds.

- How to Show: class project teamwork, committees, boards, sports teams
- How to Gain: volunteer for a committee, board, or a team entrepreneurial pitch contest



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Universal Job Skill #3: People Skills

The ability to get along well with others, build relationships, listen, and to manage conflicts.

- How to Show: wooing donors, developing new partnerships, building teams, resolving conflicts
- How to Gain: talk instead of text/email, gain customer-facing experience, settle disputes, listen

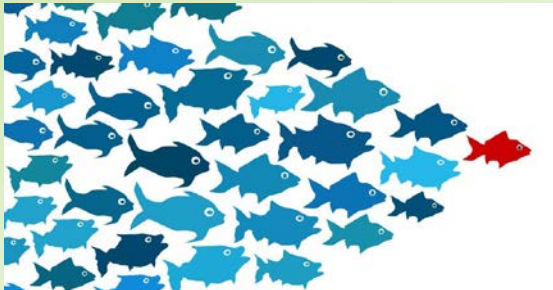


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Universal Job Skill #4: Leadership Potential

Ability to lead people/ programs (or take the initiative to improve things without being asked).

- How to Show: previous leadership roles, project management, leadership training, improved a process/ program
- How to Gain: mentor a junior staff member, volunteer to serve in a leadership role, seek leadership training



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Universal Job Skill #5: Relevant Project Experience

Employers look for candidates that have worked on relevant projects in their field.

- How to Show: relevant class/student organization projects, internship, work or volunteer projects
- How to Gain: internships, team projects, volunteer work, research projects



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Universal Job Skill #6: Technical Skills

Many jobs require specific technical skills.

- How to Show: relevant degree or certification, specific technical coursework or software skills
- How to Gain: seek additional education, hands-on projects, take software classes (online or through a local library or college)



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Universal Job Skill #7: Creative Problem Solving

The ability to think creatively and solve problems in innovative ways.

- How to Show: solve challenging problems, demonstrate innovative solutions
- How to Gain: interview creative problem solvers to learn how they approach a solution, work at a start-up organization, gain experience



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Universal Job Skill #8: Management Skills

The skills needed to be an effective manager

- How to Show: launch a new program, develop a vision, manage a budget, motivate staff, adapt to change, lead an effective team
- How to Gain: volunteer to lead a project, take management classes online, consider grad school



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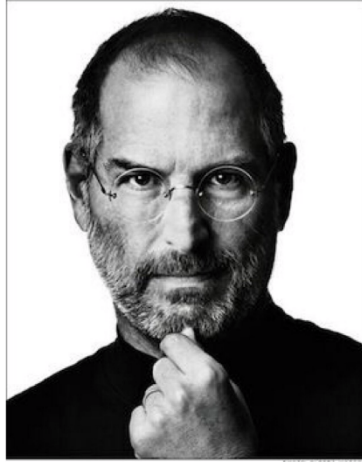
My Best Career Advice

- My Top 5 Tips
- What it takes to succeed
- Based on 22 years in the green career field



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My Best Career Advice #1: Follow Your Heart



THE ONLY WAY TO DO GREAT WORK IS
TO LOVE WHAT YOU DO.
IF YOU HAVEN'T FOUND IT YET KEEP LOOKING.
DON'T SETTLE AS WITH ALL MATTERS OF THE HEART,
YOU'LL KNOW WHEN YOU FIND IT.
- STEVE JOBS



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My Best Career Advice #2: Gain Relevant Experience

- According to a study by the Chronicle of Higher Education:

“The most important resume element that employers look for when hiring a recent graduate is their internship experiences.”



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My Best Career Advice #3: Don't Be Afraid to Reinvent Yourself

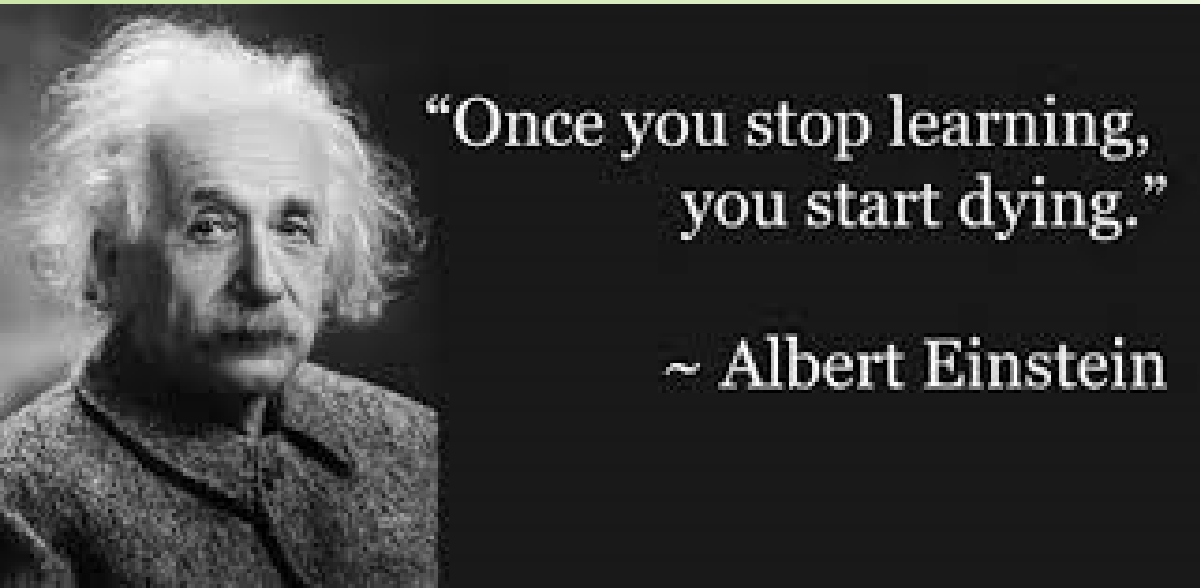
- When a job ends, take time to evaluate . . .
- Endings are opportunities for new beginnings
- What did you love doing in your past work that you want to bring forward?



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My Best Career Advice #4: Never Stop Learning

- What new skills do you need to gain?
- Additional education (degree, certificate, classes)
- Will your employer cover expenses?



“Once you stop learning,
you start dying.”

~ Albert Einstein



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My Best Career Advice #5: Give 100% to Your Job Search

- Environmental professionals are needed now more than ever . . .
- The Job Search Process is Like a Full-Time Job
- What You Put Into It = What You Get Out of It
- Get Help from Your Career Services



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Thank You & Questions

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