

**Differentiating Yourself While Making a Difference**

**Professional Development Workshop**

August 25th. From 9:00am to 3:00pm

Callaway Gardens – Pine Mountain, GA

**Sponsored by Bayer Crop Science® and Corteva Agriscience™**

Agriculture Division of DowDuPont™

The purpose of this workshop is for graduate students to better understand why differentiation is key to your success and how you can go about creating your brand and be more effective in your communication. The workshop is free of charge to invited graduate students participating in the NAPB Annual Meetings.

Through participating in the workshop students will:

- Develop a practical understanding of the key steps in creating and developing a differentiated brand for yourself
- Understand when and how to utilize your brand in moments that matter
- Identify effective design techniques to make your presentation meaningful, memorable and motivating for participants
- Spend time putting the learning into action

**Differentiating Yourself While Making a Difference** is co-sponsored by Corteva Agriscience™ Agriculture Division of DowDuPont™ and Bayer Crop Science®. The two instructors will be Cynthia Sanderson and Dr. Kerrm Yau.

Cynthia Sanderson is a Human Resources Business Partner to Bayer North America Plant Breeding Organization. She joined the company in 2017 focusing on leadership and employee development and engagement, increasing organizational capability through human capital initiatives, and supporting change management initiatives across the organization. Based in St. Louis, Cindy has over 15 years Human Resources experience across the pharmaceutical, life science, and oil and refining industries.

As a Protein Biochemist, Kerrm Yau joined Dow AgroSciences in 2003. After 9 years with Biotech Discovery Research, he took a turn in career and joined the Human Resources Function and supported Seeds and Traits R&D responsible for talent development and people leadership skills development. Currently, Kerrm is part of the Plant Breeding Division of Corteva Agriscience and leads their Global Talent Development initiatives to facilitate change management and team building. He is located in Johnston, IA.

The workshop is limited to 40 applicants who will be selected by a selection committee. Lunch and coffee will be provided, and a networking event is planned at lunch.

To apply for **Differentiating Yourself While Making a Difference**, please complete the attached application and email it to Emilio Oyarzabal emilio.oyarzabal@bayer.com
Differentiating Yourself While Making a Difference – Workshop Application

Sponsored by Bayer Crop Science® and Corteva Agriscience™ Agriculture Division of DowDuPont™

Application Deadline: June 7, 2019
Notification of Acceptance: June 17, 2019

Name:

Institution and Department:

Major advisor name:

Degree sought (MS or PhD):

Specialty:

Expected graduation time (mm/year):

In a short paragraph, please articulate how this workshop will benefit you?

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