



## Caroline Ouwerkerk Consulting, LLC.

### Workshops and Presentations

Leveraging over 15 years of facilitation, training, and teaching experience to create engaging, interactive workshops for participants from a variety of backgrounds, from established career professionals to college undergraduates.

With deep experience in CliftonStrengths (StrengthsFinder), Liberating Structures, leadership development theory and practice, adult learning design, group facilitation, and strengths-based coaching for high-achievers and teams, I love developing creative and transformational experiences that not only generate meaningful outcomes but also allow participants to connect with each other even more deeply. I have experience developing trainings for a range of time frames, whether it's a thirty minute quick skillbuilder to a day long workshop, or even a four-year, comprehensive cohort-based leadership development program. I'm available to facilitate workshops virtually and in-person, and I'm happy to travel worldwide.

#### CONTACT

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#### AREAS OF EXPERTISE

##### Leadership + Management

- Burnout
- Managing teams
- Leadership development
- Imposter Syndrome/Career Confidence
- Improving Team dynamics/creating high performance teams
- Improving employee engagement

##### Career Management

- Career discernment
- Social impact job search
- Imposter syndrome + career confidence
- Networking
- LinkedIn

##### Social Impact

- Mapping the impact landscape
- Developing impact business models
- Intro to social entrepreneurship
- Leadership development for social impact professionals



## CURRENT WORKSHOPS/TRAININGS

### ***Retain Staff and Improve Performance***

- Do More of What You're Good At: A Strengths-Based Approach to Teams
- Influencing Without Authority
- Leading People When Everyone Is Burned Out
- Manager as Coach: Leveraging Strengths for Employee Engagement
- THRIVE: Creating Peak Performance Teams Through Purposeful Leadership

### ***Enhance the Skills of Managers and Individual Contributors***

- Career Confidence: Strategies For Overcoming Imposter Syndrome
- Making the Most of Your First 90 Days
- This is Not the Game of Life: Rethinking the 5-Year Plan

### ***Career Management***

- Beyond Nonprofits: Mapping The Landscape Of Social Impact Careers
- Direction + Discernment: Figuring Out Your Next Career Move
- Ditch the Spaghetti Method: A New Approach for Finding Your Next Role
- Leverage LinkedIn For Your Social Impact Job Search
- Make Networking Less Awkward
- Networking And Narrative
- Stand Out From The Crowd: Strategies For Landing Your Next Role

## PREVIOUS WORKSHOPS

- **Net Impact**
  - “An Introduction to Career Discernment,” A Career of Impact: Investing in Yourself and Your Community Event (April 2022)
- **University of California, San Diego**
  - Leading People When Everybody is Burned Out (February 2022)
- **University of Chicago Office of Alumni Career Programs**
  - An Arrow in the Quiver: Working with a Career Coach (Panel) (May 2022)
  - Beyond Nonprofits: Mapping the Landscape of Social Impact Careers (Nov. 2021)
  - Make Networking Less Awkward (Feb. 2021)
  - Stand Out From The Crowd: Strategies for Landing Your Next Role (Sept. 2020)
  - Beat Imposter Syndrome: Strategies for Career Confidence (Feb. 2020)



- **University of Pennsylvania Alumni Office**
  - Make Networking Less Awkward (Oct. 2021)
- **Ithaca College, BOLD Scholars Program**
  - Career Confidence: Strategies for Overcoming Imposter Syndrome (July 2021)
  - Direction + Discernment: Figuring Out Your Next Career Move (July 2021)
  - Beyond Nonprofits: Mapping the Landscape of Social Impact Careers (July 2021)
- **Burkholder Agency**
  - Networking and Narrative (July 2021)
- **Global Impact Career Popup, PCDN Social Change Careers**
  - Leverage LinkedIn For Your Social Impact Job Search (June 2021)
- **NHL Stenden University of Applied Sciences, Leeuwarden, the Netherlands**
  - Incorporating Positive Social Impact (June 2021)
- **Reconsidered**  
*Boutique CSR, Sustainability, and Social Impact Consultancy (Amsterdam, Netherlands)*
  - What You Need to Know About the “War for ESG Talent” (August 2021)
  - Job-Hunting in the Time of Coronavirus (April 2020)
- **Venture Cafe Rotterdam**
  - Stand Out From The Crowd: Strategies for Landing Your Next Role (Feb. 2021)
- **Xperienceships**  
*Externship + career exploration platform for high school + undergraduate students*
  - Introduction to Social Impact Careers + Interview (May 2021)
- **Baltimore Innovation Week**
  - THRIVE: Creating High-Performance Teams Through Purposeful Leadership (May 2021)
- **IMPACT Conference on Service, Advocacy, and Social Action**
  - Who, What, Why: Finding Direction in College and Beyond (Charlottesville, VA 2019)
  - The Word Workshop: Exploring the Words We Use When Talking About the Work We Do, (Amherst, MA, Feb. 2016; St. Louis, Feb. 2017; Dayton, OH, March 2018; Charlottesville, VA, Feb. 2019)
  - That’s All Well and Good in Practice, but How Does it Work in Theory?: How Understanding Theories About Student Leadership can Improve Your Community Service Programs (Little Rock, AR March 2010)
- **Active Citizens Conference, The College of William & Mary, Williamsburg, VA**
  - The Word Workshop: Exploring the Words We Use When Talking About the Work We Do (Feb. 2018)
- **Break Away Alternative Breaks National Conference Call Series**
  - From Charity to Justice (May 2017)



## OTHER MEDIA MENTIONS

- [9 Jobs You Can Get with an Art History Degree](#), October 2021, The Muse
- [10 Perfect Jobs for History Majors](#), March 2021, The Muse
- [Ep. 21: Caroline is a Millennial Career + Confidence Coach](#), How Did You End Up There Podcast, April 2021
- [How to Turn Your To-do List into a Productivity Power Tool](#), March 9, 2020, Fast Company

## ABOUT CAROLINE OUWERKERK

As a strengths-based leadership coach, Caroline Ouwerkerk works with mission-driven professionals and organizations to grow and support social impact leaders. Caroline runs the Impact Leaders Incubator, a leadership development program and community for women in social impact, and partners with universities and companies to offer interactive workshops on topics including strengths-based leadership, career confidence, and mitigating burnout. She also offers private executive/leadership and career coaching for high achievers seeking more fulfilling work that maximizes their talents while creating space for all of their other priorities.

Caroline has nearly 15 years of experience as a student, staff member, and instructor at three of the nation's top ten research universities. At Johns Hopkins University, Caroline worked in the Center for Social Concern and lectured in the Center for Leadership Education, teaching courses on leadership, social impact, and social entrepreneurship. Caroline was also the founding program director of the University of Chicago Urban Network, an interdisciplinary research initiative connecting faculty, students, and others working on urban issues.

Her AB in History is from the University of Chicago, and her Master's in Higher Education Administration is from the University of Pennsylvania. She also has a certificate in Creative Writing from the Graham School and a certificate from the University of Chicago Booth School of Business Executive Program for Emerging Leaders and is pursuing her Gallup Global Clifton Strengths Coaching certification. You can find her online at [www.talktocaroline.com](http://www.talktocaroline.com).

## TRAINING AND APPROACH

- AB, History, with Honors, University of Chicago
- M.S.Ed., Higher Education Administration, University of Pennsylvania
  - Independent study focused on Leadership Development
- Certificate, Executive Program for Emerging Leaders, University of Chicago Booth School of Business
- Gallup Strengths Certified Coach (training in progress)
- Co-Active Training Institute (training in progress)
- Liberating Structures
- Designing Your Life



## DETAILED WORKSHOP DESCRIPTIONS

### **BEYOND NONPROFITS: MAPPING THE LANDSCAPE OF SOCIAL IMPACT CAREERS**

60 minutes • Interactive • Printable participant workbook

It can sometimes feel like you have to make a choice: find a fulfilling job aligned with your values that helps make the world a better place, or a job that sucks your soul but pays the bills.

But with an increasing number of companies making a real commitment to deeper social impact, the reality is that there are more ways than ever to get paid well for doing mission-driven work. In this interactive workshop, we'll explore the landscape of different ways to make an impact through your career, from nonprofits to B Corps, identify ways to break into the impact space, look at how to align your skills with the roles available, and identify how to assess whether an organization *really* cares – or if it's just a marketing ploy.

In this session, you'll:

- Develop a broader awareness of the different types of organizations in the social impact sector, from traditional nonprofits to impact businesses
- Get clear on the variety of roles in the impact jobs space and what skills are in-demand
- Learn how to enter (or transition into) the impact sector
- Understand some of the current trends in the social impact space and how they're affecting the job market

### **CAREER CONFIDENCE: STRATEGIES FOR OVERCOMING IMPOSTER SYNDROME**

60 minutes • Interactive • Printable participant workbook

It's common for professionals at all stages of their careers—from recent grads to decades in—to struggle with confidence in the workplace. Perhaps you've heard of Imposter Syndrome but didn't realize how many different forms it can take—or that there is anything you can do about it.

Career confidence challenges can show up in many different ways, from feeling like you don't know what you're doing at work and worrying you're moments away from being fired to being hesitant to apply to a new role unless you meet all of the requirements. But regardless of the form it takes, imposter syndrome can have a serious impact on your career trajectory and job satisfaction.

Advice like “fake it till you make it” is just not helpful. In this interactive workshop, you'll learn about the four-part Career Confidence Framework and how you can take real steps—right now—to increase your confidence for the long term.

This session will help you:

- Recognize the different ways Imposter Syndrome can show up + the impact it has on your life and career
- Understand where it comes from so you can develop targeted solutions to manage it
- Learn action-oriented strategies you can use to keep Imposter Syndrome in check and grow your confidence in the workplace



## **DIRECTION + DISCERNMENT: FIGURING OUT YOUR NEXT CAREER MOVE**

60 minutes • Interactive • Printable participant workbook

You can do *anything*, but you can't do *everything*, so where do you go *next*? When you're at a career crossroads, figuring out your next step can be really overwhelming. Should you go to graduate school? Switch to a new company? Try a different industry altogether? Trying to navigate all of the different options can leave you second-guessing yourself every step of the way.

Whether you're facing an abundance of possibilities, or don't know where to even start, this workshop will help you develop a framework for making strategic decisions about your career and what comes next.

This session will help you:

- Develop a more effective approach to career planning and the dreaded "Where do you see yourself in five years?" question
- Create a framework for assessing the next steps you're considering
- Feel more confident in taking the next step in your career

## **LEADING PEOPLE WHEN EVERYONE IS BURNED OUT**

In partnership with Megan Mozina of Cresta Solutions

This energizing, engaging experience will equip your team with practical **actionable strategies to recognize and address the root causes of burnout and learn how to prevent it moving forward**. Dynamic and interactive, this engaging virtual experience pairs the latest scientific research with achievable strategies and an action plan to help energize your team to move forward with intention – no matter what comes next. This training comes in three interactive formats, depending on your group's size, needs, and timeline.

1. The **Two Hour Focused Session** offers a group of 10-20 participants a high-impact overview on the latest burnout research and the space to generate actionable strategies for mitigating and preventing burnout.
2. The **Full-Day Workshop** (6-hour) gives participants an energizing reset. Participants will start by getting clear on how they want to show up as leaders (with or without formal authority), gain a deeper awareness of what burnout looks like for themselves and their team members, and then develop needle-shifting strategies by leveraging insights from the latest scientific research. Participants of our full-day workshop will leave with a 90-day Action Plan for implementing the shifts necessary to successfully lead teams through burnout.
3. The **Leadership Program** is a great option if your organization is looking for more sustainable burnout support and accountability. It is a four-part series of workshops and targeted coaching sessions that allows participants to identify, process, and strategize related to burnout, and develop a long-term plan for prevention.



## LEVERAGE LINKEDIN FOR YOUR SOCIAL IMPACT JOB SEARCH

In this interactive workshop, we'll focus on leveraging LinkedIn to land your next (or first!) social impact role. Whether you're well-versed in the ways to use this platform, or have had "update LinkedIn" on your to-do list for months, you'll walk away from this workshop with a step-by-step plan that will help you maximize the hidden potential of this corner of the internet.

This 90-minute session will show you how to:

- Craft a knock-out LinkedIn summary that showcases your value to potential employers
- Maximize all of the features of your profile
- Leverage LinkedIn as a platform for connecting (and why you should!)
- Tap into opportunities you might be missing
- Use LinkedIn as a bridge to break into the social impact/CSR world

Expect an engaging, interactive, and motivating experience, with plenty of opportunity to connect with fellow participants. Registration includes the 90-minute workshop plus a PDF workbook with activities, exercises, and checklists to help you immediately implement what we cover.

## MAKE NETWORKING LESS AWKWARD

You've heard a million times that networking and informational interviews are the key to landing jobs, but does it really have to be so awkward?

Join us for an interactive workshop demystifying the art and practice of networking and walk away with a system and strategies that will make this process much easier (and perhaps even enjoyable!) whether you're networking in real life or virtually.

There's a method to making networking and informational interviewing less awkward (and more effective). Once you master these strategies, you'll find the whole process to be a lot more fruitful—leading to career opportunities, mentors, and even friendships. These skills are vital to master in today's job market.

We'll cover:

- Who you should be networking with
- Where to find them
- How to get them to talk to you
- What to talk about
- And how this can help you get your next job



## **NETWORKING AND NARRATIVE**

Whether it's a career shift or a new project you're getting off the ground, when you're trying to figure something out, the most common advice you'll get is "talk to people." But networking doesn't have to be miserable or awkward. When done effectively, these conversations can help you clarify your next steps – and even be fun.

In this interactive session, we'll explore ways to use strategic networking to generate meaningful connections with interesting people, increase serendipity, and help you clarify your thinking.

## **STAND OUT FROM THE CROWD: STRATEGIES FOR LANDING YOUR NEXT ROLE**

Are you job hunting and getting frustrated by never hearing back? Feeling overwhelmed at being just another applicant in the crowd? Not really sure what you want to do next, so you're just applying for anything that seems remotely relevant?

It's time to stop throwing applications at the wall to see what sticks, and time to start thinking strategically about how to stand out from the crowd so you can land your next job.

Whether you're in between roles or are looking to move on from your current role to something more fulfilling, this webinar will give you guidance and clear action steps to reset your strategy, stand out from the crowd, and, most importantly, land a job you love.

**This 60-minute session will show you how to:**

- Get clear on what you're looking for
- Revise your materials to stand out
- Leverage LinkedIn
- Reset your job search strategy
- Stay motivated

## **THRIVE: CREATING PEAK PERFORMANCE TEAMS THROUGH PURPOSEFUL LEADERSHIP**

In partnership with Ennoble Venture Partners

THRIVE is a transformational intervention designed to positively impact the culture of teams through bottom-up alignment of an organization's mission, vision, values, and key performance indicators. The result is a sustainable peak performance culture with outstanding employee engagement and outcomes. THRIVE was developed by a team of business leaders with extensive background in customer experience, corporate finance, and employee engagement as a highly-interactive, 3-day workshop to teams struggling with a range of challenges affecting performance. In-person and virtual options are available.

The program consists of 6 modules: Understanding your Purpose, Organizational Alignment, Creating a Thriving Culture, Sustaining Team Vitality for the Long Term, and Action Planning and Implementation. Course materials include a hardcover book and extensive participant workbook. Sample materials are available for review upon request.

