

ESTABLISHED 1922

NEW YORK INSTITUTE OF FINANCE

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NYIF Success Development Program

Success Development Program

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WALL ST

3 MODULES, 10 LIVE LECTURES + WEBINARS

FOR HIGH SCHOOL, COLLEGE & GRADUATE STUDENTS AND YOUNG PROFESSIONALS
A GROUP OF WORLD CLASS EXPERTS HELP YOUNG PEOPLE THROUGH LIVE LECTURES:

- ❖ TO FURTHER DEVELOP EMOTIONAL QUOTIENT
- ❖ TO BUILD AND EXERCISE EFFECTIVE COMMUNICATION SKILLS (VERBAL AND WRITING)
- ❖ IMPROVE INTERVIEW SKILLS AND ENHANCE SELF-CONFIDENCE AND LEADERSHIP

PRICING: \$599

Leadership and
Communication

There is rigor to effective communication. However, these skills have been often overlooked or underemphasized in your formal education so far. To maximize individual and team performance, effective communication has become a critical competency. You will learn not just presentation skills, but the ability to connect to others on a personal level. Specific tactics including the Primacy/Recency Effect, Body Language, and the Power of Emotional Appeal.

Interview Strategy and
Effective Essay Writing

Our program will provide a comprehensive overview of interviewing assessment, practice, and strategy, tailored to the goals of the student. Our philosophy is that a 'great interview is a great conversation!' This program will provide the online immersion to help a student feel comfortable in any situation, while developing key skills for winning the interview.

College/Graduate School
/Career Development

Students will be invited to participate in the NYIF Alumni activities, including webinar and networking events.

- Interact with students or recent graduates of Ivy League schools to learn about their experiences in getting admissions, choosing a study major, adapting and studying in college, looking for an internships, and entering the workplace.
- Education, career and growing-up life experiences shared by successful professionals from all over the world and senior alumni of top universities in Europe and the US.

Leadership, EQ & Communication Skill Classes

(10 Live Lectures + Webinars)

Lecture Series 1: Leadership and Communication

- ▶ **Communication Skills for College & Career Preparation**
- ▶ **Presentation Skills & Public Speaking**
- ▶ **Principles of Success in Getting Accepted to College**
- ▶ **The Importance of Emotional Intelligence Development**
- ▶ **Personal Image & Business Etiquette**

Lecture Series 2: Interview Strategy and Effective essay writing

- ▶ **Uncovering your strengths: What makes you a winning candidate?**
- ▶ **Communicating your strengths: How to stand out among candidates**
- ▶ **Strategies for winning the interview**
- ▶ **Perfecting your presence**
- ▶ **Effective essay writing - How to effectively communicate interests and achievements in the essays**

Workshop : College/Graduate School/Career Development

- ▶ **Important factors for Ivy League and similar top university admission**
- ▶ **Power of extracurricular and leadership activities – Research projects / Internships**
- ▶ **Identifying career interests and selecting postgraduate programs**
- ▶ **Career development – Paths for becoming a successful professional**

Note: The curriculum is indicative; the final order of the lectures and outlines with some modifications or enhancements can be determined by the New York Institute of Finance as is deemed suitable for the successful delivery of program and will be distributed to enrolled students.

Communication Skills for College & Career Preparation

Communication in a career setting (college, job interview, work) is about more than sharing information. It's about inspiring, persuading, and provoking a change in the people with whom you are communicating. Being outcome-focused rather than process focused and aligning what we say and write to the desired change in the people who will hear or read our communication, is a key mindset for success.

- Identifying desired goals of communication.
- Understanding the power of framing and emotional connection.
- Introduction to persuasion.
- Telling your story.

Presentation and Public Speaking

Fully ninety percent of an audience's reaction to a speaker is based on what they see and the sounds they hear, not on the content that is spoken. Effective presentations and other forms of public speaking begin by connecting with the audience and continue through moving, inspiring, and persuading the audience.

- Physicality of audience engagement.
- Delivering content verbally: Structure, signals, the Rule of 3s; the Primacy Effect and the Recency effect.
- Connecting through remote technologies (Zoom, Skype, Webex, etc.)

Principles of Success in Getting Accepted to College

Grades and test scores matter but they aren't enough. A successful candidate has to simultaneously create the impression in admissions officers that he or she is a good fit for the school, but also sufficiently different from other candidates to stand out.

- Creating your personal brand.
- Writing a compelling personal story.
- Interviewing effectively, including via phone, Zoom, or other technology.

The Importance of Emotional Intelligence (EQ) Development

Emotional intelligence (EQ) has taken its place as an essential soft skill to help in your personal and professional development. Use EQ to manage your own emotions, relieve stress, communicate more powerfully, empathize with others, and manage conflict effectively.

- EQ Defined.
- Why it is critical to manage your emotions in the workplace.
- Integrating the 4 quadrants of EQ.
- The role of empathy in a post Covid19 world.
- How to measure, develop and master Emotional Intelligence techniques.

Executive Presence and The Role of Etiquette in Business

Executive presence (EP) is shaped by your image, and your interactions with and impressions on others. It is the "secret sauce" that helps leaders engage, align, inspire, and move people to act.

- Why inspiring confidence in the workplace is a critical soft skill.
- Three pillars of Executive Presence: Communication, Appearance, and Gravitas.
- The power of first impressions through eye contact, handshakes, and a simple smile.
- How to use good etiquette to build your personal brand.
- The power of etiquette to engage, persuade, and provoke change.

Uncovering your strengths: What makes you a winning candidate?

Identifying your unique abilities, skills and strengths. Our program will provide a comprehensive overview of interviewing assessment, practice, and strategy, tailored to the goals of the student.

- Beyond your scores: What makes you a great candidate?
- Identifying your unique and memorable stories to highlight your strengths
- Matching your strengths to goals of the program or role

Communicating your strengths: How to stand out from the competition

This is designed to help students become more comfortable speaking with new people and discussing topics related to uncovering their strengths and experiences.

- Highlighting your accomplishments and unique skills through stories
- STAR stories: delivering a great answer to any question
- Answering the question that was asked through active listening

Strategies for winning the interview

Our philosophy is that a 'great interview is a great conversation!' This program will provide the online immersion to help a student feel comfortable in any situation, while developing key skills for winning the interview.

- Do your research: know the program and the interview
- How to get the interviewer on your side
- "A great interview is just a great conversation!"

Perfecting your presence

Some of the world's most powerful leaders blend confidence, humility, compassion, humor, and positive body language. They are often eloquent, articulate, and compelling. Although hard to define, the result is instilling in others the understanding and acceptance that you have earned the respect and trust of others.

- Highlight your comfort and confidence in an online environment
- Help your interviewer be more interested in you
- Aligning your 'brand' with the opportunity

Effective essay writing – How to effectively communicate interests and achievements in the essays

Your essays are generally the best way to understand your potential, motivations, and communication ability. It is thus your opportunity to demonstrate why you'd be a perfect fit for the school or for the position, how you'd contribute to the community, and why the committee should accept you over other applicants. This course is designed to help you specifically in that process.

- Developing a pre-writing plan
- Understanding the key elements
- Framework for storytelling, essay structure and clear narrative
- The Do Not's: Tips to carefully avoiding Common mistakes

NYIF EXPERTS



Helio Fred Garcia

Fred has 40 years of experience counseling securities firms, banks, insurance companies, specialized financial and professional service firms, corporations, not-for-profits, and governments. He is a coach, counselor, teacher, writer, and speaker whose clients include some of the largest and best-known companies and organizations in the world.

Fred has been on the NYU faculty since 1988. He is an adjunct professor in Stern School of Business Executive MBA program. He is an adjunct associate professor of professional development and leadership at Columbia University. In 2011 Fred was designated an International Distinguished Scholar at Tsinghua University in Beijing, where he gave a series of lectures and workshops for graduate students and senior government, corporate, and NGO leaders.

Fred has an MA in philosophy from Columbia University and a BA with honors in politics and philosophy from New York University.

Chuck Garcia is the founder of Climb Leadership International and coaches executives on leadership development, public speaking, and emotional intelligence. He is a professional speaker, Amazon best-selling author, and radio host on New York's 77WABC. He is also on faculty at Columbia University where he teaches Leadership Communication in the Graduate School of Engineering. A 25-year veteran of Wall Street, he spent 14 years at Bloomberg in a variety of leadership positions. He was Director of Business Development at BlackRock and Managing Director at Citadel Investment Management. Chuck is also a mountaineer and has climbed mountains on four continents.

Professor Garcia received his Bachelor degree in finance from Syracuse University and his Master's in organizational leadership from Mercy College.



Chuck Garcia



Maida Kalic Zheng

Maida is a seasoned communication strategist, communicator, coach, and counselor, whose broad expertise was honed as one of the most senior communication advisors at multiple levels of command in the United States Marine Corps.

Maida is an Advisor at Logos Consulting Group and a Senior Fellow at the Logos Institute for Crisis Management and Executive Leadership, where she helps corporate leaders maximize presence and enhance communication skills to become more effective in managing both their reputations and relationships. She also serves as Chief of Client Services.

She is a graduate of the United States Naval Academy and is completing her Master of Arts in Communication at Johns Hopkins University.

NYIF EXPERTS



Christopher Cole

Chris is Co-Founder of Advancity and Founder of Orion Advisors, a NY City executive recruiting company. He has interviewed over 1000 investment professional for the largest investment companies in the US for over 20 years. Chris worked for Merrill Lynch in HK and Aetna Investments in Hartford. More recently, he was Global Head of HR & Strategy for Galileo Global Education, the largest for-profit education complex in Europe.

He holds a Bachelor's degree from University of Vermont. Chris lived in China for 8 years and speaks Mandarin.

Dr. Quincy Krosby is Prudential Financial's Chief Market Strategist. In this capacity, she provides a perspective on the global macro-economic environment and financial markets. Previously, Quincy was the chief investment strategist at The Hartford, and global investment strategist at Deutsche Bank asset management. She also held global markets positions at Credit Suisse and Barings.

Before coming to Wall Street, Quincy Krosby was a U.S. diplomat, serving in Washington and United States embassies abroad, including a posting as energy attaché at the U.S. Embassy in London. In addition to numerous assignments at the U.S. Department of State, she served as Assistant Secretary of Commerce, and represented the United States to the International Monetary Fund, positions which require confirmation by the U.S. Senate.

Quincy studied at the London School of Economics where she earned her master's and doctoral degrees.



Dr. Quincy Krosby



Dr. Patrick Colabucci

Dr. Patrick Colabucci is the Director of International Programs at the UCLA Extension in Los Angeles, California. Prior to that, he was Director of Global Studies at Cal State Northridge, and has extensive experience in global programs and teaching at University of San Diego and USC.

He earned a doctorate from Northeastern University and a Masters from Temple University. He lived in Asia for almost 10 years and speaks Mandarin and Japanese.

NYIF EXPERTS

Mark Esposito is a Senior Partner and global head of the Financial Services practice with Kingsley Gate Partners.

Previously, Mark was the President, Americas, with Sheffield Haworth Ltd., responsible for the management and strategic development of the North America region. He also founded Sheffield's US Corporate Officers practice. Prior, Mark led the Corporate Officers practice with Sextant Search Partners and was the founding Partner of the financial services practice with CTPartners. He infuses an extensive executive search career with our state of the art scientific, proprietary, cloud-based tools to assess candidates, ensuring an optimal and holistic fit with our clients. Mark's hands-on, client-centric approach delivers measurable value in order to develop extensive market knowledge supporting both parties from initiation through placement and on-boarding. Mr. Esposito's extensive search experience crosses multiple sectors and functions within the financial services industry, including global investment banking, asset management, fintech, insurance, information providers and professional services.

Mark holds a Bachelor of Arts from Gettysburg College in Business Administration.



Mark Esposito



Carin Cole

Carin is the Director of Client Engagement for Advancity. She joins the company after 12 years at the University of Rochester, most recently the Dean of Student Engagement for the Simon Business School. She brings extensive experience in graduate school and corporate interviewing skills, as well as program development, client engagement and student success. She was previously in corporate HR for a Fortune 500 firm.

She received her Bachelor's degree from Williams College and her MBA from the University of Rochester.

Jimmy is a visiting professor at NYU where he teaches courses in Portfolio Management and Applied Equity Research. Currently he is also serving as Managing Director at Grey Fin Capital Management and Partner. He has previously worked at Alliance Bernstein as a Global Fund Manager in London, Hong Kong, and New York for 13 years and with over \$10 Billion in AUM. He served on the Global, European, and Asia Large Cap Growth portfolio management teams. Most recently, Mr. Pang was Chief Investment Officer for BOCOM International Asset Management in Hong Kong.

Jimmy has a Bachelor's degree in economics and computer studies from Northwestern University.



Jimmy Pang

THE NEW YORK INSTITUTE OF FINANCE (NYIF) was founded by the New York Stock Exchange (NYSE) in 1922. NYIF provides world-class training to professionals in the financial services and related industries and is one of the world's first dedicated organization for training business and finance professionals.

NYIF serves leading global institutions and finance professionals with cutting edge professional certifications and skills-based classes. NYIF offers e-learning courses, in-house trainings and publicly available courses, overseas trainings and enterprise solutions for corporate clients in online and in-person classroom formats.

NYIF alumni now count over 1.3 million elite finance professionals in over 200 countries. Foremost among them is – Mr. Warren Buffet, the legendary investor, philanthropist and chairman and CEO of Berkshire Hathaway.

FACULTY (SOME SELECTED NAMES)

 Tracy Williams Work exp.: 40+ Yrs. 	 Jack Foster Work exp.: 40+ Yrs. 	 Douglas Carroll Work exp.: 40+ Yrs.. 	 Jeff Hooke Work exp.: 40+ Yrs. 	 Mayra Rodriguez Valladares 30+ Years of Experience 	 Ralph Acampora Work exp.: 40+ Yrs. 
 Rabinder Koul Work exp.: 40+ Yrs. 	 Bernard Baumohl Work exp.: 40+ Yrs. 	 Kenny Polcari 35+ Years of Experience 	 Chris Thomas Work exp.: 25+ Yrs. 	 Lee Tian Work exp.: 25+ Yrs. 	 Jack Farmer Work exp.: 20+ Yrs. 
 Erik Tiltmann Work exp.: 20+ Yrs. 	 Anton Theunissen Work exp.: 20+ Yrs. 	 Manan Rawal Work exp.: 20+ Yrs. 	 Wilfred Daye Work exp.: 20+ Yrs. 	 Jerome Wong Work exp.: 20+ Yrs. 	 Valisha Graves Work exp.: 20+ Yrs. 
 Jack C. Yuen Work exp.: 15+ Yrs. 	 Jimmy Pang Work exp.: 25+ Yrs. 	 Chris White Work exp.: 15+ Yrs. 	 Dr. Cristiano Manfre Work exp.: 20+ Yrs. 	 Ram Seshadri Work exp.: 25+ Yrs. 	 William Addiss Work exp.: 40+ Yrs. 



For more information and registration:
<https://info.nyif.com/nyif-success-development-program/>

For questions email:
Yfs-admissions@nyif.com

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