

# EMPOWERING STUDENTS TO VISUALIZE & ACCELERATE SUCCESS!



**"EMPOWERING STUDENTS TO VISUALIZE & ACCELERATE SUCCESS"**

Roderick Jefferson is an internationally recognized, guest lecturer, and author of the Amazon #1 New Release & Bestselling book, Sales Enablement 3.0: The Blueprint to Sales Enablement Excellence!

Having given keynote presentations nationally and in (13) countries globally, he understands the power of sharing real-life strategies that work. Built as a best practice share for colleges and universities, Roderick focuses on the key components required to be successful in a corporate or entrepreneurial environment by sharing "real life" success stories and failures. He has shared his dynamic and energetic voice with students at California State University, Chico, Laney College, Los Medanos College, San Francisco State University, San Jose State University, Stanford Graduate School of Business, The Black College Expo, and The First-Generation Career Leadership Experience.

He has also spoken globally at conferences such as ATD Conference, B2BMX Conference, Cisco, Collibra, LinkedIn, MindTickle, Revasum, Oracle, Sales Assembly Conference, Sales 3.0 Conference, Sales Enablement PRO Conference, Salesforce (Dreamforce), SAP, Seismic, Showpad, SiriusDecisions, Uber, Zoom, and others.

Roderick tailors his message to fit your audience and what your organization is all about. When your event is over, the attendees will leave informed, engaged, and excited to make the changes required to win in their personal and professional lives.



## Speaker Bio



# Speaking Topics (Colleges & Universities)

## Driving Success By Owning & Managing Your Digital Footprint

**Takeaways:** In this lecture, you'll learn...

- Every online action contributes to how you're perceived professionally; curate your digital presence intentionally to align with your career goals.
- Regularly monitor and update your profiles to ensure consistency, accuracy, and alignment with your evolving aspirations.
- By strategically sharing insights and achievements, you can expand your network, attract collaborations, and position yourself as a thought leader.

**Ideal Audiences:** Undergraduate students

**Value:** In today's digital age, your online presence can significantly influence your personal and professional success. This engaging session will explore social media's dual-edged sword, highlighting its positive and negative impacts. We'll discuss what companies look for when recruiting and how your digital footprint plays a crucial role. Students will learn strategies to leverage and maximize multiple social media platforms to enhance their personal brand and professional opportunities.



# Speaking Topics (Colleges & Universities)

## Integrating into the Workforce Across All Disciplines

**Takeaways:** In this lecture, you'll learn...

- Why soft skills are the universal currency in every discipline.
- How Industry awareness enhances cross-disciplinary success
- Why Continuous learning is key to long-term integration

**Ideal Audiences:** Undergraduate students

**Value:** This is an insightful session on successfully transitioning from academia to the professional world. We'll explore essential networking tools and techniques that can open doors across various industries. Discover the difference between mentors and sponsors, and how each can play a pivotal role in your career development. Additionally, learn effective strategies for connecting with hiring managers to make a lasting impression. This session will equip students with the knowledge and skills to navigate the workforce confidently, regardless of their discipline.



# Speaking Topics (Colleges & Universities)

## Identifying and Selling Your Strengths

**Takeaways:** In this lecture, you'll learn...

- How to understand your unique skills, experiences, and strengths to articulate your value effectively in any professional setting.
- How to tailor your strengths to your audience.
- How to leverage confidence and storytelling to drive impact.

**Ideal Audiences:** Undergraduate students

**Value:** In today's digital age, your online presence can significantly influence your personal and professional success. This engaging session will explore social media's dual-edged sword, highlighting its positive and negative impacts. We'll discuss what companies look for when recruiting and how your digital footprint plays a crucial role. Students will learn strategies to leverage and maximize multiple social media platforms to enhance their personal brand and professional opportunities. Finally, we'll compare social media usage with effective branding techniques, ensuring you leave with actionable insights to manage your online identity effectively.



# Speaking Topics (Colleges & Universities)

## Building The Blueprint to Success

**Takeaways:** In this lecture, you'll learn...

- How to define your long-term goals and break them into actionable steps.
- Why resilience and adaptability are key to progress
- How to leverage consistency and accountability to build momentum.

**Ideal Audiences:** Undergraduate students

**Value:** This is an insightful session on successfully transitioning from academia to the professional world. We'll explore essential networking tools and techniques that can open doors across various industries. Discover the difference between mentors and sponsors, and how each can play a pivotal role in your career development. Additionally, learn effective strategies for connecting with hiring managers to make a lasting impression. This session will equip students with the knowledge and skills to navigate the workforce confidently, regardless of their discipline.





# Partial Client List (Colleges & Universities)



# Roderick's Books

## Sales Enablement 3.0 Is Both an Art and a Science!

There are no magical silver bullets or single approach that will guarantee that you will be successful! There is, however, a formula just like any other successful process, program, or tool that requires a combination of practical application, trial, and error, mixed with a lot of conversations with Sales leaders to understand their wants, needs, and expectations.

***At its core, Sales Enablement 3.0 is an innovative approach focused on increasing sales productivity through a systematic, personalized, and collaborative approach designed to support buyers that will fuel the conversation economy!***

These books will provide you with a blueprint that will help you to navigate the twists and turns that will ultimately lead you to designing, deploying, measuring, and iterating a world-class sales enablement organization.



SCAN ME SCAN ME





# Ready to Hire Roderick as your Keynote Speaker?

Here are some tools that you can use to create the best experience for your attendees.



## Event Professionals

### Speaker Reels

- [Speaker Highlight Reel](#)
- [Speaker Shorts](#)

### Speaker Assets

- [Speaker One Sheet](#)
- [Speaker Bio](#)
- [Speaker Intro](#)
- [Headshots](#)
- [AV Rider](#)



# Let's Stay Connected



**Empowering Teams to Discover,  
Visualize, and Accelerate  
Their Success**



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**LEARN ANYWHERE. ACHIEVE EVERYWHERE**

