Welcome!
2022 Fall Virtual Initiation Event and Professional Session
Welcome & Introductions

Kimberly Ellison-Taylor
2022-2023 President, Beta Alpha Psi

Jodi Ryan
2022-2023 Chair, Professional Partners
Professional Partners who support BAP
Professional Partners who support BAP
Meet Our Speakers

Linda Pham
Xero

Loren Frey
Republic Services

Elizabeth Hannaman
Republic Services

Kelly Cure
Skillful.ly
Project Management

OUTCOMES

1. More Organized
2. Reach Goals
3. Be More Resilient
Project Management Skills

Hard Skills

• Techstack/tools:
  • Asana
  • MS Projects
  • Trello
  • monday.com
  • Notion
Project Management Skills

**Soft Skills**

- Communication
- Time Management
- Leadership
- Teamwork
- Negotiation
- Problem-solving

*These key skills you apply are skills graduate recruiters will look for*
Skillful.ly
The equitable employment marketplace

Kelly Cure
Co-Founder & Head of Growth
What matters most to employers?

DATA SKILLS
EXCEL SKILLS
“CULTURE FIT”
EXTRACURRICULARS
GPA IN KEY COURSES
PRESENTATION SKILLS
WHERE YOU INTERNE
QUANTITATIVE CONCEPTS
WE’LL LET YOU IN ON A SECRET....
0 OF THE ABOVE...WHY?
LET’S GET DEEP...
More than hard skills, showcase YOU!

- Being very curious or inquisitive!
  - Audit can be comparable to putting together one large, corporate puzzle

- Comfort building relationships with stakeholders of various backgrounds
  - Not just accounting or finance!
  - Holds very true if going into public accounting similar to any professional services role.

- Tools:
  - Pareto Principle: 80/20 rule
  - Eisenhower Matrix - avoid the urgency trap!

- Great news: Do NOT need be a math wiz!

- Don’t produce answers or solutions, TELL STORIES
The Eisenhower Decision Matrix

<table>
<thead>
<tr>
<th>Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urgent</td>
<td>Not Urgent</td>
</tr>
<tr>
<td><strong>Do</strong></td>
<td><strong>Decide</strong></td>
</tr>
<tr>
<td><em>Do it now.</em></td>
<td><em>Schedule a time to do it</em></td>
</tr>
<tr>
<td><strong>Delegate</strong></td>
<td><strong>Delete</strong></td>
</tr>
<tr>
<td><em>Who can do it for you?</em></td>
<td><em>Eliminate it</em></td>
</tr>
</tbody>
</table>
WHAT’S YOUR DIFFERENTIATOR?

KICK-STARTING IDEAS...

- TECHNICAL SKILLS?
  - 1 unique technical skill exhibits ability to grasp complex methodologies
    e.g. Data skills e.g. SQL or R

- A UNIQUE INTERNSHIP
  - Drawing an unexpected parallel between your internship and the skills
    needed for the job you’re seeking

- A UNIQUE PASSION
  - Shows your ability to go all-in and commit

- HOW YOU’VE HELPED SOMEONE
  - Let your leadership skills shine, even in unexpected settings

- REFRAME WHAT YOU’LL BRING TO THE FIRM
  - What are you excited to help them do?

You don’t need to be asked. Take initiative, share proudly!
Thank You !!!

www.skillful.ly
Kelly Cure on LinkedIn
Customer Experience

Presented by:
Loren Frey & Elizabeth Hannaman

Republic Services, Professional Partner to Beta Alpha Psi
Customer Experience – Technical Skill?

- Strategic Outlook
- Data-Driven Mindset
- Project Mgmt & Process
- Communication
Why is Customer Experience Important?

**Definition**

The customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, systems, channels or products.

**Brand**
- Internet, social media, television, etc. impact on company image

**Customer Satisfaction**
- Recommend to others

**Customer Retention**
- Reduce cost of customer turnover

**Differentiation**
- Recognize value
- 25% of customers will pay more for excellent customer experience
Who Owns Customer Experience?

★ ALL EMPLOYEES ★

• Front Line
  
  *Ownership of the good or service provided*

• Managers / Supervisors
  
  *Ownership of the approach and actions of team*

• Billing / Customer Service
  
  *Ownership of the accuracy of billing and timeliness of issues resolution*

• Sales
  
  *Ownership of relationship with customer and brand representation*
Impact of Customer Experience

Customer Impact

Customers who receive a high-quality product or service are more likely to be satisfied.

High-quality products and services are also more likely to be safe. This level of comfort is important to consumers.

Customers can also be impacted by the timeliness and reliability of your product or service. Consistency in timing or delivery can offer a level of convenience that customers will appreciate.

Employee Impact

Employee Engagement - individuals that work for a company that provide a high level of customer service can be supportive and genuinely excited about the work they perform.

Safety does not stop at the customer. Providing a safe experience to the customer is also likely to keep all employees involved safe as well.

Financial Impact

Satisfied Customers are:
- 4.6x more likely to shop again
- 5.6x more likely to forgive following a mistake
- 7.2 times more likely to try a new product offering

All this combined with word-of-mouth referrals leads to additional revenue and ultimately additional profits.
Acquiring Talent Focused on Customer Experience

- Change Job Descriptions
- Interview Questions

Hiring

- Expectations
- Tools
- Videos/Literature

Onbording
Customers are the heart of any business

Employers value employees who value customer experience

Great Customer Experience leads to customer loyalty and retention, as well as company profitability

Each employee must own his/her role in Customer Experience
We want to hear from you!

Q&A
Initiation

26 Chapters represented
157 candidates being initiated!

Officiating Board Members

Kimberly Ellison-Taylor
2022-2023 President, Beta Alpha Psi

Dr. Mark Myring
2022-2023, President-elect, Beta Alpha Psi
Pledge of Membership

“I do solemnly promise
that I will abide by the International
Constitution
and Chapter Bylaws of Beta Alpha Psi
to the best of my ability.
I further promise to maintain
the highest moral and scholastic standing
and always to foster the ideals
and purposes of Beta Alpha Psi.”
Participating Schools

Bowling Green State University, Alpha Upsilon chapter

- Alex Borger
- Jacob Boy
- Andrew Collins
- Ana Condric
- Carley Martin
Participating Schools

Coastal Carolina University, Lambda Kappa chapter

- Jacky Dong
- Julie Frye
- Evan Holt
- Desjohn Kitchen
- Anthony J. Nastro
- Samantha Pease
- Brandon Poling
- Christian Simmons
- Jonathan Spencer
- Charles Wiggins
Participating Schools

Deakin University, Xi Kappa chapter

- Mirna Arivalagan
- Hiren Barad
- Nathan Notley
- Kayur Parshotam
- Nirasha Senanayake

Elon University, Lambda Xi chapter

- Kaitlin Bollenbach
- Dallas Crowley
- Will Michaels
- Tushar Patel
- Steven Saavedra
- Miller Williams
Participating Schools

Florida Gulf Coast University, Mu Lambda chapter

- Lydia Paternoster
- Grace E. Riddle
Participating Schools

George Mason University, Theta Alpha chapter

- Elizabeth Embt
- Shaoxuan Gao
- Ambrose Lee
- Julianna Silinsky

Georgia State University, Beta Mu chapter

- Madeline Celestino
- Julia Kakuda
- Charity Kariuki
- Darshleen Kaur
- Sarah Moore
- Joe Song
Participating Schools

Ithaca College, Mu Alpha chapter
• Joseph Sosa

Jacksonville State University, Nu Phi chapter
• Lucas Pennington

Kent State University, Beta Psi chapter
• Kaleigh Kroon
• Isabella Nogales
• Nicholas Wallace

Lamar University, Zeta Tau chapter
• Johnny Guidry
• Roger Hightower
• Jo Smalley
Participating Schools

Louisiana Tech University, Alpha Chi chapter

• Kailee Carter
• Heather G. Kennedy
• Ellis Lindsey
• Ashlyn Nale
• Sheetal Shelke
• Jillian Sistrunk

Marquette University, Psi chapter

• Jack Saunders
• Kaitlyn Schwarz
Participating Schools

North Carolina A&T State University, Zeta Sigma chapter

- Martin Gutierrez de Mesa Lopez
- Jackson McCoppin
- Joshua Thorton
Participating Schools

Northwestern State University, Xi Nu chapter

- Ashley Buras
- Kathryn Foley
- Cayla Garrett
- Paige Hedrick
- Ai Moore
- Stephanie Saltz
- Chyna Sepulvado
- Todd Wedgeworth
Participating Schools

Purdue University, Zeta Alpha chapter

- Jordan Cox
- Angela Garibay
- Megan Greenwald
- Constantine Kalogris
- Lesley Lin
- Haleigh Martin
- Anh (Jennifer) Nguyen
- Aadi Patel
- Harrison R. Pikoff
- Meena Radhakrishnan
- Alec Walter
- Luke Washburn
Participating Schools

Sam Houston State University, Kappa Mu chapter

• Martina Castro
• Mikaela De Castro

Southern Illinois University at Carbondale, Gamma Zeta chapter

• Falguni Chauhan
• Zahwa Shrateh
Participating Schools

University of Arizona, Beta Omicron chapter

- Colton Abdella
- Rapheal Abeytia
- Ahmed AlKhalifa
- Zeyad Alroomi
- Khalifah AlShatti
- Krushi Bhakta
- Josh Brown
- Ryan Byrne
- Mark Chen
- Bobby Coss
- Lauren Cruise
- Nathan Dee
- Ole Erickson
- Megan Hawley
- Grace Johnson
- Jimena Laguna
- MJ Lee
- Kendra Marutani
- Andrew Moeller
- Lauren Neil
- Gennie Obaid
- Margaret O’Neill
- Leah Pollock
- Solomon Saelee
- Sabrina Salinas
- Caden Schaefer
- Megan Sims
- Melina Suhy
- Claudia Tribble
- Jordan Vijungco
- Ethan Williams
Participating Schools

University of Louisville, Eta Gamma chapter

- Kurt J. Zurad

University of North Dakota, Zeta chapter

- Sophia M. Bertossi
- Jayne Buzzell
- Korbyan Chavez
- Linh C. Le
- Brian Rudolph
- Andrew T. Sandvik
- Beaux Simmons
Participating Schools

University of Notre Dame, Beta Sigma chapter

- Andrew T. Davis
- Sean M. Dolan
- Benjamin D. Grundman
- Kelly A. Huggard
- Brian M. Kelley
- Alexander J. Kielbasa
- Grace Kinsella
- Thomas K. McManus
- John R. Morico
- Jessica M. O’Neill
- Daniel W. Poulton
- James P. Shoen
- Drew T. Staniak

- Isabella M. Tundidor
- Nora F. Whelton
Participating Schools

University of San Diego, Zeta Kappa chapter

• Fatoumata B. Balde
• John R. Coleman
• Shuang Ma
• Owen Obrien
• Nathan Orellano
Participating Schools

University of Tennessee at Chattanooga, Eta Kappa chapter

- Timothy W. McCoy
- Jacob Neuman
- Emma Russum
- Dru S. Schenk
Participating Schools

Washington State University, Delta Epsilon chapter

- Dylan Harbo
- Jackson Kembel
- Meredith Lamb
- Cross Quinlan
- Anna-Maria Rehwaldt
- Jennifer Sizemore
- Elsa Strasser
Participating Schools

Western Kentucky University, Eta Omicron chapter

- Lainey Alexander
- Fidel De Jesus Blanco Paredes
- Jordyn Corder
- Davaughn Johnson
- Shelby Markus
- Taylor Whitaker
Reminders

Join the Alumni & Member network!

2023 Mid-Year Meetings registration launched November 7.
2023 Mid-Year Meeting Schedule
All meetings start on Friday at 1:00 and end on Saturday at 1:30

February 10-11
Houston, TX – The Whitehall

February 17-18
Seattle, WA – Renaissance Seattle

February 24-25
Charlotte, NC – The Sheraton & Le Meridien Charlotte Hotel Complex

March 3-4
Pittsburgh, PA – Sheraton Pittsburgh Hotel at Station Square

March 17-18
Milwaukee, WI – Hilton Milwaukee City Center

April 12-14
Melbourne, Australia