

OWN YOUR EXPERTISE  
WITH YANIRA GUZMÁN



# YANIRA GUZMÁN

*The Career Gem*





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## All about YANIRA



## YANIRA GUZMÁN

Founder & CEO, The Career Gem

As the founder of The Career Gem, a full-service career coaching business, Yanira has over 15 years of guiding others to achieve their career aspirations. As a first-generation college graduate, she helps ambitious Latinas position themselves for their next career role, resulting in increased income benefiting themselves, their families, and their communities.

As a life-long educator, with experience in both the private and public sectors, Yanira provides consulting services to nonprofit organizations, corporations, community colleges and universities, as well as governmental agencies in areas such as, but not limited to, executive coaching, leadership development, learning and design, and organizational capacity. She's designed culturally relevant career development programs and curriculum that is engaging and meets the needs of the respective organizations.

*Learn more about Yanira*





# ORGANIZATIONAL

## Reviews



Yanira has consulted with the Latino Education Advancement Foundation (LEAF) over the course of a year and half in creating and delivering career development programming for East San Jose first-generation college students. While the programming and curriculum focuses on key career skills that our students need, what I appreciate about her approach is that she centers the unique attributes and lived experiences - such as their bilingualism and biculturalism - of first-gen students as assets, as opposed to hindrances. More than once, our students personally reached out to her for further guidance because they felt seen, valued, and comfortable to follow-up and ask questions. She definitely leads with empathy and compassion.

~Brittany Alvarez, Executive Director, Latino Education Advancement Foundation



Her personal and professional branding workshop was incredibly engaging!

There are a few things that makes Yanira's workshop unique:

She completely understood the audience, and took into account their level of experience and knowledge, and met them where they are when delivering the material, She brought in cultural references to convey and break down complex ideas, thus making the topic even more engaging, interactive, and relevant,

She challenged the group to mentally stretch and grow in ways that they did not previously consider.

In speaking with ELLA members after Yanira's workshop, I received feedback such as, "that was my favorite presentation from the retreat!" She definitely keeps the room energized!

~Gabriela Chavez-Lopez, Executive Director, Latina Coalition of Silicon Valley



# ORGANIZATIONAL

## Reviews

**servicenow**

Yanira delivered her "Soy Professional" series of workshops, specifically tailored for the Unidos@ServiceNow Diversity and Inclusion Belonging group.

Over the course of the engagement, she not only created and delivered engaging and culturally relevant content virtually, but she also developed real relationships with each and every one of the participants. My colleagues expressed their gratitude by asking for more sessions like these and more time with her. Since then, I have also noticed that my colleagues have implemented her teachings and are much more comfortable sharing their stories and accomplishments on LinkedIn!

If you're looking for an engaging, caring, and dynamic instructor and professional branding coach, I highly recommend that you contact Yanira!

~Jennifer Boicic, Co-founder of Unidos@ServiceNow and Director of Diversity, Equity, and Inclusion



# Our OFFERINGS

## Executive Coaching

Although not often discussed, oftentimes leaders feel alone or pressured to perform a certain way. This is especially true for those that lead and/or work in teams. When others are looking toward leaders for guidance, who do leaders go to for their own guidance?

Through executive coaching - either 1:1 or group coaching - Yanira provide leaders with the opportunity to share their thoughts, while receiving the necessary guidance and feedback to effectively lead and grow themselves and their teams.



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## Leadership Development Training

Why is it that when we land the job, many of us slow or even stop our professional growth? We're not dead; we continue to evolve and stretch. Through our leadership training workshops, I challenge individuals to expand their leadership skills, so that they not only become better leaders, but do so in a way that better supports their organizations, companies, and communities.

## Consulting

With a background in learning and development spanning across the tech, nonprofit, and public sector, Yanira consults with many organizations to develop engaging training programs and offerings for their employees or constituents. She is known for breaking down complex concepts into consumable topics and formats, and for creating a fun and positive learning environment, while meeting business needs and objectives.



05 *Organizations, it's Time for Your Team to Own Their Expertise (OYE)*



# Leadership

## 1- HOUR TRAINING



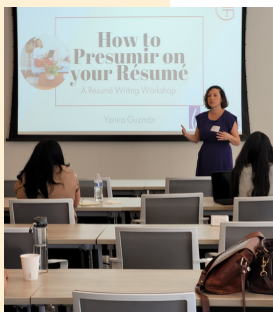
### 1 Soy Profesional (I Am a Professional)

Some think that professionalism means dressing in a "suit and tie" or "business attire." But, what if that's not you? Does that make you any less professional? No! On the contrary, we're all professionals and this workshop is designed to 1) recognize and own our professionalism.



### 2 LinkedIn for Latinas

LinkedIn, the largest professional social network, is intimidating to some. Why? Because of the misguided misconception of what professionalism is. During this workshop, Yanira makes the "intimidating" not intimidating through a Latina cultural lens.



### 3 How to Presumir on Your Résumé (Résumé Writing Workshop)

Looking to move up or move on? Need a résumé? Not sure how to highlight your expertise? Don't fret! In this workshop, Yanira breaks down résumé formats, résumé do's and don'ts, so that you shine on paper.



# Leadership 1-HOUR TRAINING



## 4 Telling My Story (Interview Coaching)

Ready for interviews? Not sure how to answer those questions or how to incorporate your lived experiences in your responses? In this workshop, Yanira helps you frame your responses while owning your story and showing up as your authentic self.



## 5 Networking as an Introvert

You're an introvert, and meeting people in-person or in a virtual world freaks you out. What if you begin to view networking an opportunity to make friends... (introverts have friends too)? Learn the ins and outs of establishing and cultivating authentic relationships without the sweaty palms or pits.



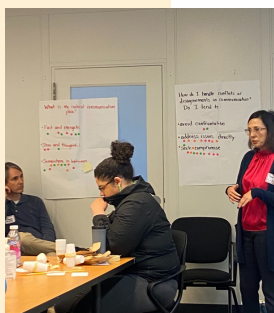


# Leadership 3- HOUR TRAINING



## 1 Establishing Your Executive Presence: What is Executive Presence?

What if I am not technically “an executive,” do I really need to show executive presence? Learn what executive presence is and its importance in propelling your career forward.



## 2 Say What? Effective Communication and Collaboration in Teams

Many of us have been in situations where there were differing viewpoints or even disagreements, and the way to finding a solution or common ground wasn't smooth. This workshop will assist in finding the words that deescalate situations, while moving the work forward.



# YANIRA GUZMÁN

## *The Career Gem*



*Let's get in touch*



[www.thecareergem.com](http://www.thecareergem.com)

[yanira.guzman@thecareergem.com](mailto:yanira.guzman@thecareergem.com)

[@ryg\\_thecareergem](https://www.instagram.com/ryg_thecareergem)