



WESTERN MICHIGAN UNIVERSITY

Department of Psychology

# Building Your Brand



## Hana Yaw, MA, MBA Dyson Talent Partner

Hana Yaw is a Talent Partner at Dyson, one of the world's leading manufacturers of household appliances and beauty products. Hana received her MA in Industrial/Organizational Psychology from Western Michigan University in 2012 and her MBA from Benedictine University. She is an experienced consultant and has managed several organization-wide initiatives focused on improving efficiencies, productivity, and the way in which people work. In this presentation, she will explore how to set yourself apart from the competition, as well as how to navigate finding a job after graduation. This includes how to gain relevant experience, search for jobs in I/OBM, and build your portfolio.

The Building Your Brand discussion will be a 3-part series, with the December session focused on what you should be doing now to set yourself up for success in the job market post-graduation. We will discuss the types of roles you will be competitive for in the future, and the type of experience and intentional networking you can focus on today as you prepare for your future, post-graduate school.

The colloquium can be view at

<https://wmich.webex.com/wmich/j.php?MTID=mdee006428ff03858967b835407744ef6>

Password: RJcpkaTt235

**Thursday, Dec. 3, 2020**

4 p.m.

**Via WebEx**



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