

Reimagining

THE PATH FORWARD



BETA ALPHA PSI



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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



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Project Management

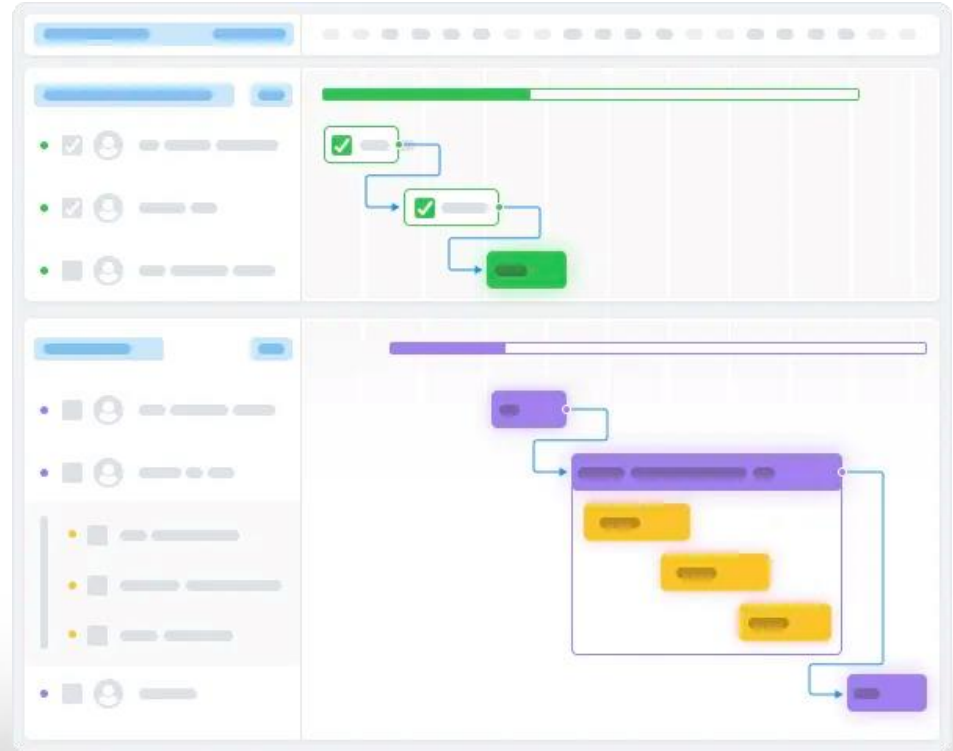
OUTCOMES

- 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 INTERNED

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



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

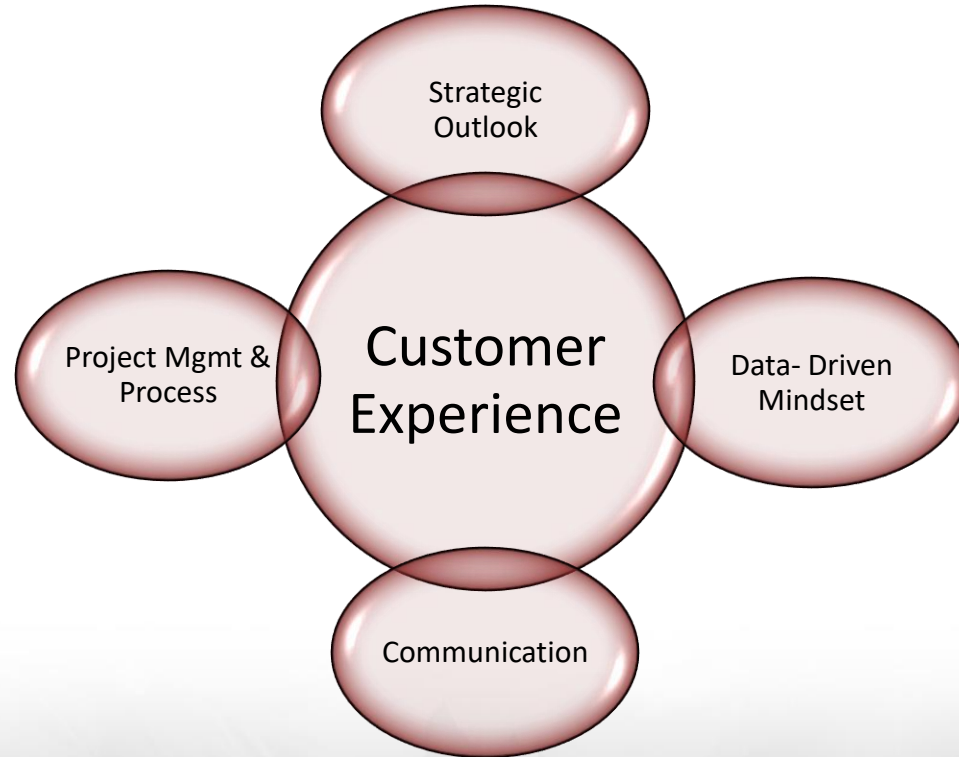


*Republic Services, Professional Partner
to Beta Alpha Psi*



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Customer Experience – Technical Skill?



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 Retention

- Reduce cost of customer turnover



Customer Satisfaction

- Recommend to others



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 provide

- **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

Hiring

- Change Job Descriptions
- Interview Questions

Onboarding

- Expectations
- Tools
- Videos/Literature

Conclusion

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





Thank You

We want to hear from you!

Q&A



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Virtual Initiation

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



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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



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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



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Participating Schools

Florida Gulf Coast University, Mu Lambda chapter

- Lydia Paternoster
- Grace E. Riddle



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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



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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



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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



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Participating Schools

North Carolina A&T State University, Zeta Sigma chapter

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



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Participating Schools

Northwestern State University, Xi Nu chapter

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



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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



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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



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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



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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



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Participating Schools

University of San Diego, Zeta Kappa chapter

- Fatoumata B. Balde
- John R. Coleman
- Shuang Ma
- Owen Obrien
- Nathan Orellano



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Participating Schools

University of Tennessee at Chattanooga, Eta Kappa chapter

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



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Participating Schools

Washington State University, Delta Epsilon chapter

- Dylan Harbo
- Jackson Kembel
- Meredith Lamb
- Cross Quinlan
- Anna-Maria Rehwaladt
- Jennifer Sizemore
- Elsa Strasser



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Participating Schools

Western Kentucky University, Eta Omicron chapter

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



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Reminders

**Join the Alumni &
Member network!**



**2023 Mid-Year
Meetings registration
launched November 7.**



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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



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Thank You