



## High School Workshop Initiative Fall 2021

All of the workshops below are offered by the Telfer School of Management as part of the Workshop Initiative. If you would like one of our facilitators to present to your class virtually, contact us [undergraduate@telfer.uOttawa.ca](mailto:undergraduate@telfer.uOttawa.ca)

### Building a good leader's toolbox

What are the personality traits of a good leader? Is there a link between Elon Musk, Bill Gates and Oprah Winfrey? In this workshop, students will unlock the secrets of effective communication, be able to identify what kind of leader they are, and determine the links between power, motivation and trust.



### International business, what is it really about?

International Business is the new way to invest in the growth of most businesses. This workshop introduces the main concepts of trade, international relations and cultures through a business lens. Students will learn about the different cultural dimensions and how they affect our world and our businesses today.



### Understanding Digital Marketing and big data

Many businesses are drowning in data, but do not have the required expertise to leverage this information. In this workshop, students will learn more about a highly sought-after profession in the workplace: business data analyst

