**CAREER ADVICE #349 | Holly Fraser\_Phoenix\_Education | 12 April 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

 Good morning and happy Thursday,

I am looking for advice. I have been an educator for over 15 years and recently graduated with my Master's degree in Communications. I know I do not want to necessarily continue as an educator, but I am not sure where to start, where I belong "in the real world", as my students call it. I have gained such a diverse skill set as an educator and I am not sure where they fit in the corporate world. Does anyone have any suggestions or advice? I loved to hear it. I think.

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Hi Holly,

Some ideas for you to consider:

Gary Vaynerchuk

Corporate Trainer

Clubhouse

High School Party Concept

EdTech Innovation

Angel List

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Gary Vaynerchuk

You may want to consider listening to Gary Vaynerchuk to help trigger ideas for you. Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, FB live, TikTok live and Clubhouse chats with students, business owners, musicians, corporate executives and others.

You may want to consider starting with one or more of the following links:

Crushing It. Here is the link to the audiobook: https://adbl.co/2YfafaS

Several women featured on “Crushing It” include:

[Amy Landino](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) (Amy Schmittauer | Savvy, Sexy, Social) | http://amylandino.com/

[Jenna Soard](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) (You can brand) | https://www.youcanlaunch.com/

Mimi Goodwin | Sew Sew Def magazine | https://mimigstyle.com/

Dr. [Chithra Durgam, DDS](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) | dentist created a Musicly video

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Gary Vee Inside 4D’s | It’s Never Too Late to Start | 27 September 2019

Podcast Link | https://apple.co/32crZkS

YouTube video link: http://bit.ly/2VFhHYc

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Please see post 2 of 7 | Corporate Trainer

POST 2

Hi Holly,

This is post 2 of 7,

Corporate Trainer

A couple of examples to illustrate how your 15+ years of educating students could possibly be applied to employees in the corporate workforce.

This funding announcement was included in the 26 January 2021 [#strictlyvc](https://www.linkedin.com/feed/hashtag/?keywords=strictlyvc&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6786682373011578880) newsletter:

[Esme Learning](https://www.linkedin.com/company/esme-learning/), a 1.5-year-old, Boston-based digital learning platform that aims to provide executives with technical skills and business best practices from experts on a range topics from cybersecurity to fintech, has raised $7.5 million in Series A funding led by [Adit Ventures](https://www.linkedin.com/company/adit-ventures/) | [https://esmelearning.com](https://esmelearning.com/)/

This funding announcement was included in the 9 April 2021 FInSMEs Ltd newsletter:

**Attensi**, an Oslo, Norway–based provider of a Corporate Learning and Development (L&D) technology platform, raised $26m in funding from Lugard Road Capital, DX Ventures, and existing shareholder Viking Venture | https://bit.ly/3g08DsV

Please see post 3 of 7 | Corporate Trainer (continued)

POST 3

Hi Holly,

This is post 3 of 7,

Corporate Trainer (continued)

What if you reached out to the Esme Learning executives (David Shrier, Julia Henderson or Brendan Gibney) or the Attensi executives (Trond Aas, Anne Lise Waal or Madeleine Porter) to propose working together on targeting corporate executives in Phoenix and/or across Arizona? Imagine if you became the corporate trainer of the Phoenix Suns, Arizona Coyotes or Diamondbacks? Would you students classify that as a “real world role”?

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Clubhouse

Link to website | [https://www.joinclubhouse.com/](%22)

You may be aware of the Clubhouse App that is increasingly becoming popular and frequently being used by celebrities and influencers to talk about everyday issues with everyday folks. In fact, it became even more popular when Elon Musk and Mark Zuckerberg separately blew up the chat rooms when they came “Clubbing”.

Tanisha Cherry, a #podcaster here in #Calgary was a guest on #CalgaryBusinessPodcast to talk about her chatroom “Welcome to Clubhouse”. This is a link to that podcast: <https://bit.ly/37k9TC9>

Tanisha also prepared a #YouTube explainer video: [https://bit.ly/2Z41e2e](%22)

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Please see post 4 of 7 | Clubhouse (continued)

POST 4

Hi Holly,

This is post 4 of 7,

Clubhouse (continued)

How is all of this “Clubbing” relevant to you? You could create a Clubhouse chat room to invite teachers and education experts in Tempe, in Phoenix and across Arizona to talk about all things education: Covid and shift to on-line learning, EdTech tools, curriculum changes, graduation, etc.

In fact, this Andreessen Horowitz podcast titled “Online Learning and the EdTech Debate” (episode 588 from 17 August 2020) hosted by Lauren Murrow with panelists Connie Chen (a16z general partner), Joshua Kim from Dartmouth College and David Deming from Harvard University could provide your “Club Room” with some initial talking points.

This is the link to that podcast: <https://apple.co/3dP6ddW>

You could also invite your high school students to join you “On Stage” to get their views on this subject including how this impacts their future learning, future social interaction, future careers, future job prospects and more.

Please see post 5 of 7 | High School Party Concept

POST 5

Hi Holly,

This is post 5 of 7,

High School Party Concept

Gary Vee | Inside 4D’s Episode 1 | “High School Party Concept”

The basis for this idea is around the person who hosted the parties in High School could easily go from a “D” on the “Popularity or Social Scale” to a “B” or “A”.

So, combining your communication degree with your 8+ years of teaching Tempe High School students, if you “host” the “Tempe Ed Talk” clubhouse chat room, after 6 to 12 months you could be “The Host” that all educators and corporate trainers want to talk to.

Sound Cloud Podcast: <http://bit.ly/2kO6MgO> |Full 1 hour, 14 minutes

YouTube link: [http://bit.ly/2kNlaG4](https://www.youtube.com/watch?v=rkZXlHCQ0mQ) | 3 minute excerpt that focuses on the High School Party

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**EdTech Innovation**

As you may be aware, innovation in the EdTech space is attracting funding from many sources (including the “Corporate Training” examples noted earlier). Two examples to highlight how innovation continues to transform education:

Please see post 6 of 7 | EdTech Innovation (continued)

POST 6

Hi Holly,

This is post 6 of 7,

EdTech Innovation (continued)

This example stems from the 30 March 2021 StrictlyVC newsletter:

**GoStudent**, a five-year-old, Vienna, Austria-based tutoring marketplace for K-12 students, has raised €70 million in Series B funding. **Coatue** led the round, joined by earlier backers**Left Lane Capital** and **DN Capital**. TechCrunch: https://tcrn.ch/3d9XMe5

This example from the 18 March 2021 FinSME newsletter:

**Edge Pathways**, a NYC-based education technology company, raised $8M in seed funding from First Round Capital, Emerge Education, and Rethink Education | FinSME article: https://bit.ly/3wQYoNO

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You may want to consider subscribing to various tech news feeds that feature funding announcements in many sectors, not just EdTech. These publications include:

StrictlyVC | [https://www.strictlyvc.com/](%22)

Crunchbase | https://news.crunchbase.com/daily/

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | https://www.finsmes.com/the-daily-deal-newsletter

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Please see post 7 of 7 | Angel List

POST 7

Hi Holly,

This is post 7 of 7,

**Angel List**

Website |https://angel.co

This site is primarily used by tech startups to list tech & non-tech roles here. Quick search revealed:

24,900+ startups globally have open roles listed on the site

10,400+ across the United States (non-remote only)

231 across Arizona

134 in Phoenix

30 in Tempe

NOTE 1: The global total is down from the pre‑Covid19 period in which 30,000+ startups listed open roles on the Angel List site.

NOTE 2: Consider spending time on the site. Startups may not always use traditional recruiting sites to find staff. When they scale, they tend to need experienced staff. Consider reaching out to any relevant companies to see if there is common ground to work together. If you join a company in very early stages, you could end up wearing multiple hats (PR and communications, teaching Excel & Powerpoint, helping out on HR issues, creating learning plans for staff)

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Have fun!