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March 31st, 2016

Career Seminar with Lysanne Denneboom



PALM

INSTITUTE OF STRATEGIC LEADERSHIP

"Raising Generations of Strategic Leaders"

PALM INSTITUTE

Vision

Our vision is to educate a generation of excellent, ethical and values-based African leaders who are committed to the application of knowledge for the transformation of African society.

Mission

Our mission is to educate a new generation of African leaders with integrity for corporate, national and continental:

- ***Creativity***
- ***Excellence***
- ***Innovation***
- ***Service and***
- ***Sustainability***

Our Core Values

- ***Leadership***
- ***Sustainability***

HOW TO USE THE PRIVATE SECTOR FOR YOUR CAREER PLAN?



Lysanne Denneboom came to speak to the students at Palm Institute of Strategic Leadership on February 25th, 2016. She is a Managing Director of the Ghana Netherlands Business and Culture Council (GNBCC). GNBCC is an organization whose primary purpose is to help entrepreneurs start their businesses.

Lysanne spoke about how students can use the private sector for career development. She stressed the need to avoid complacency in looking for job opportunities. She shared her own experience early on in her career. She said she visited several companies asking to do an internship for free in order to show them what she had to offer. She eventually was given the opportunity to do a presentation to a large audience for Heineken and got the job as a result.

- **Excellent**

PROGRAMS

- **Banking
Technology &
Accounting**
- **Computerized
Accounting**
- **Business
Administration**

She spoke about the importance of not doing a job that you do not enjoy. She also



expressed the



importance of identifying your interests and then exploring the options by engaging in activities to help you meet your career goals. She advised students to get in touch with private sector companies they are interested in working with.

In addition, Lysanne also shared about the business challenge being organized by the GNBCC and the benefits of participation. She said Ghanaians will be paired with students from the Netherlands to work together to come up with solutions to various case studies and there may be an opportunity for students to travel to the Netherlands.

She concluded by saying, "Career choices are life choices. Take them seriously! Do it right!"

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