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SPEECH TEXT

Following the Roadmap to Success
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Good afternoon. I want to thank the U-N-C Hussman School of Journalism and Media for this opportunity to share the ways that Greta Oliver Consulting is making a real difference and discuss my new book, *Career Roadmap*, which climbed to an Amazon #1 Best Seller in less than three days.

I stand before you today with nearly 30 years of experience mentoring students and professionals, and I am confident in the abilities of each of us to overcome and strive for progress.

Nearly every living thing has a major and influential transition sometime in its life, and humans are no different.

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Have you ever thought about the effort a caterpillar requires to turn into a butterfly? What about the willpower of a baby bird ready to take flight and leave the nest?

Studies have shown that the average person experiences a major change in their life every 12 to 18 months.

Whether that be that be a career change, marriage or even a global pandemic, it is important to be prepared when those transition times come.

When I started Greta Oliver Consulting and published my first book, *College Roadmap*, in 2021, I devoted myself to consulting those needing help in student, career and leadership development.

Having seen first-hand the significance that change plays in the lives of students and professionals, including here at U-N-C, I believe that everyone can smoothly and successfully transition with the right resources.

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This significance inspired both my books. I want to create an environment where people are proud of their accomplishments, while still getting all the joy they can out of their experiences.

Specifically in the view of my second book, I hope to inspire those who are transitioning between education and professional life or between careers.

For many, myself included, this is a stressful time, but it doesn't have to be. In Career Roadmap I layout a candid and encouraging plan for those embarking on a transition.

Throughout the book, I strive to teach communication and employability skills aimed to make the search for a career that brings personal satisfaction much easier.

My purpose for writing these books and running these courses is to help people learn from my mistakes, so they don't have to make them too.

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I believe that everyone has a purpose for being on this Earth, and I feel that mine is to help people when they are unsure and need it most.

Thank you.

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ANTICIPATORY QUESTIONS

1. How does this new book compare or add onto the previous?

The *College* and *Career Roadmap* books are meant to add new and useful information onto one another. They could be read as a series when new opportunities and experiences come to light, or each could be read to assess their prospective transitions. Neither of these books have a specified audience, they can be beneficial to anyone needing guidance and encouragement amongst change.

2. How has your work at UNC inspired your current profession?

My time at UNC was extremely important in the work that I am currently doing. While at UNC I worked with the Hussman School on Diversity and Inclusion, as well as the Chuck Stone Program that encourages diversity in education and media among high school seniors. Working with both high school and college students in this evolving digital age has shaped my views, allowing me to consider the opportunities and struggles the new generation will experience. This, paired with the knowledge I gained from colleagues continues to inspire my insight on these developmental topics.

3. Where can we learn more about Greta Oliver Consulting or *College* and *Career Roadmap*?

We invite you to visit our website, <https://www.gretaoliverconsulting.com>, for more details and information. We also invite you to browse our Facebook page and follow the EducateU podcast on YouTube to learn more about the courses and work being done to positively impact those in transition situations. I will be here at the conclusion of this session to answer any further questions you may have. Thank you.