



Empowering USC Women Since 1979

Join us with

## **Nandini Rajagopalan**

Captain Henry W. Simonsen Chair in Strategic Entrepreneurship and  
Professor of Management and Organization in the USC Marshall School of Business

For a discussion on

### **Applying a Strategic Perspective to Career Planning**

The core question that lies at the heart of a strategic perspective is how to create and sustain competitive advantage in an uncertain and complex environment. In today's rapidly changing environment one has to be prepared to constantly refine and differentiate one's value proposition. From a career standpoint a value proposition describes what is unique about you, how you bring value to your organization, how you can leverage your unique skills to achieve your professional and personal goals, etc. In developing and honing your value proposition, it is crucial to understand the environment within which your career is evolving as well as your own strengths and vulnerabilities. The value of developing and sustaining professional and social networks will also be discussed.

Professor Rajagopalan teaches courses on global strategy and competitive advantage in the Marshall MBA programs. She has designed and delivered several customized programs on strategic leadership for firms in a variety of industries including electric utilities, aerospace, commercial real estate, health care, commercial banking, entertainment, and consumer products. Her current research interests include CEO succession and strategic change, boards of directors, corporate governance in emerging economies, corporate diversification, and R&D alliances and innovation in the biopharma industry. Her research has been published in several scholarly journals and she has received many awards for her research, teaching, and service contributions. To read more, visit: <http://www.marshall.usc.edu/faculty/directory/nrajagop>.

DATE: Tuesday, April 12, 2011  
TIME: 12:00 noon to 1:30 p.m.  
PLACE: Davidson Conference Center, Alumni Room  
COST: \$15.00 Members  
\$18.00 Non-Members and Guests  
(Payment in advance facilitates check-in)

Make your reservations online now at [www.usc.edu/org/wim](http://www.usc.edu/org/wim).

**Reservation and Cancellation Deadline:** 4:00 p.m. Friday, April 8, 2011. There are no refunds for cancellations after the deadline, and no-shows will be billed for the meal.

**SAVE TIME!** Pay in advance with a credit card online or by sending your check, payable to WIM, to Queenie Taylor, MC 0808.

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**Membership Announcement:** Do you have a colleague who should be a member of WIM? Invite her to this event! Never been a member of WIM or let your membership expire? You can complete the membership form online at [www.usc.wim.org](http://www.usc.wim.org), and bring your check to the next event.

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