



10 December 2020

Recommendation for BeNeca Griffin and Intern to VP Youth in Business Conference

I worked with BeNeca Griffin to offer the Intern to VP Youth in Business conference as a “kickoff” event to our school’s Collaborative Mentorship Program in February 2020. Our Collaborative Mentorship Program is designed to strengthen our school community through career exploration by providing industry panels, shadow opportunities, and summer internships with parents and alumni of our school to our students. At the time of the conference, I was in need of a larger scale resume/cover letter writing and personal branding workshop since offering multiple, small-group workshops as I had done up to that point was an unsustainable format for me and my program. The Youth in Business component of Moments of Focus was the perfect solution.

All I can say is “wow!” BeNeca has the incredible skill of universalizing the lessons from her experiences as intern to vice president with relevance and relatability. Her conference materials are brimming with the age- and experience-appropriate professional guidance that our students seek and they couldn’t get enough! Immediately after the conference adjourned, at least half of them came up to me and asked if I would host another conference or bring BeNeca back in some capacity. She was encouraging and supportive to all of our student participants, whether they were in the “I don’t know what I want to do or who I want to be as a professional” camp or the “I have already done my research, have held these internships, and know that I want to work in this specific field” camp.

Here are a few student responses to the post-conference survey question “Name one of your takeaways from the Intern to VP Youth in Business Conference”:

“Understanding yourself before you go and introduce yourself to others is the most important first step in business. Any career or job opportunity that you shoot for starts with what you are interested in, and so being able to completely understand who you are and what you love is the first step towards pursuing a career that will make you happy.”

“I think one of my greatest takeaways was just the overall thing to develop your brand. I really had not taken time to think about that before. To think that everyday I am representing myself and my own brand and what that means to me. Taking time to think about my career goals and life goals helped me to better understand myself which I think will allow me to be more honest when looking for jobs both with myself and the employer.”



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“The Realization of what I could be doing now: I see now just how many opportunities I have in front of me that I have the ability/opportunity to tap into, but also I know see how to prepare for those opportunities, how to ask the right questions, to outline a plan so that I could get the most out of these meetings and get further on the path of making my career vision a reality. Also, I for the first time saw how important/helpful the process of roadmapping and the Flow chart is, and I have learned way more about what I want and how to get there. now I have a 30 second brand description that concisely explains exactly what I want; while I came to the conference with a very general understanding of how I wanted to get to where I wanted to be, I left with a narrow, concrete path and understanding of where I’m going: an outline of the progression of various goals along the way.”

All in all, I am endlessly grateful for the Intern to VP Youth in Business conference offering from BeNeca Griffin and Moments of Focus. BeNeca is a true collaborator and an immensely valuable asset to any organization that seeks to support its people in illuminating their “why” and clarifying their “how.” I enthusiastically recommend BeNeca and the Youth in Business conference to anyone who believes in the treasures that come from empowering youth to find and stand strong in their voices as they navigate through emerging adulthood.



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