

| GLOBAL OUTLOOK

# Strategic Self-Promotion: Crafting Your Story for Career Success

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In December 2025, the 5th NTU International Mentorship Program (IMP) marked a major milestone with its inaugural career development workshop. Held on the main campus of National Taiwan University, the event drew more than 150 highly motivated students, promising a powerful catalyst for professional growth. Participants from over 30 countries represented 60 academic departments, reflecting the aspirations and angst felt by young talents poised to navigate an increasingly complex and competitive global job market.

The workshop offered students a precious opportunity to set academic theories aside and consider the perspectives shared by real-life movers and shakers. Three senior executives from diverse industries shared their candid insights and practical frames for succeeding in today's workplace. A clear message rang out in the session: career readiness requires much more than just impressive academic credentials—it requires mindset, adaptability, and purpose.



Sharing real-life case studies, the discussants advised students to grasp the essential mindsets and core competencies required in navigating today's workplace.

Jeff Neo, Managing Director of Kuehne+Nagel, spoke compellingly about the changing nature of work in an era shaped by automation and artificial intelligence. Noting that technical expertise is no longer a differentiator but rather a baseline expectation, Neo declared, “*It’s not your degree that defines your future—it’s your attitude,*” encouraging students to nurture their wisdom, resilience, and courage for leadership. While academic qualifications may open doors to career paths, he stressed, character and mindset are what sustain long-term success.

Dr. TF Hsieh challenged the participants to rethink how they measure professional value. Rather than focusing solely on job titles or salary and perks, he urged students to open their minds and consider the positive impact one creates within organizations and communities. Building on this perspective, Allen John Ku spotlighted the human dimension of career development and encouraged the students to cultivate meaningful relationships and maintain balance. Finding one’s purpose, he reminded the audience, is more often an ongoing journey than a fixed destination.

Overall, the workshop discussants effectively reframed the notion of career success as an exercise in strategic self-promotion—the ability to thoughtfully and authentically articulate one’s experiences, strengths, and aspirations. By integrating these precious insights and frames with their academic training, the student participants will be better prepared to share their own personal narratives with clarity, confidence, and intention as they step onto the global stage.



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The 5th International Mentorship Program hosted a career development workshop on “Strategic Self-Promotion,” led by three senior executives with extensive industry experience in diverse fields.



Group photo of the discussants and participating students.



Click or Scan the QR code to learn more about the program.