



BEAUTY & THE BOSS

Career Leadership for the New Era

Presented by:

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~~WINTER~~

How

Less like a keynote. More like a masterclass.





***Some things are out of your control.
But they are not out of your influence.***

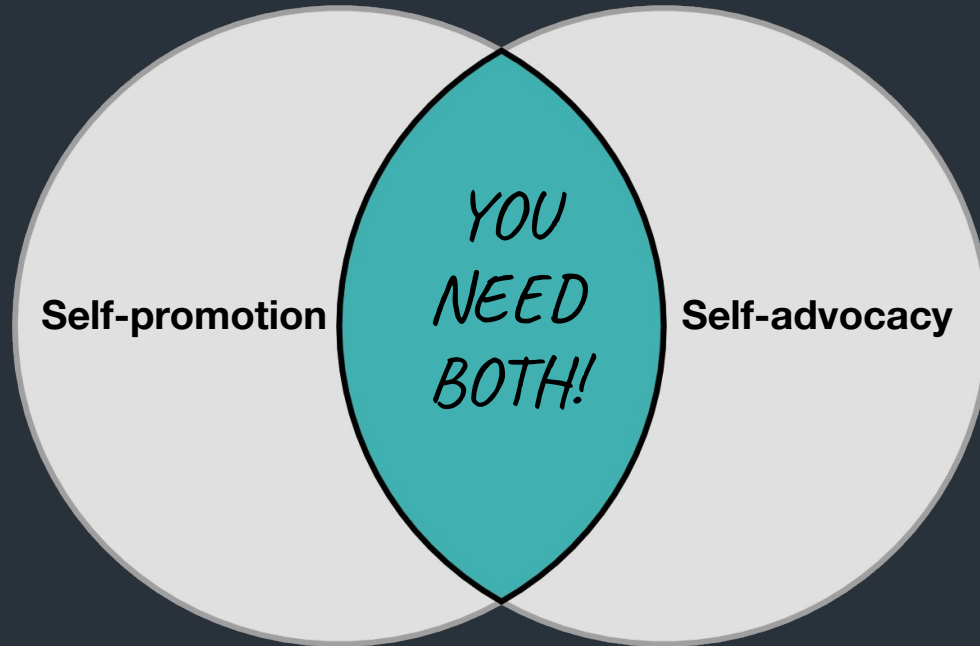
Me. I said that.

Career Leadership

[kuh-reer - lee-der-ship]

Personal and intentional engagement in the relationships and activities that influence the direction, pace and results of your career.

Career Leadership is personal.







Self-promotion is about strategically building your personal brand to ensure that those who can help you accomplish more in your career will not just know who you are, but the value you have (and want) to contribute.

“Research shows that people who are comfortable with promoting themselves are not only more successful in landing a job from an interview, but go on to build stronger networks - within their organization and outside of it - and are more successful in business and throughout their careers.

Margie Warrell, Forbes Magazine Contributor
“Self-Promotion Is Not Crucial (Unless You Want To Get Ahead!)”



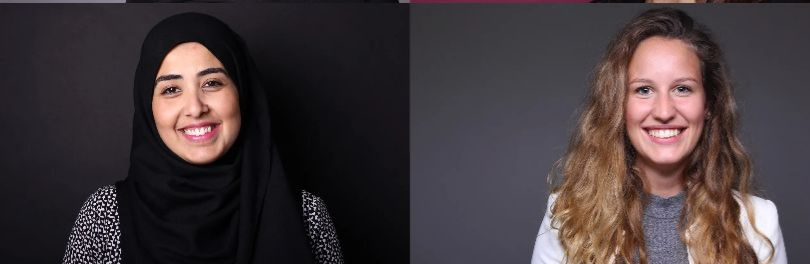
Self-advocacy is the action of representing yourself, your views or interests.



“You can speak up for yourself, and you need to - even in small ways. Because when you practice speaking up for yourself in small ways, it helps you have the courage and strength to speak up in the moments that matter most.”



Stephanie May Wilson, Influencer and Coach



Career Leadership is intentional engagement.



Photo by John-Mark Smith from Pexels

Why does it even matter?

2024 PROJECTIONS

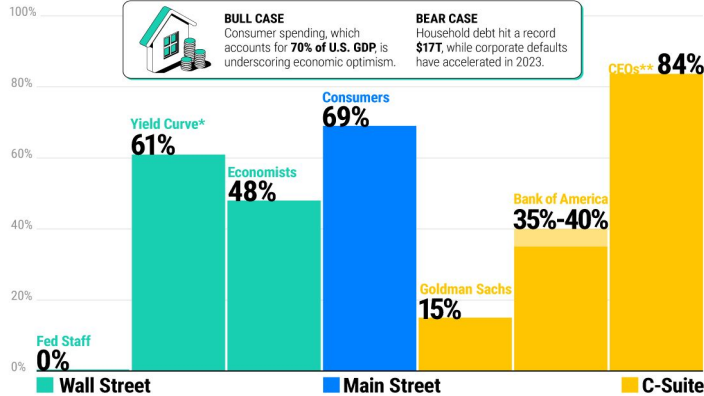
What's Next for the U.S. Economy?

Despite slowing growth, Federal Reserve staff are no longer forecasting a recession due to the economy's resilience.



Who Thinks a Recession is Coming?

ESTIMATED U.S. RECESSION PROBABILITY IN THE NEXT 12 MONTHS

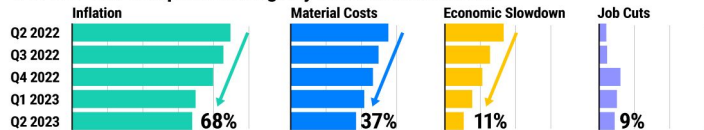


Source: Federal Reserve Bank of New York, Wolters Kluwer, The Conference Board, Goldman Sachs Investment Research, Bank of America. Data based on surveys and projections conducted August-September.

*Based on a New York Fed model estimating recession probabilities using 10-year minus 3-month Treasury yield spreads, based on data from 1959-2009.

**Conference Board Q3 CEO survey probability of a recession over the next 12-18 months.

% of S&P 500 Companies Citing Key Words IN EARNINGS CALLS



Source: Bloomberg Finance L.P. via J.P. Morgan. Data as of August 24, 2023.







Reality check: Your boss doesn't really know what you do.

Managers often focus on outcomes and are less concerned with the details and activities that produce those outcomes.

Your manager may have a general idea of what you do, but there's a greater chance that they're fuzzy on the details.



If you don't have a plan for what you want, then you will probably find yourself buying into someone else's plan and later find out that was not the direction you wanted to go. You've got to be the architect of your life.

Jim Rohn

*American entrepreneur,
author and motivational speaker*

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Take inventory of what you have.

1

**Job descriptions &
responsibilities**

2

**HR/Employee
review docs**

3

**Personality tests &
strength assessments**

4

Feedback

5

**Certifications,
education & training**

Take inventory of what you have.



Job descriptions & responsibilities



HR/Employee review docs



Personality tests & strength assessments



Feedback



Certifications, education & training





Keywords & Skills from:

- Formal job description
- Your actual job description (i.e. your day-to-day work)
- Volunteer experience
- Board and committee experience

Take inventory of what you have.



Job descriptions & responsibilities



HR/Employee review docs



Personality tests & strength assessments



Feedback



Certifications, education & training





Photo by [Christina Morillo](#) from [Pexels](#)

Search employee review documentation for:

- Strengths/Weaknesses
- Achievements/results
- Goals
(personal/departmental)

Take inventory of what you have.

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Job descriptions & responsibilities

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Personality tests & strength assessments

- GallupStrengths
- Personal Values Assessment
- StrengthScope
- Predictive Indexing
- INFP
- DiSC
- True Colors
- Real Colors

Take inventory of what you have.



Job descriptions & responsibilities



HR/Employee review docs



Personality tests & strength assessments



Feedback



Certifications, education & training





Feedback from:

- Peers
- Managers, Mentors & Coaches
- Advisors
- Sponsors
- Colleagues

Take inventory of what you have.

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**Job descriptions &
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**Certifications,
education & training**



Photo by [Andrea Piacquadio](#) from [Pexels](#)

- Degrees and certifications
- In-house training
- Online course learning (free or paid)
- Association programs or training
- Test results

It all counts!



***Start where you are.
Use what you have.
Do what you can.***

Arthur Ashe
World renown tennis professional

Career Leadership

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Personal and intentional engagement in the **relationships** and activities that influence the direction, pace and results of your career.

You need a sponsor.



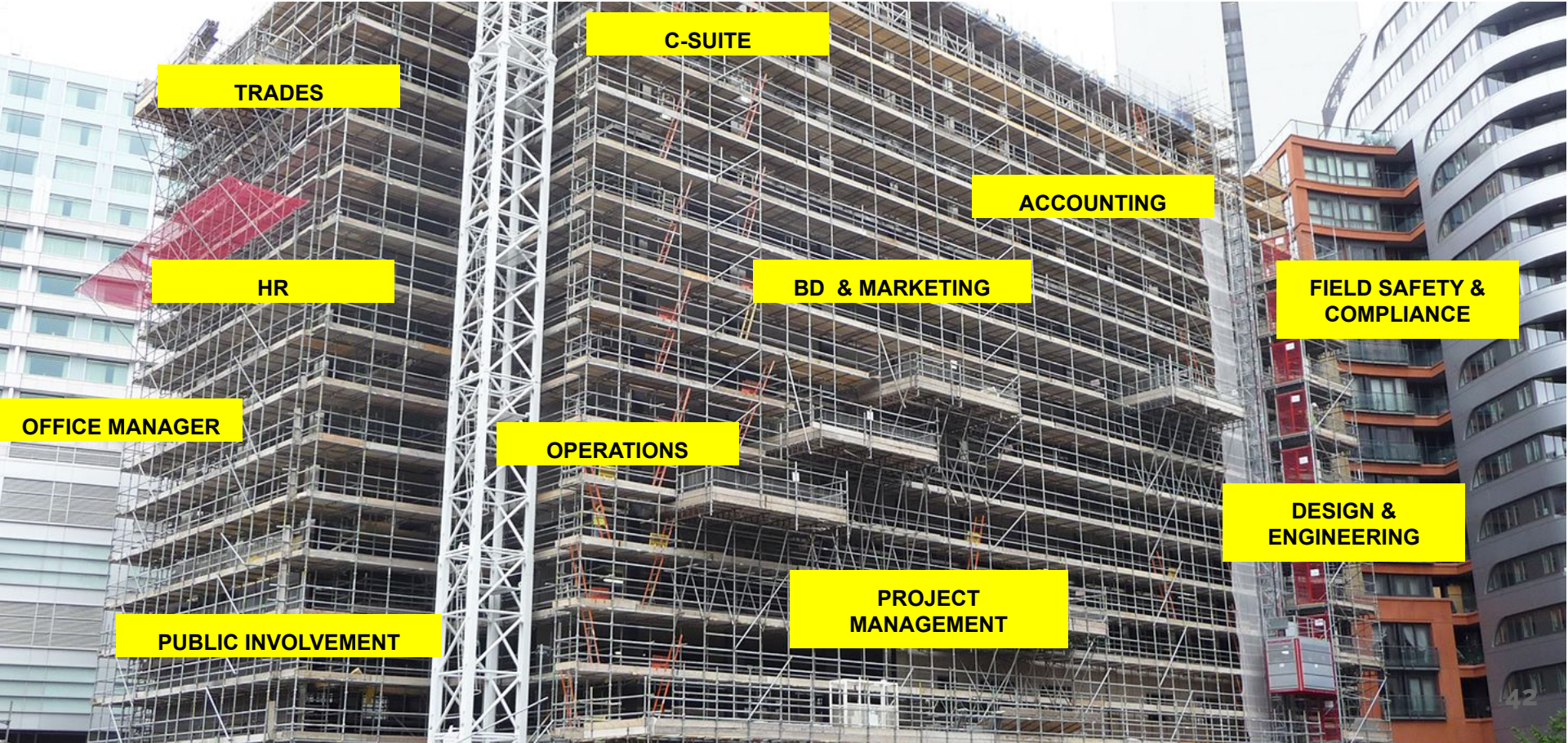
You need a sponsor.



We've all heard of climbing the career ladder.



Career scaffolding > the career ladder.



TRADES

C-SUITE

ACCOUNTING

HR

BD & MARKETING

FIELD SAFETY & COMPLIANCE

OFFICE MANAGER

OPERATIONS

DESIGN & ENGINEERING

PUBLIC INVOLVEMENT

PROJECT MANAGEMENT



- **Share your superpowers with others!**
We need them.
- **Resist the temptation to hunker down and hide.** *Stay visible for all the right reasons.*
- **DON'T wait for others to recognize your efforts, strengths or contributions.**
Speak up.
- **DON'T adopt someone else's professional brand as your own.**
Be authentic. "Faking the funk" is unsustainable.

Career Leadership

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Personal and intentional engagement in the relationships and activities that influence the direction, pace and results of your career.



Use existing internal systems

- Team meetings
- Customer service/client surveys
- Employee recognition programs
- Committees and working groups




BEAUTY & THE BOSS

PERFORMANCE REVIEWS

5 STEPS TO HELP YOU PREP, PITCH
AND PROFIT FROM THE PROCESS

BOSSLADY.COACH

5 STEPS TO HELP YOU PREP, PITCH
AND PROFIT FROM THE PROCESS

Use existing internal systems

- Performance reviews
- Weekly one-on-one's
- “What ya working on?”



Career Leadership

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All jobs consist of three components.





These are comments I've heard from actual clients who were frustrated with their work, title and compensation.

- If they don't see my value now, they never will.
- If I don't get a promotion this year I'm going to be so mad.
- I'm going to wait and see.

When I hear this kind of frustration I ask one simple question:

Did you tell them what you want?

Ask for what you want, not for what you think they will give you.





AIR

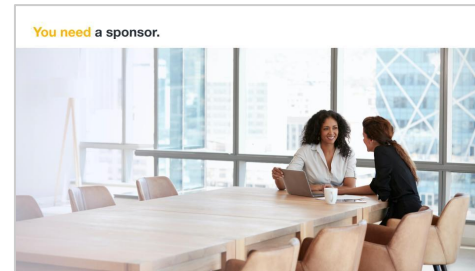
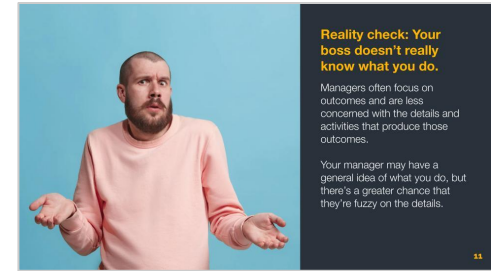
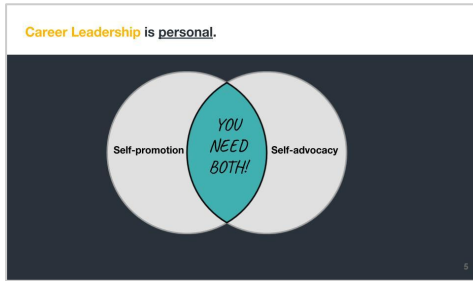


***Ask for what you want and be
prepared to get it.***

Maya Angelou

American memoirist, popular poet, and civil rights activist

Let's recap.



Use existing internal systems

- Performance reviews
- Weekly one-on-one's
- "What ya working on?"

PERFORMANCE REVIEWS
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