Championing Your Career
With Confidence

Eric Wu
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Speaker Introduction

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Session Objectives

- Increase awareness and understanding of self-advocacy/personal agency
- Increase awareness and understanding to the importance of having mentors and sponsors, and how to identify them
- How to effectively network through the organization & crafting your elevator speech
- Tools to get you started
Our Meeting Norms

• Maintain confidentiality
• Share ideas
• Bring our whole selves
• Aware that leadership and growth involves ongoing learning and practice
• Non-Judgement
• Assume Positive Intent
• Take Care of Yourselves
• Step Up/ Step Back
Safe Space

• Agree to disagree
• Assume positive intent
• A space free from harm or risk
• Maintain comfort

Brave Space

• Respect
• Vulnerability
• Courageous & active participation

• Controversy with civility
• Own intent AND impact
• Take risks for sake of learning & growth
• Accept non-closure & discomfort

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Self-Advocacy
Driving career and professional development: two components

Reflection:
what do I care about?
What do I want others to know?

Proactivity: Taking action
Self Advocacy starts with you

THE GRASS IS ALWAYS GREENEST...

WHERE YOU WATER IT

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What is your Locus of Control?

External Locus of Control

Outcomes out of your control – fate, luck

Internal Locus of Control

Outcomes within your control

Championing your Own Career
Crafting your job: Turn the Job You Have into the Job You Want

Tasks
Use your skills to improve the way work is done (find ways to incorporate your strengths)

Relationships
Look for ways to have more satisfying interactions with other people

Cognitive/Perceptions
Alter your views and perceptions of the work

Purpose
Redefine your work to reflect impact

https://hbr.org/2010/06/managing-yourself-turn-the-job-you-have-into-the-job-you-want
(Self) Micro-affirmations

Fostering and internal locus of control and self-advocacy begins with using “I” statements
Micro-affirmations serve as reminders
Let’s do an activity

Micro-affirmations
Micro-affirmations

Let’s practice! (3 minutes)
In your handout, write down five I statements about your own career development

Optional: Share in Chat

I am
I will
I want
Believe that things will happen

Instead of thinking what happens if things go wrong, think:

“What is the best case scenario?“

“What would I do if I knew I wouldn't fail?“

“What could I learn if I moved forward with this decision?
WHO YOU WANT TO BE

WHO YOU ARE

PATIENCE

CONSISTENCY

SMALL WINS

SELF-COMPASSION

PROGRESS

PERFECTLY

NOT

A

IS

GROWTH

TIME

PROCESS

LINEAR

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Mentors and Sponsors
How do we define the words?
A coach and mentor talks to and with you and a sponsor talks about you.
SPONSORS vs. MENTORS

What's the Difference?

**SPONSORS ACT**

- Sponsors...
  - connect protégés to career opportunities.
  - advocate for protégé’s advancement.
  - support risk-taking.
  - publicly endorse protégés.
  - expect high performance in return.
  - help protégés confront and interrupt bias.

**MENTORS ADVISE**

- Mentors...
  - reduce isolation and stress.
  - navigate unwritten rules.
  - build confidence.
  - provide tips and strategies.
  - promote inclusion to company.
What does the data say?
Four types of behavior accounts for 89% of leadership effectiveness

- Be supportive
- Operate with a strong results orientation
- Solve problems effectively
- Seek out different perspectives through mentoring and networking
Finding Your Mentor(s)

• Finding the Right Mentor
  – Know your goals
  – Who do you look up to?
  – Do the research
  – Be cognizant of your own network

• Making the Ask
  – Have an elevator pitch ready
  – Make sure it's the right fit before asking
  – Mention what you like about the person's work
Additional Tips

• Mentors don’t have to be more senior professionally
• Consider establishing a board of mentors
Can Sponsorship help?

“Mentorship prepares people to move up, while sponsorship makes it happen.”

~Sylvia Ann Hewlett
So please ask yourself: What would I do if I weren't afraid? And then go do it.

– Sheryl Sandberg
Remember…

Sponsorship is an investment!

It’s not easy to find a sponsor. You must earn this type of investment.
5 ways to find a sponsor

- Build on a mentoring relationship
- Identify higher-ups who inspire you and introduce yourself
- Let the sponsor see you in action
- Ask questions and tactfully challenge the status quo
- And finally…ASK!
Personal Reflection & Stretch

In the next 3 minutes jot down 5 names of potential mentors or sponsors
Networking 101
Networking Myths

• Networking is Selling
• Networking is for job seekers
• Networking is for yourself
• Networking is connecting with more senior or experienced people
• Networking is about making an ask
Why Network?

- Knowledge Acquisition
- Exploring new areas of interest
- Being able to help others
- New job/development opportunities
  - 70% of jobs are landed through networking
  - 80% of job openings are unadvertised
Building your Networking Muscle

- Think of networking as building relationships, not a transaction
- Look to create relationships with benefits to both of you
- Be an active listener
- Diversify who you network with
- Be clear about your “asks”
- Think as a giver
- We all have unique and interesting areas to connect on and you always have something to bring to the relationship

Trust builds when you listen well… and thoughtful questions keep a conversation going - easily.
Creating An Effective Elevator Pitch
What is an elevator pitch?

The Four-Step Elevator Pitch

1. Start by introducing yourself
   “Hi, my name is Sara. It’s so nice to meet you!”

2. Provide a summary of what you do
   “I’m a PR manager, specializing in overseeing successful initiative launches from beginning to end.”

3. Explain what you want
   “I find the work your PR team does to be innovative and refreshing — I’d love the opportunity to put my expertise to work for your company.”

4. Finish with a call to action
   “Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?”
Let’s do an activity

Creating your Elevator Pitch
Creating your Elevator Pitch

• The Components of an Elevator Pitch
  – Who Are You?
  – What Makes You Unique?
  – What Are Your Goals?
Elevator Pitch Breakout Activity - 15 min

In Breakout (Alternate Roles)

- **All**- Draft your Elevator Pitch- ~3 min
- Person 1- Delivers Elevator Pitch ( 1:30 min)
- Person 2- Person receiving will then state back what they heard to check for clarity (1:30)
- Person 3- Silent Observer

When everyone has rotated through the roles, you can deliver/discuss feedback as a group (2-3 min)
Activity Debrief

• How did it feel to create or give your elevator pitch?
• How did it feel to have someone state back what you said? Were you as clear as you thought?
• How did it feel to give and receive feedback?

Share in chat or come off mute!
Using your Elevator Pitch

- PEX Year end
- Casual Conversations
- Career Conversations
Other resources in your toolkit

• Network Assessment
• Individual Development Plan
Thank you!

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Additional Resources:
Creating your Individual Development Plan
Let’s do an activity

Your Network Assessment
A Simple Network Assessment

• List the names of 10 Trusted Advisors, Mentors, Sponsors in your professional life
• What characteristics do they share? (e.g. industry, function, seniority, gender, geography)
• What characteristics do they differ in?
• Are there gaps based on your professional interests?
Important Points

Self Assessment

Set Goals

Strategies

Resources

Timeline
DON'T MEASURE YOUR LIFE WITH SOMEONE ELSE'S RULER

"YOU NEED TO..."

"WHY HAVEN'T YOU..."

"YOU SHOULD..."

"THE ONLY WAY IS TO..."

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