



MENTOR•HER

MAKING A PROFESSIONAL PLAN

GETTING TO THE NEXT STEP

PUBLISHED ON
WEEK FIVE

FOR

SELF-DEVELOPMENT

INTRODUCTION

Welcome to Week Five of the Mentor Her program. Last week, we explored some ways you can manage your personal life with some hands-on approaches, to help you better gear up to meet your self-development goals by the end of the year. Alongside developing a healthier lifestyle, your expectations in the next 12 or 24 months may be to do with your career plans.

This workbook is for those who feel that, alongside their personal lifestyle, there is definitely room to grow in your career. Whether you want to get to the stage where you can afford to step away from a 9-5 job to begin your own business and work for yourself, or want to augment your position in your company echelon- most people will agree that there's an opportunity to grow.

As part of the other categories on the Mentor Her program, we offer plans to begin a business- for people who want to start out on their own and work for themselves; alongside another plan for growing a business, for women who already own a business but are looking to scale up with new clients or products. For women who are looking to accelerate their career, our Climbing the Corporate program covers ways to find your dream career, industry, and company and launch yourself forward by developing your personal brand. As with this program, with our business and corporate program, you'll be matched with a leading Mentor either in your field of entrepreneurship or knowledgeable in the industry you want to grow your career in. If you feel like coming on to one of these programs on our next courses, please do let us know.

If you are looking to begin your own business- then the first thing you need to do is put your head down and begin! This may be by getting licensed and qualified, setting up a website or beginning to research products. If you're in this category, we would recommend going back to our planning material earlier in the program and having a look to see what things you could begin to develop. We also highly recommend joining our next program under the beginning a business category which will go through a checklist of all the things you need.

This workbook is for people who are looking for acceleration in a particular field, company, or industry from moving up the ladder from a call centre job or a secretary role, from a Sales assistant to a Marketing lead, from HR to public services. These roles are often considered "soft" roles and unlike becoming a doctor and knowing where each qualification is needed with courses in place to advance, there is often no clear path on how to advance your career through soft roles. This is a workbook that might help you figure out what stage of the ladder you are on so that you can begin to move up.



LET'S BEGIN

If you're just starting out your career journey or looking to change paths into a new line of work, start at this first corporate ladder to figure out the next steps to gaining that perfect career!



RESEARCH

The first step to obtaining your dream career position is to begin with research. You should understand your industry, the products and services that are on offer, the opportunities available and the type of role you're going to be seeking. Step one is always making a list. Write down the industries you're interested in, the major and minor companies within them, and explore the job title that suits you. Whether it's in Digital Marketing, Operations, or Sales, you should be reading every available job posting across job portals like Indeed and Irish Jobs, to understand what HR departments are seeking out when they're hiring for the position you're dreaming about.

GET EXPERIENCE

Now that you've read the job spec of your dream career, are you missing out on anything that could put you ahead of other applicants? Do you need to read up on cloud based technology? Do you need to recap or update your knowledge like taking one of Google's free courses on Ad words, or understand how Hubspot operates their CRM? Do you need to renew your drivers license? You might be in a position that you find you need to have a year or two experience in a similar role that you don't have. If this is the case, it might be worth looking at gaining an internship for a few weeks to plump up your CV with recent experience. If you can't find an internship that suits you, have a brainstorm of whether you know any family or friends that run their own businesses and offer to help them out in return for a reference.

PERFECT & UPDATE MY CV

If you have done the research and are confident that you have the skills to apply to your job, it's time to pull out that old Word document and have a look at how you represent yourself on paper. The world of CVs is always changing, there's lots of free blog posts on how to perfect your resume, and you might learn a few new tricks by doing a bit of research online. When you're re-reading your CV make sure you have added all the relevant details of your past experience, are clear and precise and to the point. Read other people's CVs that are specific to your dream job and see how you can improve, whether that's lengthening or shortening paragraphs, taking out unnecessary information to make room for more engaging material and presenting yourself as a dream candidate that reflects the job description and beyond.



THE NEXT STEP

APPLY

If you've done all that, the next step is to apply for the job! Have a read about how to write the perfect cover letter and email, find out about how you can stand out from other candidates by referencing skills and attributes that fit the role you want. Then, the next step is to begin cataloging all the jobs that you'd love to have, personalizing emails and cover letters to reference individuals within the company and the company itself. Give yourself time to apply to jobs, don't rush it! Applying for the perfect role may take a couple of days, especially if you've found a lot of companies you would be delighted to work for. When you take your time, the opportunity for errors lessen. You'll have offers coming in in no time!

If you already have a job and are looking to climb the corporate ladder within your company or industry, let's think about what your next steps are to achieve success:

UPSKILL

You've been working in the same job for a couple of years and you want to start gaining momentum in your career. It's probably been a while since you were in college or were trained from a company or educator that's external to your current employer. In order to get your next promotion, you want to be able to demonstrate that you're passionate about your job and dedicated to your own self-improvement. That's why we recommend upskilling. It could be to gain a brand new skill or to ensure that you're up to date with new updates in technology, learning about the processes of leadership or general team management. Having a recent accreditation on your CV will look excellent and might allow you the ability to stand out from your colleagues who are also going towards that next job promotion. Online providers like Udemy offer great online courses that are often accredited by professionals, while companies like Google offers free training for their systems, or you could also consider evening classes at an Irish institute.

COMMUNICATE

To take that brave step to move up the corporate ladder, you might simply need to sit down with a person in an executive position in your company and communicate your ambition. Whether it's your current team manager, the head of HR, or maybe the CEO who you got talking to at the coffee machine at lunch time last week, you should be trying to get a face to face (or Zoom-to-Zoom at least) with someone who can put you in the right direction. So swallow that anxiety, put on your best blouse and get in contact with someone who can make this happen for you!



THE NEXT STEP

CONNECT

Whatever job you have, the company you're in or the industry at large, nearly every Mentor on our program who has a job in a corporate firm will tell you a similar thing: it's about who you know. Although it might feel unfair and a bit like favoritism, people in the corporate industry will support and promote people who they feel they have a connection to. To get ahead, you want to position yourself in a positive light for the decision makers to take notice of you. In the days of Covid, we're all missing the networking opportunities that made these connections far more natural (nobody will ever want to miss out on a coffee morning or seminar again after all this is over!). In order to get connections at a networking event, we would be telling you to look your best, be friendly and sincere, mature and thoughtful, have a good handshake and try to ease your way into conversations as best you can. Unfortunately, we can't do that right now so the online sphere is the next best thing.

The first thing to do is to identify the people who you feel will be able to change your career. Whether it's someone in your company or a person that's well known in your industry, maybe they've been influential in assisting a colleague, are known for their openness and willingness to help, or you just know that *they* know the right people who can help you get ahead. If you already have a rapport with them, you should try and send them an email directly, but maybe try the below first.

The same way you might be known in the office for always having her hair tied back and a power suit on, we represent ourselves in certain ways to allow people to get the best image of us. In lieu of that opportunity in person, your online presence can be beneficial to making you stand out from the crowd. The two most important profiles in your corporate career (bar the in-person version of you) is LinkedIn and Twitter.

For obvious reasons, LinkedIn is the place that corporate people like to frequent, read updates and connect with their peers. Twitter is another platform that allows for conversations, discussions, news, updates and an opportunity for **you** to put forward the best version of yourself.

If you don't know the decision maker that you want to connect with well enough to randomly request a Zoom call out of the blue, it's worth connecting with them on these platforms. The first thing you'll need to do is to ensure **your** profile is the best that it can be. We go through this in detail on our Climbing the Corporate Ladder program, to ensure that your online persona matches the mature, independent leader that we know you are and the ways in which we can connect you with people online.



KEYS TO CONFIDENCE

GETTING EXCITED TO MOVE
FORWARD

PUBLISHED ON
WEEK SIX

FOR
ALL MENTEES