



MENTOR•HER

MAKING A PLAN

HOW TO GET TO YOUR NEXT
STEP

PUBLISHED ON
WEEK THREE

FOR
CLIMBING THE CORPORATE
LADDER

INTRODUCTION

Welcome to Week Three of the Mentor Her program. Last week, we explored the keys to happiness in your career. Hopefully, if you are considering changing a job, industry or company- you and your Mentor have a better understanding of what you are looking for in your long term goals. Like, what type of job you want to pursue, what industry you're interested in working in and the types of companies that will offer the opportunities and culture that you want to have in your life.

This week, we want to help you get a better understanding of the next steps you need to take in achieving your dream position. Whether it's something you can start working on straight away, or something that you need to think about and consider, talk to your Mentor about how they moved up the corporate ladder (or have met people who have) and take advantage of the fact that they have a wealth of knowledge on climbing upwards.

We want to give you some inspiration and ideas so that you can construct a plan to get yourself excited and motivated about your career. You might be a recent college graduate, a woman returning to the workforce, considering a change in your career or already on the way to getting your next promotion. So, what's the next step?

Once you've decided on where you are on the corporate ladder from our list below, open up a word document and consider the things you need to do next. Making a list can be extremely instrumental in getting yourself in the right head space. Once you decide on what your next step is, consider the questions that you need solutions to. The answers may be a google search away, or you could need a personal understanding or a real life experience that you'll be able to get from your Mentor.

THINGS TO REMEMBER

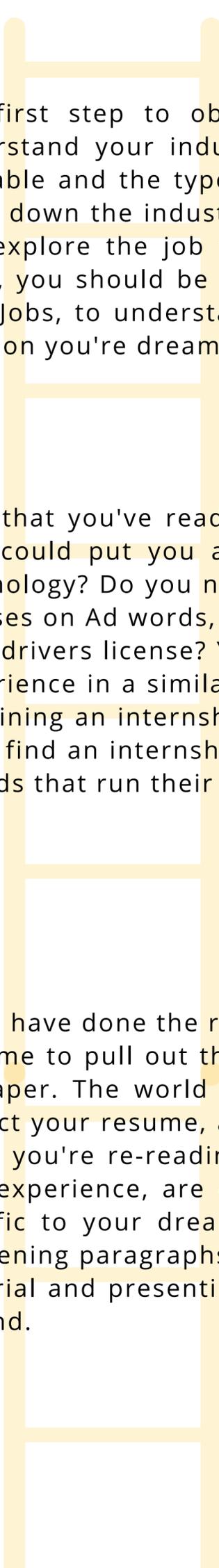
Google is your friend, every question and every doubt you've ever had has been answered online, and most of the time- it's free!

YOUR MENTOR has real life experience and will have ideas and advice for you. If you don't ask the questions, you'll never know the answers!

YOU are a talented, hard-working and passionate woman who deserves every opportunity that you're given.

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

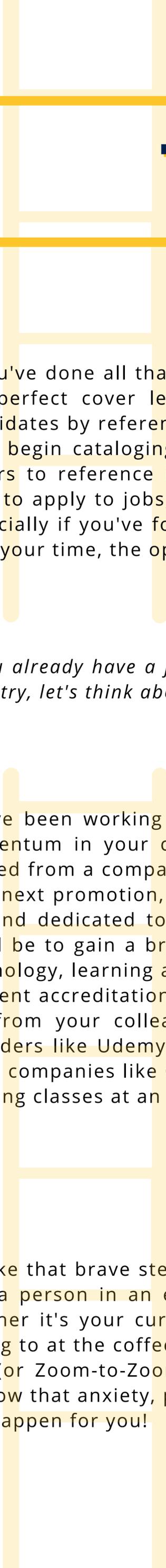
The first step to obtaining your dream career is to begin with research. You should understand your industry, the products and services that are on offer, the opportunities available and the type of role you're going to be seeking. Step one is always making a list. Write down the industries you're interested 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'll be going through this in greater detail next week, 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.

Next Week



MENTOR•HER

MARKETING YOURSELF

USING SOCIAL MEDIA TO BUILD
YOUR IMAGE

PUBLISHED ON
WEEK FOUR

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