



MENTOR•HER

YOUR DREAM CAREER

IDENTIFYING WHERE YOU WANT
TO BE IN YOUR CAREER

PUBLISHED ON
WEEK TWO

FOR
CLIMBING THE CORPORATE
LADDER

INTRODUCTION

Welcome to the second week of the Mentor Her programme- by now, you have your first meeting with your Mentor. We hope you're enjoying the programme so far. Last week was all about introductions and getting to know your Mentor. It was also for your Mentor to find out more about you and where you are in your career.

This week is about figuring out what you really want from your career. Whether you're just starting out or you already have a job, this manual is a good opportunity to review where you are in your career, consider your beliefs and desires and ensure that you are in the right job, industry and company that will offer you the right opportunities in your career moving forward.

Next week, we'll be moving on to figuring out a plan to get you to the next steps which will be about considering what your current position is at the moment and finding a way to move forward so that you can achieve your dream career sooner rather than later.

At Mentor Her, we believe that being happy is one of the most valuable things that you will have in any career. As part of our mission, we believe that when you're happy- you're empowered! When you're happy, you want to go to work in the morning, you want to work hard for your job, you want to make your team leader proud and you want to give back to a company that makes your life a little bit easier.

So consider this:

WHAT WILL MAKE YOU HAPPY?

Every morning, you should be waking up excited and motivated to go into work, to arrive in a company that you feel understands your needs and appreciates your time and commitment. What is your motivation in life? Ask yourself the below questions and have a read of some of the ideas we have to help you decide what path you're going to take in your life.

Consider:

WHAT DO YOU ENJOY DOING?

WHAT ARE YOU GOOD AT?

WHAT DO OTHERS ADMIRE ABOUT YOU AND WHY?

IS MONEY A LARGE MOTIVATOR FOR YOU?

WHERE DO YOU SEE YOURSELF IN 5 YEARS TIME?

YOUR DREAM CAREER

Choosing the right career is a pivotal decision on your road to happiness. There is a job title, industry and company out there that you're going to love. We just have to figure out what it is. Many careers in the world require specific qualifications, like becoming a doctor, engineer or scientist. You might already have a degree in Accounting, Commerce, or Law. If you want to follow your college education into the corporate industry, for you it's worth thinking about what specific types of roles you want to follow within your qualification. If you don't have a specific degree, there are lots of roles in large companies that you might be interested in pursuing. These are called "softer roles" for which you don't need specific qualifications. Many of our Mentors started out their careers doing something completely different, but found that these job types allowed them the creativity to grow, the satisfaction of achieving goals and the opportunity to move up the corporate ladder. Whether you're just starting out or you already have a job within a medium to large company, it's a good idea to make sure that the job title and career you have chosen has the ability to live up to your expectations.

1. YOUR JOB TITLE

SALES

A career in Sales can be a rewarding role for someone who is self-motivated, and passionate about achieving and superseding goals that are laid before them. Sales roles are suited to women who find that they are good conversationalists, and hold the ability to understand other people's problems, find and develop solutions, and confidently and charismatically sell these solutions to a consumer. Sales jobs can be very rewarding for a woman who wants to be the best in her team, with monetary bonuses offered in every industry for she who supersedes monthly or quarterly goals. When seeking out a job in sales it's important to have a passion in the industry you're applying for, or an ability to get excited and learn about an industry product or service you may not be otherwise familiar with.

MARKETING

A career in Marketing is the perfect job for someone who wants to use their own creativity in the corporate sphere. Marketing covers a wide range of subjects, specific job roles and many different paths that you might find yourself exploring. Depending on the company size, a job in Marketing can be focused on a specific subject, or cover a wide range of roles from social media manager, to search engine optimization, email marketing to web content, public relations to brand manager, digital marketing and many, many more. Besides the utilization of creativity, marketing also includes the interpretation of large amounts of data, the understanding of customer acquisition and customer psychology, the ability to develop budgets and make presentations that can clearly demonstrate the channels which work best for a small, medium or large enterprise.

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HUMAN RESOURCES

A career in Human Resources is best suited for a woman who has excellent people skills. Like a career in Sales, Human Resources is best suited to someone who is a good conversationalist and avid listener, who can understand concerns, present solutions and be purpose-orientated in reaching goals. Human Resources, like other job titles, can cover a wide range of roles, from understanding compensation and benefits, recruiting and hiring employees, onboarding and training, performance management, organisational development and company culture. If you find that people enjoy speaking with you, find you trustworthy and understanding, then HR may be the perfect career type for you!

FINANCE

Although you might think that you need a qualification to pursue a financial career, you'd be surprised by how many companies hire from a wide-range of qualifications and train you on the job. If math and sums were always a bit of a forte for you, but you decided to study something like Art History in college, a career in finance can be an excellent way to enter the corporate ladder and get on the path to your success.

Finance roles are suited to people who appreciate logical, rational and decisive thought. If you're not interested in the talkativeness of sales, the creativity of marketing, or the personnel skills of Human Resources, a career in a role of finance might be suited to you best. If you've just graduated with an undergraduate degree, you can take full advantage of graduate programmes offered by big companies that want to attract young talent early.

OTHER ROLES

Depending on what choices you make below for the industry and company you want, there are many hundreds of different roles available to you. Most companies have support roles for customer service, others have product and service development, data analysing and technical roles, operations, advisories, consultants and the list goes on and on. Whether you have a degree or qualification in a certain sector, or you're just starting out with a degree that's not specific at all, it's worth considering the type of role that you'll be suited to and whether that job has the opportunity for you to grow and achieve all that you've dreamed.

YOUR DREAM CAREER

Choosing the right job title is certainly an important aspect of becoming happy in your career, but the industry you choose to enter into, is also integral in making sure you're feeding your passion with a size and scale that suits your ambition.

2. YOUR INDUSTRY

FINDING A PASSION

On the road to understanding what will make you happy in a corporate career, it's pivotal to be involved within an industry that you at least understand, but also that you have a passion for- whatever job role you decide to choose. Whether you're selling software as a Sales woman or trying to come up with marketing campaigns for a supermarket, the success of your role will rely heavily on whether you believe in what you're doing, and that you're happy to be doing it. Companies will always provide on-site training to ensure that you're familiar with their products, services and the way they do things. So don't let a fear that you have no experience put you off applying for a job in an industry that you dream of working in. Whether it's travel or tech, fashion or food, make sure that you're entering into an industry that you can get behind and be excited about. Although some industries sound more exciting than others, oftentimes your passion may lie in a specific company within an industry, that is a positive work environment, offers good benefits and incentives.

SIZE & SCALE

When you're choosing an industry to work in, be sure to have a think about whether the size of it correlates with your dreams of climbing the corporate ladder. Whether you imagine yourself in a leadership position, or moving on to work for larger companies in other locations, the industry you choose may be paramount in making a decision that supports your future dreams. If you're thinking about moving abroad, think about what industries and sectors are popular in that location. If you want to make a lot of money, do a bit of research into the pay-grade of people that hold executive positions in the industry that you're interested in.

YOUR DREAM CAREER

Whatever your job title and your industry, choosing the right company is probably *the* most important factor in making sure you find yourself in a happy and rewarding career. When you're considering a company to work for, try using sites like Glassdoor to read employee reviews and get an understanding for what a company is like to work in. Here are some things to consider:

3. COMPANY CULTURE

TEAMS AND SUPPORT

When figuring out if a company is the right fit for you, reviewing the roles of teams, hierarchical structures, and chain of command is an important aspect in understanding if this company encourages good communication lines, keeps employees happy and in the know. You want to be sure that if there is a problem, it can be dealt with quickly.

BELIEFS

When you're choosing a company to work for, many women want to know that a company's core beliefs and values align with their own. Whether it's a mission to minimize the organisation's impact on the environment, a pledge to hire and engage more ethnic minorities, promote women within the workforce or simply to promote a healthy, clean and positive work environment, it's important to note your own beliefs when applying for a job to ensure that you're working for something that you believe in.

BENEFITS AND PERKS

Depending on your industry, companies within them have different benefits and perks to keep employees motivated. Companies often offer perks to new hires, who they want to attract into their workforce. Benefit-in-kind include things like company cars, health insurance, mobile phones, accommodation, the opportunity to travel with the company or for celebratory tours, freebies and competitions, weekly or monthly events to network and socialize and meals provided. These benefits and perks can be very attractive when you're looking at similar companies, it's an important thing to keep in mind when researching the industry and company you want to work for, understanding the normal within the industry and see which business goes out of their way to be the most attractive to new hires.

CAREER TYPES

By researching your potential company, and talking to people within the company, you can get a better idea about the opportunities that the company offers and whether the possibilities that they may advertise are realistic for people who have been with the company for years.

4. OPPORTUNITIES

MOVING ABROAD

If you've got your heart set on jetting off to Australia or New York and you've decided moving with a company is the easiest way to do that, be sure to do a bit of research in to whether the company offers transitions between its headquarters and if many people are encouraged to relocate.

UPSKILLING AND GROWTH

Large corporations will offer training a few times a year to ensure their staff is up to date with news and advancements within the company and the industry. Oftentimes when you want to move to the next stage of your career, you're going to need to upskill which may require that you go back to university to obtain a degree or diploma. As the landscape for many roles is continuously changing, with new innovations every year, to move up any corporate ladder you probably will need to upskill at some stage in your career. If you choose to do this outside of your role in a company, it's worth asking the questions about whether or not your company will allow for compromises so that you can get the external training you need and whether or not they offer subsidies to people who look to upskill outside of an internal company structure.

LEADERSHIP

One of maybe the most important questions to consider and get answered when you're looking at a company is the possibility of moving into managerial and executive positions. If you've joined the Mentor Her programme, then you are dedicated to the idea that you want to have a successful career. As we all know, there are a lot of companies out there that barely have any women in leadership roles. Does your company support women moving into leadership roles, do they have any mission statements to prove it? How have other women in the company found the internal interview process, or does the company often promote men to higher positions quicker than they would women? These are all important questions to ask and things to consider when you're choosing the right career for you.

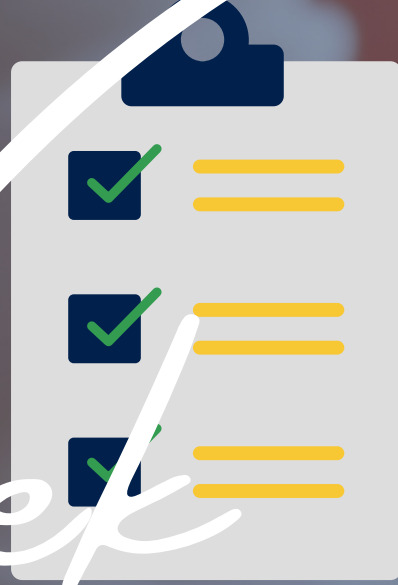
QUESTIONS

Consider these questions when you're speaking to your Mentor this week, what can she teach you about her own career or in her own experience?

QUESTIONS YOU COULD ASK...

- Mentor Her believes that finding what makes you happy is the most important aspect in figuring out what career to pursue. What do you consider the most important aspect in deciding a dream career?
- What roles have you worked in the past?
- Do you think it's a good idea to explore different options during the lifespan of a career?
- Do you have experience in leading teams/coaching anyone that is in my current position? What was the outcome?
- What industries do you have experience in or understand in depth? What were the pros and cons to this industry?
- Which industry have you been involved in that seemed to have the greatest impact/happiest teams?

Next Week



MENTOR•HER

MAKING A PLAN

HOW TO GET TO YOUR
NEXT STEP

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WEEK THREE

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