

*Welcome  
to  
Careers  
Club*



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# Why Careers Club?

- Four learning events per year
- Three webinars
- Annual network social
- 750 members (Corporate, individual, Rising Stars, TechWomen50)
- Access to our Careers Club portal, videos workbooks, articles, eBooks, connections
- Priority tickets to other WATC events
- On call career support
- Monthly, quarterly and annual subscriptions
- Guest tickets available via WeAreTheCity

For more details about membership, speak or email [Chantelle@WeAreTheCity.com](mailto:Chantelle@WeAreTheCity.com)



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# Ready, Set, Grow

Vanessa Vallely

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# Our agenda

## The elephants in the room

- Imposter Syndrome/Self doubt/Confidence
- Building resilience

## Strategies to succeed - Thinking about you

- Who are you/your brand
- Your digital footprint, is it selling “You”
- Building relationships
- Who do you need to support your career
- Growing through giving back
- Your pledges and plan



# The Imposter Syndrome



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# What is it?

**Imposter syndrome** describes a situation where someone feels like an imposter or fraud because they think that their accomplishments are nowhere near as good as those of the people around them.

Usually, their accomplishments *are* just as good, and the person is applying an unfairly high standard to themselves (and not to others). It's especially common in fields where people's work is constantly under review



# How does it surface?

- Thinking you are about to be found out
- Not taking credit for your work/Elevating others ahead of yourself
- Your language
- Lack of confidence/Questioning your ability
- Down playing your achievements
- Not taking risks



# Top Tips – Imposter Syndrome

- No one is coming to find you out!
- Believe in yourself & your capabilities
- No comparing
- Own your success
- 100% you, stand and be proud





# Top Tips – Confidence

- If you don't believe in yourself, who will
- Body Language
- Do your home work
- Practice/plan/pitch
- Visualise your success
- Draw on your network for support

**Believe, believe, believe!**



# Resilience



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# What is it?

Resilience - defined by most as the ability to recover from setbacks, adapt well to change, and keep going in the face of adversity



# When is resilience most needed?

- Times of uncertainty
- When things don't go your way
- Family
- Health
- World events

**Work / Politics / Change**

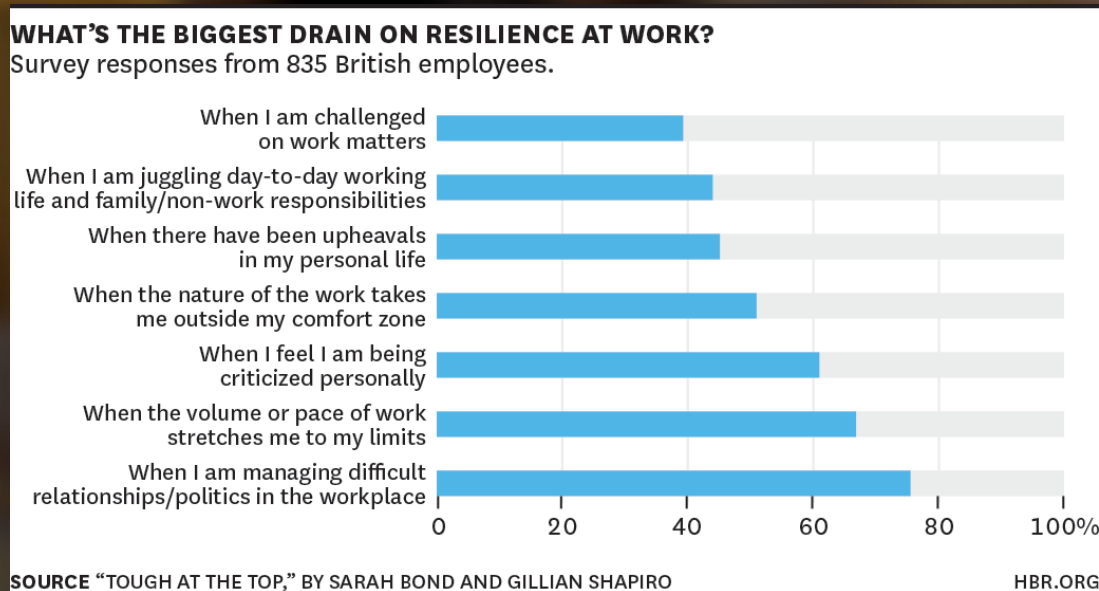


# Research

Sarah Bond and Gillian Shapiro asked 835 employees from public, private, and nonprofit firms in Britain what was happening in their own lives that required them to draw on their resilience, they didn't point to tragedies like the London Tube bombings, appalling business mistakes, the need to keep up with the inexorably accelerating pace of change, or the challenges of the still-difficult economy — they pointed to their co-workers.



A whopping 75% of them said that the biggest drain on their resilience reserves was “managing difficult people or office politics at work.” That was followed closely by stress brought on by overwork/having to withstand personal criticism.



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Source: HRG.Org

# What would you do?

- Your income is threatened (job, health)
- You are not progressing at the pace you would like (promotion, pay, life events)
- You are dealing with difficult individuals
- You are struggling with balancing work/home
- Your support network is unstable

The ability to be resilient is easier if you plan



# Top Tips – Building Resilience

- You cannot escape the fast pace of change, but you can give it some thought/plan for eventualities!
- People in power, have power – you may need to work around them rather than against them!
- Learn from previous situations/mistakes
- Be self aware
- Stop, breathe, react
- Build your support network for every scenario
- Authentic resilience for your health's sake!





# Who Are You?



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# You, the package — Your personal brand

## **What people See**

*“The visual image of a person...”*



## **What people Hear**

*“A verbal description of a person”*



## **What people Say**

*“The opinions of others...”*



## **What people Read**

*“Your activities & digital footprint”*



## Your brand formula

Strengths + Passions +  
Core Values +  
**Visual/Behaviours**

= Personal Brand



# Brand descriptors

Authentic, Integrity, Dependable, Reliable,  
Loyal, Leadership, Team-Work,  
Committed, Open-minded, Consistent,  
Honest, Efficient, Innovative, Creative,  
Innovative, Humorous, Motivated, Positive,  
Optimistic, Inspiring, Passionate,  
Respectful, Courageous, Self aware,  
Respected, Nurturing, Collaborative,  
Encouraging, Supportive



# Example brand statement

I am XXX. My strengths are  
XXXX. I am passionate about  
XXXX. My core values are  
XXXXXX. I demonstrate this by  
XXX, XXX, XX.



# My brand statement

I am Vanessa Vallely. My strengths are inspiring & motivating others, getting things done & connecting people. I am passionate about gender & youth progression. My core values are honesty, integrity and being authentic. I demonstrate this by bringing my true self to work & by getting involved with projects that support my passions.



# Top Tips – Brand

- Keep it real!
- No such thing as dual brands anymore!
- Be consistent, in person, online
- Embed your brand with your behaviours
- Be aware of the negative!



# Your Digital Footprint



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- Ensure you have a strong summary & headline (use keywords)
- A decent headshot
- Meet, connect, clear out
- Treat LinkedIn like your front door
- Constantly update your details
- Use update facility (profile raising/you and others!)
- Blog posts/videos/documents
- Join Groups/set up groups/follow companies
- Join groups that add value
- Recommendations/endorsements

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Previous Non Executive Director - The Prostate Cancer Charity, Leading Asset Managers, Leading Retail Bank

Education Chicago Booth University & Business School

[Complete your profile](#) [Edit Profile](#) 500+ connections

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**Background**

**Summary**

Vanessa has had a 25 year corporate career in Finance and Banking, holding roles such as Head of Governance, Business Management & COO (see corporate summary below). Vanessa has recently left the corporate world to pursue her passions.

Vanessa is the MD and founder of leading women's network WeAreTheCity.com and female job board Careerscity.co.uk. WeAreTheCity has over 30,000 professional female members & receives over 210,000 unique visitors & 5.4million page views pcm. WeAreTheCity provides free professional & lifestyle advice to women across the UK & wider. WeAreTheCity has over 250 writers, 25 resident bloggers & supports over 25 charities. On International Women's Day, Vanessa also launched WeAreTheCity in India ([www.wearethecity.in](http://www.wearethecity.in)) as a portal to help local corporate women.

Vanessa co-founded the City wide diversity network, The Network of Networks (TNON) which is a best practice & networking forum for corporate women's network heads/chairs/Heads of D&I. The Gender TNON has a membership of over 224 individuals who represent 60 FTSE firms. Most recently, the TNON has expanded to cover the BAME and LGBT communities and will shortly be established in India as a mechanism to connect local corporate diversity leads.

Vanessa is the author of Heels of Steel ([www.heelsofsteel.co.uk](http://www.heelsofsteel.co.uk)) which launched in September 2013. The book tracks Vanessa's own career and imparts career advice aimed at those in middle management positions and the future pipeline of corporate workers.

Vanessa is a global motivational speaker who has led away days, conferences & provided keynotes to over 60 different firms across the UK, US, India and the Middle East. She has also won various recognition awards such as Women's champion for Women in Banking & Finance, TIAW's Top 100 global women, Financial News Top 100 & Brummells Top 30 Inspiring Women.

Vanessa is also a qualified coach & mentor to over 15 individuals across the globe and sits on the Women's council for Tech UK.

**People You May Know**

[Anna Aalto](#) [2](#)  
 HR Training Consultant at Northern Trust...  
 Connect [3](#)

**NOT YOUR NORMAL CUSTOMERS  
 NOT YOUR NORMAL BANK**

**CAF**  
 Bank

**Who's Viewed Your Profile**

**12** Your profile has been viewed by 12 people in the past 3 days.

**2** Your rank for profile views improved by 2% in the past 15 days.



- Have an avatar (picture or logo - no eggs)
- Have a strong descriptive bio
- Follow likeminded individuals
- Watch & listen (thought leadership)
- Use retweet/quote tweet – build the profile of others
- Tweet regularly / interesting & relevant content
- Always say thank you!
- Build relationships (interact)
- Find your niche
- Avoid negativity, twitter is not a place for strong opinion



# Top Tips – Your Digital Footprint

- Consistency builds trust
- Clarity, who you are, what you do, what you stand for
- Always professional (all channels)
- Imagery, photos
- Security
- Others have your brand!
- Stop, think
- It's never done



# Your network & Relationships



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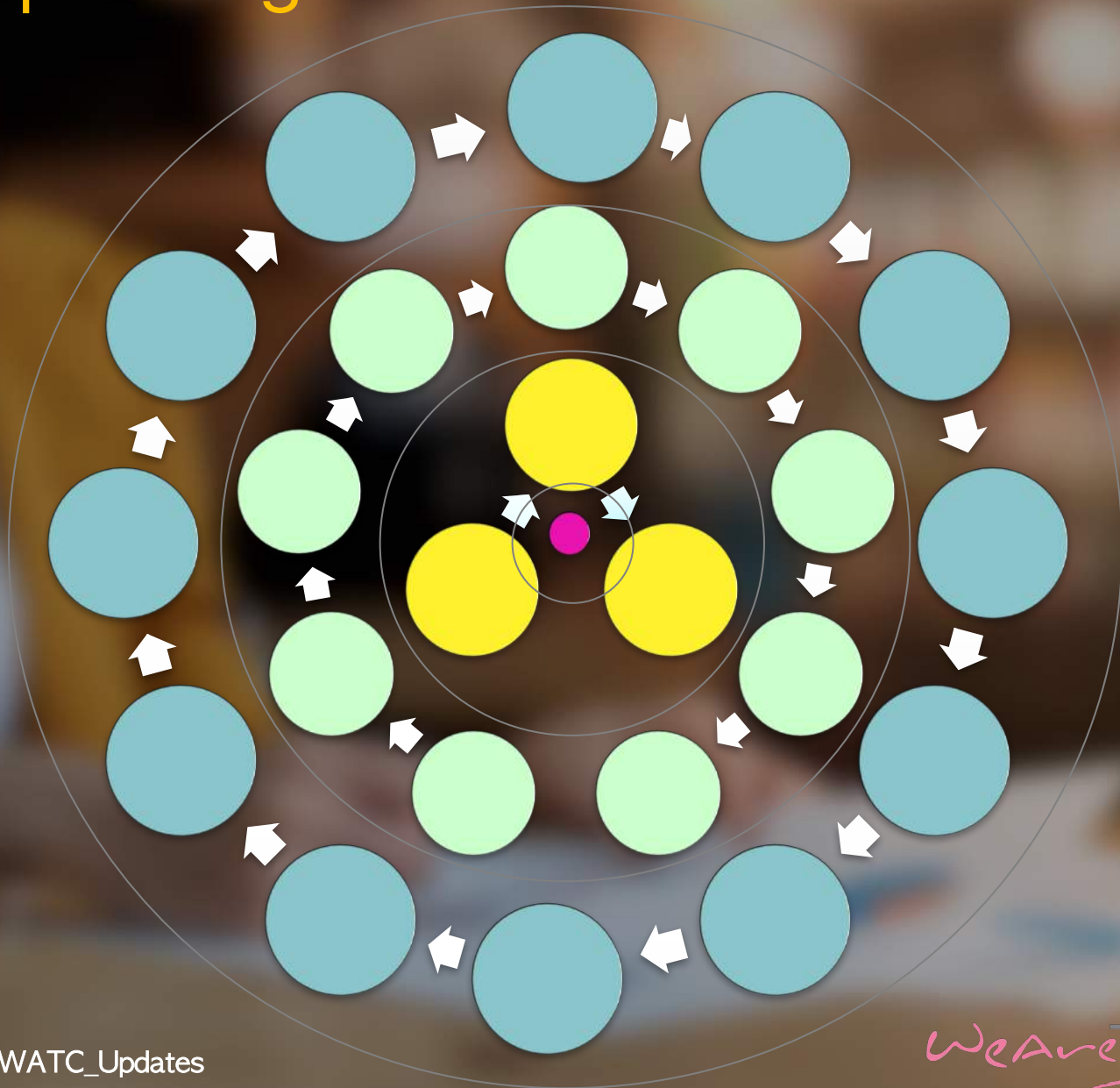
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# Why Networking is important?

- To get ahead you need people – people – supporters / build relationships
- Sponsors and mentors for the future
- Enables you to help others
- Knowledge exchange/enhances your skills
- Builds confidence
- Creates opportunities
- Grows your business
- Creates influence
- Helps you to get things done
- Provides access to “Super Connectors”



# Network planning



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# Top Tips – Networking

- Takes time and investment, but pays dividends
- Enables you to help others
- The follow up is just as important as the meeting (48 hours max)
- Keep your relationships warm
- Practice and hone that opening line
- Be a “Connectpreneur”
- If you commit to something, do it
- Think about your body language
- Give first, receive later
- No one is not worth meeting!



# *Additional Career Support*



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# Who might you need?

## Coach

- Questions
- Draws the answers from you



## Mentor

- Voice of experience
- Provides advice/contacts

## Sponsor

- Opens doors
- Champions you
- Connects you



Mentors talk to you, Sponsors talk about you



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# Approaching your mentor

- Stop, think - What are you really looking for?
- Frame the conversation, Why them, Skill, Time, Measurement
- Source multiple mentors
- Spread the word – use your network!
- Don't be afraid to ask
- Aim high/but consider peers
- Consider long distance mentoring
- Learn to mentor others
- Use technology (e.g. Skype)



# Top Tips – Career Support

- If you don't ask, you don't get!
- Your line managers are not in charge of your career, you are!
- Seek your mentors, multiple mentors
- Give back, mentor others
- Earn your sponsorship, sponsor others
- Coaches – only when you need them
- Never stop learning
- Be mindful that the opinions of others are just that, opinions!
- You get out, what you put in!



# Giving Back



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# Doing the right thing

- School/University
- Charity Trustee
- Mentor
- School Governor
- Volunteer for charity events / donate skills
- Boards
- Networks
- Give skills



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*What have  
I learnt*



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# Life's Lessons

- The importance of having a clear strategy/plan/goals
- The importance of networking & making contacts
- Having a brand accelerated my career
- Opportunities presented themselves when I enhanced my online profile
- That by helping others, I grew as a person
- That by asking, I started getting!
- Take time out to just think!
- Nothing is achieved without an element of risk
- If you don't ask, you don't get!
- Never stop learning
- Mistakes are OK, it's how you come back from them
- Find time to pay it forward
- 80% is good enough



*So what's  
Your plan*



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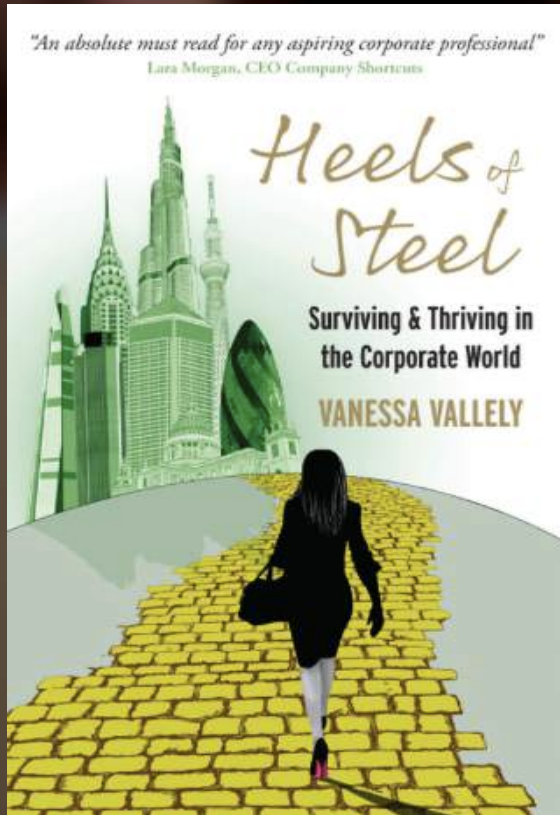
# Time for action....



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# Keep in touch



Copies of Heels of Steel are available via Amazon

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Twitter: @wac\_updates @wac\_careers

Facebook: Wearethecity4u & Careers City

My Book: [www.heelsofsteel.co.uk](http://www.heelsofsteel.co.uk)

My Web: [www.vanessavallely.com](http://www.vanessavallely.com)

Website: [www.wearethecity.com](http://www.wearethecity.com)

Sign up to for events, news, inspiration

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Next Careers Club Event:

Webinar in October – Acing your year end review

Mindfulness at RBS - February



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