7 STEPS TO GUARANTEE CAREER PROGRESSION IN 2019
I’ve met two different genres of people in my career; sayers and doers. Sayers love the idea of success and earning a great income in a high-level job. They are always talking about grand ideas, plans and their next big role. They enjoy the temporary ego-boosting admiration that their listeners give them, however Sayers never actually put their plans into action.

Doers on the other hand, whilst still happy to acknowledge their wins and celebrations, listen to expert advice, get shit done, and actually end up killing it in their career - year on year. They consistently push forward and do everything in their power to avoid having a stagnant year. They grow, they engage and they learn. They are ambitious women.

If you are reading this, reflecting on your own career path, and see yourself as the latter option, keep reading - this is for you. If you’re honest with yourself, and feel like you’re more of a Sayer, you’re likely to read these 7 steps - carefully crafted nuggets of gold - and then never actually take action. That’s cool - save yourself time, and get back to what you were doing before ending up here. Come back to this toolbox when you feel like you are ready.

Now for my Doers; my favourite type of people. You should be able to read these tips and have the get-up-and-go to action them. No matter how busy you are, there’s just no excuse for you to ignore these tips. Get started NOW and watch as this year becomes your biggest year for career growth, regardless if you start in January or December.

WRITE OUT EXACTLY WHAT YOU WANT IN YOUR NEXT POSITION – IF YOU DON’T KNOW WHAT YOU WANT, WRITE OUT EXACTLY WHAT YOU DON’T WANT

This is at the very top of my 7 steps for a reason. “Your vision of who you want to be is the greatest asset you have. Without having a goal it’s difficult to score” – Paul Arden.

If you’re here, it’s likely you are a goal-oriented person and I don’t need to remind you how important it is to be VERY aware of exactly what you want. When I was gunning for my first high-profile role I was so clear on exactly what I wanted - right down to the specifics of how I would feel when my hand took hold of the pen to sign my C-level contract - that it became impossible for me not to achieve it. Some people call it manifestation but I prefer the more practical term, ‘focus’.

I honestly believe the #1 reason more people don’t experience rapid success at a young age is because they’ve never really clarified exactly what they want. For my ladies who know they want success, financial freedom, a dream team to work alongside, and total job fulfilment, but aren’t 100% sure whether their current role is right for them – don’t worry, I never had a strong passion growing up. I liked to say yes to every opportunity, and knew success would be a part of my story. I just wasn’t sure where I would find that success. I felt worried that everyone else knew their desired field, industry, or passion. For me, I had to do several jobs that I didn’t like in order to shape the perfect career path. It took working as a wine and beer ambassador for me to decide I liked working with people, and working in sales, for me to work out that cold-calling wasn’t my thing.
DRESS FOR THE JOB YOU WANT, NOT THE JOB YOU HAVE

This step is about leveraging people’s perceptions, and the power of psychology. People’s perceptions of you are based on two factors; the way you look, and the way you act. Your attire is 50% of your personal brand, so take the time to dress to impress. If you don’t tell people who you are using your actions, and who you show up as everyday, they will make the story up for you.

It’s not just about how you look though; your confidence will soar if you’re dressed well, and we all know that confidence is half of the battle when searching for success.

“It’s not how good you are, it’s how good you want to be”.

Although it may sound superficial, clothing makes a statement about who you are and where you want to go. People make snap judgments about your abilities based on what you’re wearing, therefore personal style has always played, and still plays, a crucial role in the career trajectories of leaders and aspiring men and women.

BUILD YOUR LINKEDIN PAGE AND ACTUALLY USE IT

Most of you working professionals will already have set up your LinkedIn page (if you haven’t, stop reading – you know where to go), however, most of you also probably don’t use it. Every day you are not on LinkedIn is another professional opportunity you are potentially missing out on.

Make sure all the usual content is set up; photo, work history, work summary etc, and demonstrates your personal brand. For example, one of my clients was a super creative person and she designed a header that made her professional personality and creativity stand out a mile.

I’m going to share with you a LinkedIn tactic that I usually only share with my inner circle and private clients: make a habit of using LinkedIn 10 mins a day. Thanks to the LinkedIn algorithm, that’s all you need – don’t wait another moment, just like FB and IG have done, the algorithm could change at any time and you’ll miss the opportunity to leverage the professional network.

The way it is set up, is based on your connection’s influence. Say for example, you engage on a post of mine – due to my activity, LinkedIn would consider me to have a healthy level of LinkedIn influence. Your engagement will then serve your comments up to others in your field. Plant your expert opinion or congratulatory remarks, and watch as your professional name grows and grows.

IT’S NOT WHAT YOU KNOW, IT’S WHO YOU KNOW

Grow your network. As uncomfortable as it sometimes feels, let it be known about your career achievements. Give time, attention and more to your network. 8/9 of my part-time and full-time jobs were facilitated by talking to the right people and letting everyone know the direction I was heading.

Attend industry events, or leverage the power of meet.up.com and get chatting to strangers - you never know what they might be involved in. Someone you meet at a conference may be a stepping stone to reaching your big career goals, and remember people like connecting people!
I have a huge toolbox that I draw on when it comes to working on my success mindset, but I don’t have the space to write everything I would like to. For now, just know that the secret of the 1%, is this: success is 20% strategy and 80% mindset. I’ve experienced exponential success since learning and understand the principles of this.

“How you perceive yourself is how others will see you” – Paul Arden

The starting point is always awareness. Get to know your weaknesses – both those that are obvious, and those that you’ll need to dig a little deeper for (get vulnerable with yourself).

Mental mastery, as some like to call it, involves 5 key components:
1. **Awareness** of your strengths and weaknesses
2. **Confidence** to know what you want
3. **Motivation** to keep going, even when times get tough
4. **Focus** to know what to spend time on – and what to ignore
5. **Optimism** to know will all work out…and to have fun doing it

Conditioning your mind for success plays a huge part in rapid growth. By also strengthening you self-awareness you are building an innate asset - a data file on your own thoughts, emotions, what you’re good at, what you hate, why you feel what you feel. Self-awareness gives you the power to choose, to respond, to change.

**CONSTANTLY UP SKILL**

Watch a YouTube tutorial. Scroll through a Forbes article. Listen to a business or mindset podcast. Read a book. Enrol in a short course. Apply for higher education. Commit to doing something that helps your professional career. Start with 1 from the list, then add more, until each becomes a part of your weekly routine (perhaps not the application for higher education!)

If you have not heard of the program, Linda – Google it. It’s essentially LinkedIn’s brainchild, and offers relevant, up-to date resources on almost anything!

Knowing that you have the security of being a well rounded manager or leader has a significant pay off in your life.

When you know your ‘corporate worth’, never to be mistaken for your self worth, you never need to negotiate a pay rise or promotion from a place of scarcity. Say goodbye to pressure and desperation – two key elements for negotiation failures. Up-skilling allows you to strengthen your corporate worth and your ability to back yourself.
I can give you every career tip under the sun, connect you with the very best people, introduce you to our career-driven success network, and support you on your journey to a high-level role, but if you don't assume total responsibility for your life and every single outcome, it'll never happen. In order to experience results like you never have before, you must assume total responsibility for your life. This is because if you accept responsibility, you are in a position to do something about it.

Tough times will happen in any career. Stop looking for something to blame. Anger, jealously, frustration – are all wasted emotions. I still get mad, hurt, reactive and frustrated, but I catch it quickly, don’t let it consume me, and I put my hand up and acknowledge that my life is a series of choices and outcomes, that only I have control of.

Once you understand this ideology, you’ll know your ability to accept responsibility for your life has a direct correlation to the amount of success that shows up in your life, the amount of money in your bank account, the depth of your friendships, the connections with your family and the results of your career success.

Follow these 7 pearls of wisdom, and you’ll be well on your way to making this year your most successful yet. Just remember:
- Write down everything you want in your next role.
- Dress to impress
- Leverage LinkedIn
- Networking is king
- Believe in your success
- Learn something new
- Own your journey

and you can’t go wrong.

Yours in success,
Mikayla x