

10 Secrets to Discover Your Best Career Yet!

Attendees learned essential secrets to help optimize life and career success.



Vicki Blanton
(Senior Benefits Counsel,
American Airlines)



Mimi Wood
(Group Head-Human Resources
Business Partner, MasterCard
Worldwide)



Pamela Samuels Young
(Managing Counsel, Toyota Motor
Sales U.S.A., Inc.)



Paul Williams
(Partner and Director of Global
Diversity Search, Major,
Lindsey & Africa)



Zelda Owens
(Managing Director, HIRECounsel)

CAREER STRATEGIES

Secret 1: Know Where You're Aiming - Have a Long-Term Objective

- Don't drift! — A boat can't reach the other side of the ocean without the captain's steering it there.
- Do not let your immediate priorities distract you from setting your personal goals.
- Take your long-term goal-setting as seriously as the daily projects you undertake.
- Your long-term career goals should be concrete, specific and require you to "stretch."

Secret 2: Align Your Career with What You're Truly Passionate About

- Too many lawyers "settle" for jobs that do not inspire them.
- Lawyers often reflexively reach for the next rung to fulfill expectations of others, as opposed to striving to fulfill themselves.
- Give yourself "permission" to be happy in your career.
- Identify and then pursue work that truly inspires you.

Secret 3: Master Your Craft

- Strive to be the best.
- Take the time to go beyond the basics.
- Recognize that hard work always pays off.
- Toot your horn, but don't blast it.

Secret 4: Don't Be Afraid to Dream Big

- Avoid playing it safe.
- Have a clear vision.
- Have the courage to act.
- Have the faith to believe.

Secret 5: Network in and Outside of Your Field

- Your next fabulous position may come to you from an unexpected place.
- Starting and/or joining a women's network in your company can help raise awareness and create a forum for networking.
- Look for opportunities to network in all areas of your life—not just work.
- Have an agenda and measurable goals for your networking efforts.

Secret 6: Develop Informal Mentors in Unexpected Places

- Ask any successful person you know and you will find they have mentors.
- Successful people all say a key asset is having a mentor.
- List behaviors and skills that you want to learn and build relationships with the people who already possess them.
- Mentors do not need to be limited to the workplace. Words of wisdom, advice and guidance may come from anywhere.

Secret 7: Understand the Various Forms of Currency (Other Than Money)

- Create your definition of success.
- Compare your definition of success to the definition of success in your workplace.
- Make an honest self-assessment.
- Know your value.

Secret 8: Be "In" the Moment You Are In

- Learn to clear the mechanism and pitch.
- If you have defined success for yourself, you will know when you are successful.
- Do not diminish your successful moments. It is not bragging if you can do it.
- Aesop's Fable Principle: Forget your mistakes, but remember what they taught you.

Secret 9: Know Your Strengths

- What are you known for?
- Develop your strengths with additional education, certification, etc.
- Package and brand yourself so that people think of you when they have a need for your "brand."
- Broadcast your unique skill set to EVERYONE!

Secret 10: Develop a Personal Advisory Board

- Identify key people who have succeeded in areas in which you want to excel (law, motherhood, time management, etc.).
- Know the best ways to connect and stay in touch with advisory board members.
- Become a valuable mentor and mentee. Always offer value in return.
- Refresh your advisory board as your needs and goals change.