



KEITH WYCHE

“Navigating Your Career: Keys to Climbing to the Top”

How to Leverage your Performance, Exposure, and Brand

For years in corporate America, working your way up the ladder meant following a process. The process typically meant working hard, keeping your head down, and hoping that those in charge would recognize and promote you. In today’s reality, the ladder has been replaced by a lattice, or better yet a maze. There is no longer a linear path from the classroom to the boardroom, leaving many young professionals unsure how to navigate this new reality.

Many diverse professionals already understand that “good is not enough” for advancement. You still must be better at your job than your majority peers to gain the same rewards and recognition. However, even exemplary performance alone is not enough to advance in your career.

In this session, Keith explains the importance of public perceptions, personal branding, and visibility, networking, mentoring, developing a long-term career plan, and identifying potential career killers. His tips are valuable not only to his targeted readers – diverse mid-level managers– but also to their majority counterparts.

With an eye on both the diverse and majority associates, Keith will share the:

- You need a thorough understanding of your company’s culture to succeed.
- How others perceive you has a tremendous influence on your career trajectory.
- If you want higher-ups to consider you for promotions and choice assignments, you must be visible to them.
- Consider your long-term career goals when you contemplate a promotion, lateral move, or a job with another company.
- Be intellectually curious, and a continuous learner. Stay current to remain relevant.
- Senior leaders need executive-level skills, such as superior communication abilities, problem-solving techniques, and the ability to execute.
- Effort is appreciated, but you are measured on your results
- Mentors and sponsors are essential to help you advance in your career.

To encourage greater engagement, Keith recommends adding a Q&A session, or Fireside Chat conversation to help audiences further embrace these insights.