

NAVIGATING YOUR CAREER

How to Leverage Your Performance, Exposure, and Brand

OVERVIEW

For years in corporate America, working your way up the ladder meant following a process: work hard, keep your head down, and hope 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 In today's reality, the ladder has been replaced by a lattice, or better yet a maze.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.

In this session, Keith explains the importance of public perceptions, personal branding, visibility, networking, mentoring, developing a long-term career plan, and identifying potential career killers.

KEY TAKEAWAYS

- Understanding your company's culture, and how others perceive you, shapes your career trajectory as much as your performance does.
- Visibility is non-negotiable; leaders can't promote talent they don't see, so proactively build relationships with decision-makers.
- Stay intellectually curious and results-driven, building the executive-level skills, communication, problem-solving, and execution, that senior roles demand.
- A clear long-term career plan, backed by strong mentors and sponsors, is what turns effort into advancement.

FORMAT RECOMMENDATION

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