

CAREER ADVANCEMENT STRATEGIES



Karen Hamberg
June 16, 2016

My Career Story.... I Learned to *Love* Public Speaking



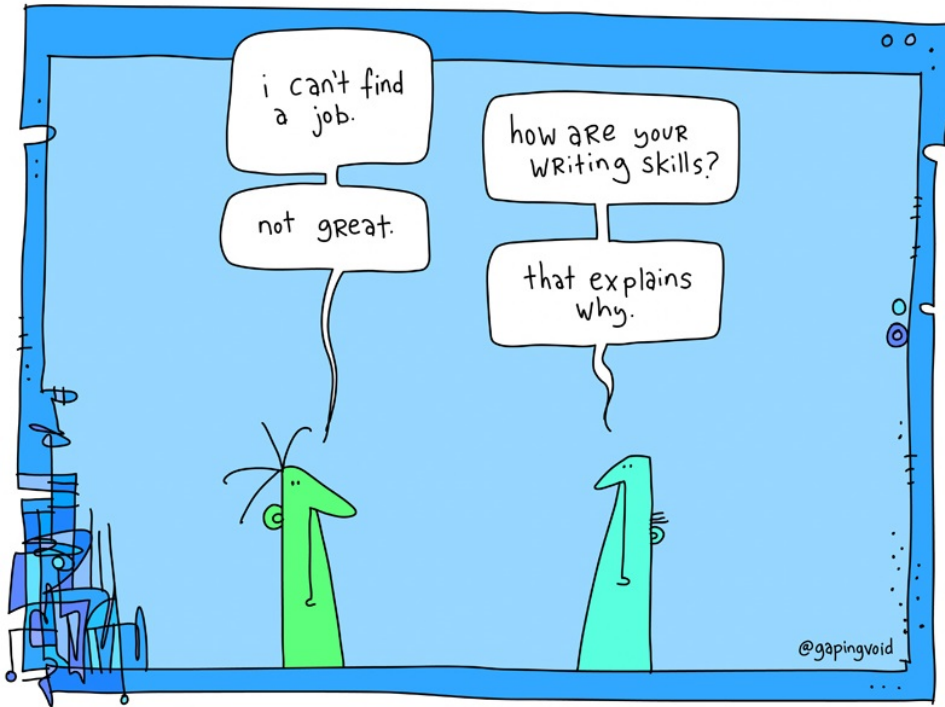
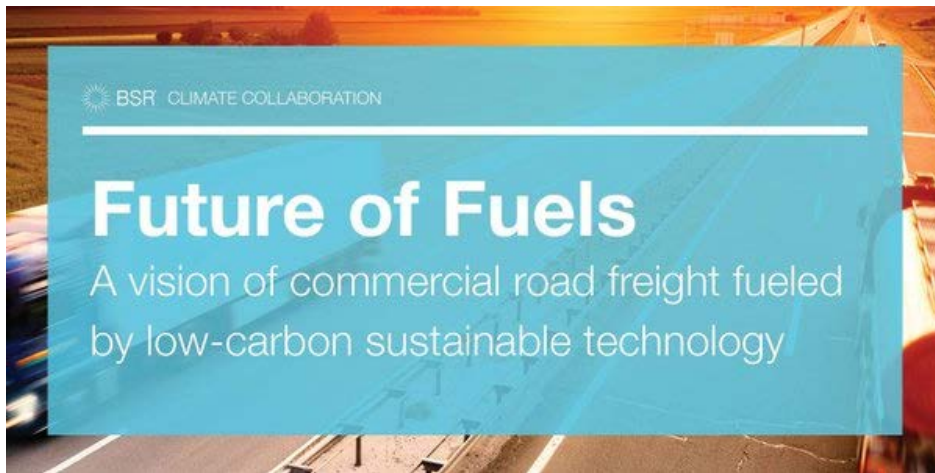
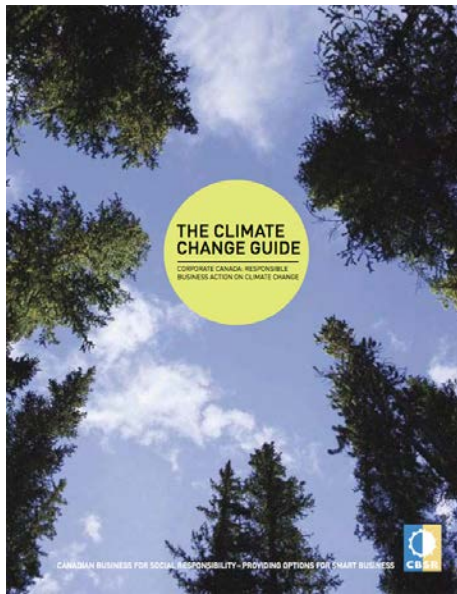
Board of
Canadian
Registered
Safety
Professionals



**KWANTLEN
POLYTECHNIC
UNIVERSITY**



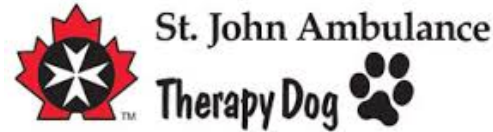
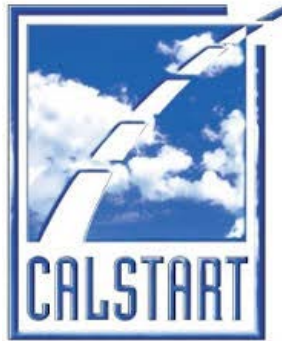
My Career Story.... “Writing is Refined Thinking”



I Built a Diverse Network.... Despite My Aversion to Networking



QUEEN'S ALUMNI





THE VAN HORNE INSTITUTE

How I Prepared for this Talk....

- » Interviews with friends and colleagues
 - What did you do to get ahead in your career? Be specific...
 - Very few people have/had a “plan”
- » Brainstorming with “Ladies Who Lunch”
 - How has our experience been different from our male colleagues?
 - There are issues, obstacles, and subtleties that need to be navigated
- » Reading, thinking, and storyboarding
- » Harnessing general panic about my ability to make a meaningful contribution to an already rich literature
- » So in the spirit of authenticity....

Career Advancement Strategies... (...According to my Twitter Feed @karenhamberg)



Karen Hamberg
@karenhamberg

VP, Westport but this is my personal twitter. Volunteer, reader, friend, lunch date. Also dogs, books, baseball, Pinot Noir, fountain pens, kindness for the win


📍 Vancouver, BC
📅 Joined January 2009


TWEETS 8,965 **FOLLOWING** 2,321 **FOLLOWERS** 1,230 **LIKES** 9,812 **LISTS** 5

[Edit profile](#)

Tweets **Tweets & replies** **Media**

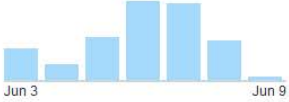
You Retweeted

 **Lena Dunham** @lenadunham · 23h
I dedicate this to the brave survivor in the Stanford case who has given so much to change the conversation.

 **NowThis**

Your Tweet activity

Your Tweets earned **2,572 impressions** over the last week



View your top Tweets

The Struggle is Real....



Clinton Foundation
@ClintonFdn



Following

FACT: There aren't enough #women executives. wjcf.co/1W3O0JI

See the data. Learn the facts. Change them.
#NoCeilings



No Ceilings: The Full Participation Project

Though women complete equal if not higher levels of education than men, they're less often in executive management or decision-making roles. Learn more at [No...noceilings.org](http://noceilings.org)



Minerva
@MinervaBC



Following

Further studies confirm extent of gender disparity in the workplace



Why Isn't Equality In Leadership Skills Changing The Number Of Female L...

Both men and women score similarly in their ability to drive business, but fewer women are rising beyond lower management.

fastcompany.com

The Confidence Gap: Women Don't Believe They Are As Good As They Are



Knowledge@Wharton
@whartonknows



Following

What Do Women Need? A Little Bit of Overconfidence, say [@KattyKayBBC](#) and [@ClaireShipman](#) knlg.net/1vFiMIV

“Confidence has nothing to do with a manner. It's to do with a belief that you can succeed at something.”

Katty Kay
author and BBC anchor



RETWEETS

2

LIKES

2



11:24 PM - 27 May 2016

Don't Despair, There's Progress....!



Cindy Gallop ✓

@cindygallop



Following

"If you're invited to join panel w no women, you must conclude it is being organized by fools" macleans.ca/society/life/i ...

[@venturefizz](#) [@kcline6](#)



Why I will no longer speak on all-male panels

If you are invited to join a panel with no women, you must conclude it is being organized by fools.

macleans.ca

RETWEETS

8

LIKES

12



Congratulations! You Have An All-Male Panel...#nomanelis #changetheratio



Female Conference Speaker				
B	I	N	G	O
Women just aren't interested in this field	There aren't enough qualified female speakers	We need big-name speakers, and few of those are women	It's a male-dominated field	There aren't a lot of women in C-level positions
Both women we called were booked that weekend	Both women we booked bailed at the last minute	All the women were probably busy	Female speakers are always burnt out from speaking so much	Trying to get more female speakers is sexist
The organizers just wanted to get the best speakers they could find	You can't kick out a male speaker just to fit a woman in there	FREE	You can't shoehorn in a woman where she doesn't fit	Women never volunteer to present
You have to be bold; people aren't just going to invite you to present	Women are shy	Women only ever want to talk about woman-stuff	Women need to act more like men	No one has complained about this before
Attendees want to hear from people like themselves	Well, there aren't that many female attendees, either	We're only responding to demand	Fine, YOU tell me who they should have invited	Who? I've never heard of her.

It's an Issue in all Workplaces and Sectors - Please Keep Asking.....



fleetwood windows @ruhee_ · May 14

Anyway, diversity in panels is important. It's also not as hard as white dudes in sports would have you believe. Please keep asking.



32



[View conversation](#)



Stacey May Fowles @MissStaceyMay · May 14

Is this actually getting whiter and maler as time goes by?



4

19



Hard Work is Still Everything....



Heather Havrilesky @hhavrilesky · May 18

Talent is treated like magic. Talk to "talented" people, though, and 100% of the time, they'll want to talk about hard work.



21



108



Heather Havrilesky @hhavrilesky · May 18

Are you sexy enough, funny enough, talented enough to be visible? Who fucking cares? Show up and do your fucking thing.



64



175



Heather Havrilesky @hhavrilesky · May 18

Everybody wants to say "Well but are you talented or not?" Anyone who's been hard at work FOREVER knows hard work is everything.



8



53



Your Career, Your Terms...

Title? Responsibility? Scope? Money?



Bob Sutton
@work_matters



Following

Evidence that women who succeed in business are bolder than men, perhaps because they have to be!



Do Women Make Bolder Leaders than Men?

Evidence from thousands of 360-degree assessments.

hbr.org

The Boldness Index:

Created from 75k 360 Degree Assessments

1. Challenges standard approaches
2. Creates an atmosphere of continual improvement
3. Does everything possible to achieve goals
4. Gets others to go beyond what they originally thought possible
5. Energizes others to take on challenging goals
6. Quickly recognizes situations where change is needed
7. Has the courage to make needed changes

“Men Take More Risks” is Well Ingrained in Social Science and Business Literature

In Every Function, Women Leaders Are Seen as Bolder Leaders



Women (30 and younger) in male-dominated professions require a fairly bold personality – a willingness to challenge the status quo, push harder for results, and do something out of the ordinary.

The Reality of Being Labelled “Arrogant, Pushy, Aggressive, and Abrasive”



Knowledge@Wharton
@whartonknows



Following

“Men ask for things — whether it’s jobs, raises, projects, engagements — two to three times more than women.”



Winning Negotiations: Why ‘Women Don’t Ask’

At a recent Wharton conference, female executives discussed the challenges of being a successful negotiator.

knowledge.wharton.upenn.edu

Becoming a Leader Requires a Fundamental Identify Shift...and this is a Fragile Process



Sarah Lacy
@sarahcuda



Follow

Never just say, "Be more likable."
firstround.com/review/thought ... amazing
essay on gender at work. (btw i've heard that 8
jillion times)



Thoughts on Gender and Radical Candor

Management expert Kim Scott builds on her argument for 'Radical Candor' by looking at the challenges of giving and receiving feedback through a gender lens.

firstround.com



Second Generation Bias

“Something in the Water” ...

- » Leaves people with stereotypes to explain why women as a group have failed to achieve parity
- » If they can't reach the top, it is because they “don't ask”, are “too nice”, don't “lean-in”, or simply “opt-out”
- » If you have succeeded, you are the exception
- » If you have experienced setbacks, that is your own fault for failing to be sufficiently aggressive or committed to the job
- » Put yourself forward for leadership roles when qualified but overlooked
- » Seek out sponsors and others to support and develop them in those roles
- » Negotiate for work arrangements that fit both your life and the organization's performance requirements

Create Safe “Identity Workspaces” to Support Transitions to Bigger Roles

- » A safe space for learning, experimentation, and community is critical
- » Performance feedback is necessary for growth and advancement but full of trip wires
- » Accomplished, high-potential women who are competent managers, often fail the likability test
- » Importance of formal (and informal) safe spaces to discuss feedback, compare notes, support one another’s learning
- » Need candid assessments of the cultural, organizational, and individual factors shaping their career to support leadership identity

Be Anchored in Your Leadership Purpose

- » Overinvestment in one's image or "executive presence" diminishes the resources available for larger purposes
- » Purpose enables women to redirect their attention towards shared goals
- » Can lead us to take up activities that are critical to success, such as networking...done in our own authentic way
- » Successful transitions into more senior roles involves shedding previously effective professional identities and developing new, more fitting ones
- » It's hard to leave the comfort of roles in which you have excelled to move towards an uncertain outcome

Work at a Supportive Organization that Prioritizes Your Development

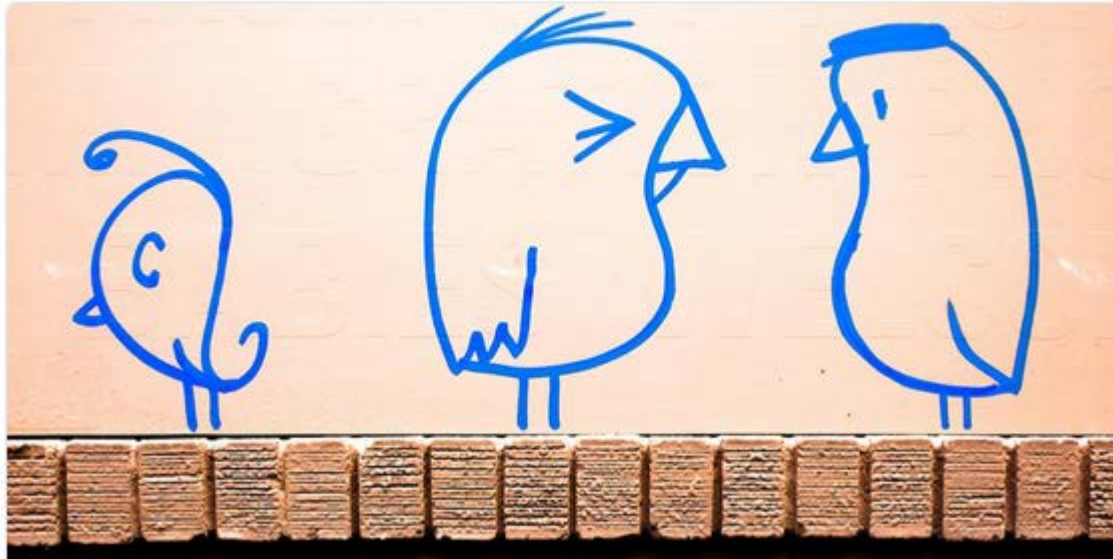


Catalyst, Inc.
@CatalystInc



Following

How women (and men) can find [#rolemodels](#) when none are obvious ow.ly/VbC2300SQZB via [@HarvardBiz](#) [#advice](#)



How Women (and Men) Can Find Role Models When None Are Obvious

Focus on behaviors you admire.

hbr.org

Your Network is Everything...and the Rule of 30



Rachel Sklar ✓

@rachelsklar



Following

"Build your networks. They are your wealth. They are yr sources, yr connections, yr next job, yr safety net, your future."

[@ruthannharnisch](#)

RETWEETS

9

LIKES

15



2:28 PM - 11 Mar 2016



Ability to Build and Leverage a Network of Relationships is the Best Predictor of Success

- » Build your network before you need it
- » Map your current network and a plan for desired state
- » Park your personal agenda
- » Horizontal relationships are just as vital as vertical ones
- » Connect the dots
- » Figure out how you can be useful – reciprocity is key
- » Follow-up and follow through
- » Build genuine relationships and give more than you receive
- » Reclaim networking – find the types of events or opportunities that work for you

Network Authentically with People You Like: Be Generous, Support Your Tribe, Volunteer

 **Karen Hamberg**
@karenhamberg

Working with the @UWLM #GenNext campaign brainstorming signature event ideas for our August launch #fabyoungpeople



RETWEETS 5 LIKES 5



 **Karen Hamberg**
@karenhamberg

Hey @Nate_Springer I'm out for coffee with the fab @Samantha_Lacey talking BSR, climate, random topics :)

 **Karen Hamberg**
@karenhamberg

At the launch of the 2016 Canadian #cleantech industry report with @ec_minister and @AnalyticaCeline



Forget the Mentor – Find a Sponsor The New Way to Fast Track Your Career



Jennifer W. Sanchez

@JennSanchezMPA



 Follow

#Mentor vs **#Sponsor**: You are the one who is responsible for your own career, so it's your responsibility to ask.



It Takes More Than a Mentor to Win at Work

Advice on finding a sponsor from a Wall Street leader.

nymag.com

Sponsorship is Earned...

It is an Alignment of Reputations

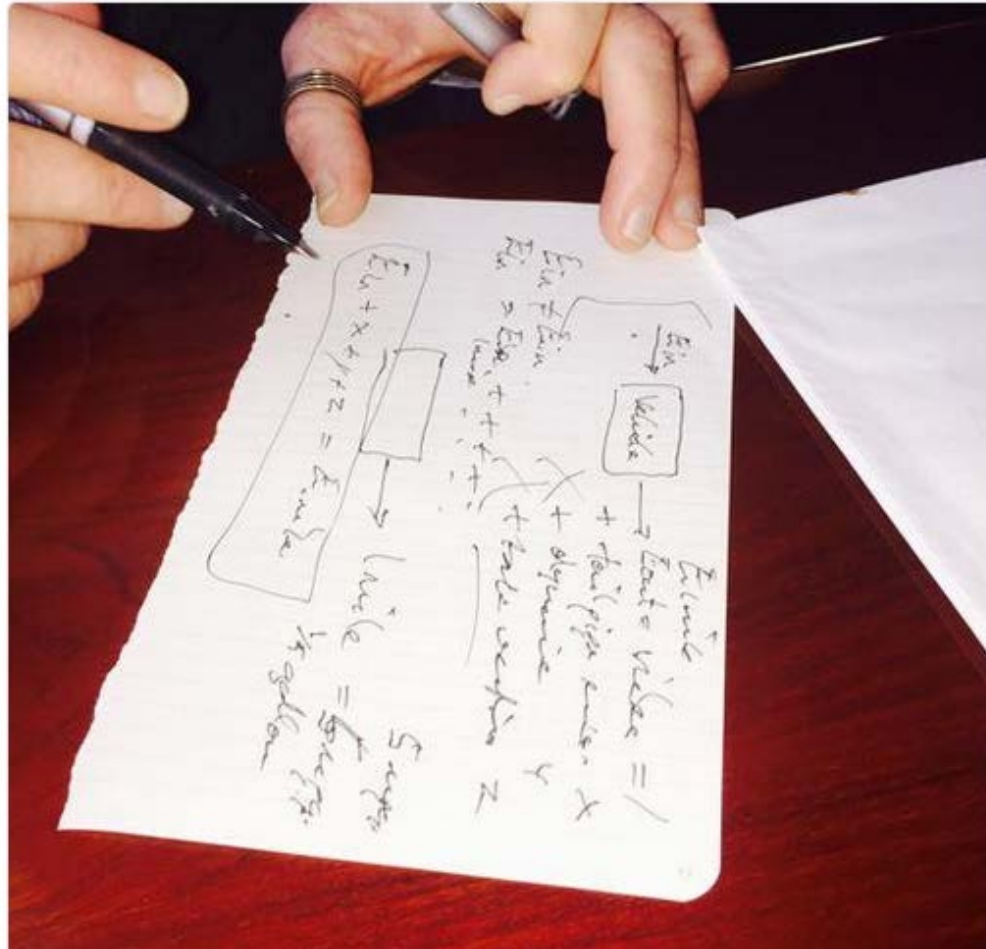
1. Exceed expectations and make your performance known. Nothing makes you easier to sponsor than outstanding results.
2. Demonstrate that you are trustworthy and loyal. Share information, offer assistance, provide feedback in private, align yourself with them and their viewpoints in public.
3. Bring something special to the table. Identify and develop your best, most unique skill, and deploy it to make yourself indispensable.

Find and Appreciate Your Teachers and Their Patient Explanations



Karen Hamberg @karenhamberg · 16 Apr 2015

Getting mansplained on energy balance and heavy-duty fuel economy at lunch



Hold Onto What You Know to Be True, Despite What “Smarter” People Say...



Sarah Kay
@kaysarahsera



 Follow

Don't buy into the "math/science brain OR arts/humanities brain" BS. I know great poets who are scientists & doctors. We contain multitudes.

RETWEETS

2,198

LIKES

3,392



7:15 PM - 28 May 2016



2.2K



3.4K



Celebrate All the Wins !



Ashley C. Ford ✓

@iSmashFizzle



Following

I'm always going to be happy about the news that a brilliant and bold woman has been hired or promoted at a company committed to great work.

RETWEETS

17

LIKES

93



10:52 AM - 16 Mar 2016



Reply to @iSmashFizzle



Ashley C. Ford @iSmashFizzle · Mar 16

I want more and more women hired and promoted into top spots, and given the same room as men to take big risks and rebound from failures.



Retweet 25

Like 90



CV-Building is Only Part of Your Career



Nassim Nicholas Taleb ✓

@nntaleb



Following

You can tell real scientists from CV-builders:
the real thing tell you what they are **trying** to
figure out, not what they **did** in career.

RETWEETS

164

LIKES

312



3:17 AM - 30 Apr 2016

Manhattan, NY



If Shonda Rhimes Can Prioritize Work-Life Balance, You Can Too.....



Anouk Decuypere

@AnoukDecuypere



Follow

"Work doesn't work without play" Beautifully said by [@shondarhimes](#) for [@TEDTalks](#)



My year of saying yes to everything | Shonda Rhimes

Shonda Rhimes, the titan behind Grey's Anatomy, Scandal and How to Get Away With Murder, is responsible for some 70 hours of television per season, and she l...

[youtube.com](#)

11:02 AM - 9 Mar 2016



Take it From a Mid-Career Gal....



ATL Mag Promotions

@ATLMagPromo



Follow

"Your career path goes in three stages: learning (the sponge years), earning (advancement) and serving." -Michelle Grech
President @meltatl

RETWEETS

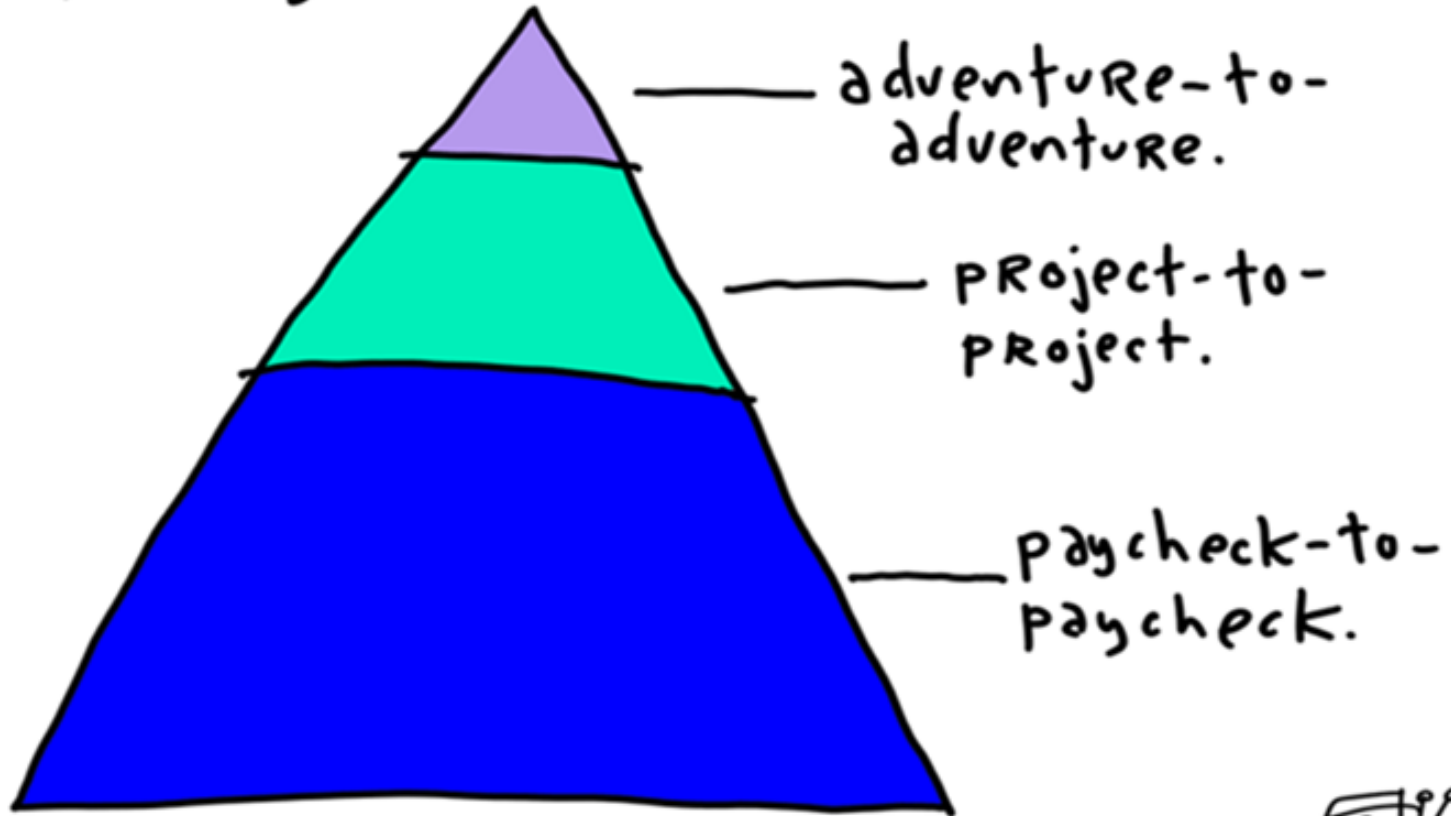
2

LIKES

4



CAREER hierARchy:



@33pingvold

THANK YOU....

Karen Hamberg

khamberg@westport.com

604-718-6463



@karenhamberg