



Go Big or Go Home!

Create Career-Defining Moments

I have some unique



koalafications



Are you the best kept secret
in your organization?

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Don't become
indispensable for
doing work that
**downplays your
potential.**



Women and minorities get asked to do more
“office housework.”

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Special assignments are the most valuable experiences for career development

40% of women leaders say that taking "difficult, visible" assignments was key to their career success.

People who take on special assignments are also more likely to get **raises.**

Women are
LESS likely to
attract these
career-
transforming
opportunities.

Go Big or Go Home!

Create Career-Defining Moments

- I. Own your superpowers
- II. Criteria for a career-defining opportunity
- III. The right amount of stretch
- IV. Find your next opportunity
- V. Make your value visible

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I. Own your superpowers

Turn your strengths into superpowers



Create Career-Defining Moments



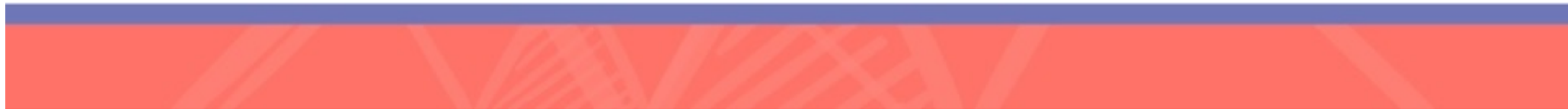
II. Criteria for a career-defining opportunity

Criteria for a Career-Defining Opportunity

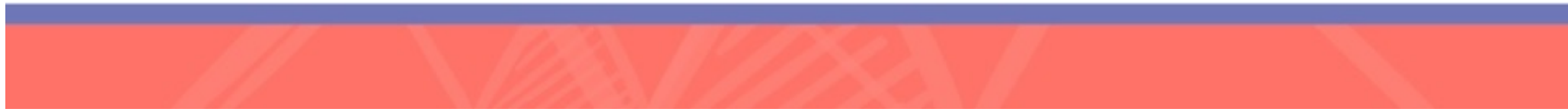
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Does this project, assignment, or role:

1. Showcase my leadership strengths?
2. Allow me to deliver valuable results?



- What additional criteria do you consider important?



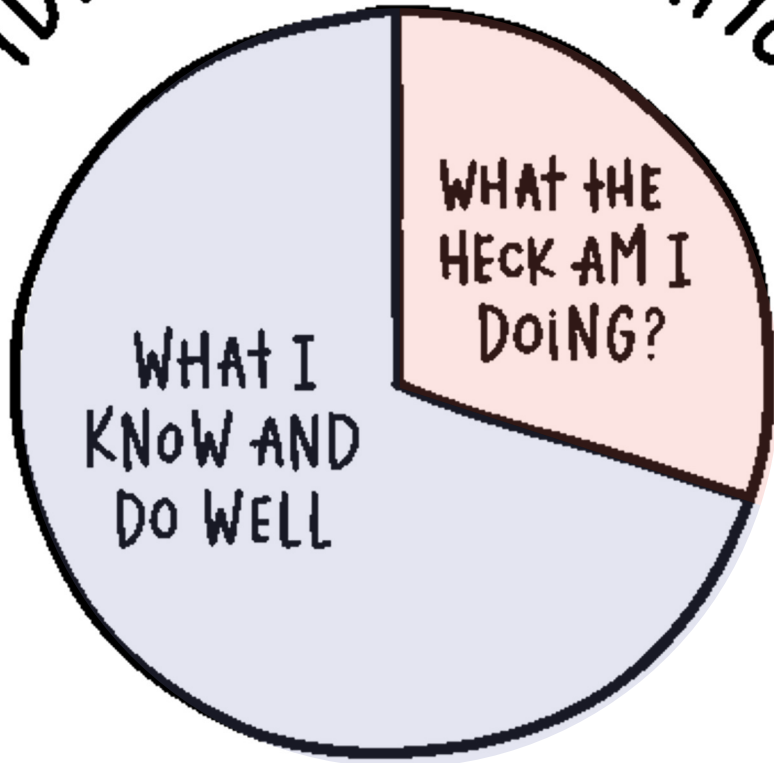
Supporting Criteria

- Move you forward on your chosen career trajectory
- Help you develop new skills and acumen
- Provide you with your ideal amount of stretch
- Give you the influence you need to succeed
- Provide adequate support from your management
- Make your value visible to your leaders
- Meaningfully expand your network
- Connect you to potential sponsors

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III. The right amount of stretch

IDEAL STRETCH RATIO



Tara Jaye Frank

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“To high achievers, who are often people pleasers, the idea of saying no can be painful, but the inability to set boundaries around your time and space erodes the opportunity to attack your boldest dreams.”



—Pamela Stewart

It's OK to say...



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The opportunities you
say no to can be as
career defining as the
ones you **accept.**

Master the
art of
"Yes, if..."

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Stretch. Recover. Repeat.

Stretch. Recover. Repeat.

Stretch. Recover. Repeat.



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IV. Find your next opportunity

Find your next career-defining opportunity

1. What's already on your plate?

2. Do the hard thing

3. Fill a gap

4. Simply ask





Let's stretch!



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V. Make your value visible

Make your value visible

Amplify
the

Accomp-
lishments
that

Align with
your

Aspirations

33 Ways to Amplify Accomplishments

1. Forward a message where someone thanks you for something you've done well to your boss and your boss's boss. Add the three simple letters FYI before hitting send.
2. Take what you worked on in one area and reproduce those best practices in another.
3. Frame and display a diploma, certificate, or photograph that represents an achievement.
4. Feature your leadership strengths or personal brand statement in your employee profile, email signature, business cards, presentations, bio, and social media profiles.
5. Upgrade your elevator speech to reflect your leadership strengths, personal brand, and untapped potential.
6. Update a key leader or stakeholder on your progress toward a goal.
7. Start sending regular status reports to a distribution list of people who would appreciate being kept up to date.
8. Create a presentation on best practices to share with other teams.
9. Contribute an article to your organization's newsletter or an industry publication.
10. Invite a leader to a team meeting to hear what you and your colleagues are working on.
11. Ask a well-thought-out question at a meeting that shows what you know.
12. Ask for a spot on a meeting agenda to share updates, knowledge, or lessons learned.
13. Write a social media humblebrag.
14. Write a blog post. If you don't have a blog, post it on your LinkedIn profile.
15. Give a webinar or lunchtime talk, and include examples of your work.
16. Make an instructional video.
17. Be a podcast guest.

33 Ways to Amplify Your Accomplishments

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These highly visible projects and roles can be career transforming, and they aren't all that scarce if you know where to look.

Choose your stretches carefully.

Step up and shine.

Stretch, recover, and repeat.

Make your value visible.

And you'll have an amazing career.

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BE A LEADER

WHO DEVELOPS LEADERS

WHO DEVELOP LEADERS



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