

Speak Up, Stand Out

Communicating Confidently in the
Workplace

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About Me

Former Data
Executive

Data Consultant

Leadership
Speaker & Author



Self-Advocacy Shaped My Career in Tech

28%

Women

15%

Women of Color

8%

Women Execs



Today's Agenda:

- » What is Self-Advocacy?
- » The Importance of Intentional Communication
- » Practical Strategies for Building Career Momentum
- » Q&A





What is Self-Advocacy

Self-Advocacy

Speaking up for oneself, and one's interests

Understanding, prioritizing, and communicating our needs is important for our self and career growth



Self-Advocacy



Proactive

When you Stand Out



Reactive

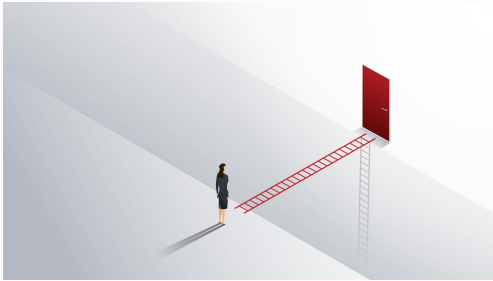
When you Speak Up



Self-Advocacy Isn't Easy!



Gender



Cultural Norms



Society



Inner Voice

overthinking
burden anxiety backlash
guilt imposter people-pleasing
confidence rejection **fear** conflict
minimizing **self-doubt** mistakes
negativity judgment bias
comparison perfectionism
insecurity



The Importance of Intentional Communication

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\$603,999

Conservative* estimate of what a \$5,000 difference in salary makes over the course of your career



* 3% Yearly raise
2% 401k matching
No bonus
No promotions
No reinvestment
40 year career

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Promotions



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Opportunities



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Resources



Practical Strategies

3-Steps to Building Career Momentum

01

Overcome Limiting Beliefs

02

Learn to Stand Out

03

Learn to Speak Up

Overcome Limiting Beliefs



Reframing Limiting Beliefs - E.g. 1

"People will judge me for talking about myself"



People are eager to learn from others



Hurdles Can Be Solved!

"I can remember why to self-advocate"

"I can practice how to self-advocate"

"I can understand where to self-advocate"

"I can learn when to self-advocate"



Reframing Limiting Beliefs - E.g. 2

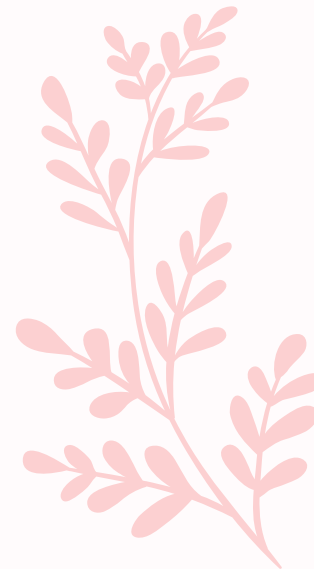
"My job is to execute, not talking"



Communication is part of every job



Playbook to Stand Out





Standing Out: Without the Right Words

"The project was no big deal. Anybody could have finished it in a couple of days."

Downplay

"I did the best job on this project. Nobody other than me could have finished it so quickly"

Brag



Standing Out: With Authenticity

"I learned a lot on this challenging project, which turned out to be fun. I pushed hard and was able to finish it in half the time it was expected to take."

Share Win + Authenticity



Build the Muscle to 'Stand Out'

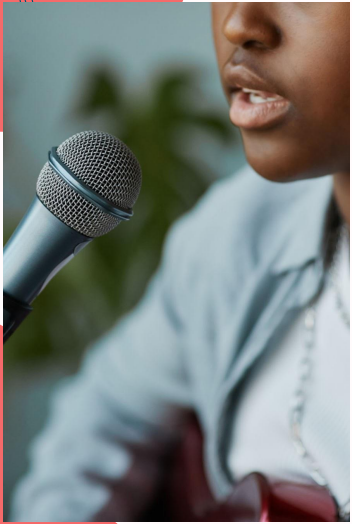
Be intentional about practicing your authentic voice



'Stand Out' Challenge: Practice in Private

- » Document wins
- » Be specific
- » Feel comfortable with the words
- » Once a week



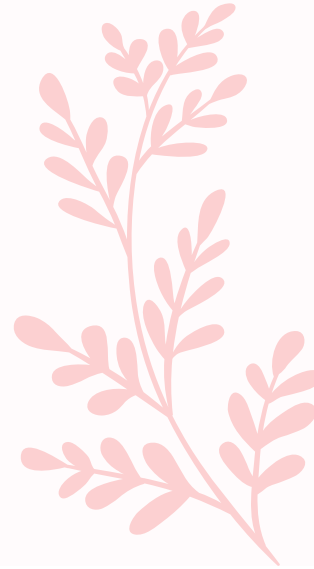


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'Stand Out' Challenge: Practice in Public

- » Post/speak your win
- » Involve your team
- » Iterate on the messaging
- » Once a month



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Playbook to Speak Up



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What Does 'Speaking Up' Assertively Look Like?

"I want to grow my skills in XYZ area"

"Having the team meeting within my working hours is important to me"

"I would like to have more clarity on what a path to a promotion would look like"



When to 'Speak Up'



This decreases
my happiness



This reduces my
efficiency



This limits my
career growth

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Ask for What You Need!



Be clear



Be timely



Be prepared

Self-Advocacy is Not a Solo Sport

Speaking up for yourself includes
speaking up for the needs of the community you belong to



Community-Advocacy

- » Practice skills together
- » Hold each other accountable
- » Sponsor people you care about



Thank You!

Download the 'Playbook to Stand Out' at:
bit.ly/cppnorth-shailvi

