

BE YOUR BRILLIANCE

# THE WOMEN'S CAREER HUB

ILLUMINATEGROWTH.COM.AU

## POSITIVE MINDSET

*Mentor interview  
with leading solicitor*

**Selma Masood**

### CAREER STRATEGIES

5 Vital Reasons Why  
Recognising Your  
Value is a Must

Practical training videos  
*take 5 and grab a coffee!*

Q3 2020

RECOGNISE YOUR VALUE *SPECIAL*



# WELCOME

Ladies, welcome! If you are a female manager or an early leader who wants to enjoy a more meaningful career then, you're in for a treat!

I really want to let you into a little secret. Well, it's kind of a BIG secret: I've been wanting to create this publication for about 3 years. Yup, 3 years... but some little people in my life took priority so I've been dreaming about it instead... until now!

If you don't know me, I'm Rebecca Allen. I've been coaching professional women at ANZ, Deloitte, J.P. Morgan, Coca-Cola Amatil, UTS, Origin Energy, E&Y... for over a decade now and what I've learned is actually what I've *always* known...

Women are *phenomenal!*

And yet that sheer weight of talent, expertise, experience, flexibility, leadership, nurturing ability, intelligence and connectedness often gets overlooked... and *by the women themselves.*

Which is why this issue of The Women's Career Hub is dedicated to this important aspect of professional development: understanding and *owning* your own professional value.

This virtual magazine is intended to be digested on the go, over a cup of coffee and shared with friends.

Inside you'll find practical, truffle-size career tips, insights from awesome women leaders, inspiration and a dollop of goodness too. It doesn't get much better than this! ;)

As always, we welcome your feedback and invite you to [join our community!](#)

See you soon and always remember to *be your brilliance!*



Editor and Chief Illumination Officer, Illuminate Personal Growth



# IN THIS ISSUE



**3 Training Videos**  
 Sharing our most popular videos from the last quarter:  
*How to define what 'success' means to you.... and.... How to overcome your own impossible expectations*

**4 Mentor Insights**  
 We are talking "The Art of Influence" with Selma Masood, Principal of SM & Co Solicitors in Hong Kong. She's a guru when it comes to communicating to persuade your audience!

**6 Career Strategies**  
 Download the articles on overcoming corona-career anxiety; dealing with difficult people and so, so much more!

**7 FEATURE**  
**5 Vital Reasons to Recognise Your Value**  
 If you take a break to consider *why* owning your value *matters*, you'll discover it's far too important to put off any longer. Grab a cuppa and a notebook for this one!

**8 NEW Virtual Career Course**  
 If you're ready to devise a purposeful career plan, create better opportunities and become the authority you need to be, check out our brand new shiny course!

**9 Positive Mindset**  
 Optimism is always the way!

**10 Join Our Community**  
 Women benefit hugely from support and shared experiences. Find out more!

**11 Sharing Stuff We Love**  
 Little bits and pieces to put a smile on your face and a spring in your step!

**12 What's Coming Soon**  
 2021 is going to be a time for change and renewal... let's start as we mean to go on!

**13 Enquiries**  
 Connect with us! We love a chat!

MOST POPULAR

# VIDEOS



## 5 TRUTHS: DEFINE WHAT SUCCESS MEANS TO YOU



## HOW TO OWN YOUR PHENOMENAL VALUE

“

Advice for a woman starting her career? Be different. Don't try to imitate a man, be more ambitious. Be persevering and trust yourself. Excellence is the best way to defeat sexism but don't fear failure and definitely don't let yourself be influenced by what others might think.

*Leticia Carbajo*

*Managing Director, Moneytrans Spain*

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Receive more career tips like these



# *MENTOR INSIGHTS*

## THE ART OF INFLUENCE




Selma Masood's office overlooks Tai Koo Place in Hong Kong's bustling business district. She is the Principal Lawyer at SM & Co Solicitors, her own firm which she established four years ago.

In court, Selma is a dynamo and has kindly shared some of her top tips on influential communication.

- .....
- 1** Lead with warmth because that appeals to people's emotions and builds trust right from the outset.
  - 2** Be passionate and energised about your topic to continually engage your audience.

- 3** Literally take up as much space as possible, especially if you're presenting or sitting on a panel. Walk from side to side and use expansive gestures to add weight to emphasise the points you want to make.
- 4** Use vocal variety and keep changing your pace.
- 5** Use a Persuasive Framework: share a problem; use a relevant story to bring the issue to life; and lastly, explain why your solution matters to your audience.
- 6** Success comes from failure so learn to be flexible and don't be afraid to make mistakes!

A close-up photograph of a dandelion seed head, silhouetted against a bright, golden sunset. The sun is low on the horizon, creating a strong backlighting effect that makes the fine hairs of the seed head appear to glow. The sky is a mix of warm orange and yellow tones. The dandelion stem is visible on the left side, extending upwards.

***Walk away from  
friendships that make you  
feel small and insecure  
and seek out people who  
inspire and support you.***

Michelle Obama



PRACTICAL CAREER

# STRATEGIES



**11 TIPS TO PUSH THROUGH CORONA-CAREER ANXIETY**



**4 SECRETS TO UNLOCKING 'ANALYSIS PARALYSIS'**

More strategies...

**KNOW YOUR STRENGTHS**

**HOW TO FIND YOUR AUTHENTIC SELF**

**7 TRICKS TO DEAL WITH DIFFICULT PEOPLE**

*Subscribe and get regular career tips to your inbox*

**Receive more career tips like these**

**CLICK TO RECEIVE WEEKLY CAREER TIPS**

# 5 VITAL REASONS TO RECOGNISE YOUR VALUE

## 1 *Set Yourself Up For Success*

Passively waiting for others to recognise your worth can be a long and disappointing experience. Equally, being dependent on anyone else's 'good opinion of you' or expecting them to "just know" the contribution you've made will never set you up for success. Take charge of your own career; no-one else will do it for you.

## 2 *Become Top of Mind*

Would you agree that by demonstrating your value to key decision makers and assuming your own authority, they are far more likely to respect and value you highly *too*? Being regarded as *competent* and *credible* always helps good opportunities come your way.

## 3 *Fast Track Your Progress*

People who know their value and what they want tend to get it, whilst people who don't ask, or who don't chase down their dream outcomes, tend to get very little fulfilment at all.

## 4 *Make Financial Gains*

Not knowing how much value you add or not identifying yourself as an *asset* of the business makes for a very weak platform from which you can negotiate your next salary increase or bonus. Learn how to position yourself as the experienced expert that you are and sell you, your track record and your potential.

## 5 *Build Incredible Confidence*

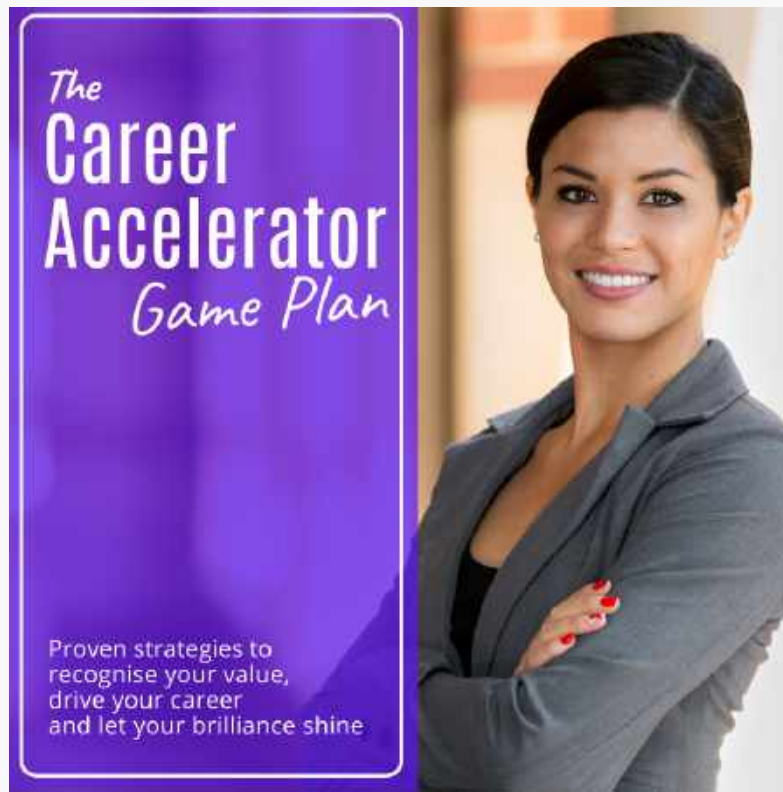
Owning your value is a game changer. With confidence that your contribution makes a tremendous positive impact, you'll make better, bigger, bolder decisions for you *and your career*. You'll push back on things you don't agree with. People will begin to seek you out for your opinion and expertise. And that is *just a taste* of what recognising your professional value will give you. Amazing right?

How could you recognise your value more deeply today?



OUR NEWEST VIRTUAL

# COURSE



## The Career Accelerator Game Plan

6 week virtual course

### *Would you like to...*

Feel more recognised, be sought out for your expertise and find greater meaning and direction in your career?

Our brand new 6-module virtual course is crammed with proven strategies to help you take ownership of your career plan; overcome mental blocks to your progress; and set you up for success.

Develop the deepest pride in your contribution and become that role model *you have always wanted to be!*


### *Over 6 weeks....*

You'll learn in your own time and from any device. Short video lessons make fitting learning into your schedule a total breeze.

Learn how to *own your authority*, create *fresh opportunities* in your career and a really positive, fulfilling daily experience!

[Learn more](#)

[READ ABOUT THIS COURSE](#)



***She remembered  
who she was and the  
game changed.***

Lalah Deliah



WHAT'S HAPPENING IN OUR

# COMMUNITY

In early September we ran our 5 Day Challenge, "Recognise Your Value to Take Your Confidence & Career to the Next Level" through our facebook group.

Congratulations to member Catherine Mooney for winning the Golden Star competition and to all the ladies who threw themselves into the week and emerged victorious with some new learnings!

## Recognise Your Value

and take your confidence & career to the next level



THE 5-DAY CHALLENGE

## Welcome!



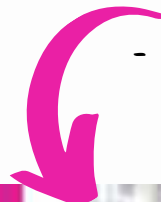
Today's worksheet was a bit of a scribble but the output was greater than I could put on paper. In a nutshell, the process of identifying/ classifying my values helped me to hone into what I enjoy the most from my work. Subsequently helps to identify the action needed to achieve this. Big step from yesterday where I saw it all as a chore. Today it's my passion project. This is why I do what I do!!! ✨

Rebecca, I will get my worksheet done by the end of my Tuesday here! My morning has run away with me ! Really enjoying your thought provoking challenges. xx

My key learning is that I make a lot of assumptions about what key stakeholders know/don't know or think/don't think but I haven't really asked. I haven't had a performance review for 2 years and now's not the time for a pay review but I shouldn't be scared of asking for feedback. Also some areas for me to be stronger and prioritise to be able to add more value and be seen for doing it.

illuminate Personal Growth I've realised that identifying my value, and actually believing it and owning it, is a work in progress. And critical to how I contribute in my current job/how I feel about it/what I get out of it and critical to landing a new role that would be more aligned with my values and more fulfilling. And it's up to me. I've signed up for the Career Accelerator course to continue the learning and continue this journey 😊

- Join our facebook group for
- live weekly Q&A
  - career tips
  - group accountability
  - support & more!:



# Lit Up & ILLUMINATED

for Career Women on a mission!



# WE LOVE

**5 Female Execs  
Reveal the Best  
Question They've  
Asked a Mentor**

by Renee Morad



**The Benefits of  
Optimism and  
Positive Thinking.**

by Kendra Cherry

**10-year old  
Nandi Bushell  
challenges  
Dave Grohl  
to a drumming  
competition**



We ♥  
THIS!  
↪

WHAT'S

# COMING SOON...



## 7 Habits to Live, Love & Lead Authentically

15 week online course

### *Are you a woman...*

...serious about your personal development and ready and committed to make real change in your life and career?

### *Are you ready to...*

- ✓ Set positive goals for 2021?
- ✓ Overcome limiting beliefs and negative thinking?
- ✓ Establish healthy boundaries?
- ✓ Lead your life, and make decisions, based on your highest values?
- ✓ Build a positive sense of worth?

### *Once a year....*

...we run "7 Habits to Live, Love & Lead Authentically", our premium signature Personal Development course, over a 15 week period with small group of committed women.

This is an intimate, fully virtual, blended learning experience involving 3 workshops, a 12-week accountability program and some bonus 1-1 coaching.

[Register your interest](#)



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## ENQUIRIES

**For any online course enquiries** (for individuals and groups):  
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