WOMEN IN PLANNING:
Raising Your Profile
to accelerate your career

9 | 20 | 19
“you’re everywhere!”
You’re in the right place if...

- You’re working heads down in a creative career
- You know you need to start building your profile but you don’t know where to start
- You might be networking…but you’re not sure exactly….why
- You think self-promotion is a bit icky
Today

- Why raising your profile is an important investment of your time today
- Top mistakes women make in building their profile
- Favorite strategies for authentic self promotion
I'm Mia
Visibility matters.
your mission needs you.
top mistakes
top mistakes

Not having a goal.
**top mistakes**

Not having a goal.

Waiting to get started.
top mistakes
Not having a goal.
Waiting to get started.
Too many tactics.
top mistakes

Not having a goal.
Waiting to get started.
Too many tactics.
Giving away your own power.
strategies!
Get your wingwoman (or man!) strategies!
Be the inviter.
Curate yourself (and others.)
next steps for you

Get clear on your goal and use one strategy consistently to change the minds of the people who have influence.
Now I don’t know why you’re here.....
But I do know that…
We get lost in *all the choices*.
get the guide

+ creative & collaborative profile building cheatsheet

buildyourselfworkshop.com/APAWomen
Thank you.

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Text BUILDYOURSELF to 444999
Question & Answer
Part 2 of our Career Advancement series an esteemed panel will discuss the gender wage gap and strategies for successful salary negotiation

Hosted with APA, registration coming soon