

## CIPFA NE Women in Finance Event

### Raising Visibility:

Jan 2023

### Supporting material

Dear colleague,

Thank you for your attendance and engagement at the CIPFA NE Women in Finance event January 2022.

We covered a lot over in the session and, as promised, in the next section are the worksheets to help you on your career journey as well as tools and techniques to increase visibility. Remember to count this as CPD, action/implementation need to be demonstrated.

In today's world where everyone is busy it is important not to assume that everyone is aware of your contribution and/or that they know your career/development aspirations, telepathic skills are overrated. So it is incumbent on you to shine a light and let key decision makers know your development needs.

### **Increasing your Confidence**

To do so, you will need to be confident. Easier said than done. In her audio series Domonique Bertolucci shares 7 strategies to increase confidence. For those with audible accounts, this is free.

- Give up perfectionism  
Get comfortable with being uncomfortable – that is the space where we grow; no one can be perfect; accept that you are enough and focus on being the best that you can be; and in doing so be kind to yourself.
- Do your best  
Focus on you, not what others have achieved/done/what success is for them – what does success mean for you? Not being jealous but focus on your intentions (not goals – if life happens then it will feel like a failure, sapping confidence). This does not mean don't have any intentions. Think big but aim small, this approach drives action too
- Impress yourself  
Consider yourself as a work in progress – constantly learning/growing and through updates equipping yourself with the skills required in the future. It is only natural that failure is part of the journey. But consider, What would you do if you knew you couldn't



fail? Write your positive traits/strengths/ what you're great at/pleased/proud of. You are trying to impress yourself, not others.

- Expect good things  
Be intentional with your life – level 7 is the aim for trainee accountants, but what after? Better than drifting like a boat subject to the ebbs and flows of the tide. If you want to drift this is fine too;  
Remember Think –Feel - Do. Worry takes focus in wrong direction. Acknowledge the worry and then move forward.
- Cheer yourself on  
Be your own cheerleader -the inner critic is a bully; Channel your friends from the other side of the pond and go American in celebrating your successes and letting key people know what you have achieved.
- Rise to the challenge –Your mindset is key; If you think you CAN'T you are right – develop your mindset. It is like a muscle, and like a muscle, it needs constant exercise so that when you need it to work it does! Ie when times are tough;  
Fears are limiting beliefs brought to life (imposter syndrome); Meet own needs by focusing on self – increases self confidence.
- Shine your light  
No one can make you feel unworthy unless you give them permission.; The past doesn't need to dictate the future; Responsibility for your future lies with you. Shine your light on the person you want to be known or remembered for.

Having confidence will aid progress on other areas.

Wishing you all best wishes for a wonderful year ahead!

Manj Kalar

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January 2022



# Journey of discovery : Authenticity



## Passion

What drives me? What do I get out of bed for?



## Skills

What am I good at?



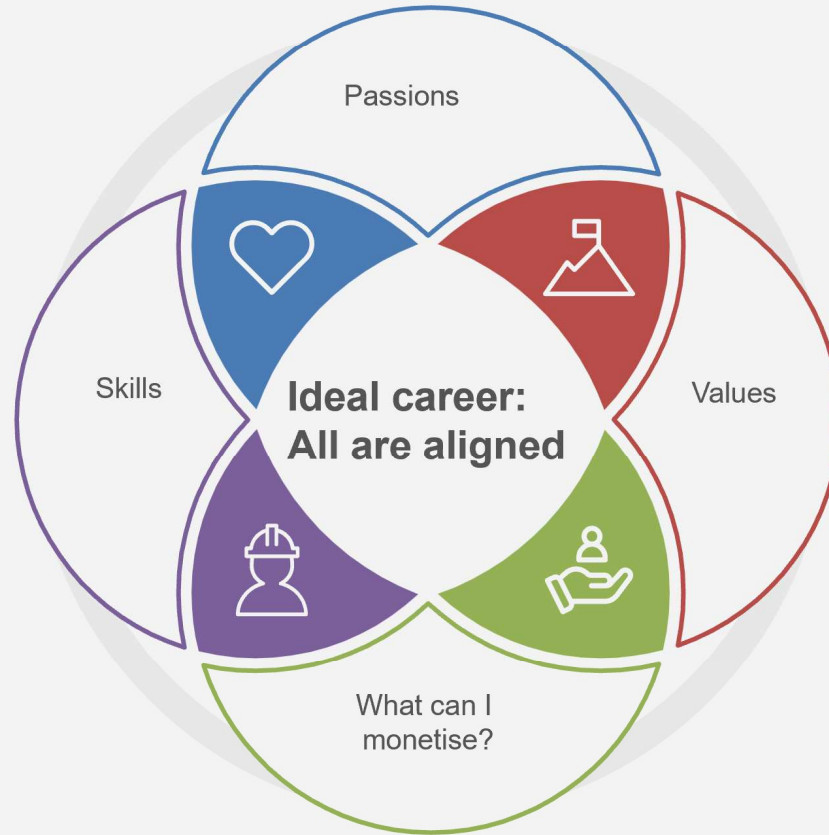
## Values

What do I want to be remembered for?



## Finance

What do I need to be financially comfortable



This diagram has been adapted from the Japanese principle of Ikigai, and is to help define 'your reason for being'. Ikigai is a Japanese concept that means your 'reason for being.' 'Iki' in Japanese means 'life,' and 'gai' describes value or worth. [Your ikigai is your life purpose or your bliss. It's what brings you joy and inspires you to get out of bed every day<sup>1</sup>.](#)

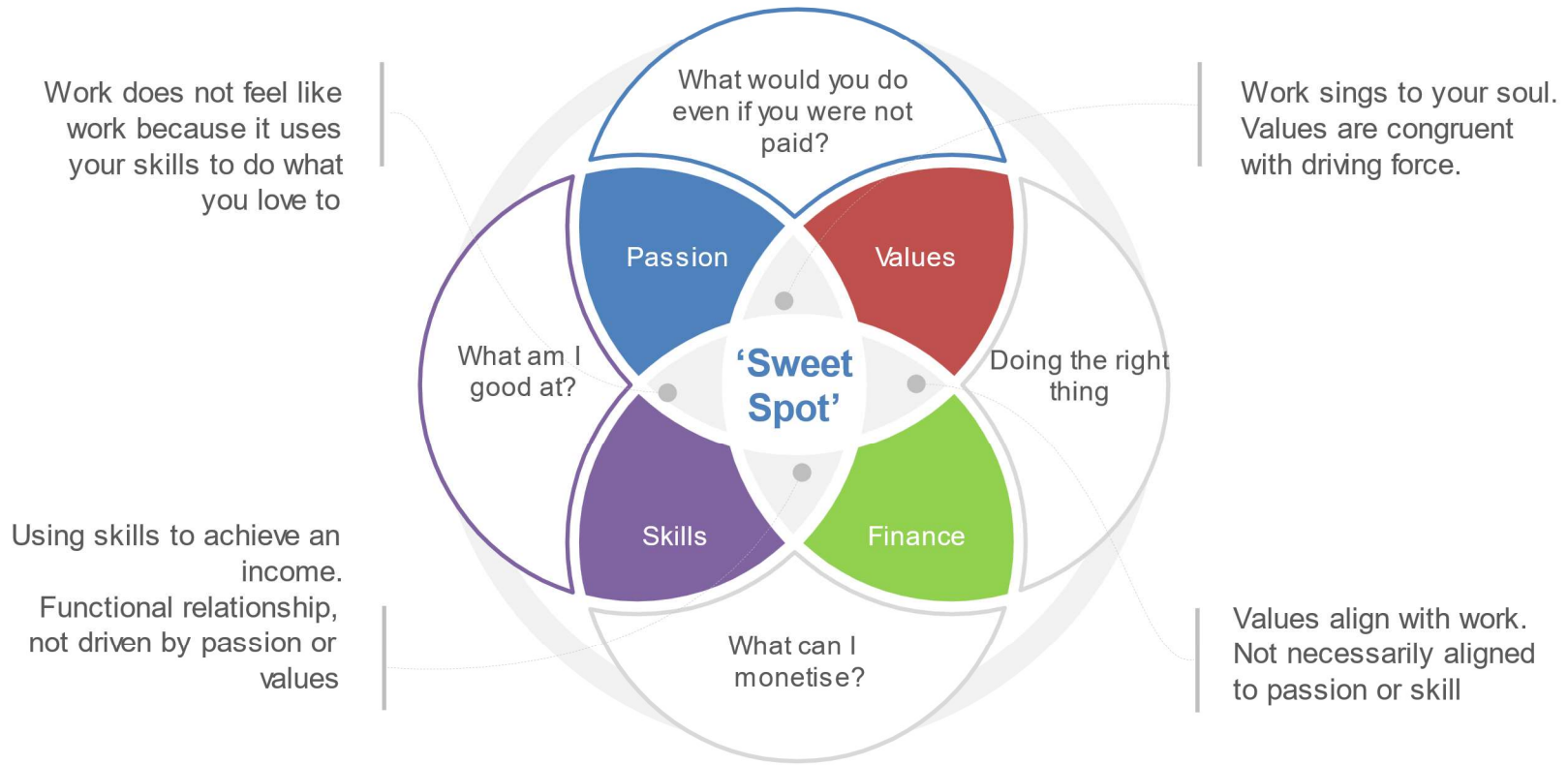
The ideal career is to align values, passion and skills and what can be monetised.

Use the questions in the next section to help you evaluate what is your reason for being. There is no judgement in this exercise – it is to help you to know yourself better.

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<sup>1</sup> What is ikigai and how can it change my life? Dr. Erin Eatough 7 May 2021





# SWOT Analysis

# S

## Strengths

- Don't be humble – think about what makes you stand out from your peers

## Weaknesses

- This is not to beat yourself up – to optimise the opportunities need to be aware of our weaknesses

# W

# O

## Opportunities

- What is happening in the wider environment that is an potential new area for you?

## Threats

- What is happening in the wider environment that is a major challenge for you?

# T

**SWOT**  
Analysis



The next exercise is to complete a personal SWOT analysis.

What are your strengths? Go American! This is your unique selling point (USP)– what makes you stand out among your peers?

What are your weaknesses? This is so that you are aware of what you are not so good at (no blind spots) so that you can decide to develop these skills or simply acknowledge these and defer or delegate those activities that you are not so good at.

In addition, a critical activity for your professional development is reflection. As part of your end of the week close down for the week, please reflect on the following questions:

- What went well and why?
- It would be even better if...
- What went less well and why?
- What would you do differently next time?
- What was the lesson?

To fully realise the benefits of this exercise, research shows it is best to write down your reflections rather than think it.

Good luck! Remember there are no right or wrong answers, these exercises are for you. The best investment you can make is in yourself. Take your career where you want.

Manj Kalar

