



# Women In Cable Telecommunications

## Career Paths August 19, 2020



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# Career Paths

- Setting Goals
- Building Transferable Skills
- Disruption and Evaluations



# Setting Goals: Career Path Plan

## Career Path Plan

- This is an essential tool that will guide you and motivate you through your work and personal life
- Prioritizing YOUR success. This is about evaluating your strengths and identifying your full potential.
  - Success ≠ Selfishness
  - Success = Achieving with purpose, realizing and performing as your best you



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# Setting Goals

- Guide and motivate you
- Develop purpose and builds your brand
- This is not permanent, revisit this plan



# Take Out Your Pencils!

- Career Path Plan is unique to each individual
- **Sample Exercise:**
  - Where do I want to be in 10 years?
  - Where should I be in 5 years to achieve that 10 year goal?
  - How can I get to my 5 year goal?



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# Example Goals

- **10-Year Goal:**
  - Field Ops Director
- **5-Year Goal:**
  - Field Ops Manager
- **How to get to my 5-Year Goal:**
  - Let my supervisor and mentors know about my goals
  - Identify training opportunities that build management skills
  - Do the work! Be an expert in my role and hit goals
  - Finish Bachelor's Degree



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# Future Proof Yourself!

**Transferable Skills:** a core set of skills and abilities which can be applied to a wide range of different jobs and industries

Transferable skills can help you either land a role that you do not have the experience or training in (a promotion for example) or allow you to shift your career path to an entirely different field



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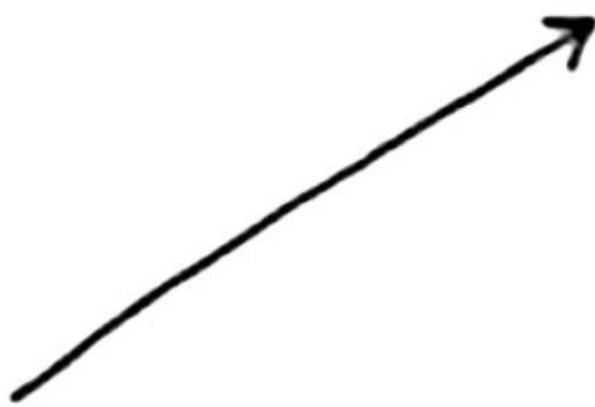
# Disruption and Evaluation

- Dealing with uncertainty and disruptions
- Your Career Path Plan is a framework, a guide, not a test
- Become comfortable with being uncomfortable. Use your change tool kit:
  - What can I control or influence?
  - What can I accomplish given the circumstances?



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Success



what people think  
it looks like

Success



what it really  
looks like

# Evaluation is Key

- Periodically review your goals and plans
  - What tactics can I add or change to get me to my 5-year goal?
- What are my passions vs. what I am (my skills)?
  - This is a balance that can guide you to continue or change career paths
- Consult with your peers and mentors
  - What activities garner praise? When is your advice sought? Have you been asked to teach or train a specific skill?



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# Personal Experiences



**Angie Crumrine**  
Manager of Advanced Advertising  
Planning & Analytics  
Spectrum Reach



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Core Strengths  
Are Transferable  
To Any Industry  
Or Position





## Find Your Four Flavors

- What do you enjoy?
- What do you enjoy that others don't?
- What do you think is a fault, that is really a unique asset?
- What don't you enjoy?

The road isn't  
always visible... but  
the journey is still  
yours to take.



# Personal Experiences



**Bobbie Gilbert**  
Director  
Government & Community Strategy  
Charter Communications



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# Personal Experiences



**Molly McKinley**  
Director  
Recruiting  
Charter Communications

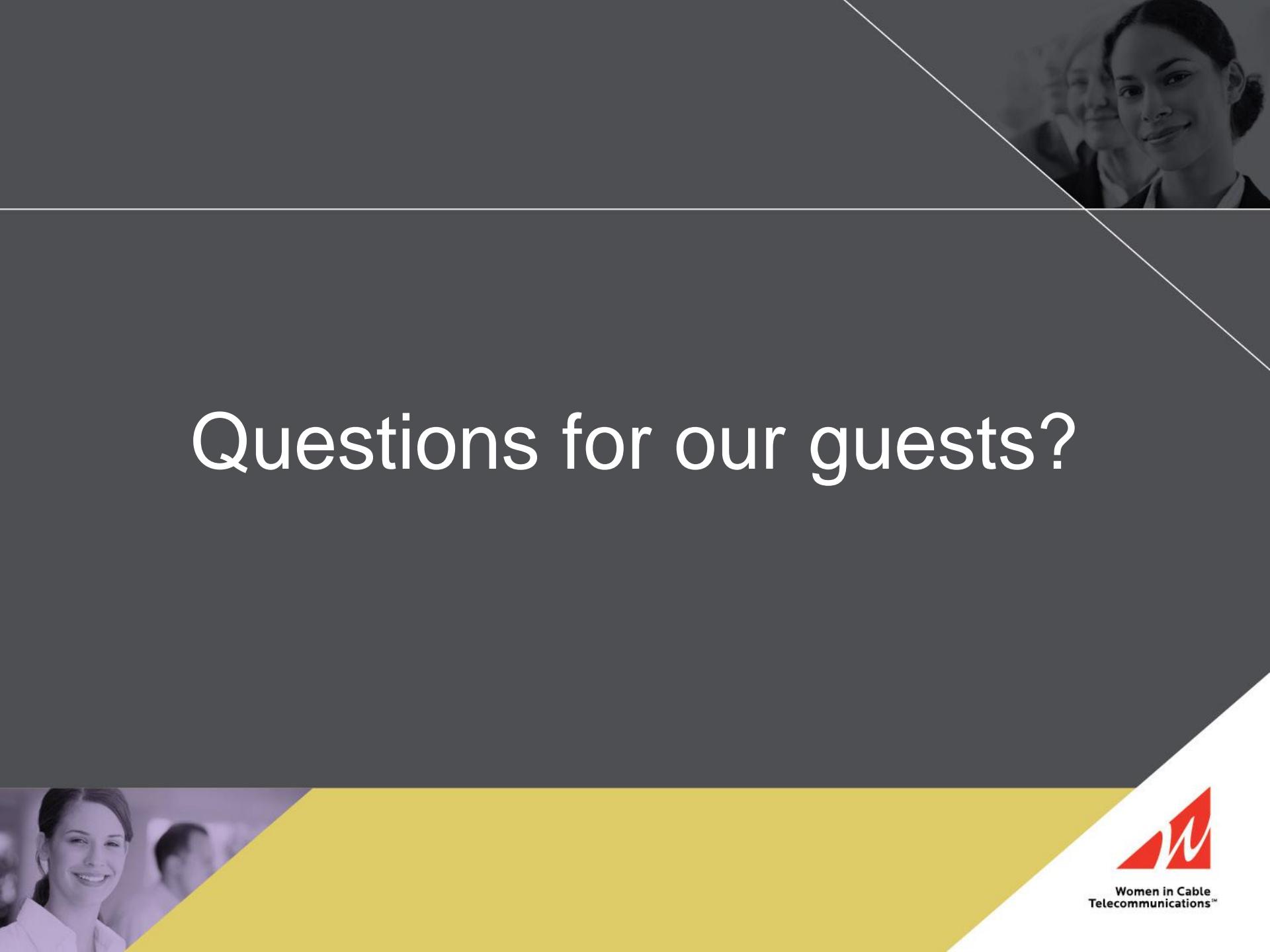


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## Observations



- You are your own boss
- Watch, learn and be patient
- Be present
- Think both vertically and horizontally
- Its is what you know and who you kn
- Be resilient



# Questions for our guests?



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# Upcoming Events

## August

- Mentor/Protégé Connect
- Webinar #2: Career Paths
- WICT-GO Mentorship Summer Social

## September

- Mentor/Protégé Connect
- Webinar #3: Personal Branding and LinkedIn Tips
- Webinar #4 Managing Up

## October

- Mentor/Protégé Connect
- Webinar #5 Executive Presence

## November

- Program Wrap-up
- WICT Greater Ohio Year-End Event & Mentor Program Recognition



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# Thank You for Participating!

## QUESTIONS?



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