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Career Success Equity Program

Session #4
Career Advancement GPS: Credibility

 January 14, 2025

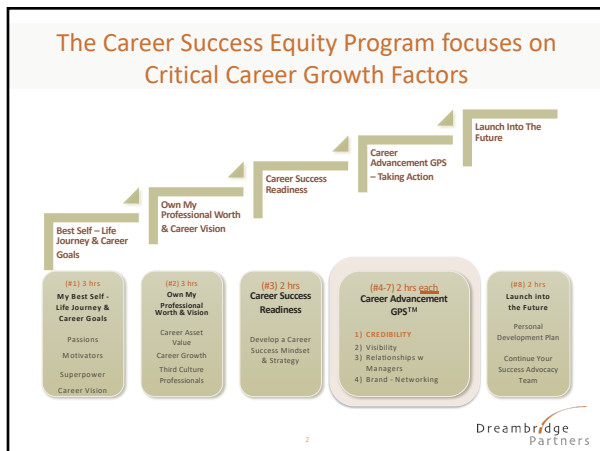
July Sheehan
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CHECKING IN - HOW ARE YOU FEELING?

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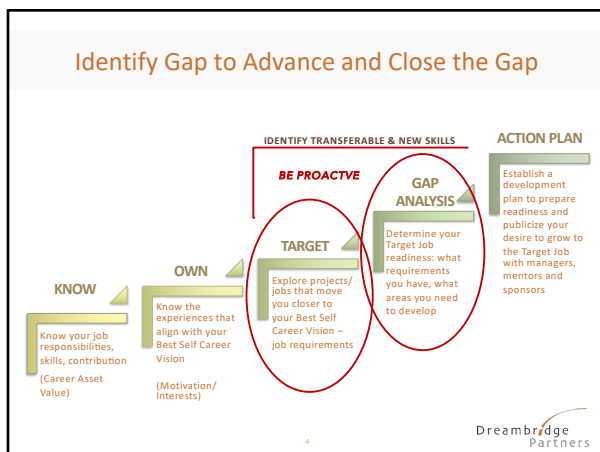
Session #3: LAST SESSION

Career Success Readiness

Review

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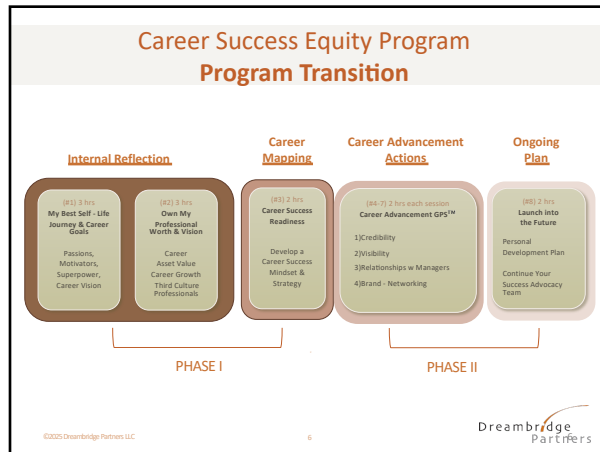
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Program Transition

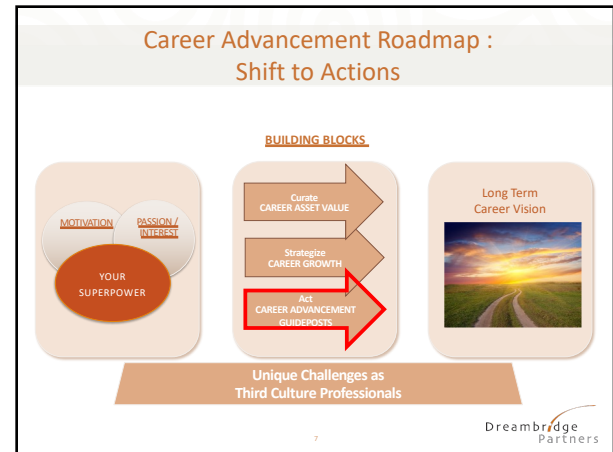
From Internal Reflection to the External Action

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Update Your Career Vision

Build on your Takeaways from Sessions #1-3

Career Goals (Position, Primary Responsibility)	
1 Year:	
5 Years:	

Best Self Core Drivers (Career Asset Value / Motivations & Satisfaction Factors / Career Aspirations)	
1.	
2.	
3.	

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Reflection

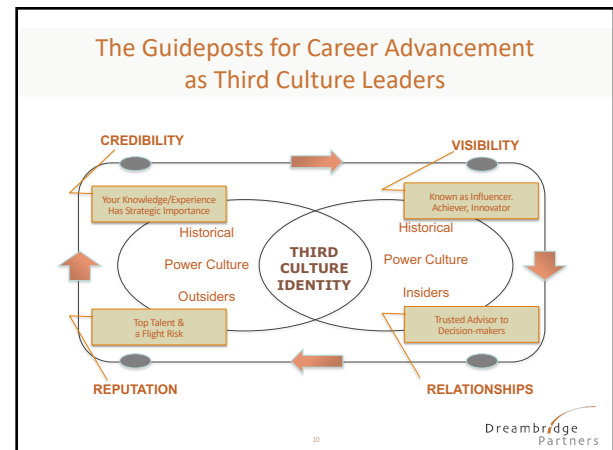
- What's one thing you've been considering/doing that reflects your intentionality about your career?
- What new conversations are you having with your manager that reflects your intentionality for your career?

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Career Advancement Guidepost: Credibility

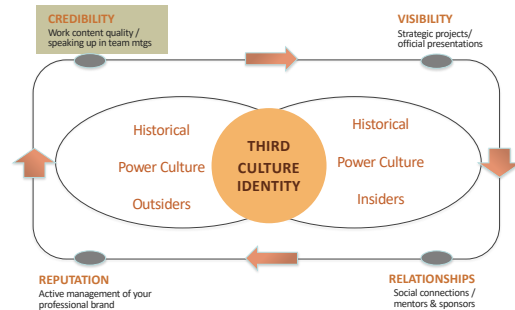
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Career Advancement GPS The 4 Guideposts



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What is Credibility*?

Capability

- Competence / Ability
- Knowledge
- Skills
- Performing at or above expectations

Emotional Trust

- Reliable
- Trustworthy
- Keeps your word
- Supports others
- You do what you say you'll do

*Credibility is judged by external audience: managers, co-workers based on set expectations (job descriptions, official deliverables, performance review)

Pre-Work p. 4

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Be A Subject Matter Expert

Anchors your Career Asset Value™ as a "Go to Person" who is needed (hard to replace) in the organization

Find an area within your department/function in which you can build expertise, deep knowledge

Diminish your Non-Promotable Tasks

Be a "Strategizer" not just a "Do-er"

[HBR: Are You Taking on Too Many Non-Promotable Tasks?](#)

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Pre-work Reading

2. What makes a good subject matter expert?

Established SMEs usually represent several years of experience in the field, as well as advanced degrees from renowned institutions. After finishing their studies, they have to learn continuously. By continuing education they ensure their knowledge is always up-to-date with any ongoing changes in the industry so they can exceed market expectations.

Subject matter experts specialize in a particular area of expertise, be it a certain function, a process, a technology or a service – and a good SME is considered an authority in this particular field. To gain such authority and profound expertise, however, takes time.

Apart from the essential knowledge and experience, a good subject matter expert has to be passionate and immersed in the topic they specialize in. They have to show initiative, be proactive, think creatively.

Source: Why are Subject Matter Experts Important in Business?

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How to Identify Non-Promotable Tasks

- NPTs are not instrumental to your organization's mission or goals. If less aligned, the lower its promotability
- NPTs are often not visible to others. Other people can not see your efforts or impact
- NPTs many not require specialized skills as many people can do them

Pre-Work p. 5

Source: Harvard Business Review, Are you Taking on Too Many Non-Promotable Tasks?

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Assess Your Credibility & SME

Factors of Credibility & SME in Your Current Role

- Rate Yourself as an SME: H / M / L
- Rate Your Credibility: H / M / L
- Explain Your Self-Rating:

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Mindset Shifts to Build Your Credibility

Inner Talk / Inner Critic / External Communications

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Credibility Strategies for Best Self Career Vision

What are Strategies to Build Your Credibility to Align with Your Best Self Career Vision?

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Breakout – Evaluate Your Readiness to Build Credibility

- 1-on-1
- Conversation Questions:
 - What are key indicators of Credibility in your role?
 - What are key indicators of Credibility as an SME?
 - What is a Credibility *Limiting* Mindset element you have?
 - What is a critical Credibility *Building* Mindset element to own?
 - What is one *Action* you must take?

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STAR Actions to Build Your Credibility

Advancement = e + C + STAR

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Your Action Plan

ONE action you will take

ONE action to get your Manager support
Ask at the Manager Meeting

Accountability Partner Commitment

Workbook p. 10

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Your Input on the Program

Midpoint Survey

Send Out: Thursday 1/16

Survey Close: 1/24

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Before the Next Session

Continue to Work on Your Credibility

Accountability Meetings
By 2/4/2025

Manager-Participant Coaching Meetings
By 2/4/2025

Respond to Survey
By 1/24/2025

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Session #5:

Career Advancement Guideposts:
Visibility

February 11, 2025

Judy Shear Peterson

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