



NewsonWomen.com  
March 1, 2010

## Career Expert Lisa Quast talks about Attitude, Aptitude and Ability to Execute



**Lisa Quast**, Founder and President of [Career Woman Inc.](#), and Author of *Your Career, Your Way*, works hard to help women achieve their career goals. Lisa has this to say about career opportunities in 2010:

“The economy has recently shown small signs of bouncing back, but it still appears that a full, global economic recovery will take several years. What are the ten most important things women can do to get ahead in their careers during 2010?”

**Clearly define your career aspirations:** If you don't know where you want to go, how will you determine how to get there? Take time to try to clearly define your career aspirations.

**Create a career strategic plan:** Why trust your job satisfaction and career advancement to luck or fate? Having a clear plan in place will ensure you achieve your aspirations efficiently and quickly – just like using a roadmap helps you reach a destination. Make a plan!

**Network, network, and then network some more:** Networking is a great way to get to know people who could potentially help you in the future. Research local associations and groups you can either join or attend individual meetings to expand your circle of friends and make new allies.

**Seek out mentors:** Many women tell me they hadn't really thought about seeking out mentors. According to a study at Sun Microsystems, those who participated in mentor/mentee programs were more likely to receive promotions and raises (according to Anne Fisher, Fortune senior writer, March 13, 2007 on [cnmoney.com](#)). Think about your areas of weakness and then seek out mentors who excel in those areas you want to improve.

**Dress for positive impact:** Create the image or perception of the type of person you are or want to become by proactively managing your image. As the old saying goes, “perception is reality” - think about and consciously determine the type of image you want to project by choosing appropriate clothing.

**Exude confidence:** Exude confidence, not arrogance! Believe in yourself and in your abilities because this will come across in your attitude and during discussions with your manager and other employees. If *you* don't believe in yourself, who will?

**Think of yourself as a 'consultant':** Consultants, by nature, are hired to assess the current situation then create and implement action plans for improvement. By thinking of yourself as an 'internal consultant' you can use this same frame of reference to demonstrate how you will add value to the company.

**Talk to your boss and 'manage up':** Show management the value you provide to the company and earn the trust and respect of your manager by establishing a positive relationship. Try creating a project list that explains your key projects or work assignments, progress, timing, key results anticipated, etc. Then, sit down with your manager on a regular basis to review each item. Look for ways to volunteer for additional or challenging assignments and ask your manager for support as you strive to learn more, experience more and do more at work so you can climb the career ladder.

**Become highly organized:** Keep your office clean, neat, and highly professional looking. A messy office often projects a perception of being unorganized and unable to take on higher-level or more challenging assignments. Work to project to others that you are ready, willing and able to take on new assignments.

**If you're looking for a job...be the person hiring managers want to hire:** As a hiring manager, I look for attitude, aptitude, promotability, accountability, and ability to execute – the same things almost all hiring managers are seeking in new employees.”