

NORTHERN POWER WOMEN  
PODCAST  
**POWER UP**  
SEASON

## How To Level Up & Grab Opportunities with Louise Beardmore

### Why social mobility is so important

- Our strengths lie in our differences and not our similarities!
- You're only as good as the team around you
- If we only surround ourselves with people who look like us, and who have had the same experiences, the same opportunities, what you get back is the echo chamber
- In order to create this diversity of thought and get that vital friction to the decision-making process, you need all experiences and perspectives at the table

### How to create the life you want: improving or starting your career

- The key to everything is self-belief
- Find out what your special gifts and qualities are, and find a way to apply them in an area that means something to you
- Create those opportunities and throw yourself into the role that you've got
- Be absolutely brilliant at the job that you do
- By doing this, you will strengthen and expand your network, creating the opportunities for the job that you want
- As the old saying goes, it isn't what you know it's who you know. This is a large element of progressing successfully through your career, highlighting the importance of networking
- If you don't know the relevant people at the start of your career it can be difficult to create those connections
- Look up and around you in your current role, you'll start to see new connections who can even introduce you to other connections

### How to Stay Focused and Smash your Goals

- Focus on the things that you can change
- Accept that there are things around you that you're not going to be able to influence and change
- Then understand how to deal with them
- "If I can't move that obstacle, how do I go around it?"
- Recognise the support that you have in place and draw strength from your network
- Just like in business, you can draw on expertise and skillsets of others - your personal network is no different