NORTHERN POWER WOMEN
PODCAST

POWER UP

SEASON

How To Build Your Profile & Stand Out with Shelina Begum

How to build your profile

- There's no time like the present!
  - Don't wait until you've got years of experience under your belt before you start thinking about your profile
  - Profile building is something you can get started when you're in your first role

- Focus on the work and let the profile follow
  - As Shelina mentioned, profile building was never something she intentionally set out to work on until much later in her career
  - By focusing on the work itself, rather than how it can benefit your public profile, you're much more likely to have a greater impact and be considered an authority within your profession or sector

Becoming your own advocate

- Don't be afraid to talk about what you know
- Don't be embarrased about things you've got wrong – learn from it and move on
- Make the time to reflect on what you have done and what you have achieved, and give yourself a pat on the back!
- Say what you want to say with confidence and conviction
- But also, if you don't have something to say about a certain subject, it's okay to hold your hands up and say so!
- You don't have to have all the answers
- The power of meetings - if you can't contribute the most, make sure you listen the most

The Importance of a Network

- Without meaningful relationships you won't get very far in life

- Throughout Shelina's life and career, she knows it was the support of her networks that got her through her most challenging times

- Much like profile building, it's never too early to start thinking about expanding your networks

How to Grow Your Network

- If you've already got an active LinkedIn profile, Shelina suggests signing up to existing communities and networks that have overlapping interests to yourself

- Joining an interest group is a great way to meet like-minded people in your sector or in your local area
- Once you've joined these groups, make the most of the opportunities and connections they offer

- SAY YES to everything!