



## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

Hello, and welcome to the first episode of the Wordwise coaching podcast. I'm Rachel Goodwin, an executive coach. In this series I've chosen some of the most common areas I focus on with clients and I've invited fellow coaches to join me in conversation to explore them. It's really rewarding to see the difference our coaching makes and we're excited about reaching a wider audience, sharing our experience and advice and hearing your thoughts so please do subscribe at [www.wordwisecoaching.co.uk](http://www.wordwisecoaching.co.uk) and we can then share relevant materials and our top tip summary. Today, I'm joined by Jani Rubery, a highly experienced executive coach. In this episode, Jani and I are going to be discussing Managing Your Career. We'll consider what we mean by this, how it can help you and give you practical advice and tools. As ever we'll share examples of how we've worked with clients around this.

Jani:

I often say, if you don't write your story and tell your story, they'll make it up.

Rachel:

Yes. So true

Jani:

You should be the one in charge. Yeah,

Rachel:

Absolutely. Yes. We don't want anyone else making our stories for us thank you!

Jani:

No,

Rachel:

You have to remember that nobody else is going to be as interested in your career as you are.

Jani:

I found myself smiling just then as you were speaking, because I was thinking often people think that we're asking them to make something up. Yes. And it isn't, it's just about being genuine and using your own language.

\*\*\*\*\*





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

Hi Jani, and thanks so much for joining me today.

Jani:

Hi, Rachel, real privilege to be here.

Rachel:

I think this is a, a subject that I really enjoy working on with clients, because it can often be a perspective that they haven't really considered before. So you can really make quite a lot of progress quite quickly. Is that your experience?

Jani:

It's definitely my experience. And as, as you just started off there, I was thinking recently of what a privilege it's been to sit with people and get those aha moments when maybe to ask as coaches, the questions we're asking or the perspectives we're bringing around career seem obvious, but I think people are just so caught up in the day to day doing their nine to five over their shift work or whatever it might be that they don't really pause to think about what are my options. So just helping people realise that they have choice and how they respond to that choice really makes a difference.

Rachel:

Absolutely. And also, I think it's about kind of refreshing where you're up to because people are so busy and they move through their careers and maybe don't notice what skills they're picking up and what impact they're having. I can think of somebody recently who I did 360 degree feedback with, and he'd always thought of himself as not really a people person. And yet the feedback that came through made it clear that, especially his team and people junior to him, really appreciated his support and impact and saw him very much as a great support to them. And it really shifted his way of looking at himself and thinking of himself as a leader. So that was really, really interesting.

Jani:

I was sitting with a client recently, who's been working in a very specific industry, most of his career and is, is very senior and was feeling a bit stuck. In fact, he was feeling stuck a few years ago, but didn't really, I don't think felt stuck enough to do something about it. So I just sat down with him and did a, a skills inventory of the knowledge skills that he'd gained. And when he saw that in black and white, he really realized that he had lots of transferable skills that he could take to another part of the sector. And it just freed him up in thinking, oh, I do have choice and I don't have to stay stuck.

Rachel:

And I think it is, it's about opening up the thinking, if we are feeling stuck, that's what tends to go isn't it. I had somebody who came to coaching because she'd recently been unsuccessful in a promotion process. And we spent quite a lot of time talking about what she had done recently, some major projects and the feedback that she'd had and the skills that she'd used, the approach she'd taken. It really built her confidence. And, and we worked on that, to be able to articulate that right. It felt like she





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

started believing yeah in what she'd done. Mm. She said, this is what I was told to say before, but now I believe it.

Jani:

Excellent.

Rachel:

So much of this work is really having the material and believing in it to be able to be convincing and to have the confidence to talk about it.

Jani:

And I think one of the significant things I also learned through my journey of coaching over the years, particularly around career is that often people have a concept of career when they start their career of what that means for them. And if they're in a particular sector, there's some like, oh, shoulds, like you measure success in this particular profession, I don't know to get to the top of being a director, let's say, and then people get to a certain level and start feeling frustrated, 'cause they're not getting to that level and thinking there's something wrong with them when actually it's not what inspires them or what they're motivated by. So they need to re-evaluate what their concept of career is. We can get caught up in what society says, what our industry says, maybe what our parents say. There can be all kinds of things that we get hooked into about what we think about what career is.

Rachel:

And I do think that's a really important point because when we talk about managing your career, it's easy to slip into -t hat means push, push, push, next promotion, next title, pay rise. The point you're making there is so true. It's not just that it's managing your career in the way that you want it to work and how it fits in with your life and what inspires you. So it's not just about push, push, push.

Jani:

Yeah. And different seasons. You know, there can be cycles. Sometimes I just work with my clients in seasons or cycles of experience. So it's not that I know what I'm gonna be doing in the next 10 to 15 years, but it's what are you feeling compelled or drawn to at this point in your life with all the other things that you're juggling or holding. Yeah. And it can be different. And so it is that pausing constantly reevaluating. And so saying what are my options?

Rachel:

It's about listening to yourself. Yeah,

Jani:

It is.

Rachel:

But you need encouragement to do that sometimes





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

When we talk about managing career, I suppose the thing that encapsulates it for me in a way, in terms of it being much more, more important now than it used to be is work that Tom Peters did. Yeah. Quite a while ago when he started talking about personal brand and the point that he made was that people don't have jobs for life anymore. They don't just go to a firm, work their way up, stay there and retire. They're often moving from employer to employer, often even changing careers completely. Yeah. Yeah. And so you have to be the person that's managing your own career and you need to really grasp that because I think as we've discovered, and and the point that we make a lot with clients, is you have to remember that nobody else is going to be as interested in your career as you

Jani:

All. Yeah. And I think one of the challenges is when we very first start off, maybe in an organisation, it doesn't really matter whether it's small or large, some of those initial promotions or advancements come quite naturally. Yeah. Because they're quite small steps. So it feels like this is gonna be done for me. Yes. And then we get to a stage where all of a sudden that's not happening and we don't know why or not quite sure why we're not getting advancement in whatever way that means to us. But I think that's what catches people out. Because at the beginning it feels like somebody is gonna manage this for me, or it's gonna be taken care of.

Rachel:

And often I think people then start getting rather frustrated in that, you know, my boss should be sorting this, or I don't know, HR should be thinking about this and they feel powerless. Yeah. And the whole point is seize the power yourself and work on it. You know, that you need to be driving it forward. A lot of it is really about reflecting on your identity and how you are perceived by other people. Because again, we don't often stop and think about that and it, and it, it is very important.

Jani:

And again, thinking about the environment we're often working in, in regards to discovering what that is you know, in our workplace, whatever workplace we're in is often we maybe aren't getting the feedback that we need in order to find out what that is. And then we don't ask for it, that doesn't always naturally happen. So I think again, in terms of what our role often is in the coaching is maybe for the first time giving people tools on how to discover what that is, because it's not happening naturally either through their own development programs, through their feedback processes in their workplaces.

Rachel:

And then I think what happens is that as human beings, we naturally like to organise things and put things in categories. Yeah. It's how we make sense of the world. And it makes us feel comfortable and we do it without even thinking about it. It's just what happens. And it starts in early life, you know, in families, it can be the clever one, the sporty one.

Jani:

Yes, that's true.





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

And, and often we then find ourselves living up to our labels. I've often had clients refer to their place in the family and you know, my sister was always the clever one and that kind of thing. So I think it's important to be aware that you may feel you've been labeled or you may not even be aware of it, but people are categorising you. If they're going to do that, then why not take control of that and choose which box you want to go in.

Jani:

Absolutely. Write your own story so that you're writing the story that people are gonna tell

Rachel:

Exactly because it's going to happen. So take control over it. People will, will assume, oh yes. They're not very ambitious, just from a very small experience or something that somebody says, or they're not interested in working abroad or they're very good at delivery, but they're not great at strategy. And they'll just assume that, and you have to make sure that a, you are aware of those perceptions and b you are managing them in the way that you want to project yourself.

Jani:

So Rachel, in your experience, when you do get your clients to pause and think about how they're feeling with regards to their career progression, what are the benefits that they gain from that?

Rachel:

I think it's a much deeper insight into what they are actually bringing to the workplace and an awareness of how people perceive them. And then that opens up more opportunities for them because they often discover areas that yeah, are places that they didn't really know that they were having impact. And so it, it can open out their thinking and get them to think about their career in a much more creative way, and gives them the confidence to really take charge and think, right -what do I want next? And what can I do about it? And then crucially, they have the language, the evidence, the tools, the confidence to go out there and, and start networking, talking to people. Yeah. And clarifying what it is they want,

Jani:

And I think that knocking on doors, but you can't knock on doors. If you don't know what you're asking for.

Rachel:

And sometimes it's the difference. I think a lot of people will come back and say, you know, normally it would've been a bit of a sort of bland conversation, but I was able to really engage. And I think people are really surprised how well that's received. Cause a lot of people have the view of, oh, you know, I don't wanna be going around talking about how great I am, but if you do it in a skillful way, but it's got a bit of energy and a bit of confidence to people will engage. Because generally, if you are a good performer, there is an interest in helping people and wanting to seek out opportunity and support them. But it's a question of you starting it, kicking it off and demonstrating that you're willing to put some effort in and you genuinely want to hear people's views about it. Yeah.





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Jani:

And a really good example came to my mind then of somebody that I had worked with who hadn't, she knew she wasn't getting what she wanted, but she hadn't clarified what that was. And through some work on her, identifying what her qualities are and what the skills she has built up she then ended up going to a conference with her boss like that weekend or something a few days after our session and because she'd put her thoughts together when they were in the taxi, they were in an informal conversation, but she was able to be very clear about what it was she was looking for. And her boss actually thanked her and was relieved because now he understood what she was looking for. And that opened a door to the next step in her career.

Rachel:

I think senior people now do have an expectation that the direct reports or team members are going to put some effort in. I know when I do three-way calls or three-way meetings line managers will often say, we just want to know what they want.

Jani:

That's so true.

Rachel:

We can offer support, but it's just not clear at the moment what they actually want. So it often comes up in coaching and so it's important that people are aware that that is the expectation crucially, it's all about how do we actually do this? We've talked about some of the general yeah. Ideas. And we've talked about some of the examples and the benefits we've found. There are several tools that can help with building up your career management and making you more successful. So as a summary, we've already referred to a 360 degree feedback process. That's formally run and is confidential, but you can gather informal feedback as well. Can't you? Yeah,

Jani:

Absolutely, and I, again, I was just thinking of an exercise I asked somebody to do was you can get these online or in books where you get a list of various traits and just ask people to circle the 10 or something that sound like you, or feel like you, so you can start getting an idea how you're coming across, what other people see in you.

Rachel:

Yeah. And I think also that it's quite affirming. If you have an idea about what you think you bring, but other people see it as well you are more confident in talking about it then. Also it's about looking for, themes, isn't it. I think if you're going to look for some feedback, you do need to ask a range of people because you don't wanna go on just one person's point of view and you can look back at appraisals, you know, 'cause often these qualities are going to have been around for a while. So look back at appraisals with that eye for what it is that people see as your strengths.

We do spend quite a lot of time - we've referred to it a bit in conversation about helping people develop a brand and we'll go into a bit more detail about that later, but it is a very helpful process. Isn't it?





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Jani:

Really helpful. And I think, again, this is an area that we just don't think about unless we have pause and think about what that means. And some people have a defense when we use that language leadership brand, because I think, well, I don't wanna really sell myself or I, I don't wanna over push myself or whatever that might be. But when you start exploring that it's really just being clear about who you are, what your identity is, what you bring, the value that you bring, then people are more welcoming to it. And what I would say to that is once people get the hang of it, then they don't fear it anymore. And then they find ways that they can use that informally. They're not setting up an advert for themselves.

Rachel:

No, exactly. It's it's just having the language really. Yeah. To, to be able to act in the moment in a compelling, convincing way. And then another area that we touch on is working on your story. You know, how can you tell an engaging and interesting story about your career so far that makes sense and opens up, people's thinking and draws people in. So that's another area that it's worth thinking about. And finally something that when we raise most people don't jump up and down for joy is networking.

Jani:

Yes. That's a big part of it.

Rachel:

It's using all the tools that you've got to go out and talk to people.

Jani:

These things go hand in hand as well. So when you and I sit here and say, these are different tools for us, it's like, there's a toolkit. Yeah. All these tools probably need to be used in different ways. Yeah. So it's not, oh, I do one and not the other in our experience, it's saying have all these tools available to you. Yeah. Because there'll be moments when one tool is more useful than another, depending on what situation, whether you're trying to do something informally, formally, you might be putting your LinkedIn together. You know, you might be putting your bio together for your internal messaging, whatever it might be. So these things can all help in all those different categories, but you need to have them all available and spend the time and investing and putting the work in.

Rachel:

And as we always say, it's so important that it's about doing it in a way that works for you. It's about not forcing yourself into something that feels hideous because you can guarantee that you're not gonna get any use out of that. So it's kind of being open minded about it, engaging with it, but don't make it hideous for yourself.

Jani:

You know, I found myself smiling just then as you were speaking, because I was thinking often people think that we're asking them to make something up. Yes.





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

Yeah.

Jani:

And it isn't, it's just about being genuine and using your own language. Yeah. I'm American. I might use different kind of language than Rachel, you know, who's British, but that's okay. Cause it would be genuine to me

Rachel:

Exactly. To you. Yeah. And that's what people will engage with. You know, if you're there like a robot trotting out these words, then people are gonna forget it as soon as they've heard it. So it's about really trying to create that connection with people so that they're going to engage with you in this process. Yeah. So if we go into brand a bit in a bit more detail and the process that we use, I'm sure there's loads of different ways of going about this, but we've found that this process is quite helpful. And the first step is using the feedback that you've got and appraisals and what people have said, it's just starting kind of scribbling down words, isn't it?

Jani:

Yes. And not judging them and not overthinking them.

Rachel:

Yeah. Just scribble 'em down and then maybe start arranging them into possibly three kind of categories. So ones that are similar and we get people to do three columns. So you are creating a bit of structure to them. So you've got three themes that are emerging and ideally you want slightly different themes. So you want to be able to maybe demonstrate, for example, your people skills and then maybe your delivery. So it's a rounded brand. And that's when we start saying to people now try writing just some statements.

Jani:

Yes.

Rachel:

It's about what is the quality that you bring and then what value does that add?

Jani:

Yes, that's so important because often we get stuck in just thinking, oh, what is the quality or the skill or the experience without thinking and what good is that? Or what value does that add?

Rachel:

And so, you know, those two in combination, and then we really get people to think about the language that you're using. So making it strong, energetic language, confident language, not using words that you could apply to somebody who was far more junior in their career than you. And we always say to people, aim to embarrass yourself.







## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

Yes and that's really important where, and you are setting out on this because initially it will feel a bit uncomfortable for some people. And then another angle I sometimes take is if people are struggling with that, I'll say, think of some of the projects or things that you've achieved over recent years and just start thinking about them and what you did and why you did it and what the impact of it was. And that feels like that's very real then. And then people are like, oh yeah, well I did do that. And, and people did comment on that and yes, they realized that that was the thing that made it so successful. So you can start kind of from the ground up thinking of examples. And even if you don't start there once you've got your statements, you, then you've got to think of the examples to be able to back it up. Cause the obvious question is, well, tell me about when you did that.

Jani:

Yes. Yeah. Absolutely. Something just came to my mind as you were talking, there was when I was recently with a client and he was a bit stuck, he's quite a humble person and was really finding it difficult to maybe really use positive language about his knowledge, skills and experience. And so I got him to do an energy evaluation, so I gave him this form. And so for a week he just looked at the different activities that gave him what he did and then how much energy he gained in those moments. Yeah. Because then that, to me, related to the things that he wanted to do more of, or maybe was naturally good at. And it was very, very interesting because from that he came away going, actually it was this, all the strategic stuff that ended up giving me energy. And I think he had a script running in his head, like I'm only a manager or I'm not leading at that level. And when he looked, he actually was doing strategic things. Yeah. So then in his brand statement he felt more genuine and positive to add in strategic thinker. Yeah. Whereas without doing that exercise, he would've done that. So I think there is something, if you are struggling, just look at the things that really energise you. Yeah. The activities. And that'll probably give you an indication of where your strengths lie

Rachel:

And crucially, as you said, what you want to do more of. Yes. Because if you feel excited about future prospects, you're going to be far more engaged in pursuing them than if you're doing it because it's just what has to be done. That's not really going to engage your full energy. And maybe that is the point when you think, well, do I need to have a bit of rethink yes. About this? Yeah. So I've got a few examples here of some statements that we've worked on with clients, just to give a flavor of the sort of thing we're talking about

- *a powerful communicator who engages a wide audience and makes sure everyone is aligned on key objectives*
- *a strategic thinker who is able to create and share a vision that consistently challenges the organization to progress*
- *an inspirational leader who supports and empowers her team and creates a positive working environment.*

When people see those or start working towards them. There is this question of if you bump into somebody in the lift,





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rbery

Jani:

Yes.

Rachel:

Are you going to stop and say hello, I'm Rachel and I'm an inspirational leader who supports

Jani:

yes. Yes, exactly.

Rachel:

So we, we have to make it clear that it's about getting all of this information together in a very powerful and impressive way so that you can then adapt it to the situation. And we sometimes joke about, we are not expecting you to print this on a t-shirt

Jani:

Yes.

Rachel:

And wander around with it. It's got to be appropriate and you've got to feel comfortable with it, but can you think of examples? How of maybe times when people have come up with statements that are not dissimilar to this, but they've used them in a more informal way.

Jani:

Yeah. I've got a number of examples because of course we're really passionate about this and we get a lot of our clients to do this, but what came to my mind specifically was somebody I've coached over the years throughout her career. So not all the way through her career, but at significant moments when she wanted to move up in the organisation. So when we very first worked on her brand, when she was quite junior in the sector that she's in, she found it quite difficult. She felt like it was bragging or have I really got this knowledge, skills and experience you're asking me to incorporate into the statement, but we worked at it and with the tools that we've talked about. And so she put that together, but she put it together in a way that was about what she wanted to be doing, not what she was doing, but recognizing that she had qualities that are sufficient for the next level.

Jani:

So she got her promotion. Then she got a little bit frustrated again, you know, at another stage in her career. But what she realized was she was stuck in what she had thought about before and now she had more knowledge and experience and she needed to be thinking, maybe I need to reevaluate this and incorporate now maybe I'm not just managing change. I'm now leading change. Yeah. Right. Yeah. So it's not like her qualities necessarily changed so much, but what she was doing with those were now different. So she did that and then that led her to leave the organisation that she was in. But she stayed in the same sector, got a more senior role. Yeah. You know, then moved in into that 'cause her long term goal was to be on the board. But in order to get there, we needed to consistently stop and say, you





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

know, what experience have you gained? What is your story now? And really help her to start recognizing that her story had evolved. Yeah. So it's not like we do these brand statements, like she's said, and you know, now I've got my logo and this is me for life. I mean, some people it could be, but for most of us in that example, it really struck me that we had to keep revisiting it and saying what we add in what, you know, what do you want next? So it was, it's not stagnant. I guess that's what I would say.

Rachel:

No, exactly. And the thing is, as we evolve, we have to review it. But also we have to be aware of the environment we're in. It's got to be adding value for that particular environment. It's got to be specific. And if the goals change or the strategy changes, you then have to think, okay, how does this need to shift in order to be aligned with that? So I think this idea of refreshing it is incredibly important and the whole story thing as well, because you know, I talk to clients and really emphasise the fact that ultimately it doesn't matter how important or senior someone is they're a human being and human beings like stories.

Jani:

Yes. Yeah.

Rachel:

We start being told stories from early childhood so we're very familiar with a beginning, a middle and an end and a cliff hanger. Yes. And a turning point. Yes. And just because you're talking about your career, it doesn't mean that you don't, you know, try and engage people in that kind of way. And I, I think it's also a very good way of helping you understand what your career's been like and you know, reflecting back and thinking, oh, I think that role was a real turning point for me. It was the first time I was managing people or it was the first time I felt like I was really supported by my boss and it accelerated my career massively and it was a very high profile project. So it attracted a lot of attention, but all of those things are engaging.

Jani:

Absolutely. I don't think we've ever worked with a client on these sort of things like telling story, brand, recognising what your knowledge, skills and experience are and whichever way you do that, that doesn't end up using it in some way. Yes. Even if it's not formally. Yes. They'll find that sometimes they just use it informally, but it just boosted the, their confidence because they were able to describe who they are, what value they bring and what value they want to bring.

Rachel:

Yeah. And ultimately then begin to feel comfortable. Yes. And so you do it more and more and you then broaden your network out because then you think, okay, well, when I go to that conference, I can talk in a more confident way about what I'm doing now and what I want to do. And if I get to meet a more senior leader in the organisation, I can talk about that. So it enables you, as you said earlier, that this is all linked and you then feel more confident about going out and networking in a way that feels comfortable for you because you've got the material to talk about.





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Jani:

So often now with this various social media methods that we have now, as well as often, you might be asked to show your biography for something. Maybe you're speaking somewhere. If you have this ready and waiting, you can adapt it so easily to all the different areas that might be required for you to share your story. Yeah. Or to tell your brand.

Rachel:

And it feels personal to you. It's not you just thinking of a few words that sound impressive and throwing them down. We often say that if you think of maybe going for a job interview and thinking about what you're going to wear, if you just grab something out wardrobe and, and throw it on, you're not necessarily projecting the best of yourself.

Jani:

Good example.

Rachel:

Yeah. If you go shopping and think, right, how do I want to come across? What's gonna make me feel confident. What am I gonna be comfortable in? And you really spend some time putting the whole outfit together. Then that's an outfit that you are going to continue to pull out of the cupboard for all of those moments. When you want to feel confident and impressive and empowered. And it's the same with your brand. You know, if you put the time and effort in and really embed it and believe in it, then you will make use of it one way or another. And don't just dash down a few words and think, oh, hope I remember them at some point,

Jani:

No, that's right. In your experience, Rachel, what do you think are some of the stumbling blocks people have in applying it, whether it's storytelling, leadership, brand using the language it's appropriate, what are some of the stumbling blocks we come across?

Rachel:

I think, you know, it's the same as, as most things that we work on with clients in coaching. A lot of it is habit that if you're not familiar yeah with talking about yourself in this way, then it's a bit of a leap of faith. So I would encourage people to start doing it in a, not too high pressure environment and start playing around with it. And maybe even just, you know, with friends and family initially

Jani:

And practicing it, maybe

Rachel:

Yeah. Practicing it. I think if you just hear yourself saying it, it gets more comfortable over time. So practice and accepting that this really is who you are. So if you've got the evidence and talking about how you've applied it, then it feels more real and it feels more authentic. So it's easier to do. And also what you have to accept is this is how people progress in their careers these days. Largely. Yeah. If you



## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

don't engage with this, are you willing to see people being promoted over you? Yeah. And, and getting opportunities that you wanted because that's often the case when people come to coaching, the trigger has been, I'm seeing all these people who I don't think are as good as me and they're being promoted and I'm not getting the opportunities. And sometimes it's a bit, you know, I say to clients, well, you know, if you, if you are happy with what you're doing and you don't want to change anything fine, but the consequence will be probably that you're not going to progress in the same way. And you have to make a decision around that. So it can be helpful to think about what will happen if I don't engage with this.

Jani:

Yeah, absolutely. I think that's pretty important. I think one of the things, as you were reading out the statements, a stumbling block that struck me often is for people to use the kind of language like inspirational leader or bring transformational change. Yeah. Adding those types of words. What I say to clients is if you don't, then you're not actually making yourself any different. Yeah. But what I would say to people that if that's a stumbling block for you, just, I don't know, have a play with those words, those types of words and see what strikes you as genuine. Yes. And again, just write it down and it might feel uncomfortable, but just like Rachel was saying practise it and eventually it will feel okay. So don't make that a stumbling block to not using that kind of language. Yeah. Because it could really not sell yourself. No, you could be underselling yourself. That's what I would want

Rachel:

To say. Exactly. And you do, you know, you do want to be grabbing attention. Yeah. Because everyone's busy and wishy-washy statements aren't going to impress anyone or grab anyone's attention. I do think that's really important. And thinking about doing this, not maybe just completely in the workplace, it, it brought to mind a client of mine who had had a successful career, but felt like she had more to give and she wanted to be promoted, but she was aware that she felt very uncomfortable about the idea of really promoting herself. And she knew that in order to get to the next level, she was gonna have to do more public speaking. She was gonna have to really network more widely. She was gonna have to project more confidence. And what she decided to do was to start doing that in her personal life,

Jani:

Right? Yes.

Rachel:

So pushing herself to do things in her community.

Rachel:

That meant that she had to get up and speak in front of groups of people. She had to approach people to find out where those opportunities were. And she was really surprised by the level of interest and engagement she got from that, which inspired her then to start doing it more in the workplace. And she just getting more and more opportunities. And quite early on after she'd sort of had that first boost of confidence she had a meeting with her boss and told her boss that she was interested in her job because she knew that she was going to be retiring quite soon. And so to have that kind of right, I'm clear what I want and I'm willing to talk about it. Clearly. She was skillful about it. She didn't say, when are you going,



## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

'cause I'm moving in. You know, her whole kind of career plan opened up more senior people started talking to her about what she wanted to do. Opportunities came her way. Confidence grew. It really did cascade into all areas of her life. It was hugely rewarding. And yet I remember when started working on this exercise it was not something that she was particularly enthusiastic about.

Jani:

And when you use the word rewarding there, I, I think you also found it rewarding to help her yeah. See the light and then actually apply those things. And the difference it made. And I would say that certainly when we run workshops on this for people and when they come back and share the stories of promotion and they've got jobs, they went for that they wouldn't have gone for just because they went through this process of really being clear about who they are and what they bring has been so rewarding. Hasn't it?

Rachel:

Yeah. It really is. We kind of almost feel like we should have bottles of champagne that we of pop sometimes when people come back with their stories of success. So our confidence has grown actually. I think I remember when I first started using this thinking, I don't know, is it a bit too artificial? Is it? But I now constantly refer back to the impact it's had. And I feel like if people engage with it in a way that feels comfortable for them, they will find a way of getting value out of it. It's not that we are being incredibly prescriptive about it.

Jani:

Absolutely, yeah.

Rachel:

But it is about, this is a process that you need to think about you need to engage with and you need to be aware if you're not doing it, there probably is going to be a consequence.

Jani:

And in our culture today, everything's in sound bites and this helps, you know, what your sound bite is... Sometimes you're asked to describe yourself in three words and that by having your brand statement, there'll be three words that you're able to draw on because you're so clear about that. Yeah. And I think that's just a fact now these days.

Rachel:

I think it is. And clearly job interviews and even appraisals, you know, often you are expected to comment on what you feel you've achieved.

Jani:

Absolutely.





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Rachel:

And so you need to be able to do that in a way that grabs attention because it has real influence. And then the really important thing actually that I almost forgot to mention is the idea is that a brand works for you when you are not there.

Jani:

Yes.

Rachel:

So what you want is when your name comes up, you want people to be saying positive things that mean that you are going to be thought of when opportunities arise. So you want people to say, oh Jani yes. I mean, she managed to really overcome some very tricky stakeholders in that project so if we're moving on to this one, I think we definitely need to get her involved and you are not even there.

Jani:

Absolutely.

Rachel:

But you've had to provide the evidence and the data for someone to be able to say that. So I think that's a really, really important issue to remember.

Jani:

I often say, if you don't write your story and tell your story, they'll make it up.

Rachel:

Yes

Jani:

So you should be the one of in charge.

Rachel:

Yeah Absolutely. Yes. And we don't want anyone else making our stories for us. Thank you!

Jani:

No

Rachel:

So should we just run through the top tips





## WORDWISE COACHING PODCAST

### TRANSCRIPT – SERIES 1 EPISODE 4

#### Managing Your Career with Jani Rubery

Jani:

Yeah. Great idea.

Rachel:

Summarising what we've covered here today.

Firstly, be aware that you need, need to take control of your career progression. Don't wait for someone else to come and put the Tiara of promotion on your head. It's not going to happen.

Reflect on your identity in the workplace. How do people see you? How do you want them to see you and consider 360 degree or other feedback to help with this work on building your brand? What are the themes? What language do you want to use?

Demonstrate confidence and get your evidence ready to support it.

Find and seize opportunities to talk about your brand, demonstrate your brand and embed your own belief in your brand. Note down those examples to refer to,

Work on your network, internal and external so that everybody can talk about you in a compelling way even when you are not there.

Stay engaged with your career management, this does need to be reviewed.

As you move forward. We have some reading recommendations and a summary of top tips for helping you manage your career. So please do subscribe and we can send you a link to them. We're also really interested to hear your thoughts and to answer any questions you might have. So email us at [podcast@wordwisecoaching.co.uk](mailto:podcast@wordwisecoaching.co.uk) and join the conversation.

Jani. It's been so fantastic again, to have this time to talk about this. And it's made me realise it's even more interesting than I thought it was when we set out on the conversation.

Jani:

I agree with you, Rachel. And, and I look forward to hearing from the audience to see what their experience is and anything that they would like to add as well.

