

Hello, I'm Suzanne Doyle-Morris



I've seen clients go from overlooked, frustrated and confused to feeling in control of their careers ... just from making a few tweaks.

I'll help you make that same shift.

You got the qualifications, experience and war stories - isn't it time to get the recognition you deserve?

If you're wondering what it's like to work with me visit my [YouTube channel](#) playlists for career development tips & advice:

[Common Workplace Challenges in a Male-Dominated Field](#)

[Switching Careers: Women in Male-Dominated Fields](#)


[Benefits of Coaching and Mentoring](#)

Remember, no one cares about your career as much as you do.



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Suzanne Doyle-Morris, PhD
of IncludIQ



Guys often find self-promotion a bit
easier than many women.
It's how we're socialised.

But in certain sectors if it counts for
the guys, it's likely to be a way
you'll be judged too.

Start implementing these **7** tips now,
and you'll be short-cutting the time it
takes to get

your next move up.



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1

Record your MONTHLY ACHIEVEMENTS

Record your monthly achievements, starting from your last appraisal - in preparation for the next.

Start now,

as no one remembers at year-end what they did last April!



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2

QUANTIFY YOUR WINS

Quantify your wins in conversation



no. of staff managed



costs saved



revenue generated



projects managed



clients won

Bosses love numbers.

When talking about your wins, quantify wherever you can!



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3

Keep your LINKEDIN up to date

Just like your work wardrobe, LinkedIn profiles need regular updates. Reach out to new contacts with a proper message - not the anonymous 'would like to link with you', write status updates about current projects or write recommendations for people you rate.

Use images where ever you can!



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4

Use 'I' not 'WE'
where it counts

Speak in the 'I' when discussing achievements with your boss. Save 'we' for day-to-day and team communications.

'We' is your most powerful day-to-day tool - but use 'I' in closed meetings with the guys who make promotion decisions.



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5

Show them you
mean BUSINESS
with just a pen

Ask your boss specifically what you need to deliver
for a promotion -
and write down their answers in front of them.

Visibly making a list shows you mean business.



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6

Dress for the NEXT LEVEL UP



Outnumbered by the guys?

People aren't always creative thinkers ;) Help them imagine you in a more senior role by dressing for the next level up.



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7

Ask for what you need: ACTIVE SPONSORSHIP

Ask your mentor to advocate on your behalf- not just a 'shoulder to cry on'.

Be specific about what you need from them.
Just like your partner (if you have one) at home:

Mentors aren't mind readers!



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