

How to LAND YOUR DREAM JOB

Ready for a new challenge with a pay rise and fancy title to boot? We ask industry experts for their top tips on securing a promotion at work

WORDS LAETA CRAWFORD



SOAR HIGH IN
YOUR CAREER BY
IDENTIFYING SKILLS
YOU NEED TO
IMPROVE ON

1 GET PLANNING

When it comes to being promoted at work, it pays to actively plan your career, according to Michelle Gibbings, career expert and author of *Step Up: How to Build your Influence at Work*.

"Set aside time to reflect on the goals you want to achieve, progress you've made and identify key next steps," Michelle says.

"This includes elevating your awareness of what is happening around you, in terms of how your role, profession, industry and sector is changing. The majority of the workforce will be impacted by automation and artificial intelligence, and you want to be ready for this.

"Also look at developments in other industries that may impact. This helps to widen your view about what's possible for your next career step."

2 ADDRESS ANY SKILL GAPS

In most cases, when people look at what is required to become promotion-ready, they identify skill gaps they

need to overcome, says Nick Deligiannis, managing director of Hays recruitment services in Australia and New Zealand.

"Stretch opportunities are a good way to develop these skills on-the-job, so volunteer for relevant tasks or projects," Nick advises.

Other ways to upskill without breaking your budget include following industry leaders and thinkers via LinkedIn, TED Talks, YouTube feeds, Twitter and other social media, reading professional literature, attending conferences, seminars or webinars, joining a professional association or industry group, and signing up for free self-learning modules offered by your employer.

3 BECOME THE "GO TO" EXPERT

An expert is known for something — having spent considerable time establishing a reputation as the expert in their particular field, Michelle says.

"This reputation is enhanced by speaking at industry conferences, hosting or being interviewed on podcasts, blogging on social media

or writing a book," she says.

"When a person is the expert, the work finds them. As well, we are prepared to pay more for the services and skills of someone who is deemed an expert."

4 BUILD YOUR VALUE

Be clear on the value you offer the organisation, Michelle advises.

"Everyone brings certain skills and ways of operating to the work they do," she says.

"It's essential to be able to clearly articulate that value and how you can help an organisation, business or client to achieve their objectives.

"You then need to consistently deliver value with the work you do, and always go above and beyond what's expected from you."

5 MEET YOUR MANAGER ONE-ON-ONE

Nick says it pays to ask your direct manager for a meeting to discuss your promotion opportunity.

"In the meeting, clearly communicate your ambition to be promoted," he advises.

"Discuss honestly and openly what you have achieved and back this up with the evidence you've gathered.

"Talk about how you're working to overcome skill gaps. Then ask what further capabilities and results they'd need to see from you. Discuss the career progression opportunities available. Crucially, set a date to review your progress." 

KNOW YOUR POTENTIAL

Michelle says successful people know that learning is crucial to future career success and are constantly seeking new ideas and ways to stretch themselves.

Nick says it's important to remember that promotion is based on merit not tenure.

"By matching your ambition with a realistic view of what you must achieve in order to be eligible for promotion, you'll set yourself up to achieve your career aspirations."