



American Planning Association
Women and Planning Division

Making Great Communities Happen



WOMEN IN PLANNING: Raising Your Profile

to accelerate your career

9 | 20 | 19

“you’re
everywhere!”

You're in the right place if...

- You're working heads down in a creative career
- You know you need to start building your profile but you don't know where to start
- You might be networking...but you're not sure exactly....why
- You think self-promotion is a bit icky


Today

- Why raising your profile is an important investment of your time today
- Top mistakes women make in building their profile
- Favorite strategies for authentic self promotion

I'm Mia



Visibility matters.

←  **Congrats, you have an all male panel!**

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your mission
needs you.

top mistakes

top mistakes

Not having a goal.

top mistakes

Not having a goal.

Waiting to get started.

top mistakes

Not having a goal.

Waiting to get started.

Too many tactics.

top mistakes

Not having a goal.

Waiting to get started.

Too many tactics.

Giving away your own power.

strategies!

strategies!

Get your
wingwoman
(or man!)

Be the inviter.

Curate yourself
(and others.)

next steps for you

Get clear on your goal and use one strategy consistently to change the minds of the people who have influence.

Now I don't know why
you're here.....

But I do know that...

We get lost in *all the choices*.

get the guide

+ creative & collaborative
profile building cheatsheet

buildyourselfworkshop.com/APAWomen

Thank you.

mia@buildyourselfworkshop.com

Text BUILDYOURSELF to 444999

Question & Answer



SAVE THE DATE

APA
Women
& Planning

October 23rd, 20 19

Salary Negotiation webinar

Part 2 of our Career Advancement series an esteemed panel will discuss the gender wage gap and strategies for successful salary negotiation

Hosted with APA, registration coming soon



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Connect with us!

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