

Re- engineer Your Career

WHAT YOU WANT

Deal with your Career Fear

Where do you want to be in 10 years' time and how are you going to get there?

Make sure the company you work for is the right fit for you – it's the only career you've got, so make it a good one!

HOW TO GET IT

Learn how to stand out from the crowd with your online personal brand

- How do you want to be perceived by recruiters?

- How to be a great networker.

Find a company with the same work ethics as you.

Learn how to thrive in a working environment

CAREER FEAR



**MEN WILL APPLY
FOR A JOB IF
THEY CAN DO
60% OF
REQUIREMENTS**

**WOMEN WILL
APPLY FOR A JOB
IF THEY CAN DO
100% OF
REQUIREMENTS**

Imposter Syndrome

Starting at the bottom of the ladder

Returning to work

Disadvantaged background

Brilliant people all around us

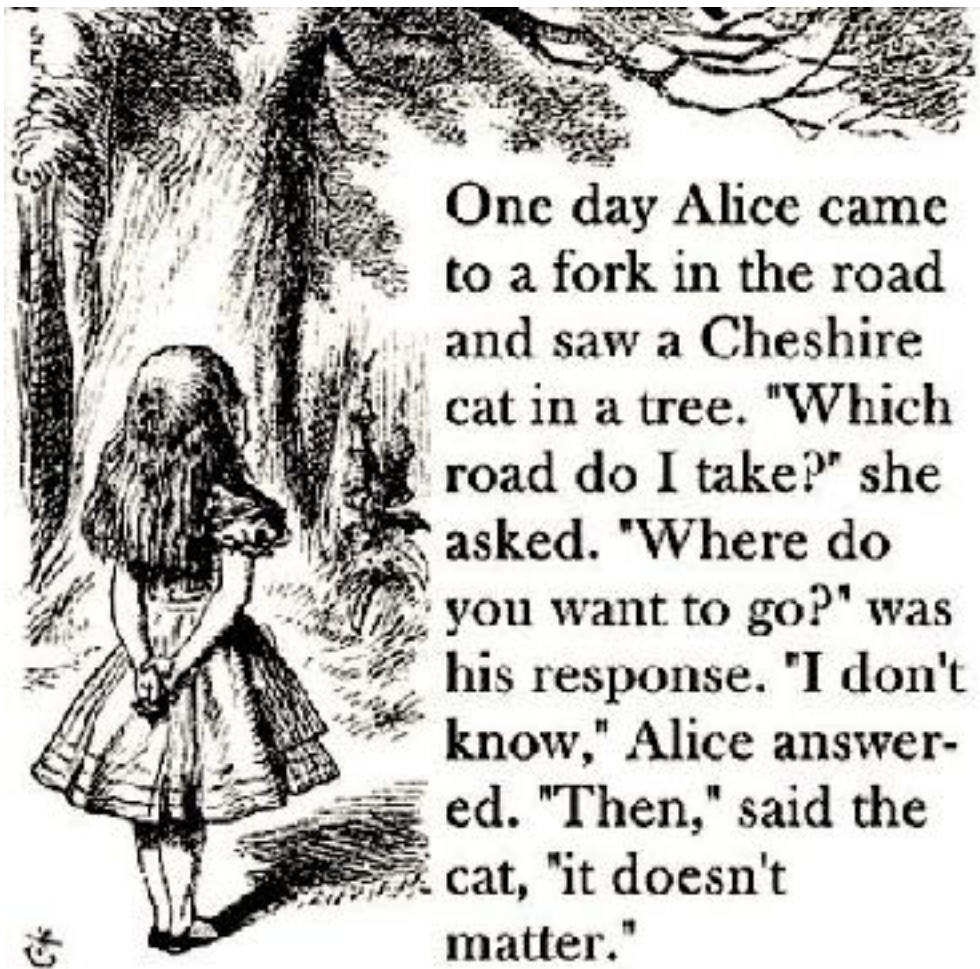
Failure

Loss of status

Not being good enough

Fear of regretting the decision

CHANGE

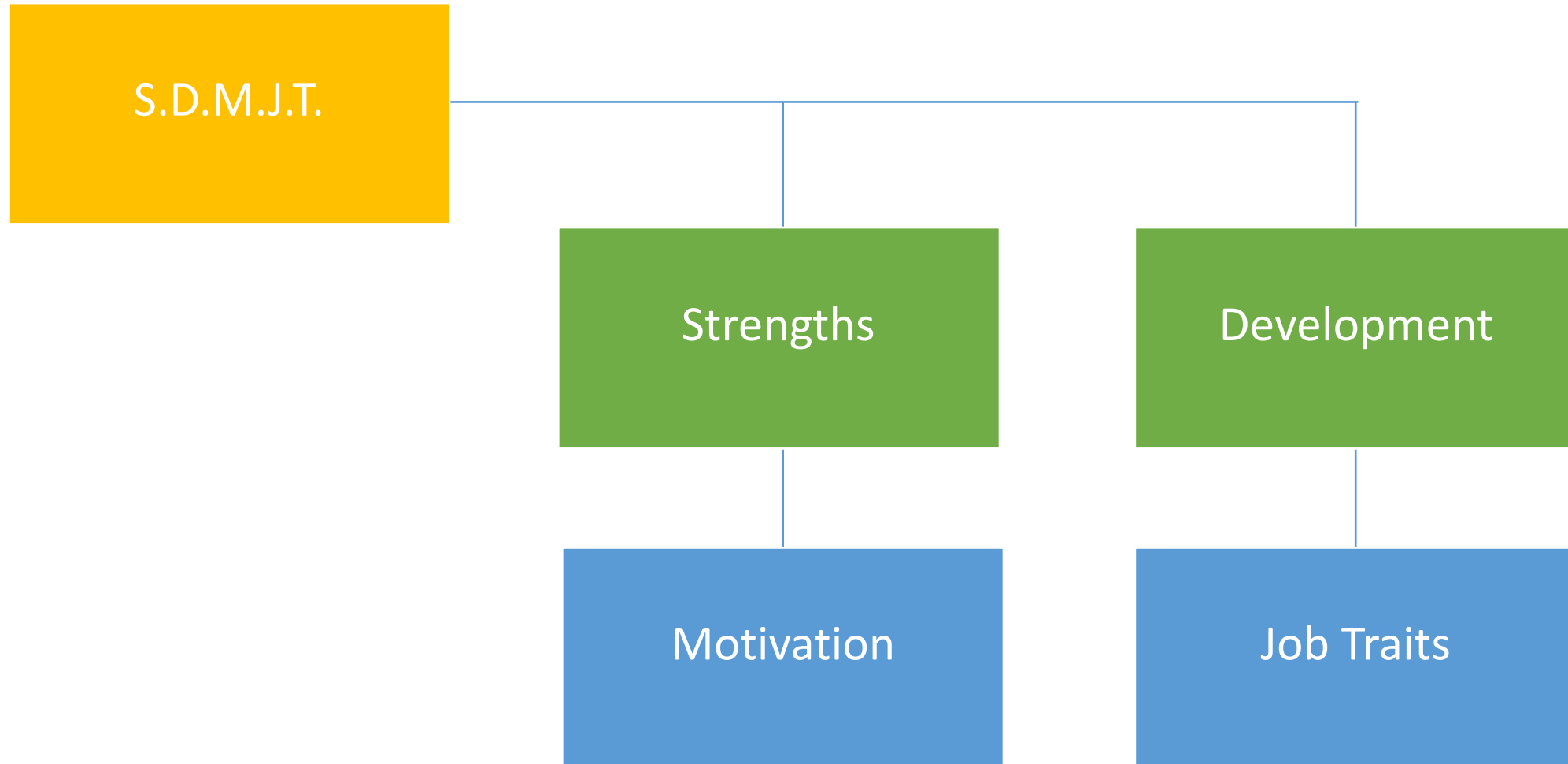


One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."

If you don't know where you are going, how are you going to get there?

WHERE DO
YOU WANT
TO BE?







How are you going to get there?

- Personal development
- Professional development



- Step 1
- Step 2
- Step 3
- Step 4







COMPANY MATCHMAKING

**70% RECRUITERS
RESEARCH
CANDIDATES ON
SOCIAL MEDIA**





Edwina (Wood) Mullins MCIM
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I am a senior marketing professional, consultant and digital trainer covering all industries but with a passion for B2Bs and NGOs. I advise clients in the best direction for their marketing, digital & social media strategies and help them to build a sustainable suite of digital assets for both external and internal communications.

I lead a marketing team that concentrates on delivering growth and change within the Cambridge tech community and I am also an independent Marketing Trainer.

Articles & activity

1,284 followers [Manage followers](#)

How to Write a Blog. Properly.

Edwina Mullins MCIM
Published on LinkedIn

I'm bored with reading naff 'content marketing' with no purpose and no value to the reader. So here is my easy guide to writing a blog. Properly. What should a blog be? A blog should be one ...see more

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Exciting times! It's going to be so fun when we go live!

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Social media for business | Edwina Mullins | Guardian Masterclasses ...
<https://www.theguardian.com/social-media-for-business-edwina-mullins-and-media-881484174> - Whether you run your own business, or want to use social media as part of your job, this invaluable course will give attendees a clear understanding of the ever-evolving platforms: Twitter, Facebook, LinkedIn and Instagram. Over the course of the day, Amy Hobson from SocialW ...

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Live Below the Line superheroes - Farm Africa
<https://www.farmfrica.org/live-below-the-line/live-below-the-line-superheroes>
 Anna, AKA 'That Ideas Girl' is a blogger from West Yorkshire ... Edwina Mullins ... Edwina is also a volunteer speaker and shared on her blog about our work ...



What is your Online Personal Brand?

Keywords

Topic Expert



- **Flip chart:**
- **How do you want be perceived?**
- **Your job title**
- **Ideas for topics to write about/have an opinion on**
- **Keywords**
- **LinkedIn Summary**



NETWORKING

- **What do you want?**
- **How are you going to get it?**
- **How are you going to be awesome?!**

