

Navigating the Unwritten Rule of a White Collar World

Corporate Homie, LLC

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What is Corporate Homie?

- ▶ Career and Lifestyle advice for ambitious professionals in Corporate America
- ▶ Who are the homies?
- ▶ How do I become/engage with the homies?
 - ▶ Weekly Podcast
 - ▶ Attend Corporate Homie Chats
 - ▶ Follow us on Social Media
 - ▶ Corporate Homie Book Club



Professional Understandings

- ▶ Providing finished products and not drafts
- ▶ Meeting all deadlines
- ▶ Doing Excellent work
- ▶ Hard worker
- ▶ Team Player

Be Intentional with Your Career

- ▶ No one will consider your career more important than you
- ▶ No one should have more energy or enthusiasm surrounding your career than you
- ▶ Set tangible goals for yourself
 - ▶ Share your goals with leadership
- ▶ Strive for the spirit of the task to set yourself apart from your competition

Culture

- ▶ Understanding Remote Work and Flex Policy
- ▶ When does day begin and end
- ▶ Open door policy
- ▶ Cameras on or off?
- ▶ Attire
- ▶ Vacation Policy

Hierarchy versus Influence

- ▶ All senior leaders are not created equal
- ▶ All supporting teammates are not inconsequential
- ▶ Rainmakers versus low performers
- ▶ Hard work does not guarantee promotion
- ▶ Popularity is still present

Create Your Personal Brand

- ▶ Your Brand is what people say about you when you are not in the room
- ▶ Major decisions in your career are made when you are not in the room
- ▶ Perception matters (truth not always)
- ▶ Branding is always occurring, even if you are not actively managing

Internal Professional Brand

- ▶ Colleagues
- ▶ Support Staff
- ▶ Formal Evaluations and Reviews
- ▶ Word of Mouth
- ▶ Internal Sponsors

Communication Matters

- ▶ Choose confidants wisely
- ▶ Friend Identification
- ▶ Being honest is better than being nice
- ▶ Communication Turnaround
- ▶ Supporting Teammates
- ▶ Addressing microaggressions
- ▶ Unhappy Hours

Your Money Matters

- ▶ Money Taboo
- ▶ The organization is not your friend
- ▶ Know your worth
- ▶ Get your data (market rate versus internal rate)
- ▶ Know your allies
- ▶ Advocate for yourself

Industry Expert

- ▶ Be current on news and industry trends
- ▶ Find a mentor
- ▶ Find a mentee
- ▶ Be a sponsor
- ▶ Be coachable

Key Relationships

- ▶ Be committed
- ▶ People do not invest in people with people that do not know
- ▶ Affinity Basis
- ▶ People do business with friends
- ▶ Relationships not transaction yield long term results

Trust

- ▶ Be consistent
- ▶ Help people meet an important goal
- ▶ Meet unexpressed needs
- ▶ Make deposits....not just withdrawals
- ▶ Be a thought leader
- ▶ Offer solutions

Value

- ▶ Identify your role for each project
- ▶ Set a personal goal for each project
- ▶ Identify the issue
- ▶ Offer solution
- ▶ Assist another team member
- ▶ Thank your teammates

Be a Known Quantity

- ▶ Learn to raise your profile
- ▶ Partner with the coalition of the willing
- ▶ Take calculated risks
- ▶ Take responsibility

Career Resilience

- ▶ Setbacks are part of the journey
- ▶ Take ownership of mistakes
- ▶ Use mistakes as an opportunity for growth and change
- ▶ Have the ability to course correct
- ▶ Cannot wait until a setback to begin relationship cultivation

Personal Board of Directors

- ▶ Confidant
- ▶ Cheerleader
- ▶ Critic
- ▶ Wise Elder
- ▶ Mentor

Personal Board of Directors

- ▶ Accountant/Financial Advisors
- ▶ Spiritual Advisor/Pastor
- ▶ Risk Advisor
- ▶ Workout Partner/Personal Trainer
- ▶ Housekeeper
- ▶ Therapist

Socialize with the Homies



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