

**HIGHLIGHTING THE
PROFESSIONAL
DEVELOPMENT OF WOMEN
THROUGH A PLANNED &
STRUCTURED APPROACH TO
THE CAREER MANAGEMENT
ODYSSEY**

**PRESENTED ON DAY 1 OF THE WOMEN'S
LEADERSHIP SEMINAR BY:**

DR LAYLA CASSIM

**B.PHARM. (CUM LAUDE), PHD (PHARMACOLOGY)
(RHODES), MBA (CUM LAUDE) (UNISA)
FOUNDER: LAYLA CASSIM ERS CONSULTANTS CC**

25 JUNE 2012

“If you don’t know where you’re going, any road will get you there.”

- Lewis Carroll, *Alice in Wonderland*

SOME CONSIDERATIONS....

- Discrimination based on gender, gender identity, sexual orientation
- Discrimination based on socio-economic status, nationality, health status
- Conflict between different roles
- Multiple jobs, job roles and careers
- Non-traditional careers
- Work may not be recognised in formal economy
- AWID (Association for Women's Rights in Development)
Forum: <http://www.forum.awid.org/forum12/>

SOME QUESTIONS....

- What do you understand by the word “career”?
- Are you where you want to be in your career?
- How have you landed up in your current job?
 - Did you plan it this way?
 - Or was it by chance?
- What are your career-related aspirations?
 - Short-term?
 - Medium-term?
 - Long-term?

THE PERSONAL & PROFESSIONAL DEVELOPMENT CONTRACT

- The PDC is a self-empowerment tool that encourages you to take ownership over achieving your goals.
 - A catalyst in the career-management process
- It is a “contract” – with *yourself*.
- Encourages you to think long-term
- Holistic and integrated – considers ALL your goals (career-related, family, health, retirement, financial, recreational etc.)

THE PERSONAL & PROFESSIONAL DEVELOPMENT CONTRACT

- Provides a structure to your plans:
 - For each goal, detail your key activities (personal action plan).
 - For each key activity:
 - Timeframes?
 - Possible risk factors?
 - Contingency plans?
- Flexible, organic and personalised
- Share your PDC (or aspects of this) with your mentor – is at the heart of your mentoring relationship

THE PERSONAL & PROFESSIONAL DEVELOPMENT CONTRACT

- Let's see what the PDC looks like now....
- How can you adapt this for yourself?

“The most common way people give up their power is by thinking they don’t have any.”

- Alice Walker

THANK YOU VERY MUCH FOR YOUR TIME!

Dr Layla Cassim

www.laylacassim.co.za

lcassimers@gmail.com

0749995847