

# The secret to career success in 2019 and beyond

 By [Leigh Andrews](#)

7 Jan 2019

First week back at work for the year and already feeling stuck? Like you're just not progressing in your career? These tips from the Corinium Women in Digital and Data Forum may be what you need to read, to speak up and shine in 2019.



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Genevieve Mannel, former head of business intelligence at Foschini Group is now taking on the role of head of IT at a pharmaceutical company.

At last year's Corinium Women in Digital & Data Forum, she was in conversation with MC Chantelle Bowyer, CEO of Metis Online Marketing, on how to stay true to yourself in having a successful career in data.

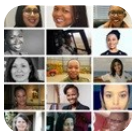


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Mannel is an inspiration herself, having been selected as one of the year's #InspiringFiftySA 2018 winners – all females at the forefront of some of the biggest impacts in the science, technology, engineering, and maths (STEM) sector.



## #InspiringFiftySA 2018 winners announced

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Speaking of her own career inspiration, Mannel mentioned the importance of having a wonderful mentor to guide you when you get stuck.

## The magical effect of life-long learning and understanding your craft

She says she never thought you'd one day find her stuck behind a desk coding, but her mentor instilled in her a love of data and going to the next level, as well as the immense power of always learning and teaching yourself on the job.



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Mannel added that data was one of the fastest growing professions in 2018, and will continue to be so in the coming years.

Bowyer added to Mannel's point that to move up the career ladder, you definitely need to keep educating yourself. Mannel said:

“ You either don't have the confidence or you don't know the topic well if your career is not progressing. ”

Once you fully understand your craft it comes across in the workplace and helps shut down the naysayers and build your identity going forward.



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## The language of learning

Bowyer added that the way we talk in the workplace could be holding us back – read through a few of the emails you've sent and listen to the way you phrase suggestions. If they're filled with words like 'maybe', 'if' and 'just', it could be that you don't sound authoritative, even if your ideas are industry-changers.



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We teach people how to treat us through our interactions with them and politics is rife in the business world, so Mannel says you need to continuously be conscious of that.

Mannel expanded on this, saying you also need to be able to sell your solution and make people want to work with you. So speak with authority and confidence when selling an idea.

The caveat is that if you make a mistake, you need to own it and fix it quickly as that's how you build integrity.

Speaking of speaking to others, Mannel said not to forget the value of networking with peers and the rest of the industry.

*“ You are the average of the five people you spend the most time with. This is something to seriously consider, as the people we spend the bulk of our waking hours around are often not in line with our own aspirations, which waters them down. Being around people with the same passion is what will help you grow, so be mindful of who you spend time with. ”*

Mannel concluded that the relationships that last – whether personal or career-wise – are the ones based on shared values.

### When to speak up...

Customers remember both what you promise them and what you deliver, as well as how the experience measures up to that. So we need to put more emphasis on managing their expectations.



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Lastly, Not sure when to speak up? She says if you don't feel comfortable in the situation, that's the time to speak up.

Ayanda Seboni, group executive of brand, marketing and communications at PPS, adds:

“ *When you're given a seat at a table, own it in full, own your voice and share your perspective. Often, it's not an angle others have thought about, but if it's a good idea they will listen to it.* ”

Don't be afraid to make yourself heard, especially if it's something you feel passionately about. Speak for your work and don't expect it to always speak for you.

*An important reminder as we start the 2019 work year. Read back through my recent [#FairnessFirst](#) columns for more coverage of the Corinium Women in Digital and Data conference.*

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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