



## In Our Shoes

### *Gutsy Moves To Attract Management, Make More Money, Step To The Next Level*



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CONTRIBUTOR

*I write about the gutsy moves women need to make at work to attract the right job opportunity, earn a higher salary, feel confident in their communication and gain more credibility in their career.*

*Learn more about In Our Shoes' Gutsy Career Coaching for Women at [www.inrshoes.com/conversation/interview-with-marisa-santoro-how-inourshoes-began/](http://www.inrshoes.com/conversation/interview-with-marisa-santoro-how-inourshoes-began/)*

#### **The #1 Blind Spot Holding You Back in your Career.**

Assume a woman and a man were working at the same company, at the same level, performing the same function.

They are both offered an opportunity to get promoted to a more challenging position,

with a better salary and a few direct reports. Without a second thought, who do you guess will jump right in, raise their hand and most likely take on that new opportunity? Who do you think will hesitate and come up with reasons why they are not ready and need more experience under their belt first?

Not surprisingly, the woman will hands down, go on auto-pilot, head home and kick in the self-sabotage thoughts as to why she's not good enough to take that position. She will attribute her past project successes to others, maybe those on the team who have contributed to her record of achievements a la "The Imposter Syndrome" which women are known to suffer from repeatedly in business (versus men).

Having inched my way up on Wall Street as an IT Executive, in a male-dominated abrasive environment and in a fully transparent vein, it would be easy to say that men are the ones holding women back from rising in their careers, but that's not the reality as I have seen it in Corporate America. Admittedly 90% of what's holding back women is themselves. It's their mindset and self-limiting beliefs on how they see themselves in their career shoes.

Mentoring professional women who want to advance their career, I recognize why they feel stuck given the stories they tell themselves; they let other people and factors discourage them from moving ahead, affecting their confidence levels and the decisions they make in their career. What I have found however is that once they overcome these self-limiting beliefs, they are free to compete in any arena they want to lead in and begin to get really motivated and excited about their career assets which they have previously been sweeping under the rug.

**The # 1 Mistake, holding you back from a more challenging, higher salaried position is being the trusted Go-To person who "gets the job done".**

It's the need-to-please and be well-liked gene, which we carry around as women. We are programmed and really good at being task-oriented and executing which is great when you are starting out in your career because you need to learn the ropes. It's just important to keep in mind, that once you have that experience, you need to reinvent yourself inevitably, learn to push back and start looking at your function from a higher-level angle. It's a balancing act because you want to remain visible and appreciated but you must move beyond what I like to tell my students that "Worker-Bee" role and start pitching your ideas about the way things should really be run because of the very expertise you have gained on the ground, fixing things, noting necessary improvements. That served its purpose then but has raised your career currency now; shining a spotlight on the value you bring to the table. You need to transform into what I refer to as the "BIG Picture" thinker which is raising your hand in meetings, proving you have moved on from the department's relied on, go-to task person who can only execute.

You get paid a higher salary when you can sell your ideas and prove to management that your lessons learned, insight and experience are why they should invest in you. There's a name for this skill, it's called being an entrepreneur inside a company. It's sometimes difficult, especially if where you work feels like family which is why I see women often go external, finding a higher-level role they can step into, starting with a fresh slate. A sure sign that it is a good move for them, is their answer to the question I always ask before they pull the trigger:

#### ***Do you feel nervous and excited at the same time?***

If it's a firm YES, then go for it. You are qualified for the new role but still have bigger shoes to step into which is exactly what you need. Being uncomfortable is an absolute key to consistently moving your career ahead.

*Learn more about Marisa's Gutsy Career Coaching for women here or reach out: [Marisa@InRShoes.com](mailto:Marisa@InRShoes.com).*

**Marisa Santoro is a career coach with an 18+ year career as an IT Executive on Wall Street. Her unique step-by-step programs and events focus on making a mindset shift about your career using proven tactical tools and strategies teaching exactly what to do, to raise your confidence, advance to the next level, attract management and earn a higher salary.**



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