

WEBINAR #2

CAREER ADVANCEMENT AND TRANSITION



Speaker

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MBA, MSc., PMP, PRINCE2, ITIL, COBIT5

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WHAT YOU WILL LEARN

- Building & showcasing your value ●
- Gaining visibility to get interviews ●
- Advancement & Transition secrets ●
- Learn from my experiences, Q&A ●



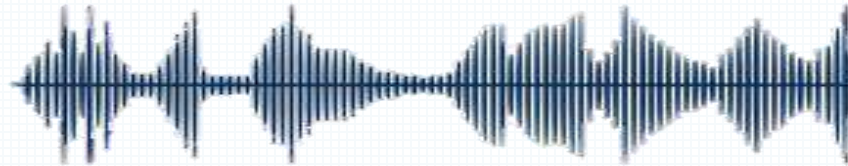
CAREER ADVANCEMENT & TRANSITION

How to **Build Value**, be **Seen**, and
Make your **Next Move**

Iyetule Abobare

July 2025

Let's Loosen the Tie



If your career had a soundtrack right now, what
would it be?

Let me Start with this Fact:

- About **65% of professionals report feeling stuck** in their current roles, according to an October 2024 Glassdoor survey
- That means **2 out of 3 professionals** are trapped despite their talent; either due to *lack of visibility, unclear paths, or fear of change*

👉 **“Where do you belong?”**



Today's Webinar will Focus on:

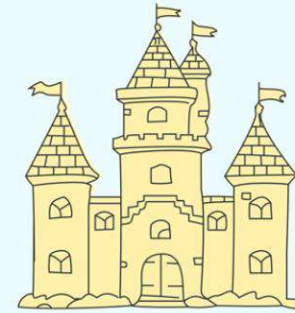
- How to build and showcase your value
- How to gain visibility and get interviews
- How to grow or pivot your career
- Lessons from my journey + Q&A

What's "Value" at Work?

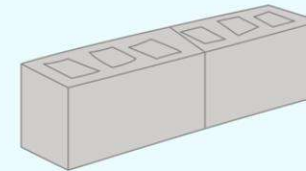
- Value is *not* your job title
- It's *what your work does for the business*
- It's the answer to this question:

👉 **“If I stopped showing up, what would fall apart?”**

PERCEPTION OF VALUE



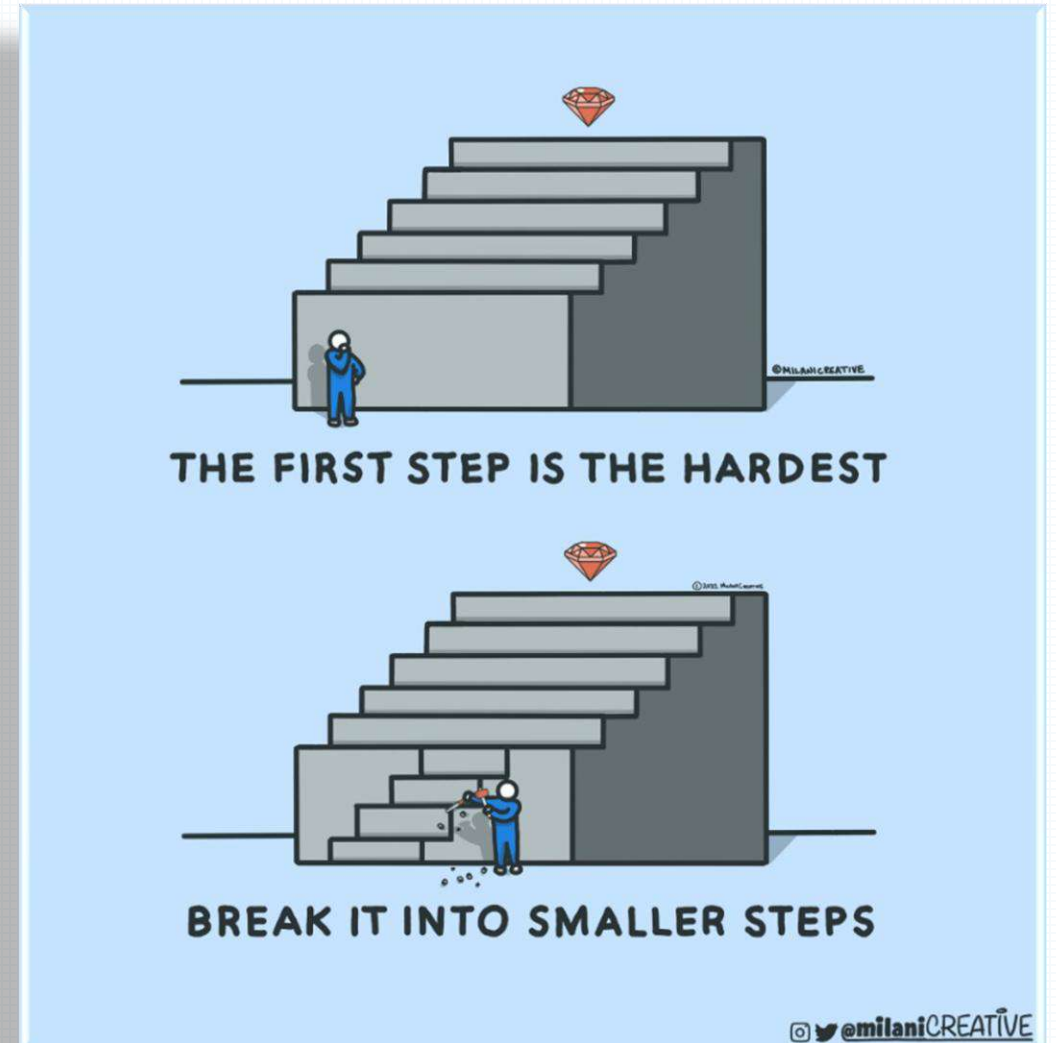
WHAT YOU THINK VALUE IS



WHAT VALUE ACTUALLY IS

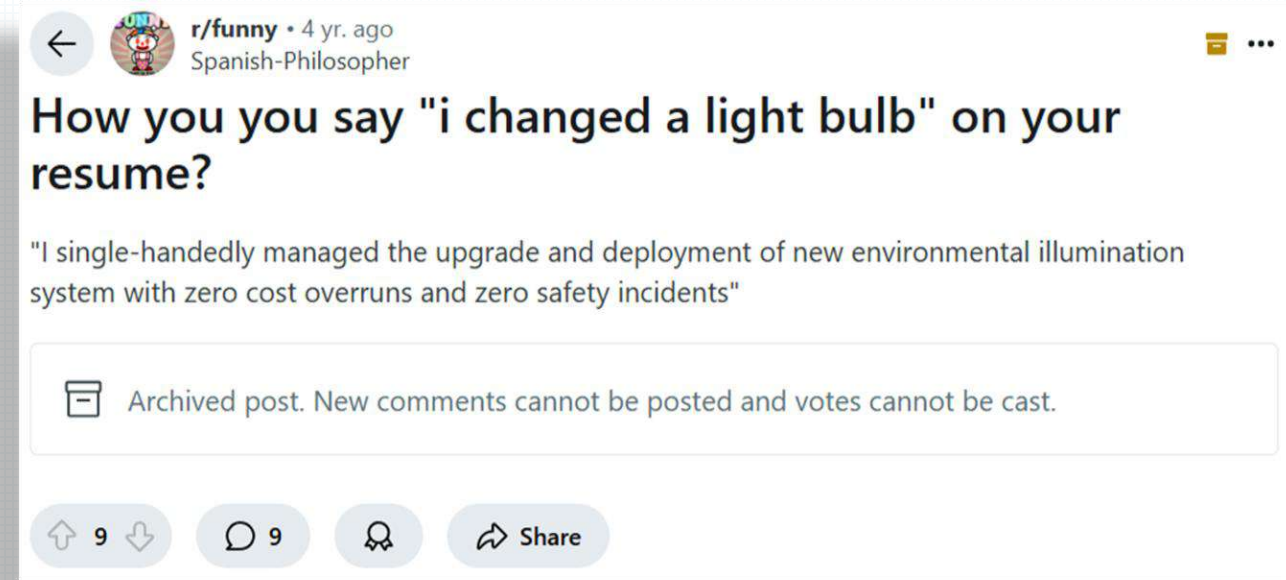
How to Build Value at Work

- Learn how your company makes money
- Find out what the biggest problem is
- Track your work results
 - **Example:** *“Reduced delays in the vendor payment approval process from 10 days to 3 by removing unnecessary steps, saving about ₦400,000”*



Showcase Your Value

- Don't just do the work. Tell your story
- Use your resume, LinkedIn, meetings, and interviews to say:
 - “Here's the problem I solved”
 - “Here's the result I got”
 - “Here's how I did it”
- **Example:** *I improved customer service response time from 3 days to 12 hours by introducing a simple tracking tool and clearer follow-up steps, leading to a 25% increase in customer retention and contributing an estimated £18 million in retained revenue*



Source: Reddit

Being Good isn't Enough

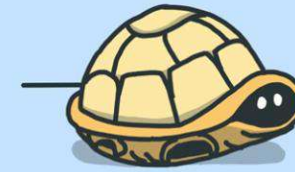
- *“I’m qualified but nobody’s calling”*
- **Fact:** Intentional visibility makes a difference
 - You should:
 - ✓ Be seen
 - ✓ Be remembered
 - ✓ Be recommended



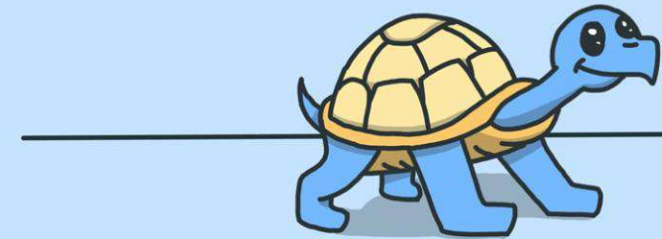
Where to Show Up

- **LinkedIn:** Build your digital reputation
- **Referrals:** Leverage people who trust you
- **Volunteer:** Be visible where your skills can shine
- **Industry events:** Join conversations

👉 **Be known for something specific.**



YOU CAN HIDE IN YOUR SHELL...

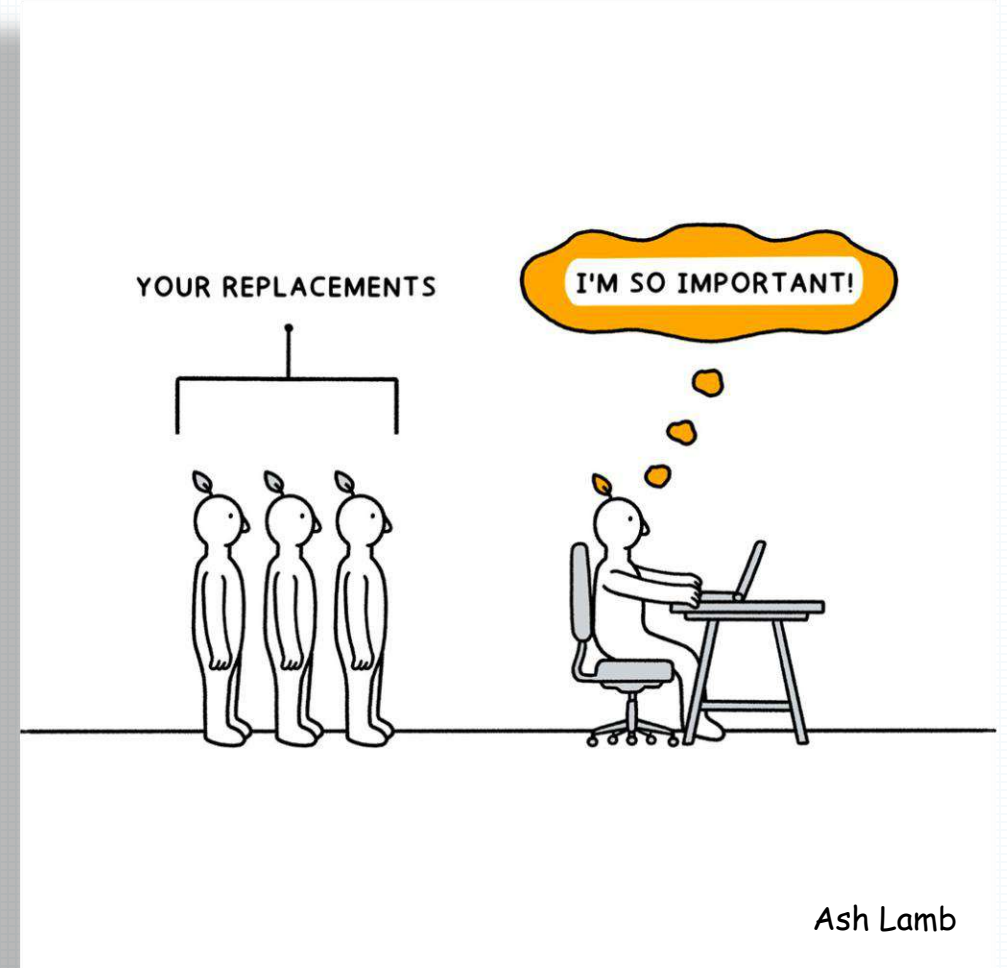


...OR YOU CAN STICK YOUR NECK
OUT AND PROGRESS

📷 @milaniCREATIVE

Visibility Tactics That Work

- **LinkedIn:** Post wins, comment on posts strategically, connect with industry people
- **CV Tip:** Tailor every CV or resume to the role
- Make your **achievements clear and quantified**



Career Advancement ≠ Promotion

Advancement can mean:

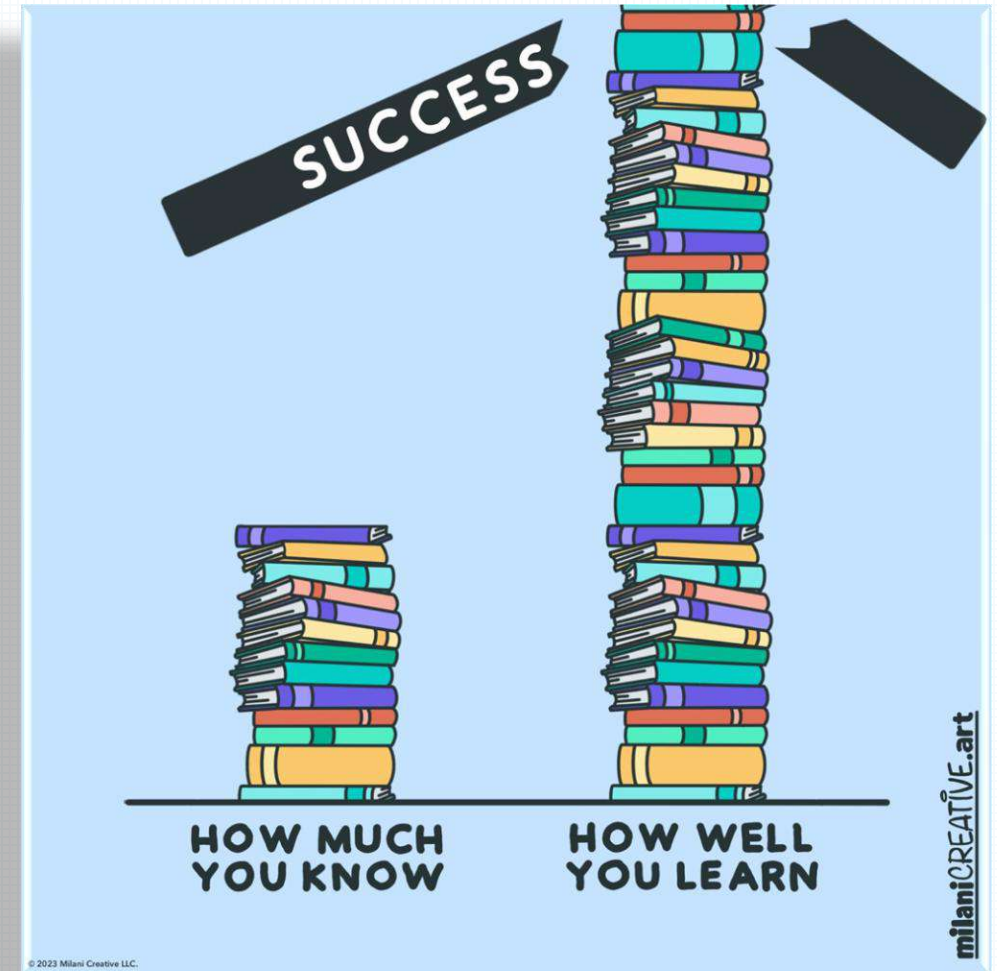
- Better pay
- More impact
- More flexibility
- Learning something new

👉 **Ask yourself: What does growth look like for me?**

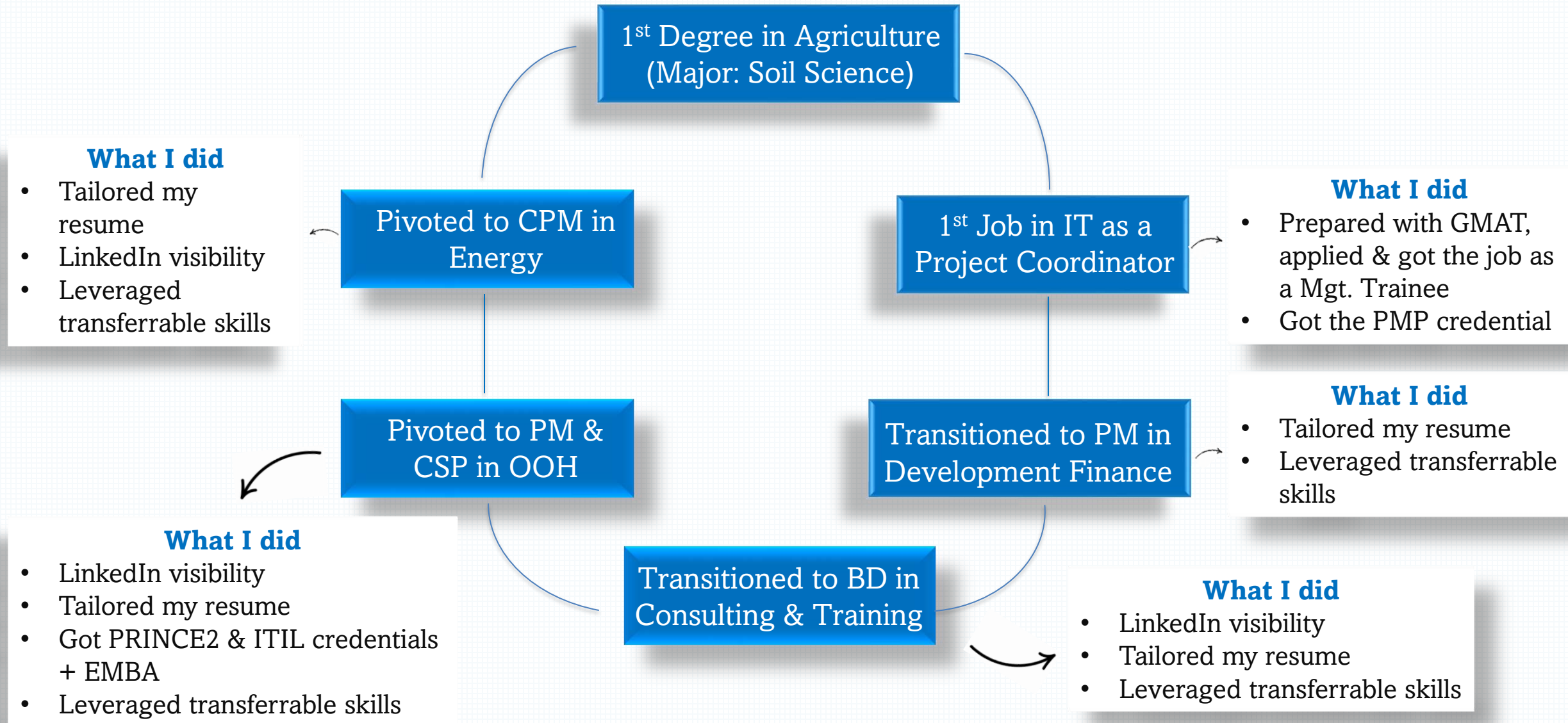


How to Transition Smarter

1. Pick a direction.
2. Bridge the skill gap (online courses, volunteering).
3. Rewrite your story: Show how past experience fits the new role.
4. Highlight transferable skills.

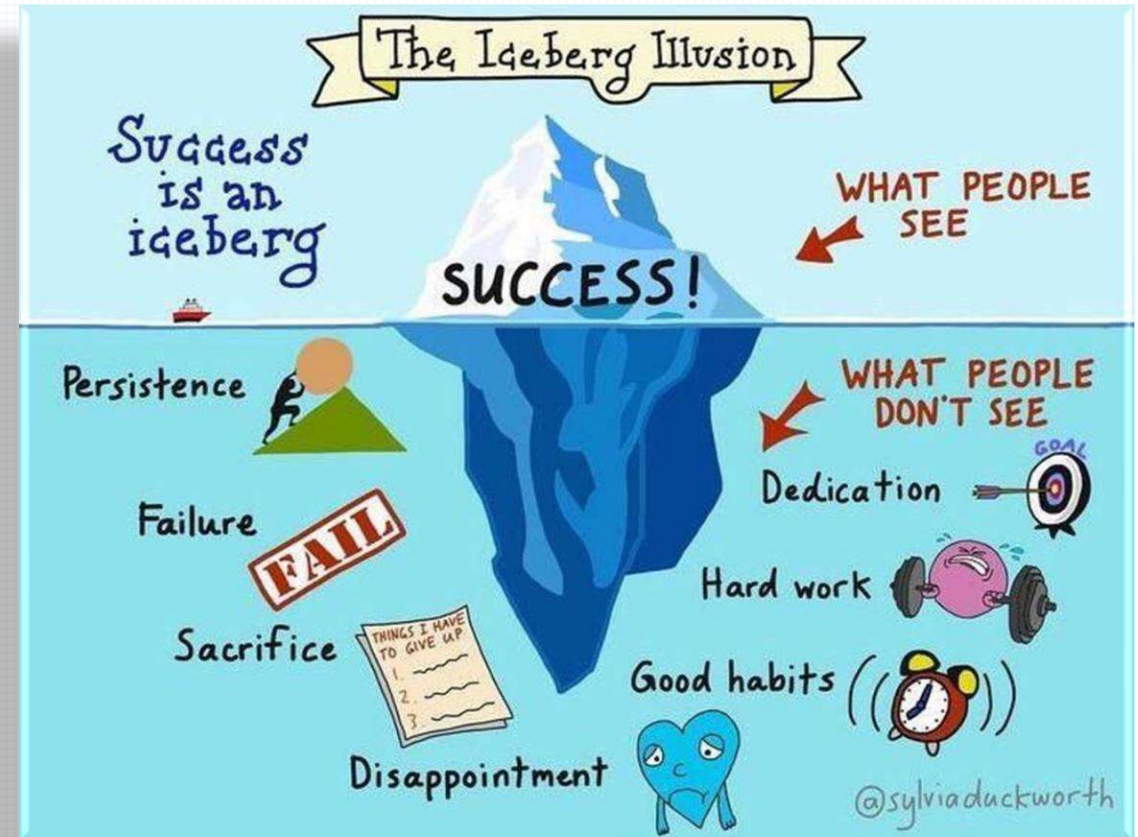


How I Evolved and Pivoted my Career Successfully



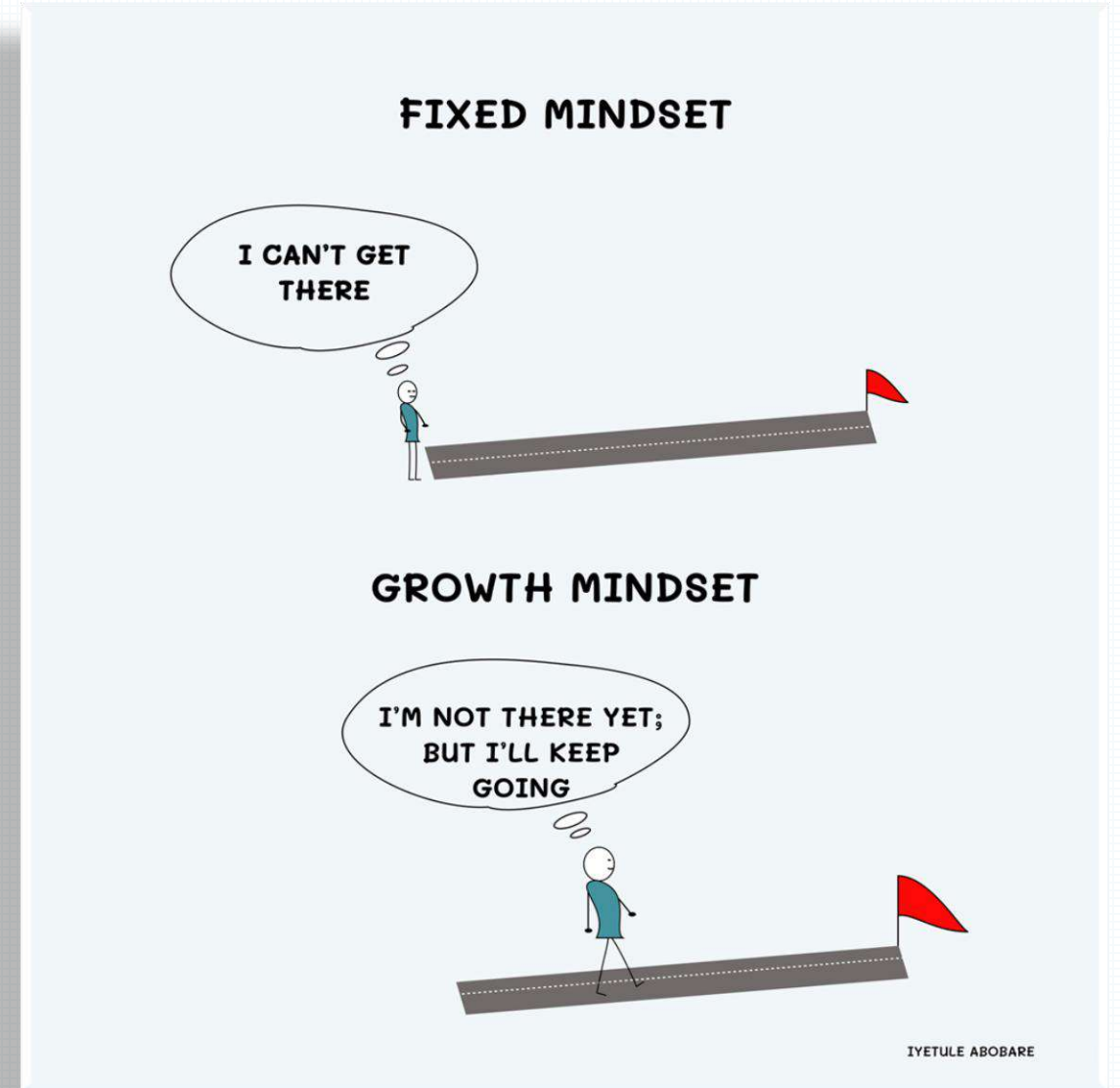
Lessons From My Journey

- Treat your career like a product
- Ask:
 - *What do I offer?*
 - *Who needs it?*
 - *How do I communicate it?*



The Mindset Shift

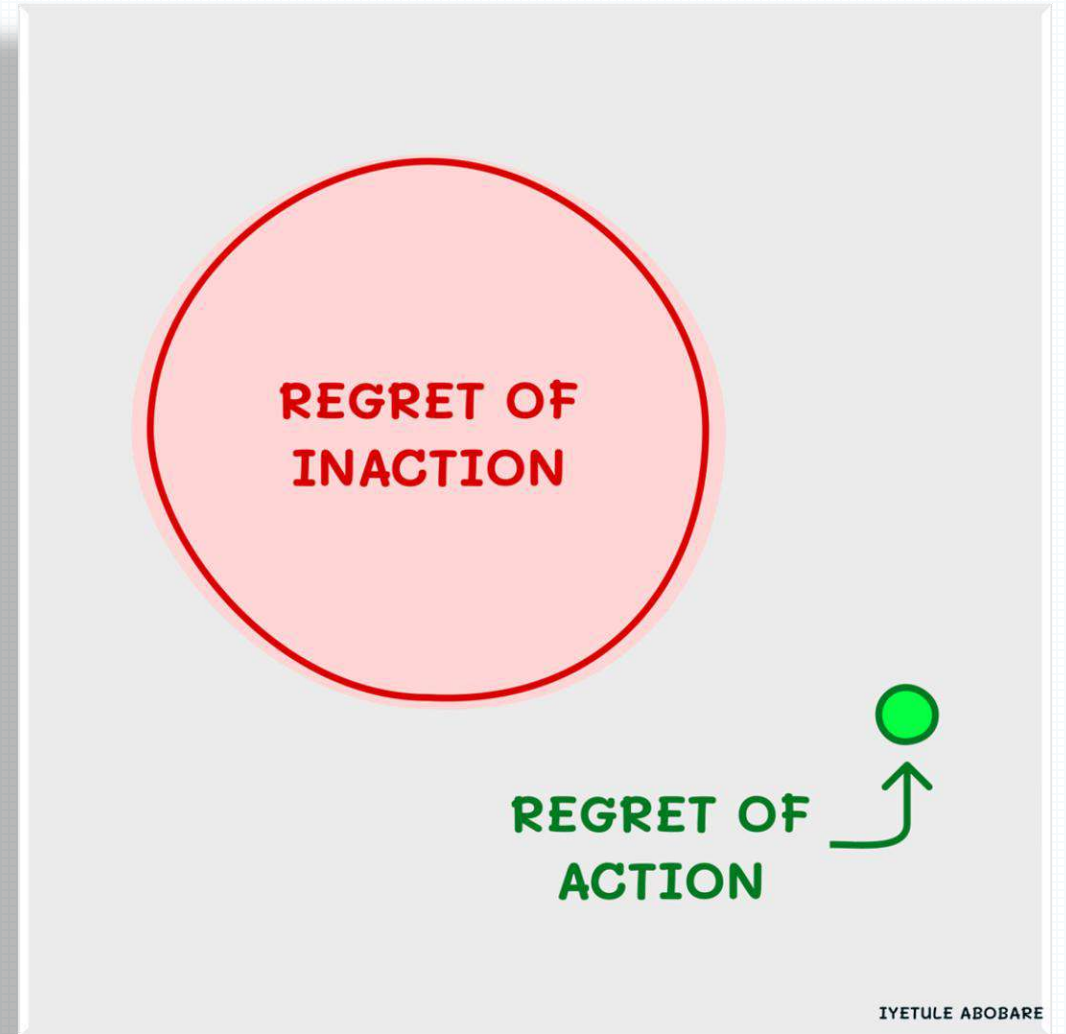
- You're not too late
- You're not trapped
- You're not underqualified
- You just need to:
 - Be clear on your value
 - Show it where it matters
 - Keep growing, even when it's hard



Final Words

- Start where you are
- Use what you know
- Ask for more and grow into it
- Don't let your current state or job title define your potential

Questions? Let's talk.



Simply Performance Management

Turn your **goals into clear KPIs**

(and deliver results that matter)

Free Guide in Featured



Iyetule Abobare ✓

I build corporate performance systems for utilities & technology companies that hate misalignment and stagnation | Strategy | Project Management | Business Intelligence | MBA, MSc., PMP, PRINCE2, ITIL, COBIT5

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Q&A

QUESTIONS & ANSWERS SESSION

- ❑ Slides would be provided via:
 - ❑ Alumni WhatsApp platform - UNIBEN Agric. Fac. Alumni (All sets)
 - ❑ Request via email: unibenagricexcellenceguild@gmail.com

"Your willingness to learn can take you where your background can't" – Iyetule Abobare

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THANK
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