

RSA[®]Conference2020

San Francisco | February 24 – 28 | Moscone Center

HUMAN
ELEMENT

SESSION ID: RSM-F01

Owning Your Professional Narrative



Camille Stewart

Sr. Global Policy Advisor, Android & Google Play
Chair, WCAPS Cybersecurity & Emerging Tech working group
www.CamilleStewart.com
[@CamilleEsq](https://twitter.com/CamilleEsq)

#RSAC

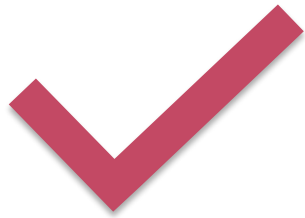
DO.VALIDATE.EXUDE.™

RSA[®]Conference2020

DO.

How do I craft my professional narrative

1. Identify 3-5 words central to your professional narrative



Identify your strengths



Think through career goals



Use broad words that encompass skill sets

2. identify experiences that illustrate those traits

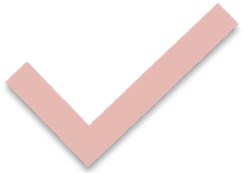
- ❑ Don't reduce valuable experiences to one word actions
 - Ex: Manager. Receptionist, Electrician
- ❑ Don't devalue any of your experience – you gained something from each one
- ❑ Flush out experiences – go beyond the surface level task
- ❑ Prioritize your experiences and identify which theme they support.

3. Craft an overarching narrative

- Use the experiences you flushed out to craft a high level generic narrative about yourself and your skills.
- This narrative should highlight your strengths, speak to career goals, and make clear your professional value add.
- Run it by friends and mentors to get feedback on the brand you're build and further refine.



4. Be intentional



Align branding tools to your narrative

Determine if your social media is personal or professional

Make sure your narrative is woven into your LinkedIn profile.

Consider creating a website

You don't need to employ every tool just the ones that support the brand you're building.



Tailor your narrative to your audience, making sure to keep the central theme/core narrative consistent.

Interview

Elevator Pitch

Networking



Consider other factors

Look

Record

Presentation/communication

RSA[®]Conference2020

VALIDATE.

Authenticate your narrative

5. Live the narrative



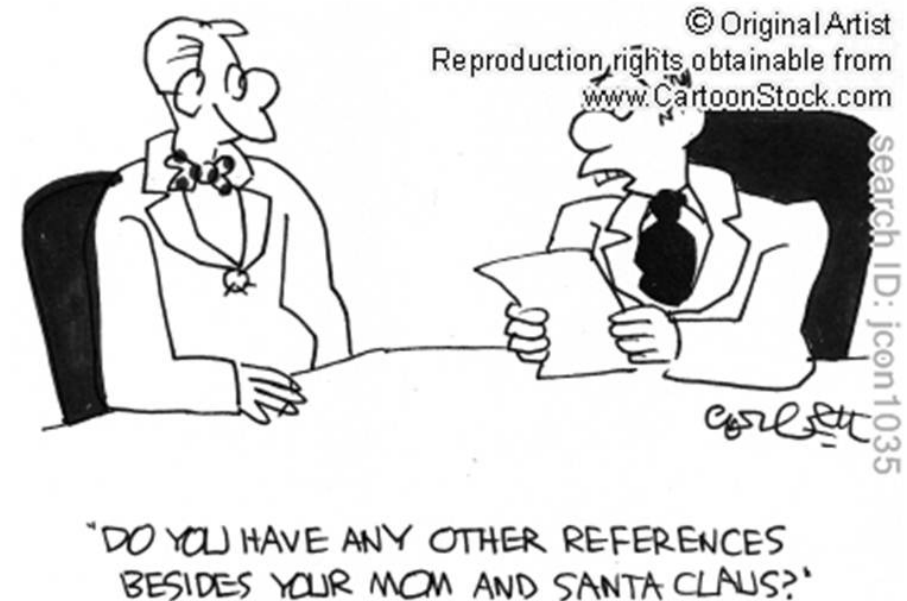
It's simple....

Be the person you're describing!

6. Identify validators

The more industry and professional validators you have who can speak to your narrative authoritatively the better.

You equip them to do this by doing your best work and making clear your narrative in all you do.



RSAConference2020

EXUDE.

Make your narrative clear in all you do.

7. Create opportunities that feed and enhance your narrative

Whether at your internships, in the activities/organizations you support, or by starting your own initiative, seek or create the development experiences you need.

If the
OPPORTUNITY
doesn't exist,
Create it!

- Brett Blumenthal

8. Evolve your narrative as your priorities and goals evolve

This is a living narrative that should grow and evolve as you do.



ABOUT WCAPS

Women of Color Advancing Peace, Security, & Conflict Transformation's (WCAPS), Cybersecurity and Emerging Technology working group focuses on the impacts of emerging technology and cybersecurity on communities of color with an emphasis on women of color. This working group identifies, amplifies, & augments work being done to explore the effects of emerging technology and cybersecurity concerns on communities of color; promote the engagement of communities of color in the national and international discourse on relevant issues; and explore equipping communities of color to enter the workforce of the future.

<https://www.wcaps.org>