

# 5

## CAREER MISTAKES WOMEN ARE MAKING IN 2023

Learn ways to avoid these mistakes to  
achieve success on your terms

*pretty damn*<sup>TM</sup>  
AMBITIOUS

# IT'S TIME TO ACCELERATE YOUR SUCCESS



*"If you want to go fast, go alone, if you want to go far, go together." African Proverb*

It's my greatest ambition to see more women rapidly ascend to levels of career success, unlike we've witnessed in decades past. Accelerating our success is critical to change the status quo for us, our families, friends, and colleagues.

If you're here, you agree it's time for us to take our rightful place in obtaining and reaching our career goals.

I have a genuinely audacious goal of helping 1 million women by 2030 fully embrace their ambition and achieve the success they desire on their terms.

This guide will help you do just that.

Ambitiously yours,

*Bianca*

CEO & Founder  
Pretty Damn Ambitious™

AS SEEN IN:

FASTCOMPANY

PIX 11  
NEW YORK'S VERY OWN

Go Solo

5 TX | TODAY

SAVVY  
RADIO SHOW

Entrepreneur

Empowering Women & Youth  
DPW  
Dallas Professional Women

The Story  
Exchange

SAFI MEDIA™

JET

LinkedIn

The DW  
Dallas Weekly

# YOU WANT TO LIVE MORE AUTHENTICALLY AND SERVE AT A HIGHER LEVEL

In today's fast-paced and competitive world, professional women are facing unique challenges that hinder their progress and success. In this guide, we will explore the top 5 mistakes professional women are making in 2023 and provide 27 actionable tips to overcome these obstacles.



A woman is shown in profile, speaking into a microphone. The image is overlaid with a semi-transparent brown filter. The quote is centered over the image.

“

A WOMAN WITH A  
VOICE IS BY  
DEFINITION A STRONG  
WOMAN. BUT THE  
SEARCH TO FIND  
THAT VOICE CAN BE  
REMARKABLY  
DIFFICULT.

Melinda Gates

”

Mistake

# 1

## NOT NEGOTIATING SALARY AND BENEFITS

One of the biggest mistakes people make in their careers is not negotiating their starting salary and benefits. Many people, especially women, are afraid to ask for more money or benefits, but not negotiating can have long-term consequences. Failing to negotiate can result in being underpaid compared to peers with similar qualifications, and this can create disparities in pay over time.



# YOUR TOP 5 TIPS:

- **Research your market value:** Before entering into negotiations, it is important to research what the average salary is for your position and level of experience. You can use online resources like Glassdoor, Payscale, or LinkedIn Salary to get an idea of what others in similar roles are earning. This information will give you a benchmark for negotiation and help you determine what you should be asking for.
- **Build a strong case:** When negotiating for a higher salary, it is important to build a strong case for why you deserve it. Make a list of your accomplishments and contributions to the company. Be specific and include any quantifiable data that can demonstrate your value to the organization. Highlight any certifications, degrees, or other qualifications that make you a strong candidate for your position.
- **Practice your negotiation skills:** Negotiation is a skill that can be learned and improved with practice. Consider enrolling in a negotiation course or workshop, or practice with a friend or family member. Prepare responses to potential objections and practice staying calm and focused during the negotiation process.
- **Consider non-salary benefits:** While salary is important, there are other benefits that can be negotiated as well, such as flexible work arrangements, additional vacation time, or professional development opportunities. Consider what benefits would be valuable to you and how they could be incorporated into your compensation package.
- **Be confident and assertive:** Negotiating can be intimidating, but it is important to be confident and assertive in your approach. Remember that you are advocating for yourself and your worth to the organization. Use confident body language, speak clearly and assertively, and be willing to walk away from a negotiation that does not meet your needs.



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WE WANT THE  
EDUCATION BY WHICH  
CHARACTER IS  
FORMED, STRENGTH  
OF MIND IS  
INCREASED, THE  
INTELLECT IS  
EXPANDED, AND BY  
WHICH ONE CAN  
STAND ON ONE'S OWN  
FEET.

Swami Vivekananda

”

Mistake

# 2

## *FAILING TO DEVELOP NEW SKILLS*

It's essential to keep up with new developments in your field and develop new skills. Failing to do so can leave you behind in your career and make it more difficult to advance or earn higher pay. Be sure to take advantage of training opportunities, attend conferences and seminars, and read industry publications to stay informed about new trends.





# YOUR TOP 4 TIPS:

- **Attend industry conferences and workshops:** Attending conferences and workshops is a great way to learn about new trends, best practices, and emerging technologies in your industry. It also provides opportunities to network with other professionals and potential employers.
- **Take online courses:** There are numerous online courses available that can help you develop new skills. You can take courses in various topics, including programming languages, digital marketing, project management, and leadership. For example, LinkedIn Learning has a comprehensive library of expert-led courses across various topics for every step of your career with instructors with real-world experience.
- **Join professional associations:** Joining professional associations can provide access to valuable resources, such as industry reports, job boards, and networking events. Finding and joining organizations that are in your field of expertise can help enhance your career. Many associations also offer training and certification programs to help you develop new skills.
- **Volunteer for new projects:** This may feel a bit counterintuitive, given that we are already asked to do more than our fair share in the office. However, if you desire to move on from your current position, volunteering for new projects or initiatives within your organization can help you develop new skills while demonstrating your willingness to take on new challenges. Seek out opportunities to work on cross-functional teams or take on additional responsibilities.



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THIS PERSON THAT IS  
CARRYING YOUR  
INTEREST, OR AS I LIKE  
TO SAY, CARRYING  
YOUR PAPER INTO THE  
ROOM, THIS PERSON  
WHO IS SPENDING THEIR  
VALUABLE POLITICAL  
AND SOCIAL CAPITAL ON  
YOU, THIS PERSON WHO  
IS GOING TO POUND THE  
TABLE ON YOUR BEHALF,  
THIS IS A SPONSOR.

Carla Harris

”

Mistake

# 3

## *FAILING TO FIND A SPONSOR WITHIN YOUR COMPANY*

Having a sponsor can be critical for women seeking to advance their careers. By definition, a sponsor is an influential individual within an organization willing to use their influence and resources to help advance someone else's career. Your sponsor can provide valuable guidance, support, and advocacy, helping you to identify opportunities for advancement, navigate complex organizational landmines, and develop new skills. In addition, sponsors can provide exposure and visibility, helping to raise your profile within the organization and increasing your chances of being considered for key assignments and promotions. As women, we face unique challenges and barriers in the workplace, and having a sponsor can be especially important for breaking through those barriers and achieving career success.



# YOUR TOP 5 TIPS:

- **Identify potential sponsors:** Look for individuals within your company who hold positions of influence and have a track record of supporting the career growth of others. These may include senior executives, managers, or other employees who are well-respected within the organization.
- **Build relationships:** Once you have identified potential sponsors, seek out opportunities to build relationships with them. This can include attending company events, volunteering for projects or initiatives, or simply reaching out to them to request an informational meeting. Building a relationship based on mutual trust and respect is key to securing a sponsorship.
- **Demonstrate your value:** To attract a sponsor, you need to demonstrate that you are a valuable asset to the company. This can be done by consistently performing at a high level, seeking out additional responsibilities, and taking on leadership roles within the organization. Be sure to communicate your accomplishments and contributions to your potential sponsor, so they can see the value you bring to the table.
- **Network within your company:** Building relationships with others within your company can help you identify potential sponsors. Attend company events, seek out opportunities to work on cross-functional teams, and participate in company-wide initiatives.
- **Be proactive and persistent:** Finding a sponsor can take time and effort, so it is important to be persistent in your efforts. Be proactive in seeking out opportunities to connect with potential sponsors, and be persistent in following up on any leads or opportunities that arise. Remember that building a strong network and finding a sponsor is a process, and it may take time and patience to achieve your goals.

A photograph of three young women with long, wavy hair, smiling broadly. They are wearing bright yellow tops. The image is overlaid with a semi-transparent orange filter. The quote is centered over the image, with a large opening quotation mark at the top and a closing quotation mark at the bottom. A vertical line separates the opening and closing marks.

“

MY BEST SUCCESSES  
CAME ON THE HEELS  
OF FAILURES.

Barbara Corcoran

”

Mistake

# 4

## NOT HAVING A COACH TO GET YOU UNSTUCK AND ACHIEVE YOUR GOALS

To overcome this mistake, you should consider working with a vetted and verified coach who can provide guidance, support, and accountability. A professional coach can be critical when you are seeking to advance your career. A coach can provide personalized guidance and support, helping you identify your strengths and areas for improvement, while you develop new skills and strategies for success. Coaches can provide you with an objective perspective on your career goals and help you navigate complex situations and interpersonal dynamics. In addition, coaches can help you overcome self-doubt or limiting beliefs that may hold you back and assist with developing the confidence and resilience needed to succeed in your career.



# YOUR TOP 7 TIPS:

- **Career planning and goal-setting:** Professional coaches can help you to identify your strengths and areas for development, and help you to create a roadmap for achieving your career goals.
- **Overcoming obstacles:** Professional coaches can help identify and overcome obstacles that may hold you back in your career. A coach can help you build confidence, develop skills and navigate complex organizational structures.
- **Skill development:** A coach can assist you with identifying skill gaps and developing strategies for building those skills. Your coach can guide you to develop your communication, leadership and negotiation skills, among others.
- **Building confidence:** You may experience self-doubt, impostor syndrome, or lack of confidence in the workplace. A vetted and verified professional coach can help you build self-confidence and guide you in handling difficult conversations and navigating challenging situations in the workplace and beyond.
- **Networking:** Coaches can help you build your network by introducing key individuals, offering advice on networking strategies, and helping you develop your personal brand.
- **Accountability:** Providing accountability is essential to real growth. A coach can assist you to set goals and tracking your progress toward achieving them. This can help you to stay on track and motivated, even when you face setbacks.
- **Better Life Management:** Coaches can support you in sustainably managing your life, and setting priorities that align with your career goals. This can be especially important for women who are juggling multiple responsibilities or working in high-stress environments.



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DON'T BE A STUDENT OF  
THE SCHOOL OF HARD  
KNOCKS. ASK FOR HELP  
AND SEEK EXPERIENCED  
INSIGHTS EARLY AND  
OFTEN – YOU DON'T  
HAVE TO LEARN ALL OF  
THE LESSONS ON YOUR  
OWN.

Ellison Anne Williams

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Mistake

# 5

*THINKING YOU CAN  
DO IT ALL ON YOUR  
OWN*

Belonging to a community can be critical for women seeking to achieve career success. A professional community provides you with access to a network of like-minded individuals who can offer support, advice, and mentorship. Additionally, belonging to a professional community can help you build your confidence and sense of belonging, providing a sense of support and connection that can be especially important for women working in male-dominated industries.



# YOUR TOP 6 TIPS:

- **Networking opportunities:** We all know our net worth is in our network. Professional communities provide you with a network of like-minded individuals who can offer support, advice, and mentorship. Further, you can benefit from the diverse perspectives and experiences of other professionals in their field and learn about new opportunities and emerging trends.
- **Skill Building:** Professional communities can help you to build new skills and expand your knowledge base. Communities may offer workshops, training sessions, and webinars on topics such as leadership, communication, or technical skills.
- **Access to Information:** Women in professional communities can more readily access industry news, trends, research, and best practices. This information can assist you with staying up-to-date with changes in your field and making informed career decisions.
- **Visibility and recognition:** Belonging to a professional community can contribute to building your professional reputation and increase your visibility. You can leverage your membership in professional organizations to demonstrate your commitment to their field and showcase your expertise.
- **Support and encouragement:** Professional communities offer you a sense of support and encouragement. You can share your experiences, challenges, and successes with others who understand your perspective, providing a sense of community that can be especially important for women who may face barriers or discrimination in their field.
- **Advocacy and leadership opportunities:** Professional communities often advocate for the advancement of women in their fields and may provide opportunities for you to take on leadership roles. This can serve to build your leadership skills and expand your professional networks.



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“AGENCY OVER  
AMBITION MEANS  
THROWING OUT ALL  
THE STEREOTYPICAL  
EXPECTATIONS  
ASSOCIATED WITH  
THE OLD DEFINITION.  
IT MEANS YOU CAN  
DECIDE WHAT  
SUCCESS MEANS AND  
HOW YOU PURSUE IT.”

Bianca B. King

”

# THESE 27 TIPS ARE JUST THE BEGINNING OF ACCELERATING YOUR CAREER SUCCESS

This is far from a complete listing of every tip, but I hope it's enough to inspire you to maximize your true value to help your career flourish.

ARE YOU READY TO IMPLEMENT THESE TIPS  
AND TO REALLY LEVEL UP YOUR CAREER?

If so, we're ready for you and have your back. Remember, you don't have to go it alone.

Successful women are not alone in their achievements. They have a tribe of other successful women backing them up.

The most accomplished and admired women out there, from Oprah to Serena, Lizzo to Adele, and yes, even Beyoncé, have all relied on coaches, support, and communities to help them succeed. And the truth is, YOU deserve that same kind of support too!

YOU ARE EXCEPTIONAL.

It's time to start living your best life, with more happiness, income, ease and flow, by getting the backing of accomplished women who want to see you succeed.

At Pretty Damn Ambitious™, we empower and support high-achieving women to reach their goals and pursue their dreams on their own terms.

You're just a few steps away from connecting with other incredible women committed to unapologetically living their best lives.

# MEMBER TESTIMONIALS

THIS ONE IS FOR THE HIGH-ACHIEVING LEADERS READY FOR MORE



Monica  
Community Member

## MY LIFE HAS PIVOTED INTO UNLOCKING MY NEXT LEVEL

“Since joining The Pretty Damn Ambitious™ community, my life has pivoted into unlocking my next level. This community is supportive, intelligent, and pretty damn ambitious!”

I look forward to logging in daily and finding other like-minded, powerful women in this private circle. I can confidently say as a woman business owner who was looking for direction and tools to navigate through my business, I found it by joining this community!

I’m living proof that when you hire the right mentor and surround yourself with people who have done it before, you can and will achieve success quicker! See you there!”



Amy  
Community Member

## TRULY GRATEFUL FOR THE PLATFORM AND COMMUNITY

As they say, “timing is everything.” So, when Bianca King launched Pretty Damn Ambitious™, it was just what I needed. I’ve participated in some of the online events, have signed up for more, and look forward to the daily nuggets of wisdom and inspiration in my inbox.

I’m truly grateful for the platform and community that Bianca has created. She’s one in a million! I’m thankful for her willingness to help balance business, life, and self-care.”

“THIS IS EXACTLY THE TYPE OF COMMUNITY I’VE BEEN LOOKING FOR!

“This is EXACTLY the type of community I’ve been looking for! The resources and content within these spaces you don’t see on LinkedIn or in Facebook Groups.”

Community Member

# MEMBER TESTIMONIALS

YOU DESERVE SUCCESS... IN EVERY AREA OF YOUR LIFE.



Cami  
Community Member

MY 60-SECOND BROWSING THOUGHTS ARE WOW!

I am a HUGE fan of what I like to call one-stop shops, and this is certainly a one-stop shop for ambitious women looking for resources and connections.”



Ariana  
Community Member  
& Entrepreneur

THE COACH MASTERCLASSES ARE LITERALLY AMAZING

“Pretty Damn Ambitious™ has been a wonderful community! The conversations and prompts posted by the team are ALWAYS inspirational and seem to come JUST when I need them.

The coach masterclasses are literally amazing, and they tackle SUCH a wide range of topics and hurdles we all experience during entrepreneurship.

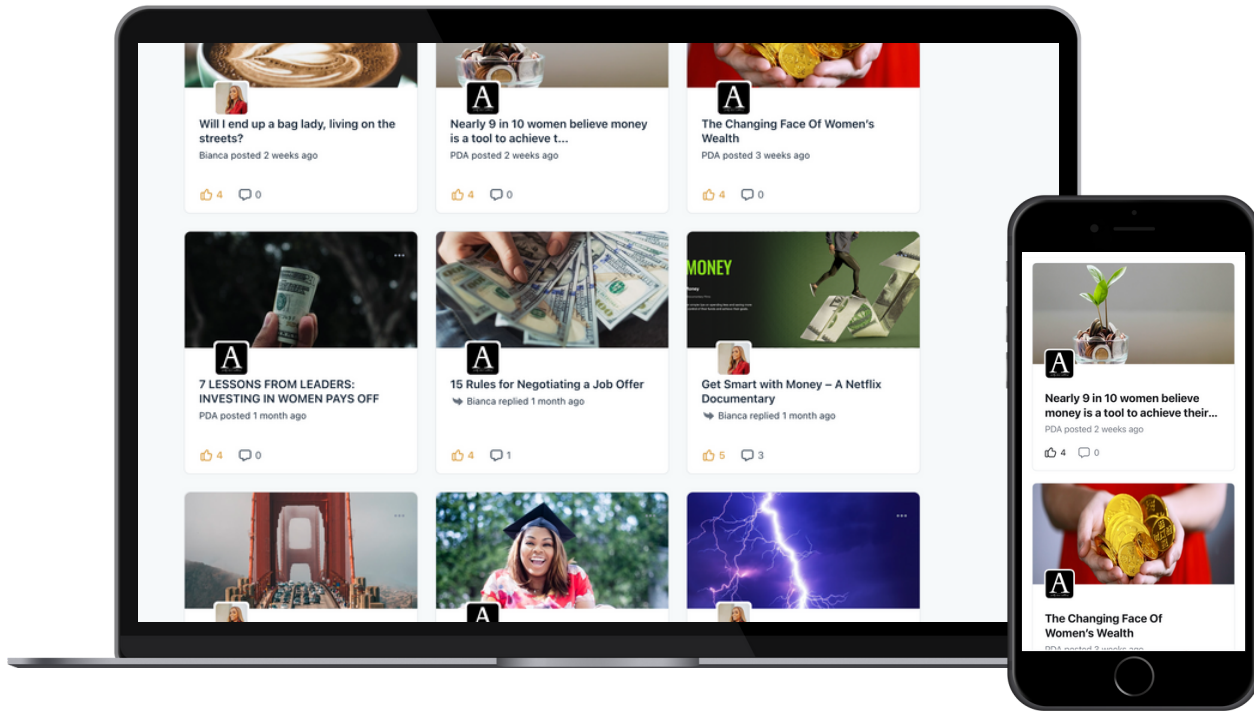
The community is truly supportive and makes entrepreneurship feel a bit less lonely. I can't wait to see what else is coming in this awesome community.”



Valincia  
Vetted Coach &  
Community Member

THANKS FOR YOUR AWESOME CREATION

“So grateful to be one of the vetted and verified coaches on this platform. Thanks for your awesome creation Bianca B.!”



# YOUR SPECIAL INVITATION

Ready to take your professional growth to the next level and accelerate your career trajectory? This is your special invitation to join the Pretty Damn Ambitious™ Community, where we help women like you achieve and celebrate your career success.

We currently offer a 7-day free trial of the Pretty Damn Ambitious™ membership. This is the perfect opportunity for you to experience all the benefits our community offers and see how we can help you achieve your career goals and personal aspirations.

During your free trial, you have full access to our coach matching service, online collective, live events, workshops, and webinars. You'll also be able to connect with other members and build valuable relationships that can support your personal and professional growth.

Join us and see firsthand how Pretty Damn Ambitious can help you reach your goals. Take advantage of this fantastic opportunity to take your life to the next level!

We can't wait to welcome you to the Pretty Damn Ambitious™ community!

YES, I'M IN!

*pretty damn*<sup>TM</sup>  
AMBITIONOUS

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