



Be You,
Do You,
Promote You.



KATwellness
Koaching

Hey there, fellow faculty women!

I'm sure you've heard a lot of advice on how to succeed in academia, but I want to share with you some of the most understated tips. I've used these to coach others to tenure, associate professor, and full professor.

These tips are simple but powerful:

BE YOU, DO YOU, PROMOTE YOU.

LET ME EXPLAIN WHAT I MEAN:

BE YOU

Embrace your unique strengths, passions, and perspectives.
Show your true self and let your voice be heard.

DO YOU

Make certain your work aligns with your values. Follow your interests and pursue projects that excite you. Do what makes you happy and fulfilled.

PROMOTE YOU

Showcase your work and let others know what offer.
Promote yourself and build your reputation.

How does this apply to faculty life?

TEACHING: Choose courses that match your expertise and passion. Teach what you love and love what you teach.

SERVICE: Pick service activities that align with your values, interests, and passions. Serve where you can make a difference and grow.

RESEARCH: Scholarship reflecting your gender, race, ethnicity, cultural background, or geographic preferences is extremely valuable. Research what matters to you and contributes to the knowledge base.



What does Being You, Doing You, and Promoting You do for your faculty career?

IT HELPS YOU:

JUSTIFY YOUR ACADEMIC PATH: When it's time for tenure, promotion, or leadership opportunities, you can confidently explain why you chose certain courses, service activities, and research projects. These choices reflect your unique identity and values.

ENJOY YOUR ACADEMIC JOURNEY: When you do things that align with your true self and interests, you're more likely to feel happy and satisfied with your work. You can avoid burnout by doing what brings you joy and meaning.

STAND OUT FROM THE CROWD: When you show your authentic self and share your unique contributions, you will distinguish yourself from others and build your reputation. By showcasing your work and skills, you can attract more opportunities and collaborations.

So there you have it: some often overlooked advice for faculty women.
Be You, Do You, Promote You.

Simple but powerful. Try it out and see for yourself!



I'm a career coach who helps faculty women land permanent jobs, get promoted, and grow their salary.

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Career Strategist, Certified Life Coach

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