



advice for women: how to talk to your employer about investing in your development

Let's explore the role of culture in your career journey. In our professional paths, culture shapes how we act. Studies show a straightforward truth regarding career growth: women might not always speak up for the opportunities they rightly deserve. Research shows that societal expectations often make women more careful when seeking opportunities to boost their skills and advance in their careers.

why it matters for your career

This cultural quirk holds more weight than meets the eye – it directly influences your career trajectory. The compounding effect of this gender-based skill gap puts those who actively pursue and secure development opportunities at a distinct advantage. In the relentless race of today's competitive work environment, the imperative is clear:

to truly thrive, one must unabashedly champion one's growth and actively seek avenues for skill refinement. In the ideal world, all employers prioritise equal access to learning and development opportunities, but how can you take charge of your career trajectory if your employer is playing catch up?

1

identify:
your strengths,
weaknesses, and areas
for improvement.

2

seek out:
online courses,
webinars, and
workshops relevant
to your field.

3

connect with:
professionals through
networking events and
social media.

4

express your:
interest in professional
development opportunities.

5

attend:
industry conferences,
webinars, and workshops.

6

keep a record:
of your
accomplishments,
skills acquired,
and projects.

have informed conversations with your manager with these tips



know your worth:
Before initiating the conversation, understand your value to the organisation. Highlight your achievements and contributions to demonstrate why investing in your development aligns with the company's goals.



research and align:
Identify specific areas where you can contribute more with additional skills or knowledge. Align your development proposal with the company's objectives, showcasing how it will benefit you and the organisation.



be clear about goals:
Clearly articulate your career goals and how the proposed development aligns with them. This demonstrates to your employer that you have a strategic vision for your professional growth within the company.



quantify the impact:
When possible, quantify your development's potential impact on the team or project. Tangible outcomes will strengthen your case and showcase the return on investment for the company.



highlight the benefit:
Emphasise how your enhanced skills will contribute to the organisation's overall success. By linking your development to broader company objectives, you showcase your commitment to the company's success.



timing is key:
Choose an appropriate time to discuss your development, such as during performance reviews or strategic planning sessions. Be mindful of the company's financial cycles and operational priorities.



seek guidance:
If you need more clarification about the best approach, seek guidance from mentors or colleagues who have successfully navigated similar conversations. Their insights can be invaluable in shaping your strategy.

As professional women navigate their careers, the impact of cultural expectations on their ability to advocate for development opportunities is immense. Recognising the compounding effect of gender-based skill gaps is crucial for success in today's competitive work environment. While the ideal scenario involves employers prioritising equal access to learning, the immediate solution lies in empowering oneself.

how can randstad help?

Randstad is the world's largest talent company and a partner of choice to clients.

We are committed to providing equitable opportunities to people from all backgrounds and helping them remain relevant in the rapidly changing world of work. We offer specialised recruitment and HR solutions across the broadest range of skills, disciplines and industry sectors. Through our local expertise, we are powered by a global footprint.

Contact us to learn more about how we can support your talent needs.

“You're the best person to steer your career journey, so don't hesitate to grab hold of learning and development chances.

Taking charge of these opportunities is key to shaping your path forward”.

Claire Smart
human resources director
corporate
randstad new zealand