



## Past Events

On October, 9th, Lorna Rosen came to speak with the MBA Women's Network.

As Chief Financial Officer for the City of Edmonton, Ms. Rosen has had an impressive career to date — while simultaneously raising four children.

Her talk, while briefly discussing work-life balance, centered around career advice that Ms. Rosen would like to offer all MBAs. **Her best advice is as follows:**

Pick your industry based on your passion. What resonates most with you?

Always plan 2-3 steps ahead of your current position

Learn as much as you possibly can about your whole organization and its industry

Don't be afraid of lateral moves

Consider moving to a smaller organization, at strategic points

in your career. Smaller organizations give you a wider breath of experience and prevent you from getting pigeon-holed. Plus, what you learn can be extrapolated to a larger organization later on.

It's important to have a strong technical background — especially early on in your career, but good management becomes more and more important as you climb the corporate ladder.

Be flexible, nimble and agile, but be true to who you are and know your limitations. If you consistently overreach, or do a job that doesn't reflect your passions in life, than your self-worth will suffer. And your organization will view you as less of an asset!

Lorna also had great advice on how an introvert can learn to network, on what to do if your boss says you're too good for promotion, and how to



*Lorna Rosen, CFO for the City of Edmonton since 2010*



*Danielle Smith, Leader of the Wild Rose opposition party came to speak with the Women's Network on September 17, 2013*

influence 1600 employees as well as your own bosses (since her bosses change with every election). *Next page..*

## Upcoming Events

Beauty mogul Eveline Charles will be coming to speak to the Women's Network in March . Event details to follow. For more information on Ms. Charles:

[http://www.evelinecharles.com/corporate\\_about\\_eveline.php](http://www.evelinecharles.com/corporate_about_eveline.php)

*Picture of Eveline Charles with Vidal Sassoon*



# Q&A with Lorna Rosen

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## **What do you do if your employer says you're too good at your current job to be promoted?**

- 1) Talk with your manager immediately
- 2) Ask them how they view your career moving forward, and clearly articulate what you're looking for in future positions
- 3) Volunteer for duties that will develop your weaknesses (as perceived by your manager). For example, if the next rung of the corporate ladder involves managing people, see if you can volunteer for larger projects which involve managing others
- 4) Express to your manager your willingness to continue to do your current job at the same time as you take on a new job—and train a suitable replacement. Make it clear to management that you understand the importance of your current role, and that you will make sure your replacement can do the work effectively

## **How do you influence 1600 employees?**

The most important thing is to articulate expectations and deadlines, but let the employee decide which approach they would like to take to get the work done.

However, a manager must always be careful to delegate and not abdicate. It's only appropriate to delegate when your employees have the necessary skills and resources to succeed with any given task. Otherwise, you are simply abdicating responsibility and cannot expect results.

## **How do you influence city council (i.e. your bosses)?**

Earn your bosses' trust by demonstrating your technical expertise, then present all possible options along with your recommended approach. Also, never make up an answer to a question. Even if it's a small question, being wrong could erode your bosses' trust in you.

## **How do you network when you're an introvert?**

- 1) Know the room and what's important to that particular group of individuals
- 2) Have a topic of conversation in mind to fall back on
- 3) Try to find common-ground whenever possible (i.e. Lorna's husband works in the trades so she will start conversations with "my husband is in the trades," if she is knowingly talking to a tradesperson)
- 4) If all else fails, ask questions about the other person!