

# Vanessa Valley | International Motivational Speaker | Managing Director of WeAreTheCity

Vanessa is one of the UK's most well-networked women and has provided keynotes on networking and personal branding for over 175 companies worldwide.

At the height of a successful 25 year career in the financial services Vanessa launched the award winning WeAreTheCity.com in 2008 as a vehicle to help corporate women connect and grow professionally and personally. WeAreTheCity.com now has over 42,000 members and in 2013 launched a sister site in India.

Vanessa is the co-founder of City-wide diversity forum The Network of Networks (TNON) and co-chairs its gender chapter. TNON brings together diversity leaders from over 120 firms to share best practice and includes chapters for LGBT and BAME.

She is the Pearly Queen of The City of London, a tradition that has been in her family for over 100 years, and is an avid charity worker. She is on the board for Cancer Research UK as one of its Women of Influence.

Vanessa is the author of the book "Heels of Steel: Surviving and Thriving in the Corporate World" which tracks her career and shares 13 chapters of tips to succeed in the workplace.

She has been named Women in Banking & Finance's Champion for Women, Financial News Top 100 Rising Star, The International Alliance for Women Top 100 Women globally & Brummells Top 30 London Entrepreneurs. In 2015 Vanessa was in GQ UK's Top 100 Connected Women and the Evening Standard's 1000 Most Influential Londoners. Vanessa is a regular guest on TV and radio and has also contributed to a number of government select committees and think tanks.

Keynotes and workshops include The Power of Profile, The Power of Social Media, The Big Brand Theory, Speed Networking, Speed Mentoring, Pay it Forward Manage Your Career, Twitter School. Vanessa is also available as a dinner speaker, panelist, facilitator and leadership development programme host. All talks can be tailored towards specific audiences.



**Twitter:** @wac\_girl

**Linkedin:** Vanessa Vallely

**Website:** VanessaVallely.com

**Email:** Vanessa.Vallely@wearethecity.com

# The Power of Profile

Personal profile can be one of the most powerful elements in your business armoury, but you have to know what tools and techniques will help you build it, protect it and drive your success. Culturally, many people are brought up not to “toot your own horns” or “shout about our successes”, but in today’s highly competitive world if you don’t stand out you’re likely to watch those with profile pass you by on their way to the top.

Throughout this interactive and practical session Vanessa will share stories from her career about how she rose from project analyst to COO and launched two successful businesses in less than six years. Vanessa will provide the top tips she’s picked up in corporates, as an entrepreneur and as a network leader on how to become comfortable with raising your profile, including:

- How to stop feeling like an imposter
- Thinking about “who” your personal brand is
- The Importance of networking
- Speed networking – getting to know your fellow guests
- Optimising your social media profiles for your professional life
- Coach, Mentor, Sponsor – who will help you drive your career
- The importance of giving back

Vanessa will provide guidance on a wide array of profile-raising opportunities that are easy to implement straight away. She’ll help individuals take the next steps towards raising their profile and attracting opportunities to progress in their careers and help others too. This session is ideal for organisations who want to enhance the connections between their people and to the outside world as well!

**Session Duration** – 1 hour 15 mins (inc Q&A) – duration can be shortened or lengthened if required (min 45 mins)

# The Power of Social Media

This talk provides meaningful insights into the world of social media and online branding for your career. Vanessa has a social media reach of approx. 40,000 individual users and a Klout score of 63 which places her in the top 5% of social media users. She has used the major social media channels to boost both her own personal brand as well as her global business brands. In this talk Vanessa will explain the key differences between the various platforms, bust some social media myths and work with you on your own social media strategy. You'll learn how to optimise your online presence, build connections and protect your brand to help you get ahead in your career!

## **Session includes:**

- Why Social Media?
- Is social media important if it's not common practice in your organisation?
- What are the key social media platforms and who is using what - to what end?
- What tools are the most effective to help build your knowledge, expertise & brand?
- Building your social media strategy - Who are you on social media, and where?
- How much sharing is too much?
- The unspoken rules - Do's and Don'ts
- Protecting yourself/Security
- Let's play – an interactive masterclass on Twitter

This session will cover the use of Twitter and its benefits, suggestions for your LinkedIn profile and how leverage its many features, considerations around the more personal nature of Facebook as well as a number of other online opportunities for business like blogging, Klout scores and other common platforms. It is ideal for organisations who want to support more individual ownership of leadership development around digital skills and works well as either an internal or external event.

**Session Duration** – 1 hour - 15 mins (inc Q&A) – duration can be shortened or lengthened if required (min 45 mins)

# The Big Brand Theory

Having a great personal brand is an absolute must if you want to get ahead in your career. But how should you explain “who you are” in the workplace without saying too much or not enough?

During this interactive session, Vanessa will share her own personal experiences around how she has defined her own personal brand, embedded it into everything she does and kept it authentic in the workplace, leading to numerous promotions and career success. Vanessa will explain the core components of personal brand and use a number of exercises to work with participants to create their own authentic brand statements. The session also touches on confidence, assertiveness and how to beat the imposter syndrome that often gets in the way of highlighting our personal brands.

## **Session includes:**

- Dealing with your inner imposter
- What is brand and why is it important
- Understanding the importance of self awareness
- Defining, controlling and sharpening your brand
- Using social media to enhance your brand
- Managing your brand in a crisis
- Embed your brand through assertiveness

Participants will take away a plan to develop, enhance and manage their personal brands for the future. This session is ideal for inclusive organisations who want to help enhance their pipeline’s capabilities around getting seen, heard, bought into and promoted!

**Session Duration** – 1 hour 15 mins (inc Q&A) – duration can be shortened or lengthened if required (min 45 mins)

# Speed Networking

Speed Networking , or matching participants on a one-on-one basis through a number of short interactions , has been one of the fastest-growing forms of networking over the last few years. During your Speed Networking event, Vanessa will facilitate the speed networking interactions and also top and tail the session by sharing networking tips and experiences that have enabled her to become one of the most well-networked women in the UK. Participants will learn about the benefits of networking and how to network both internally and externally, and will also get top tips for creating impactful introductions and growing their networks through social media.

## Session includes:

- 10 minute overview of the importance of networking, including creating your impactful introduction, the benefits of networking, and what good looks like
- Explanation of the speed networking process
- Time management of the speed networking session (30-40 minutes dependent on number of attendees)
- 10 minute summary, including “a-ha” moments in the room and top tips on how to follow up, keep relationships warm and network via social media
- Networking Q&A

By the end of the session, participants will have learned about the art of networking and had the opportunity to put those skills into practice. This interactive and energizing event will enable your participants to meet new people, create opportunities and have a lot of fun! The session is ideal for a client event or to help build better relationships between individuals/departments who need to collaborate.

**Session Duration** – 1 hour 15 mins - 10 Min networking presentation, 30 mins speed networking, 10 min summary, 10 min, discussion & Q&A

# Speed Mentoring

Speed mentoring is a great low admin way to for organisations to help people share skills, get tailored career advice to leaders at all levels and bring visibility to more sources of potential career support for individuals. This session matches participants during a series of short interactions to discuss the issues/opportunities they have as mentees and what they can support as mentors. As part of this Speed Mentoring event, Vanessa will also give an overview of mentoring best practices and followups.

## **Session includes:**

- 10 minute overview of the importance of mentoring, including why you need a mentor, Identifying and approaching mentors, and what good mentoring relationships look like
- Explanation of the speed mentoring process
- Time management of the speed mentoring session (30-40 minutes dependent on number of attendees/table hosts)
- 10 minute summary including a-ha moments in the room, top tips on how to follow up with potential mentors and keeping mentoring relationships going
- Mentoring Q&A

By the end of this engaging session, participants will understand how mentoring can help their careers and will have received advice and career tips from others in the session to already help them progress! This session is ideal for organisations who are looking to encourage more individual ownership of knowledge sharing and support either externally or internally.

**Session Duration** – 1 hour 15 mins - 10 Min mentoring presentation, 40 mins speed networking, 10 min summary, 15 min, discussion & Q&A.

# Pay It Forward

Now more than ever, organisations are focused on building inclusive cultures and wanting all staff to demonstrate the values and behaviours that will drive more sustainable business going forward, whilst expecting that individuals are managing more and more of their own personal development too. So what can be done to help people shine through their behaviours, learn new skills from supporting others, and gain much broader experiences?

Throughout this interactive Pay It Forward workshop, participants will learn the essence of giving back and will have the opportunity to work out their own strategy around paying it forward. With tips on how to give back through networking, mentoring, charities and schools, participants will leave this workshop armed with practical advice on how they can pay it forward with colleagues, clients and in their lives outside the office as well. Participants will have the opportunity to talk about what it means to be a good corporate citizen and recognise the skill sets and different relationships they can acquire by helping others.

## **Session includes:**

- The Essence of Paying It Forward (short video)
- Breakout session: “What does Paying It Forward Mean to You”
- “Why Pay It Forward” – the Benefits to You
- 6 Ways to Pay It Forward (Colleagues, Networking, Social Media, Mentoring, Generations, Charities, Schools)
- Creating Your Pay It Forward Plan (at an individual level) and Board (group session)

This fun and thought provoking workshop has a real feel good factor that will make your participants want to pay it forward and spread the word. It is ideal for organisations who want showcase a holistic approach to key concepts around their brand, CSR, employee engagement, D&I and leadership development strategies, and works well as either an internal or external event.

Session Duration – 1 hour

# Manage Your Career - Workshop

This interactive session is aimed at injecting the “va va voom” back into participants’ views of their careers, and makes the point that careers are no longer to be purely left in the hands of line managers - if individuals want to achieve success, they should drive their own career plans and seek the right opportunities to drive careers forward.

The workshop focuses on why and how individuals should create a career strategy and plan in order to unlock their potential and get themselves onto the path to success. This session is not about theory, science or blue sky thinking, it is about a realistic look at what individuals want to achieve and what actions they should take in order to get where they want to go.

## **Session includes:**

- Reflecting on your 2015 achievements and lessons learned
- Understanding the importance of career planning
- Writing your career strategy and associated plan
- Reviewing your network – who can help you?
- Keeping yourself on track through time management
- Strategies to avoid procrastination

Participants will leave this session with the start of a career plan that they can build out. This event is ideal for organisations who want empower staff at any level to be engaged and take ownership of their own career development, but works particularly well with graduates and junior staff who are less familiar with career development concepts.

Session Duration – 1 hour

# Twitter School - Workshop

Twitter is one of the fast growing social media tools and is expanding way beyond individual use. Twitter is also the perfect tool to stay on top of the news, learn, research, make connections and above all grow your network. To date corporates in many sectors have steered away from widespread use of social media internally, however over the last few years they are starting to realise that Twitter has much broader potential outside of comms, marketing and customer service teams and can help organisations deliver on a multitude of objective in a very fast-paced, low cost way.

Throughout this interactive session Vanessa will share why Twitter is growing in popularity and how it can be used to enhance careers.

## **Session includes:**

- What is Twitter
- What is the benefit of using Twitter
- Twitter protocols (the do's and don'ts)
- The basics of Twitter – messaging, naming conventions, Twitter language (RT, MT, Hashtags), links and tagging, searching
- Tools to use alongside Twitter
- Optimising your Twitter use
- Security

This session is ideal for organisations who want to encourage more individual ownership of leadership development around digital skills, drive better connectivity with a very wide range of external stakeholders, and leverage more outside ideas in support of internal innovation. The event works well as either an internal or external event.

**Session Duration – 1 hour**