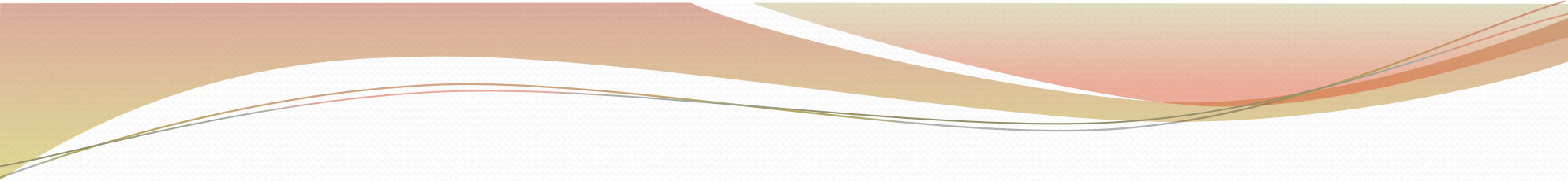


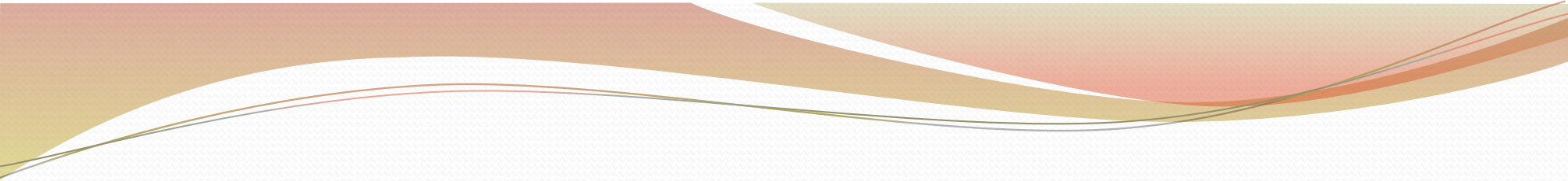
# Pathways to Success: Lessons from Industry

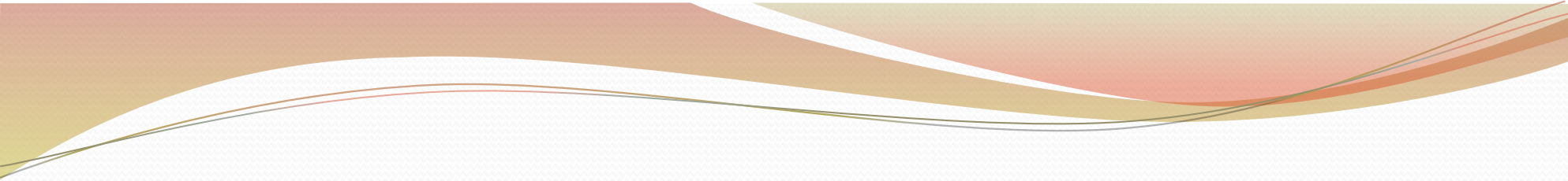


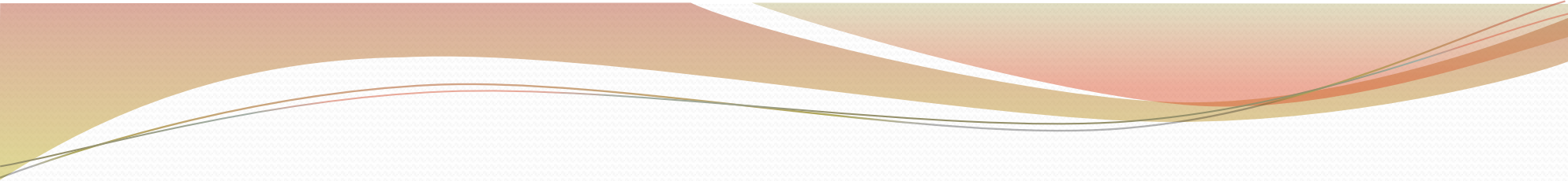
**SHARON BROWN  
AND ASSOCIATES**

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- Managing Director of Sharon Brown and Associates founded 2009.
  - Adjunct Associate Professor, School of Computer and Security Science, Faculty of Computing, Health and Science, Edith Cowan University, Western Australia
  - Over 38 years experience in the ICT industry working in Perth, Melbourne, Sydney, Alaska and Washington DC
  - Chaired and held numerous board positions in ICT, local and federal government and Not for Profit companies
  - 1999 Telstra Business Woman of the Year in Western Australia
  - First female convenor of the WA branch of the Australian Information Industry Association and Chair for 3 consecutive years

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- The key to working with industry is networking and building relationships
    - Find a mentor – you will have several as you progress your career but the first one will always be special!
    - Become a mentor – give back what you have been lucky enough to receive – what goes around comes around!
    - Become a member of professional industry forums and groups (AIM, ACS, AIIA, Chamber of Commerce, WIT)
    - Become a committee or board member (corporate, local/state/federal government, non-profit)
    - Embrace social media and build your personal brand (LinkedIn, Facebook, Twitter, Instagram)

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- Watch others, learn then add your own personal style – listen to other people. You don't always have to do or believe what they say, but listen and take it all in, this how you learn – then it is up to you how or if you use the information.
  - Make mistakes and learn from them – they help you grow – but never make the same mistake twice – share with others
  - Talk to people, absorb information and capitalise on opportunities – always be a contributing team member
  - Have a goal and go for it – don't let anyone stand in your way – you can't expect it to just happen though – you must have a plan if you really want your goal or desire to become a reality
  - Never take no for an answer, just go for it and keep going until you reach your goal – then set another one

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- Liaison is one of the most effective techniques you can use to communicate with colleagues, superiors and subordinates.
  - If a situation becomes demanding the ability to communicate effectively both orally and in writing is crucial. To succeed the person concerned must feel comfortable when involved at any level and in order to do this an understanding of protocol is required.
  - I believe the 4 most important factors in maintaining effective communication during conflicts are –
    - Keep the door open – two way communication
    - Listen, listen, listen
    - Ask open questions, often repeating them
    - Maintain everyone's composure
  - Understand there is often a compromise required on both/all sides – vary your technique – sometimes you need to be aggressive, other times it is more advantageous to be understanding and compassionate

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- In Summary
  - Believe in yourself – your abilities – your intuition – gut feel
  - Don't be afraid to be wrong or apologise where required
  - NEVER let anyone put you down
  - Stand up for what/who you believe in
  - **AND GO FOR IT GIRL – YOU CAN DO AND ACHIEVE ANYTHING YOU SET YOUR MIND TO!**



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