



Female Empowerment Toolkit Strengthen strengths



Strengthen Strengths. An Impulse by Anja Mahlstedt.

How come women are more critical of their own abilities than men? Why is it that when you are asked about your strengths, it is easier for you to talk about your weaknesses?

When it comes to shaping your own career, reflecting yourself too critically can be an obstacle.

If you are always critical of yourself, it can be difficult for you to recognise your potential and strengths and sell them on the outside, which is a key factor of the topic “shaping your career”.

When it comes to planning your own career, it helps if you discuss your strengths with someone else. However, particularly in Germany we live in a culture that again and again focuses on development factors. The aim is to eliminate weaknesses to become even more perfect.

It would, however, be more useful to become aware of your own strengths in order to strengthen them because then:

- you participate with passion
- it will be easier to take the next step in your career
- you are happier and more confident

In addition to knowing your own strengths, it is important to be able to communicate them well on the outside. Developing an “I-Brand” helps with that.

Its goal is to formulate your skills positively and precisely to make others believe in your added value. This way you become more successful and manage to generate demand for your competence and performance.



Exercises to strengthen your strengths

These exercises help you to strengthen your autonomy, reflect on yourself and to adopt the idea of female empowerment into your everyday work. Some tools for a more positive self image are described below.

Get Feedback

Description:

- Using this tool, you can reflect on your strengths and receive feedback from others.

Goal:

- Reflect on your strengths
- Get feedback from different people

Process:

- This exercise takes about 15 minutes to complete.
- Keep the following steps in mind when you ask for feedback:

1. Define feedback goal(s)

E.g., get an idea of what you are doing well or what you can improve

2. Identify the right person to give you feedback

E.g., colleagues

3. Prepare questions

Goal oriented wording.

4. Ask for feedback the right way

E.g., after completing a project via mail or personally

5. Put feedback into practice

Align your actions with your feedback.

Frequency:

- If a task is completed or as an interim conclusion.

Develop an "I Brand"

Description:

- Answering these five questions you can develop your own "I-Brand"

Goal:

- Development of "I-Brand" to be more successful and strengthen competencies

Process:

- This exercise takes about 30 minutes to complete.
- Answer the following questions:
 - B**rave:
What helps you to get out of your comfort zone?
 - R**rarity:
What is your unique selling point?
 - A**ssets:
Who in your network is a helpful contact?
 - N**ew competencies:
Which of your strengths do you want to develop?
 - D**eployment:
Where can you use your "I-Brand"?

Frequency:

- In order to constantly develop the "I-Brand", the exercise can be repeated regularly.

If you have any questions or suggestions, please contact diversity@mahle.com.

Your diversity team