

STA Open Call January 7, 2016 – Call Notes¹
Taking Ownership of Your Career Development
Presenter Dana Telsey, Telsey Advisory Group

“Every road will get you there if you don’t know where you’re going” Lewis Carroll

Opening Remarks – Jim Toes

2016 STA Conference season begins next week with STA Chicago’s 90th Annual Mid Winter Meeting. STA will be meeting with the SEC’s Trading & Markets on proposed rules changes to [Reg ATS](#). STA Foundation will be hosting an Open Call on the SEC recent report on the August 24th market events issued by its Office of Analytics & Research, “OAR” Report [here](#)

Dana’s general remarks on career development: Never believed in playing the gender card; Abilities earn you the right to get ahead; Planning, purposefulness, goal setting, measuring against goals, advisors; Always stretch & reach.

Dana’s self-developed core tenets

I don’t accept “No”: Theme heard throughout my career was “No.”

Found my “Best At”: Can’t be all things to all people; Need to be strategic and know what you are best at; For me it was retail; Finding my “Best At” motivated me to work harder than those smarter.

Remained relevant and up to date on trends within my “Best At” category: When the retailing business moved to online, I added that part to my expertise.

Organization in everything I do: Setting goals and measuring progress require organization.

Goal Setting: Set goals for self and my firm for continued growth; Like a resume, if you have nothing new to add, others will pass you – you remain static; Always adding while implementing the measurements and targets for the next advance; Growing or perishing.

Continue to be inquisitive: Determine who are the winners/losers/who do you pattern yourself after?

Network like crazy and surround yourself with good mentors and advisors: Find out what makes successful people so successful. Not all of the best people make good mentors.

Performance Review Process – SMART; Specific; Measureable; Attainable; Rank; Timeframe

Smart: Establish what matters so that you can move higher in rank.

Measureable: Start performance review with a retrospective. Ask your boss/mentor – how you can improve. Can you put the progress on your resume? How can you demonstrate progress to your boss?

Attainable: Are your goals attainable? Do they tap into your “Best At” trait? Whose support will you need to achieve? Who do you want to seek constructive honesty from?

Rank: List your goals most to least important.

Timeline: Outline your timeline.

Other: Examine the books and periodicals you read; Can you take constructive criticism?; Develop a thick skin; Take some time to do some self reflection.

¹ **This brief is meant for informational purposes only and therefore should not be considered legal advice. Our goal is to raise awareness and to encourage industry dialogue.**