

The Inescapable Competency Trap

Corporate Talk

Most of us think that the best way to get promoted is to be really really good at our jobs. Be really great, your company will see it, and a wildly successful career will soon follow, right? Not quite.

In order to cope with the many well-documented biases that women and minorities face in trying to get promoted at work, many women write themselves a logical prescription: bulletproof competency. Unfortunately, the side effects of this wonder drug can sometimes be worse than the benefits.

Talk Outline

This talk will focus on the competency trap that lots of accomplished, intelligent women fall into while trying to build their careers. We'll cover:

- The unspoken danger of being fantastic at your job
- How men and women do competency differently at work
- The fine art of Strategic Incompetence
- How to build your career without being hypercompetent

The goal of this talk is to give you the tools to do great work and get promoted (while keeping your integrity!).

About The Speaker



Holly Burton
Leadership Coach for Women in Male-Dominated Industries

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, PayPal, HSBC, MDA Systems, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

Holly can be found online at her [website](#), or via her meetup, [Women in Male-Dominated Industries](#).

The Details

Length:

60 Minutes

Format:

Lecture-style talk (with Q&A)