



# SENIOR ROLE READINESS

## YOUR PROMOTION SCRIPT

Congratulations on taking the next step toward a senior leadership role! At AnitaB.org, we know that advancing your career is about the work you've done, but also the story you tell and vision you create.

To create this guide, we spoke with senior-level women in tech who have experience navigating a path to leadership. They shared strategies, tips, and actionable steps that helped them break those same barriers you may be facing.

### **Inside, you'll find:**

- **A step-by-step guide to preparing for promotion discussions.**
- **Scripts for showcasing your impact with data and metrics.**
- **Strategies to position yourself as a leader ready to take on the next challenge.**

We're here to support your journey to the top. Let's work together to ensure you have the tools and confidence to advocate for the leadership position you deserve.

# 1. PREPARE FOR A STRATEGIC DISCUSSION

## Clarify Your Leadership Vision

- What specific role are you targeting (e.g., Director of Engineering, VP of Product, CTO)?
- What organizational priorities does this role address (e.g., scaling AI solutions, strengthening cybersecurity, launching new products)?

## Highlight Technical and Leadership Impact

- Delivered measurable results—improved product performance, scaled infrastructure, or led a system migration.
- Championed DEI in hiring, mentorship, or internal programs. (e.g., launched mentorship circles or coding boot camps for women.)
- Leveraged tech tools to optimize workflows or reduce costs. (e.g., automated manual processes, reducing workload by 20%.)

## Analyze Market Trends and Salary Data

- Research salaries and titles within your industry for equity and benchmarking. (e.g., PayScale, LinkedIn Salary Insights).
- Identify tech certifications or skills valued at the next level (e.g., AWS certifications, AI/ML expertise).

## Prepare Supporting Documents

- Create a brag book of technical achievements and leadership examples. (Include performance metrics, dashboards, or portfolio visuals.)
- Highlight industry contributions—speaking engagements, whitepapers, or patents filed.

# 2. OPEN WITH CONFIDENCE

## Start Strong

- "I'm proud of the technical and cultural contributions I've made to our team and would love to discuss how I can scale that impact further in a senior leadership role."

## Reinforce Alignment with Company Goals

- "With our focus on AI-driven solutions and expanding infrastructure, I see opportunities to lead the charge by formalizing my role as [specific position]."

### 3. DEMONSTRATE LEADERSHIP IMPACT

#### Position Your Achievements

- "Over the past [X months/years], I've driven initiatives that demonstrate my readiness for leadership at the next level."

#### Examples

- **Innovation & Execution:** "I led the migration to a cloud-based infrastructure, reducing downtime by 35% and improving scalability."
- **Team Growth & Mentorship:** "I launched a mentorship program for junior engineers, resulting in 2 promotions and 25% retention improvement."
- **DEI and Culture:** "I established inclusive hiring practices, improving diversity by 20% across engineering teams."
- **Cross-Functional Leadership:** "I collaborated with marketing and product teams to deliver a feature that boosted user engagement by 40%."

### 4. MAKE A STRATEGIC ASK

#### Your Ask

"Based on my technical impact and leadership contributions, I'd like to formalize my position as [desired role] and outline steps to make that happen within the next 90 days."

#### Options to Frame the Ask

- "Are there specific areas I should expand into, such as budget ownership or team scaling, to reinforce this case?"
- "How can I take the lead on high-visibility projects to showcase readiness for this transition?"
- "Can we set measurable goals for the next quarter to formalize this advancement?"

## 5. HANDLE FEEDBACK AND OBJECTIONS

### Active Listening

- "I appreciate that perspective. What specific examples or metrics would strengthen my case further?"

### Reinforce Your Vision

- "I'm committed to closing any gaps quickly—can we identify a stretch project or initiative I can own to demonstrate readiness?"

### Address Equity Conversations with Data

- "I've benchmarked salaries and responsibilities for this role, and I'd love to ensure my compensation aligns with market trends as we formalize this transition."

## 6. CLOSE WITH CLEAR NEXT STEPS

### Wrap-Up Statement

- "I'm excited about the opportunities we discussed and appreciate your insights. I'll follow up with a 90-day leadership plan to keep this moving forward."

### Schedule a Follow-Up

- "Can we reconnect in 60 days to review progress and solidify the next steps?"

### Send a Recap Email

- Summarize key points, commitments, and timelines.

## BONUS TIPS

### Own Your Influence

- Highlight technical leadership (e.g., coding best practices, AI adoption, cybersecurity improvements).
- Emphasize cross-team impact—collaboration with marketing, data, or product teams.

### Quantify Success

- Use data to back up achievements—e.g., “Cut deployment time by 40% with CI/CD pipelines” or “Grew revenue by \$1M with new app features.”

### Advocate for Wins

- Tie your promotion ask to advancing talent in tech through programs you’ve championed. (e.g., coding boot camps, hiring initiatives.)

### Speak Up About Equity

- Be prepared to address pay parity or promotion delays with market data. (Women often wait longer for promotions, own the conversation.)

## YOUR NEXT STEPS

**Your path to senior leadership is just beginning, and you don’t have to navigate it alone.**

AnitaB.org Membership connects you to an empowering community of women in tech while providing the tools and resources you need to advance your career. As a member, you’ll gain access to:

- Mentorship Opportunities: Learn from experienced professionals, share your insights, and grow together with a network of inspiring peers.
- Career Development Resources: Access reports on salary negotiation, leadership pathways, and strategies to advocate for yourself and others.
- Member-Only Events: Attend workshops, networking events, and panels tailored to support your leadership journey and keep you ahead of the curve.

Joining [AnitaB.org Membership](#) helps you invest in yourself while also giving you a chance to build a future where women thrive and lead in tech. **Let’s do it, together!**