



BUILDING A
career & a reputation
THAT COUNTS

ASSA ACADEMY, JULY 11TH 2022

REBECCA MURIUKI





REBECCA MURIUKI

Career & Leadership Coach

WHAT I DO...

I lead a team of extremely brilliant young actuarial professionals for Deloitte East Africa. My biggest passion in my career is in bringing more women of colour up the corporate ladder.

I help Black Women in Corporate confidently get seen, promoted and paid as the leaders they deserve to be

MORE IMPORTANTLY...

Have 3 kids, including twins!

Degree in Actuarial Science & Qualified Actuary

Love all things F1 & Tennis: go #serena #nadal #lewis



my story

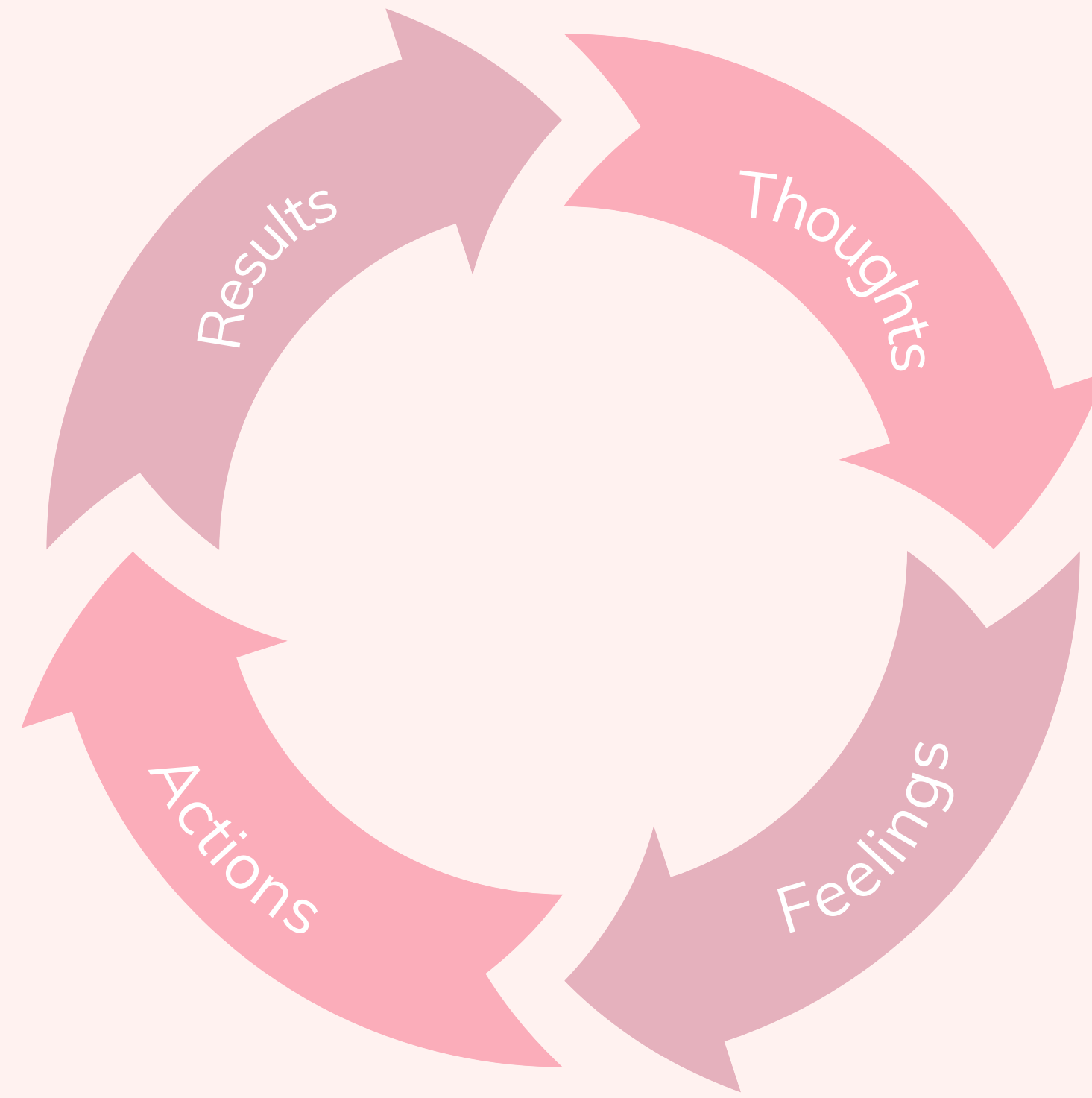
@REBECCAKMURIUKI

reputation

definition: the opinion that people in general have about someone or something, or how much respect or admiration someone or something receives, based on past behaviour or character

you can control the narrative of your
career & reputation

HOW?



SOME MINDSET SHIFTS...

I'm not _____ enough



I am _____ enough

My hard work will speak for itself



I give myself permission to make my work visible

No one in leadership looks like me



I can be a leader and be 100% myself

Others have it figured out



I give myself permission to learn from my failures

I'm too introvert to be seen as a leader



I can be an exceptional introverted leader

My boss determines my career



I take full responsibility for my career results

What will people think?



I shape my career from the inside out



What is a PARADIGM?

The set of beliefs, thoughts and assumptions that create your habitual behavior & results in your life.

Belief



+

Behavior

=

Results



"to be able to shape your
career, you have to be
WILLING and ABLE to
change your PARADIGM"

Joel Barker

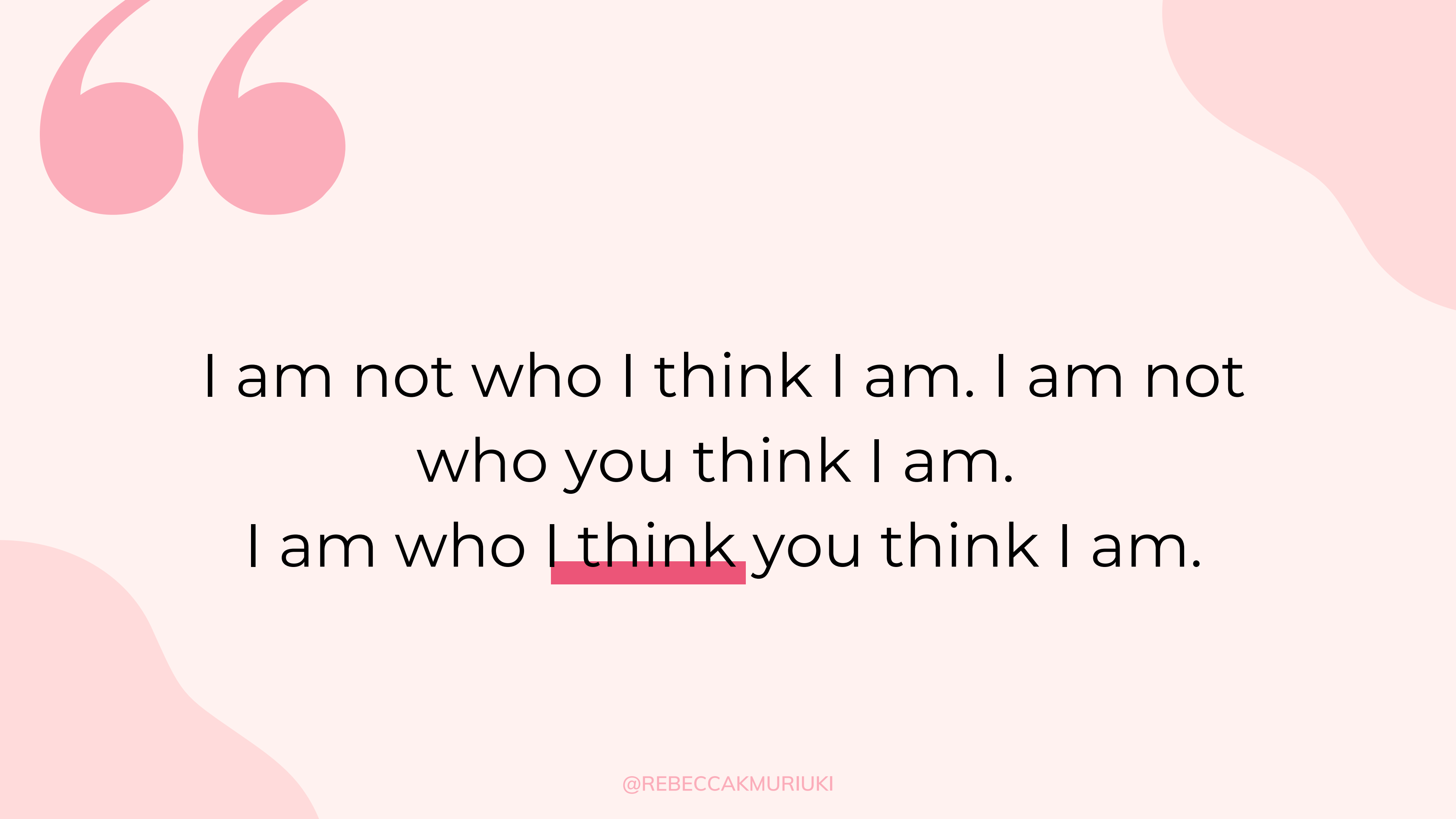
what comes to mind when you think
of the word 'reputation'?



menti.com

7888 4714

@REBECCAKMURIUKI

The image features a white background with decorative pink elements. In the top left, there are two large, stylized pink quotation marks. In the top right, there is a large, soft-edged pink shape. In the bottom left, there is another large, soft-edged pink shape. The text is centered and reads:

I am not who I think I am. I am not
who you think I am.
I am who I think you think I am.

Integrity:



the quality of being honest (good & truthful) and fair

Synonyms: character, decency, goodness, honesty, morality, probity, rectitude, righteousness, rightness, uprightness, virtue, virtuousness



What happens when
someone breaks the trust.
with you?

It takes time to build it back
up - the same is true for YOU
with YOURSELF

I see integrity as being in
agreement a contract

Are you in integrity?

- Self - integrity
- Calendar - integrity
- Career - integrity
- Delivery - integrity
- Goal - integrity
- Relationship - integrity

an honest, truthful agreement

your personal brand
offline + online

@REBECCAKMURIUKI

self image = your brand


you can never have results that are above your self image

linkedin.com/in/rebecca-muriuki/



in Search Home My Network 15 Jobs Messages 1

REBECCA MURIUKI
LEADERSHIP & CAREER COACH FOR BLACK WOMEN AT WORK
HELPING YOU ADVANCE YOUR CAREER & GET PAID YOUR WORTH
VOICE YOUR VALUE | LEAD YOUR WAY | CREATE GENERATIONAL WEALTH
BOOK A FREE GAME-PLAN CALL TODAY

rebecca@rebeccakay.co bit.ly/designedtolead

Rebecca Muriuki 
Leadership Coach | Helping Black Women Managers advance their career, position themselves as leaders in their field & get paid their worth | Career Advancement | Actuary at Deloitte | Twin Mom | FASSA, CERA, FRM
Nairobi, Kenya · [Contact info](#)
500+ connections


[Open to](#) [Add profile section](#) [More](#)

 Deloitte East Africa
 University of Cape Town

@REBECCAKMURIUKI


linkedin.com/in/rebecca-muriuki/

in Search Home My Network 15 Jobs Messages 1





REBECCA MURIUKI
LEADERSHIP & CAREER COACH FOR BLACK WOMEN AT WORK
HELPING YOU ADVANCE YOUR CAREER & GET PAID YOUR WORTH
BOOK A FREE GAME-PLAN CALL TODAY
VOICE YOUR VALUE | LEAD YOUR WAY | CREATE GENERATIONAL WEALTH

rebecca@rebeccakay.co bit.ly/designedtolead

Rebecca Muriuki 
Leadership Coach | Helping Black Women Managers advance their career, position themselves as leaders in their field & get paid their worth | Career Advancement | Actuary at Deloitte | Twitter Mom | FASSA, CERA, FRM
Nairobi, Kenya · [Contact info](#)

500+ connections

Open to Add profile section More

 Deloitte East Africa
 University of Cape Town

@REBECCAKMURIUKI

Do not have a career by accident or default.

Create your career by design. Design your career using your goals, visualization, imagination, and plans - all done consistently, daily, clearly, accurately, and with details.

David Cameron Gikandi

TO SUMMARIZE...



Create the script of your career, starting with your paradigm



Reputation matters - but it starts from within



What are your values & beliefs?



Work on your self image to create a stand-out personal brand

Resources



LINKEDIN

#ELEVATEWITHREBECCA



COACHING

BIT.LY/ELEVATEYOURCAREERNOW



PODCAST

THE ELEVATEHER PODCAST

@REBECCAKMURIUKI

book list

Think like a monk - Jay Shetty
Psycho-Cybernetics - Maxwell Maltz
A Happy pocket full of money - David Gikandi
The big leap - Gay Hendricks



THANK YOU!

LINKEDIN: @REBECCAMURIUKI
INSTAGRAM: @REBECCA KMURIUKI