



EP 028 The Costume That Got Me Promoted

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(Un) Professionalism

Unprofessionalism is refusing to become someone else in order to succeed. It's recognising that people don't build trust with the role you perform, but with the person behind it.

Unprofessional Advice

Identify what is truly important to you, dig your trenches and hold them. Everything else you can compromise on.

“The version of me that got promoted wasn't really me.”

Wisdom Nugget

Wear a role to work, and you start assuming everyone else is wearing one too. Role meets role, and business gets done without anyone actually meeting. The moment you show up as a person, you start encountering people — and trust becomes possible again.

“I asked my team to hold me accountable for becoming the leader I wanted to be.”

Wisdom Nugget

Old patterns survive on autopilot, and willpower alone rarely catches them. Telling your team who you intend to become — and inviting them to flag every relapse — turns a private resolution into a shared contract, with witnesses invested in the person you're building.

Try It Out

This week, wear one thing to work that is unmistakably you. Notice what shifts with it: posture, voice, how directly you speak. The clothes are the experiment; your behaviour is the data