



Tech Festival Case Study: Dimitri Leontidis: Content Strategy Lead at TikTok EU.

Every challenge is an opportunity to grow - You will come across many challenges throughout your career. It is important to face them with a can-do attitude and perceive them as an opportunity for growth, an opportunity for you to learn what you like and what you don't like. These experiences usually help you improve your skills and challenge you to get out of your comfort zone. Finally, they also help you understand what you care about most and what you want to focus on in your future.

Don't be afraid to ask - And I don't mean only asking questions. Don't be afraid to ask for feedback, advice, opportunities, information, or ideas, as long as your ask is thoughtful it will not reflect negatively on your competence. Try to forget about the thought of rejection as you might be surprised to know that most people are more than willing to help. There is a famous quote by Nora Roberts which relates to this: "If you don't ask, the answer is always no".

Market yourself and don't sell yourself short - seek challenges, take risks and talk about your hard-earned successes, whether this being at work or outside of work. In the same way, you have role models in your life, you are or will be someone's role model too. Let your qualities stand out, be humble, and inspire others, you never know who you'll help by believing in yourself and your abilities. Building a strong personal brand can help you stand out and get noticed in your career.

The power of a positive attitude - A positive attitude can go a long way in the workplace. It can help you build relationships, tackle challenges, and get ahead in your career. It has a direct impact on creating a more collaborative and supportive work environment, which can lead to better teamwork and improved communication among team members. A positive attitude can also help you to approach problems with a more open.