

SELF-PROMOTION STRATEGIES TO CONFIDENTLY ADVANCE YOUR CAREER

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Kim Meninger, MBA, BCC Executive Coach



Agenda

- What is self-promotion?
- Why is self-promotion so difficult for women?
- Benefits of self-promotion
- Keys to success
- Self-promotion strategies

WHAT IS SELF-PROMOTION?



- Ensuring that others understand what you do and why you're here
- Intentionally educating others on your value
- Building strategic relationships



- Proactively sharing your expertise
- Allowing others to leverage your work

WHY IS SELF-PROMOTION DIFFICULT FOR WOMEN?



Feels self-serving and insincere

Seems redundant – our work should speak

for itself

 Goes against our natural tendencies

 Puts ourselves in spotlight

 Feels unclear – how do we do it effectively?



BENEFITS OF SELF-PROMOTION



Benefits to You

- Establishes your importance
- Differentiates you from others
- Grows your influence and impact



- Increases your visibility
- Demonstrates important leadership traits
- Positions you for advancement opportunities

Benefits to Others

- Keeps your manager updated on your accomplishments
- Reflects well on your leadership
- Provides visibility and opportunity to your team
- Enables others to benefit from your work
- Establishes you as a valuable resource



KEYS TO SUCCESS



- Self-Awareness
- Confidence
- Courage
- Authenticity
- Consistency



SELF-PROMOTION STRATEGIES



Recognize your own expertise

- Ask yourself:
 - What parts of my work come easily to me?
 - What do I understand really well?
 - Where have I been given positive feedback?
 - What do others come to me for?
- Understand & embrace your strengths to:
 - Build confidence
 - Influence others



Share your updates regularly

- Provide weekly reports to your manager
- Engage in regular one-on-ones
- Consider visuals



Speak up at meetings

- Sit prominently and actively engage
- Don't multi-task
- Come to the meeting early
- Stay after the meeting
- Ask smart questions



Offer to help/teach others

- Host an informal lunch 'n learn
- Present your work to other managers
- Share regular updates with other teams
- Mentor others



Build strategic relationships

It's not about who you know, it's about who knows you...

- Share a new perspective
- Offer resource ideas
- Engage in goal alignment





 Provide others with opportunities to give back

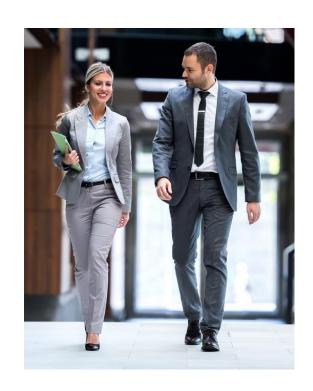
Volunteer for cross-functional projects

- Ask your manager
- Talk to others
- Lead an effort
- Seek non-work specific groups
 - Affinity groups
 - Community service groups



Take advantage of casual opportunities

- Have an elevator pitch for brief encounters
- Take advantage of travel
- Eat lunch with others



Additional Resources

Books

- Brag! The Art of Tooting Your Own Horn without Blowing It, Peggy Klaus
- How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job, Sally Helgesen & Marshall Goldsmith
- <u>The Confidence Code: The Science and Art of Self-</u>
 <u>Assurance---What Women Should Know</u>, Katty Kay & Claire Shipman

Articles

- Four Ways Women Can Strategically Tout Their Accomplishments
- How Women Can Develop and Promote Their Personal Brand

QUESTIONS?

Email: <u>Kim@ExecutiveCareerSuccess.com</u>

Visit: <u>www.ExecutiveCareerSuccess.com</u>

Connect: <u>www.LinkedIn.com/in/KimMeninger</u>

