

BOSTON COLLEGE WORLDWIDE WEBINARS



SELF-PROMOTION STRATEGIES TO CONFIDENTLY ADVANCE YOUR CAREER

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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
- [The Confidence Code: The Science and Art of Self-Assurance---What Women Should Know](#), Katty Kay & Claire Shipman

Articles

- [Four Ways Women Can Strategically Tout Their Accomplishments](#)
- [How Women Can Develop — and Promote — Their Personal Brand](#)

QUESTIONS?

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