#### USING SELF-PROMOTION TO 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



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## 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

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## 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

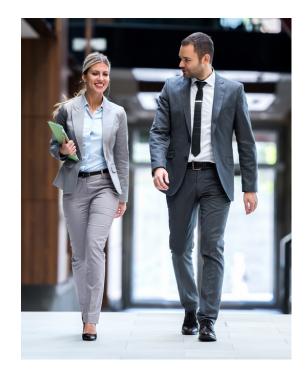
- Ask your manager
- Talk to others
- Lead an effort
- Seek non-work specific groups
  - Affinity groups
  - Community service groups





## Take advantage of casual opportunities

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





# QUESTIONS?

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