
EXECUTIVE CAREER SUCCESS

Using Self-Promotion to Advance Your Career

What Is Self-Promotion?

- Ensuring that others understand your role
 - Intentionally educating others on your value
 - Building strategic relationships
 - Proactively sharing your expertise
 - Allowing others to leverage your work
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Benefits of Self-Promotion to You

- Establishes your importance and relevance
 - Differentiates you from others
 - Grows your influence and ability to make an impact
 - Increases your visibility across the company
 - Demonstrates effective leadership
 - Positions you for advancement opportunities
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Benefits of Self-Promotion to Others

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

1. Recognize your own expertise and unique value to the organization.

2. Regularly update your manager and relevant others on your accomplishments.

3. Speak up at meetings to demonstrate your value and build your influence.

4. Offer to help/teach others in your areas of expertise.

5. Build strategic relationships with influential leaders.

6. Volunteer for cross-functional or high-profile projects that increase your visibility.

7. Take advantage of casual opportunities to engage others in important discussions that demonstrate your value.

About Kim Meninger



As an executive coach, Kim empowers individuals and organizations to reach their full leadership potential. She serves professionals at all levels and across a broad range of functional roles and industries to help them become more confident, visible and influential leaders. Prior to coaching, Kim had a successful corporate career managing strategic partnerships at EMC Corporation and Monster Worldwide. Kim has a BA in psychology and an MBA from Boston College. She is an ICF-certified and CCE Board Certified Coach with certifications in Executive and Leadership Development Coaching. Kim also holds a certificate in Executive Leadership from Cornell University.