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Self-Promotion Strategies

CURRENT STATE:

Give an honest assessment on how you are currently doing in each of these areas. Rate 1 to 5, with 5 is highest.

Getting/staying connected to my network	1	2	3	4	5
Promoting my good work & performance	1	2	3	4	5
Being intentional about my career growth	1	2	3	4	5

CONSIDER:

Why did I give myself these ratings?

What is getting in my way in any of these areas?

What would help move my ratings higher?

FIVE PEOPLE CRITICAL TO MY CAREER	OUTREACH	SHARE	COFFEE	LUNCH	LI RECO
1.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SELF-PROMOTION IDEAS

- Summary emails - share highlights or recent projects wins with key stakeholders
- LinkedIn Updates - post a win, comment on an industry-related post, highlight a project
- Calendar your connection strategy for your 5 critical connections (using the above chart)
- Share a book, article or link with a critical connection
- Volunteer at a work, association or industry event
- Participate in or Start an Employee Resource Group

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CHECKLIST:

___ I make effort every week to connect with new people on LinkedIn.

___ I am good about taking a next step with new business contacts: link in, offer a virtual meet up or lunch or coffee.

___ I go above and beyond on most of what I'm tasked to do at work.

___ I share my wins with my boss and others I work with.

___ I keep track of the great things I'm doing at work.

___ I read business books, blogs, articles and/or watch videos.

___ I am aware of the impact I have on those I work with.

___ I regularly post and/or comment on LinkedIn

___ I am well connected at my office with the people that matter most to my career.

___ I am actively cultivating a powerful and purposeful network.

CONSIDER:

1. Has there been a time in your career when you were really purposeful with promoting yourself and saw a great result?

2. Think about something you do to make sure you are keeping yourself on the radar of your career ambassadors.

3. Provide an example of how you purposefully network **within** your company.

4. Provide an example of how you purposefully network **outside** your company.

5. Think about a way you work to go above and beyond in your performance, especially in ways that get you noticed.

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Self-Promotion Strategies

Tracking your accomplishments and those of your self-reports/team throughout the year - don't leave it up to your memory!

- Concrete examples written down for easy review and recall
- Encourages you to schedule check-ins with your boss with a ready list of accomplishments
- Get noticed and recognized when you toot your own horn and your team's

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____

Wins this month _____