

GET OUT OF YOUR OWN WAY

Eliminate Career Limiting Behaviors for Greater Success



BRIGHT BLUE
CONSULTING

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REDUCE
GROW



BRIGHT BLUE
CONSULTING

Self-Promotion

That Works at Work

Why Don't We Change?

Change is Hard.
So don't do it all at once

The Power of



10

Minutes



10%

More/Less



\$10

Saved/Spent

There are many solutions.

Make **ONE**
Commitment

SELF- PROMOTION

Why Don't Women **SELF- PROMOTE?**



NO TO SELF-PROMOTION

It feels “icky.”

That is not my culture.

I’m scared/anxious.

I don’t know how.

I promote my team.

My work speaks for itself;
I should be rewarded.

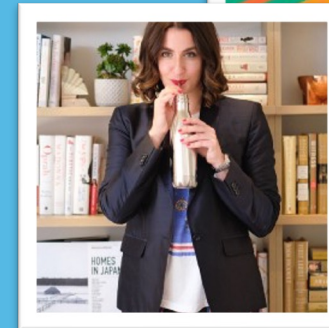
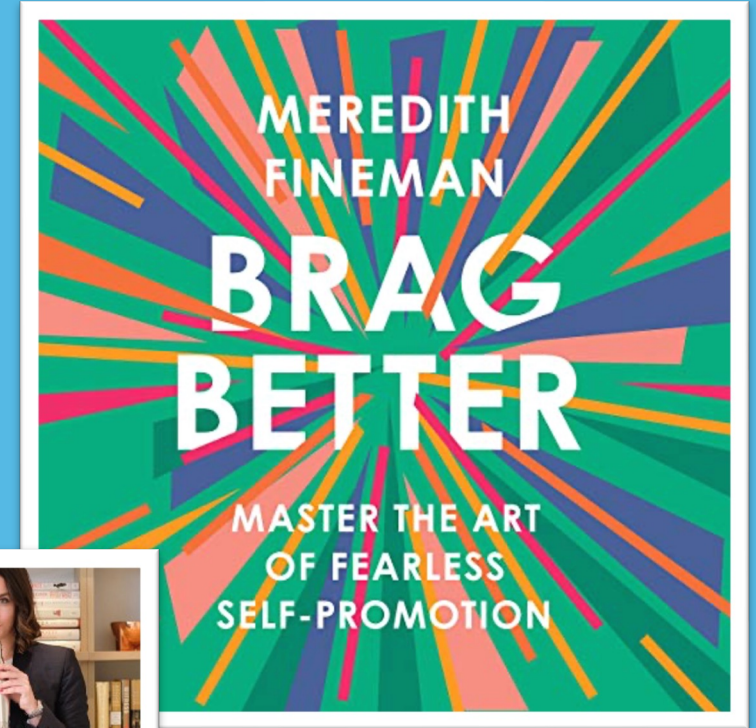


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Qualified Quiet.

Meredith Fineman

”



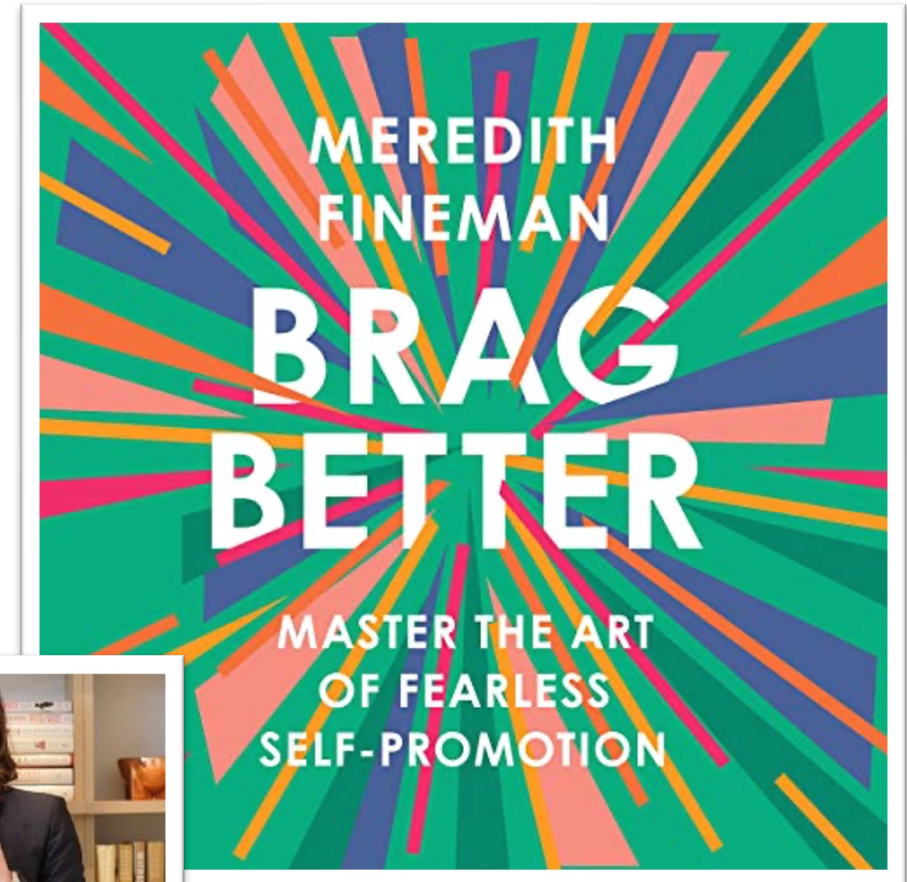
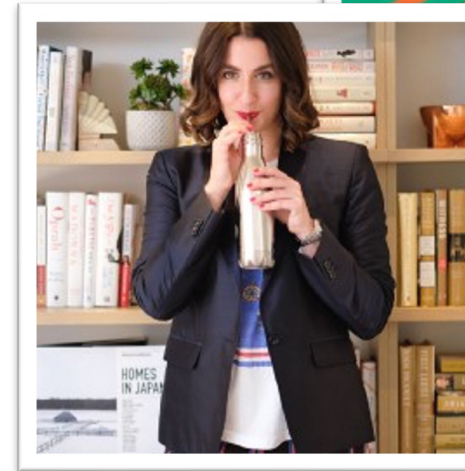
“

You can't just let your work speak for itself. Because if you're not enthusiastic ... nobody else will be...

If you're here, you've done the work.

It's time to tell people about it.

”



What is something

AWESOME

you did in the last 3 months?



YES TO SELF-PROMOTION

1 Know Your
EDGE

2 Be
LOUD

KNOW YOUR EDGE



KNOW YOUR EDGE

1. Concise

2. Relevant



KNOW YOUR EDGE

Where do I
ADD VALUE?

What makes me
UNIQUE?

KNOW YOUR EDGE

Where do you have **EXPERTISE**?

What **EXASPERATES** you?

What compliments do you **DISMISS**?

What do people **SEEK** you out for?



KNOW YOUR EDGE

10

Skills

Experience

Expertise

Accomplishments



KNOW YOUR EDGE

10

Share with
3 Friends

Share with
your Mentor



Start Now.

3 THINGS

**that make you stand out
from the crowd.**

Be **LOUD**

Frequency and Volume



**PROMOTE
YOUR
EDGE**

Create your
SUCCESS LIST

YOUR SUCCESS LIST

Efficiencies/savings

Client wins/saves

Project wins/saves

Mistakes found/avoided

Recruit/retain talent

Successful launch

Positive feedback

Stretch goal set & met

Additional education

Leadership positions

Employee feedback results

PROMOTE YOUR EDGE

Add **CELEBRATION**
(aka self-promotion)
to one-on-ones or
team meetings

PROMOTE YOUR EDGE

PROMOTE others

BENCHMARK those who
promote well

NORMALIZE feedback by
complimenting others

SHARE wins in person and
online

PROMOTE YOUR EDGE

SHARE expertise on LinkedIn

CONTRIBUTE to company
newsletter

PUBLISH *then* promote

“CELEBRATE” on internal
communication channels

Your Turn:

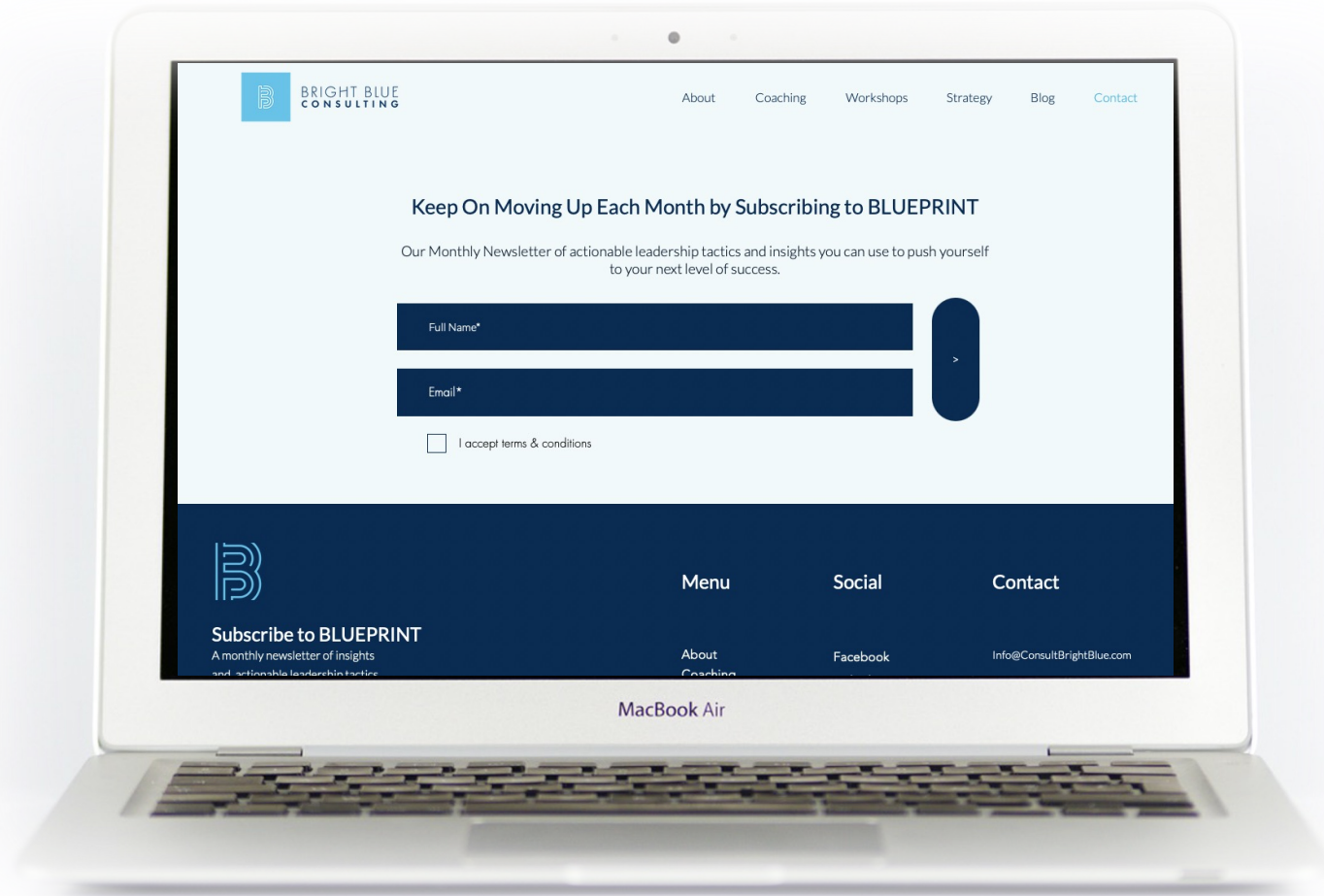
Make

ONE

Commitment



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