UPCOMING PROGRAMS

Directing Innovation
February 21 – 26, 2016
Tucson, AZ

Designed to transform accomplished businesswomen in ST&E into outstanding global strategists and innovators who will contribute more broadly to their organizations' success

From Specialist to Strategist
June 6 – 10, 2016
Smith College

Gives emerging women leaders in science, technology, and engineering the skills to advance on to more senior-level roles within their organization

#SmithExecEd
Mastering the Art of Savvy Self-Promotion

BONNIE MARCUS

@selfpromote
#PoliticsOfPromotion
Objectives

• Savvy self-promotion is a leadership skill.
• What holds you back from promoting yourself effectively?
• How to use self promotion as a powerful tool for career advancement.
• How to identify your value proposition.
• How to effectively communicate and demonstrate your value proposition with authenticity and confidence.
WHO ASKS FOR A PROMOTION?

2015: 54% 54%
2014: 40% 47%

Equal number of women and men, this year vs. last

Accenture survey of 3,600 professionals from 30 countries
accenture.com/iwresearch

http://www.businesswire.com/multimedia/home/20150226005112/en/#.VPSeyi4-VJl
WHO ASKS FOR A PAY RAISE?

Millennials most likely

68% millennials
64% Gen Xers
59% baby boomers

Accenture survey of 3,600 professionals from 30 countries
accenture.com/iwdresearch

http://www.businesswire.com/multimedia/home/20150226005112/en/#.VPSeyi4-VJI
Polling Question 1
What best represents your attitude about self-promotion?

a) I’m not comfortable with it.
b) I understand its importance but I don’t do it.
c) I advocate for myself on a regular basis.
Advancement
Maintain Status
Senior Women and Self-Promotion

- 77% said greatest barrier to advancement was self-initiation.
- 76% challenged by self-promotion.

Women less vocal about future abilities

Solutions to Women’s Advancement, Barbara Annis & Co. 2013
Senior Women and Self-Promotion

Top 7 career pitfalls for women in business

– #2: Self-promotion
– #4: Belief that hard work gets you ahead.

– #1: Making bold requests

Solutions to Women’s Advancement. Barbara Annis & Co. 2013
Q6 What internal barriers affect your ambition? Please rank in importance. (1 being the most important and 9 being the least)

Answered: 602  Skipped: 8

- Decision to have children
- Fear of success
- Hesitation to self-promote
- Avoidance of office politics
- Fear of failure
- Frustration with the system
- Stress involved in...
- I have no internal...
- Other
Challenges

• Mindset/limiting beliefs

• The double bind

• How to do it!
Self Promotion is a Leadership Skill

“Self promotion is a skill that can and must be learned. Self promotion is critical for exposure and recognition for you and your team. It is a much needed leadership skill that is easy to learn and attain.”

I Wish I’d Known That Earlier in My Career: The Power of Positive Workplace Politics, Jane Horan
The Double Bind
How to self-promote effectively

• It’s critical to position yourself as part of *ongoing business solutions*, as a *leader* in a competitive environment.

• It’s critical to have visibility *and* create influence.
Polling Question 2
What holds you back from promoting yourself?

a) I believe my work speaks for itself.
b) It feels like bragging to me.
c) I don’t know how to do it well.
d) None of the above.
Understand Your Value Proposition
Value Proposition

Definition: How your work contributes to specific positive business outcomes.

– Positions you as credible
– Helps you build influence
– Authentic
Understanding Your Value Proposition

**EXERCISE**

Think of a recent successful situation in which you were involved. What was your contribution?

What does this say about you?

Your value proposition:
Observe
Ask questions
Active listening

Me

We
Promote Your Value

Know yourself and your value proposition.

Know your audience: what interests them, what motivates them.

Communicate your value: (Let others know what you can do for them.)

@selfpromote #PoliticsOfPromotion
Polling Question 3
How often do you talk about your accomplishments?

a) Never.
b) At my performance review.
c) On a regular basis with my boss and colleagues.
Strategic Networking

Collect $200.00 salary as you pass.

Go.
Identify the Right People

"It is our view, and the view of the highest earning professionals in our study, that the single most critical factor in determining the value of your network is the breadth of connections with the right people... people willing to recommend."

Upwardly Mobile, Pepperdine University Graziadio School of Business Management research 2008
Identify Allies and Champions
Workplace Networks

Operational
Helps you get your job done daily

Strategic
Sources of Information
Connectors

Developmental
Who you know and who you need to know. Mentors/sponsors
Key Stakeholders

#SmithExecEd
Highly open networks tie to a diverse set of individuals who don’t know one another. This type of network is often associated with faster promotions and higher bonuses.

Highly closed networks are made up of people you know who also know each other. Women and people of color more often have this structure.

Source: Damon Phillips, Diversity, Professional Careers, and Workplace Social Networks (presentation at UBS, 2012)
Your Network is Your Net Worth

“Upwardly Mobile, Inc., with the support of Pepperdine University’s Graziadio School of Business Management, surveyed 600 high earning “elite” professionals in 2008 about how they use networking and found that “networking was a key driver behind higher salaries and career advancement.”

Upwardly Mobile, Inc., with the support of Pepperdine University’s Graziadio School of Business Management
ASK Yourself:

Am I building relationships with key stakeholders/decision makers with the potential for sponsorship/mentoring?
Who has power and influence?
Sponsorship

Community Chest
GET OUT OF JAIL, FREE
THIS CARD MAY BE KEPT UNTIL NEEDED OR SOLD
© MILLENNIAL TRADING CO.
Mentors give advice.

Sponsors give advice and take action.
Definition of Sponsorship

Sponsors are senior leaders with influence who use their relationship capital to advance the careers of those they sponsor by doing some or all of the following:

- **Expand your aspiration of what you can do and the impact you can have**
- **Recommend you for promising opportunities or challenging assignments**
- **Connect you to other leaders to enhance your visibility**
- **Provide “cover” for you to take risks**
- **Give you honest feedback and career advice**
Sponsorship

"Seek out someone with real power to change your career. Would-be sponsors in large organizations are ideally two levels above you with line of sight to your role; in smaller firms, they’re either the founder or president or are part of his or her inner circle."

Impact of Sponsors

Sponsorship creates career traction—and men are almost twice as likely as women to have a sponsor.

Sponsors are invested in your career success. They help you get stretch assignments and put your name forward for leadership roles.

Only 48% of women executives credit personal connections for their most recent promotion, as opposed to 83% of men.

Satisfied with Rate of Advancement/ Forward Momentum

<table>
<thead>
<tr>
<th></th>
<th>Men without Sponsors</th>
<th>Men with Sponsors</th>
<th>Women without Sponsors</th>
<th>Women with Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction</td>
<td>57%</td>
<td>70%</td>
<td>57%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Broaden Your Influence Inside Your Organization

High profile projects

Talk your accomplishments

Seek opportunities

Speak up

Executive presence
Outside Your Organization

Build Your Subject Matter Expertise

Build external network

Join industry specific groups

Use social media

Submit articles and comments

Blog

Write a book

Volunteer

Teach a course

Public speaking
What do you need to do?

• Think of promotion as a leadership skill.
• Manage your reputation: Move from a doer to a leader.
• Understand your value proposition.
• Position yourself as part of ongoing/future business solutions.
• Create a plan for increasing visibility to showcase your skills and talent.
• Develop a network of allies and champions who will advocate and support you.
How do you know if you’re promoting yourself effectively?

• What does success look like?
  • What are your goals?
• Have you achieved your goals?
Question:

Have I done the work to identify my value proposition so I can articulate this with confidence?
Question:

Am I communicating the right message to the right people? (what THEY care about)
Question:

Do I take the time to network strategically across the organization to build my credibility and visibility?
Question:

Am I demonstrating my value everyday?
The Politics of Promotion: How High Achieving Women Get Ahead and Stay Ahead

Now available on Amazon.
www.PoliticsofPromotionBook.com
Bonnie Marcus, M.Ed., CEC

WomensSuccessCoaching.com
bonnie@WomensSuccessCoaching.com

@selfpromote bonniemarcus

Forbes Woman
Top 100 Website for Women

BONNIE MARCUS  Get Ahead! Stay Ahead!  @selfpromote #PoliticsOfPromotion
Connect with Smith!

Learn more!
smith.edu/execed

Like us!
facebook.com smithcollege.execed

Follow us!
@SmithExecEd

Follow us!
Smith Executive Education for Women

#SmithExecEd