



Self-promote With **GRACE AND AUTHENTICITY**

“It’s very important to operate with a confident humility, I certainly don’t mean meekness. In many cases you have to be extremely bold...”

Amy Woods Brinkley

As a leader, when you are in a place of pride and joy — in other words, a place where you can shine — your power to engage the greatness of others is magnified. Why? Because you are fully using the greatness in you — this makes you magnetic.

*To find your places to shine, heed the call
... LEADER, KNOW THYSELF!*

Susan. L Colantuono

“...bragging is about becoming more of who you are and bringing forward your best parts with authenticity, pride and enthusiasm.”

Peggy Klaus

A New Look at LEADERSHIP

Leadership IS
*using the greatness in you
 to achieve and sustain
 extraordinary outcomes by
 engaging the greatness in
 others*



Using the greatness in you is to bring your authentic self, lead from your strengths, be ambitious and inspiring for the business and those you lead whilst exhibiting leadership presence.

*What elements
 of PERSONAL
 GREATNESS
 support your
 leadership?*

Know **THYSELF!**

Recognising Your ATTRIBUTES	
• Inclusive	• Straightforward
• Sense of humour	• Hardworking
• No ego	• Disciplined
• Good listener	• Tough
• Problem solver	• Tenacious
• Direct	• Deeply caring
• Sharp	• Humble
• Incisive	• Collaborative
• Creative	• Smart
• Non-linear thinking	• Decisive
• Fearless	• Accessible
• Credible	• Other
• Attention to detail	

Demonstrating Your STRENGTHS
• Management skills
• Ability to cut deals (negotiation skills)
• Skilled in public policy (or other professional skills)
• Ability to court stakeholders (forming strong business relationships with those in your “value chain”)
• Master at networking (internally and externally)
• Genius at soft-selling (using your 5-C engagement strategies)
• Gift for identifying talent
• Strategic thinking
• Consensus builder
• Strong decision-maker
• Ability to “see around corners,” grasp the potential of a business
• People skills
• Other

FINISH THIS SENTENCE. *I am known for my*

Self-Promotion: Why it **MATTERS**

“When women were most proactive in making their achievements visible, they advanced further...were more satisfied with their careers, and had greater compensation growth than women who were less focused on calling attention to their successes,”

Catalyst Research Report

What Could You Self-Promote **ABOUT?**

- What are the strengths you are known for?
- What is the best compliment a boss has ever given you?
- What is the best thing a colleague has ever said about you?
- What testimonials do customers provide about you?
- What recognition or honours have you received?
- What are the most important personal goals you met or exceeded?
- What training or education have you completed that helps you drive the business forward?
- What new skills have you developed and how have they improved the business?
- How have you contributed to your profession or industry?
- What are you known as an expert on?
- How have you helped the business grow?
- What are the business problems that you solve?

Instead of this...	Try this...
I've pulled together a great team. First time all functions involved...	The team's goals are to accomplish training with no impact on the budget and meet all requirements to open on time and begin collecting revenue.
I have a great team. They do fabulous work.	My team increased sales by 25% this quarter and increased customer retention to 97%.
I worked really hard this year and did a good job.	By hitting or exceeding each milestone, I've supported our strategic goals for profitability.
I'm an accountant. or I'm a medical systems sales rep.	I help executives make winning business decisions. or I help physician practices enhance profitability.
Managed 150 people and a \$27 million budget.	Increased revenue by 35% per year while maintaining level expenses.
Oh, it was nothing. or My team deserves all the credit	Thanks.

Avoid Achievement **AMNESIA™**

Use these 15 questions to help collect your achievements - daily, weekly, and monthly.

1. What are the most significant metrics you moved this (quarter/year)?
2. What are the most important goals you met or exceeded?
3. What are the most important business problems you solved?
4. What are the most important customer relationships you developed, strengthened or retained?
5. What new skills have you developed, and how have they improved the business?
6. What training/ education have you completed and how have you used what you learned to drive the business?
7. What other functions run better because of actions you've taken?
8. What recognition or honours have you received?
9. What testimonials have you collected from those in your value-creation chain?
10. How have you contributed to your profession or industry? (papers, presentations, positions, new organisations founded, leadership positions)
11. What external relationships have you developed that will help the business?
12. How have you developed bench strength within the company (succession, technical expertise, etc.)
13. What evidence can you provide that you've successfully acted on feedback from past performance discussions?
14. What initiative, process improvement or other projects you launched drove key outcomes?
15. What initiatives you took with your team improved key outcomes?

When Should you **SELF-PROMOTE?**

Regularly. Because your good work is just not enough!

- When you get a new boss
- When you attend a skip-level meeting
- When you attend a town-hall meeting
- At your annual performance evaluation
- In your one-on-one meetings with your boss
- At team meetings
- In progress updates
- At industry meetings, workshops or conferences
- Online (LinkedIn, in-house social media)
- Your CV, LinkedIn and other digital assets
- **When you are asked!**

“When I talk about the things I’ve achieved, I’m not bragging on me, I’m bragging on the rainbows in my clouds.”

Maya Angelou

10 Sentence STARTERS

Pick a sentence starter that you can use tomorrow!

1. I’m pleased to report that.... To be authentic you must really feel pleased about the accomplishment.
2. I want you to know that. Make sure that it’s something that s/he will be interested in or has asked about.
3. We’ve made great progress since.... If s/he is interested in the team’s efforts.
4. I’m honored to have.... This works for internal or external recognition.
5. I received a very complimentary email/voicemail from.... Forward complimentary words from customers or people in your internal value-creation chain.
6. Our key project is.... Updates on project metrics.
7. Since our last meeting...
8. When I ran into <insert name> the other day... Build your credibility through your network connections.
9. I have this idea... Make sure that you’ve developed the business case for it.
10. This report just in... Updates on key metrics.

How to Self-Promote With GRACE & AUTHENTICITY



1. Remember it all starts with leadership
2. Know the business of your business
3. Speak the language of power
4. Be articulate and confident about your attributes and strengths
5. Effectively engage key stakeholders inside and outside your company