



Promote Your Value

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MASSACHUSETTS
GENERAL HOSPITAL



The Program

SEP 9

Session 1: Advancing Your Career During COVID-19

SEP 23

Session 2: Understanding Bias: Challenges & Opportunities for Women

OCT 7

Session 3: Quantifying Your Value | Self-Promotion

OCT 21

Session 4: Bringing it all Together: Making a Strategic Shift & Celebrate

Agenda

- 1 Check-in
- 2 The Importance of Self-Promotion
- 3 The Art of Self Promotion
- 4 Direct Speak



Our Learning Community: Rules of Conduct

Safe
Supportive
Open
Confidential
Fun
Non-judgmental
Inspiring
Willing to be vulnerable
Curious

"Feel comfortable speaking"

"Sharing of ideas"

"Be in the muck together"

"Be sure that people can be wherever they are without worrying about where they should be"

"Freedom of thought; exploring ideas as they come"

"Hearing diverse voices from this amazing group of women"

Please participate freely: by sharing and contributing, everyone learns
Please use the chat or just speak up



What Happened Since Our Last Session?

CHECK-IN

1. What new behaviors did you try?
2. What went well/was challenging?
3. What new insights did you incorporate into your leadership vision and goal?
4. Anything else you would like to share?

Three Aspects to Self Promotion

Our Internalization of Bias

Our internal resistance

External Resistance

Barriers

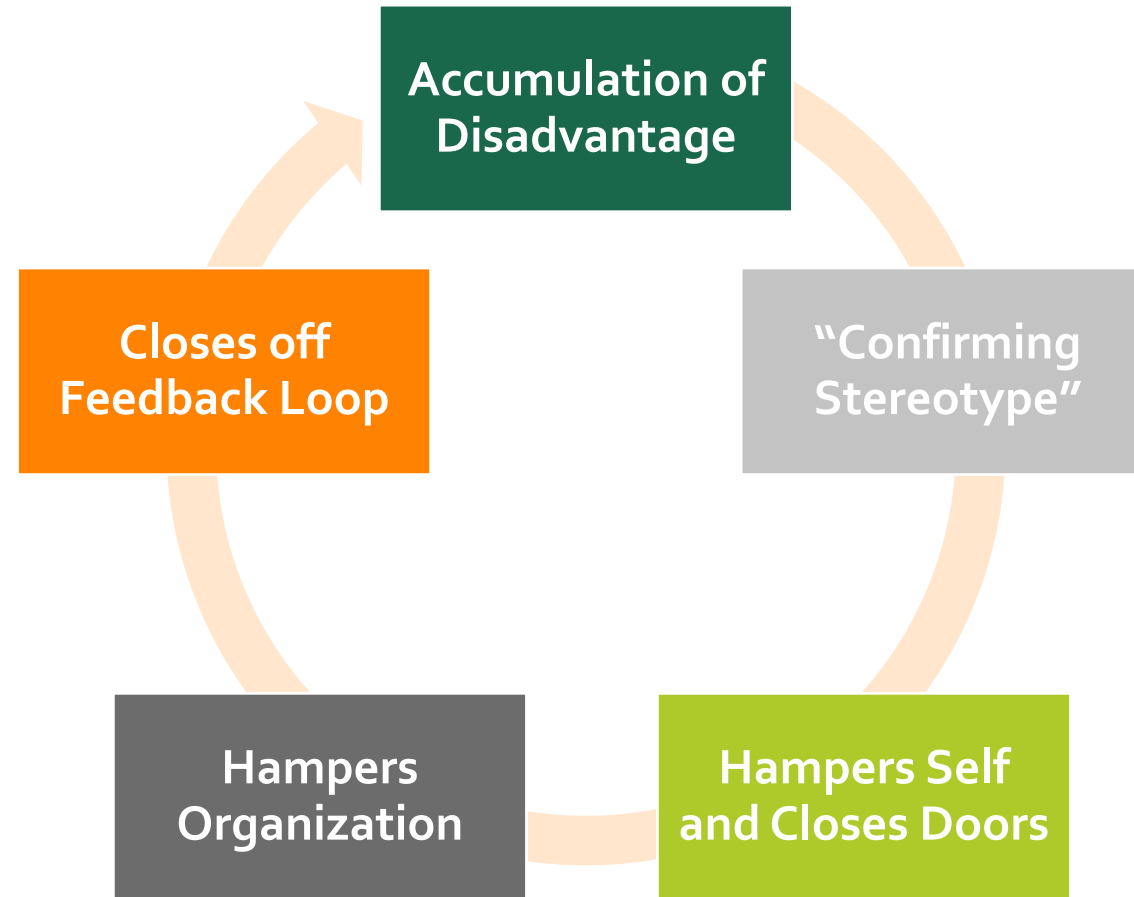
Our Needs and Wants

What we want out of
our career

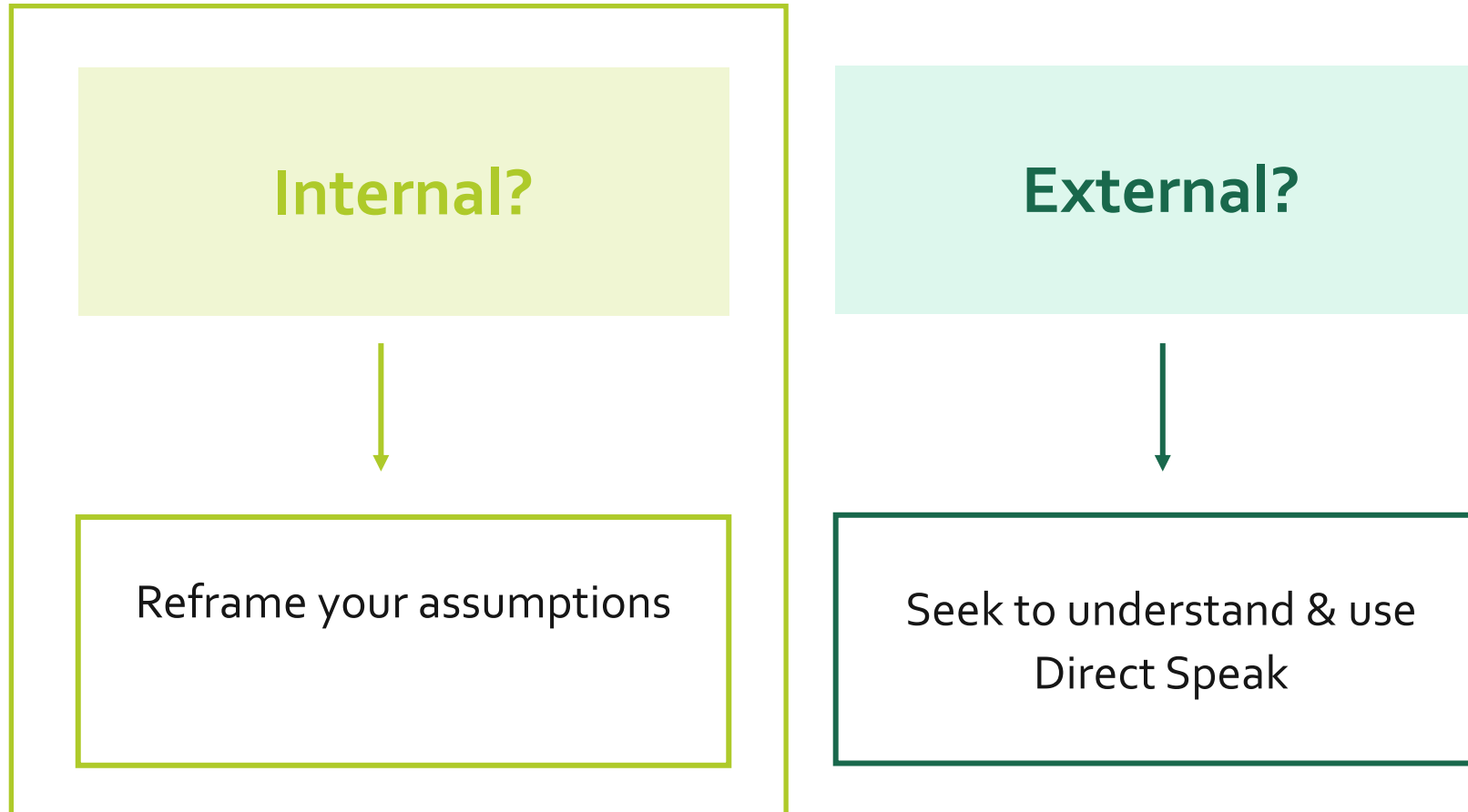


The Impact of not Self Promoting

**Reinforced,
Negative Loop**



Analyze the Resistance



Reframing is Empowering

Assumptions

- Expected to sacrifice, volunteer, be patient and dutiful
- Should be grateful for any compensation
- Bragging is “selfish”



REFRAME

- Making money is good
- I deserve interesting work for fair compensation
- Self-promotion is essential and my responsibility



Internal Resistance? Reframe your Assumptions About Self Promotion

Why? What are my assumptions?

Example:

Sharing my value is bragging and inauthentic

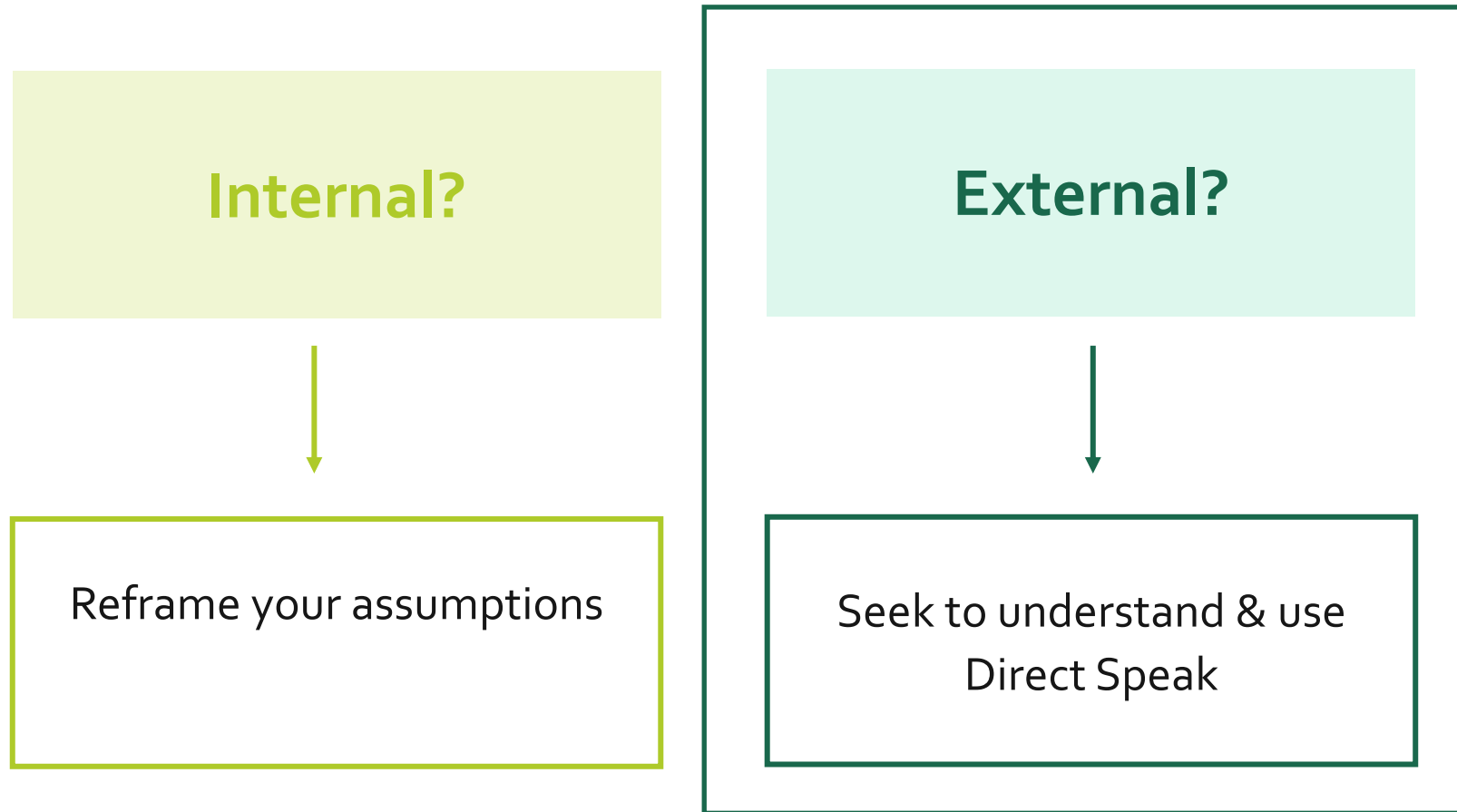
How can I REFRAME my assumptions?

Example:

By sharing my latest research, more people can benefit and it enhances our influence



Analyze the Resistance





External Resistance?

It is information. What is it telling you?

Perception

Situation is
normal

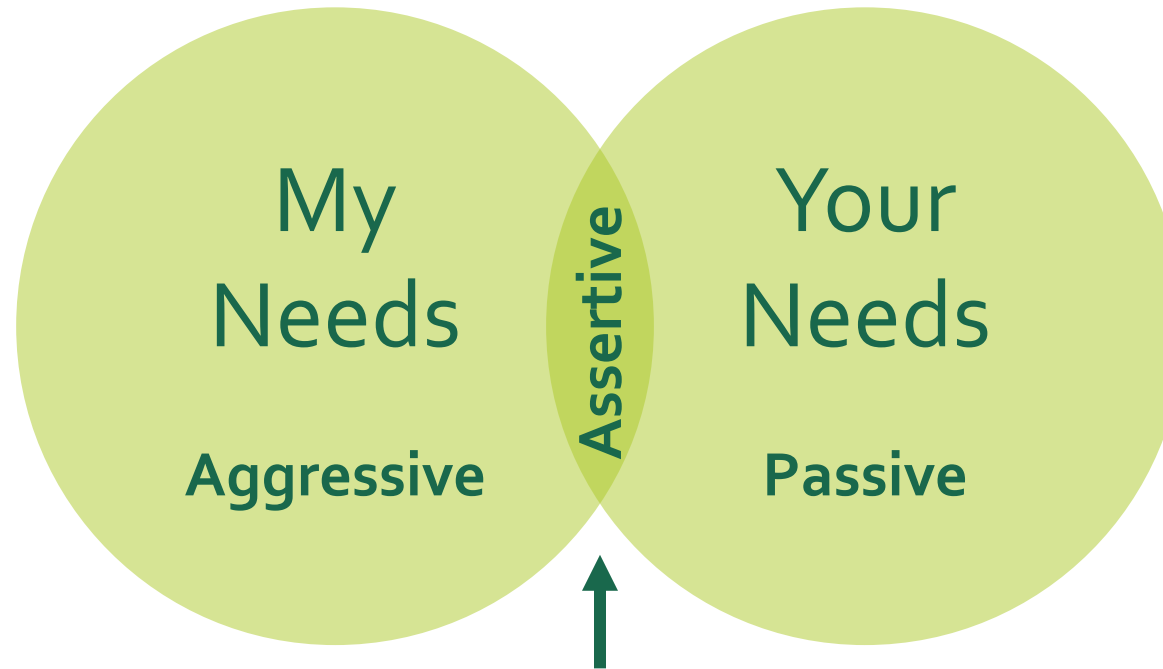
Language

Placating

How to Assertively Manage External Resistance

Aggressive Communication

Exerts control over another
Creates win-lose situations
'This is the best approach'



Passive Communication

Allows another to take advantage. Avoids conflict and confrontation
'Whatever you want is fine with me'



Direct Speak: Three Steps

1. Share your perspective of the situation or event

I think that I am well prepared for a management position

When you said that I should pay attention to my family more than my career ...

2. Describe how you feel without blame

I feel I am being overlooked and am confused as to why.

I felt sideswiped and that my career goals were unimportant

3. State your wants clearly

I would like to understand what is required to get the promotion and where my gaps are.

I want to prioritize both my family and career and would like your support





ACTIVITY

Your Needs and Wants in Direct Speak

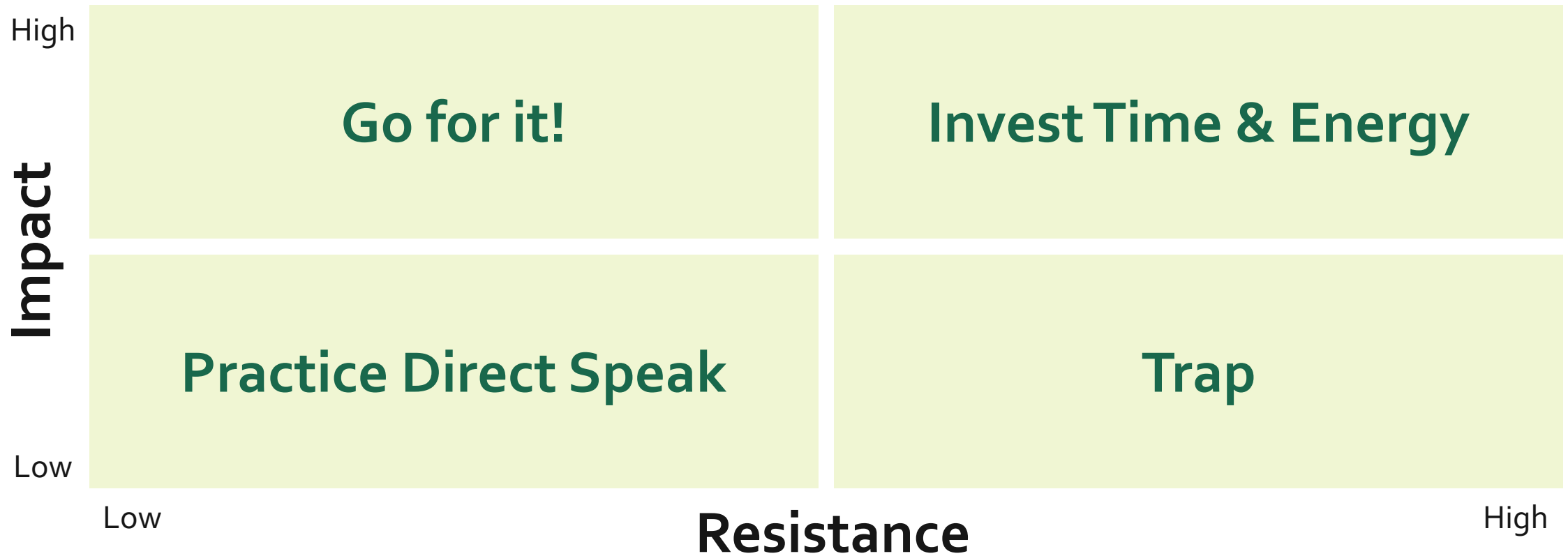
Think of a situation in which someone made it clear they thought less of you due to a personal attribute like gender or race

Develop an assertive statement (direct speak statements) to share your discomfort with the other person

In your breakout: Share your statements and give each other feedback



Analyze the Situation: When Should I Speak Up?



No Resistance? Share your Needs and Wants

The Art of Self-Promotion

Know Your Value

This is how I contribute
and how I can help

Promote Your Value

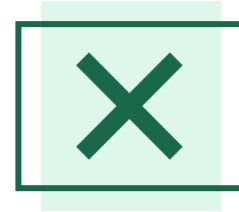
Small steps instead of
large negotiations



The Art of Self Promotion: The Difference is Subtle



- Show others how what you are working on adds value to what they are working on
- Offer to help make others successful in their exciting projects
- Talk about what value you and your team added
- Ask for support / compensation
- Ask for feedback proactively
- Accept feedback willingly



- Show others what great projects you are working on
- Takeover exciting projects from others so you can take credit
- Talk about what you and your team worked on
- Ask for money without relation to performance
- Avoid asking for feedback
- React negatively to feedback

My Strategic Value Statement

I do _____
(this)
for _____
(whom)
it provides _____ value,
(this)
and here are my results _____.
(impact)



Self Promotion Best Practices



What Self Promotion Conversation Do You Want to Have?

1. What kind of question can you ask about what is required to help, in your role right now?
2. How are you uniquely placed to help/contribute?
3. What value does that bring?



Self Promotion - Action Planning

Promoting your value

How it will help me achieve my goal:

What do I need to do?	Target date or check in	How can I measure success in this encounter?
1.		
2.		
3.		
4.		
5.		
6.		
7.		



Intersection Homework: Practice and Reflect



Photo: Raw Pixel

1. Practice Reframing Resistance
2. Practice Direct Speak
3. Pick a situation in which you can promote the value that you bring. Reflect on what you've learned and practiced. Note your feelings, challenges and successes
4. Meet with your accountability partner



Final Celebration



Your Accountability Partners

Please write **a sentence or two** about each one of your Accountability Partners or simply provide **a few adjectives** that would describe this person and their interaction with you. Feel free to also write about anyone else who was important to you in this journey, even if they were not "assigned" to you.

Your Leadership Vision and Goals

1. Please provide **ONE WORD** that best describes who you want to be as a leader
2. Please describe **ONE STEP** you have been able to take (work on) to move closer to your vision of your leadership

Please email by Thursday, October 15, via email to me (camilla@orangegroveconsulting.com) and copy Jimmy (jimmy@orangegroveconsulting.com) using "Final Celebration" as the subject line. Thank you!

Coming in Action

What are you taking away?

**What are you going to do differently
starting tomorrow?**





MGH Women in Oncology Leadership Program

Thank you!



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Accountability Partners: Session 3

1	Aparna Parikh	Jen Shin
2	Kerry Reynolds	Liz Carstens
3	Laura Petrillo	Mary Beth Aronow
4	Lecia Sequist	Laura Spring
5	Paige Walsh	Rachel Rosovsky
6	Kimberly Brennan	Kerri Palamara-McGrath
7	Amanda Guidon	Meghan Sise
8	Amy Comander	Rupa Narayan
9	Andrea Russo	Ibiayi Dagogo-Jack
10	Becky Zon	Lipika Goyal
11	Minna Kohler	Priscilla Brastianos
12	Gaby Hobbs	Sophia Kamran

