

Assumptions About Self Promotion

Why? What are my assumptions?

What is the impact?

How can I REFRAME my assumptions?



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



The Art of Self-Promotion

Remove Unconscious Bias

Adding value AND
being rewarded fairly

Know Your Value

This is how I contribute
and how I can help

Promote Your Value

Often, in small steps
instead of large
negotiations



Let's Talk Value...

...Quantify Your Impact

My company

1

Does ...

How do I contribute to this?

2

Earns ...

How do I increase company income?

3

Spends ...

How do I decrease costs?

4

My Value

Is my value less or more than what I earn?

5

ROI for Company

What is the return on the company's investment?



My Strategic Value Statement

I do _____
(this)

for _____
(whom)

it provides _____ value,
(this)

And here are my results _____.
(impact)



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Case Examples



Case Example: A Better Way



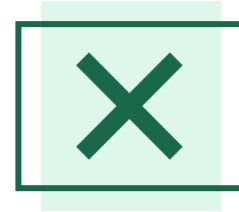
- Prepares
- Summarizes results
- Highlight team success
- States her wants/needs
- How can I help?



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
- Tell everyone what value you and your team added
- Ask for support / compensation
- Ask for feedback proactively
- Accept feedback willingly



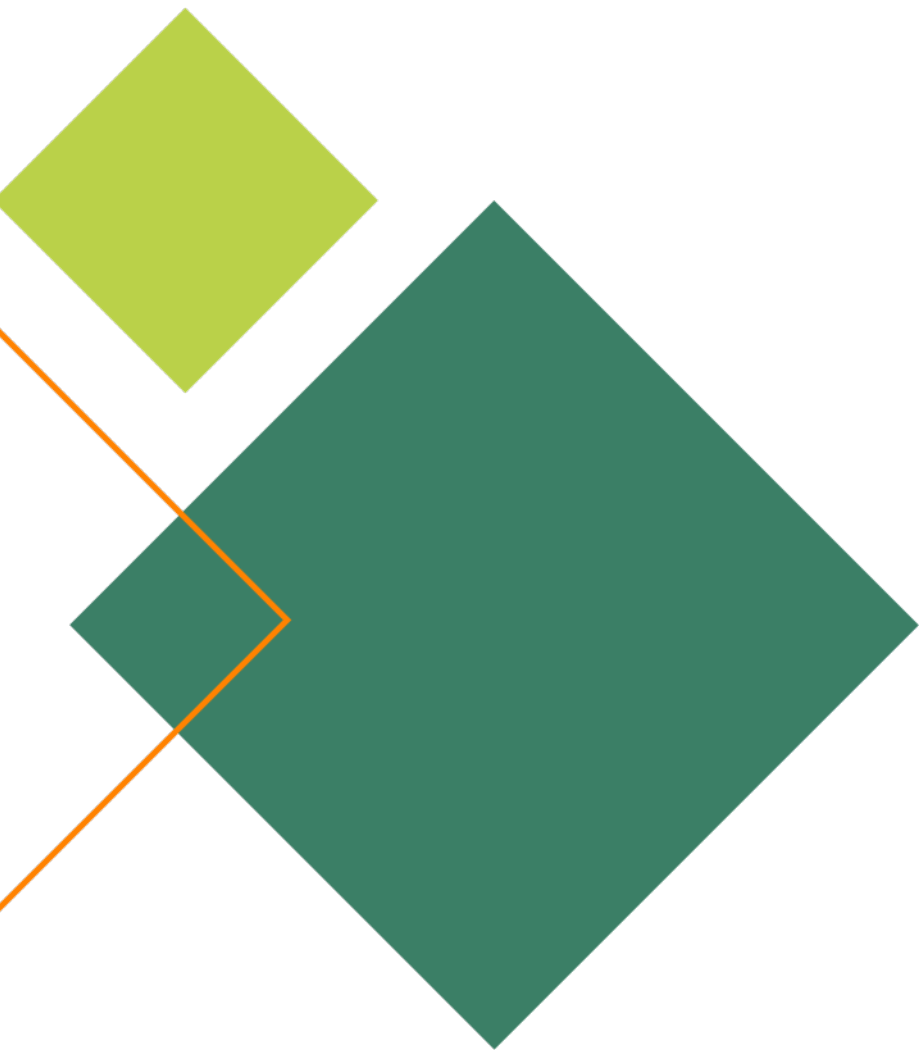
- Show others what great projects you are working on
- Takeover exciting projects from others so you can take credit
- Tell everyone what you and your team worked on
- Ask for money
- Avoid asking for feedback
- React negatively to feedback

Self Promotion Best Practices



What Self Promotion Conversation Do You Want to Have?





Power Skill #2

Recognizing and Sharing Your Value

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.		



“

*We are what we repeatedly do.
Excellence is, therefore, not an
act but a habit.”*

Aristotle



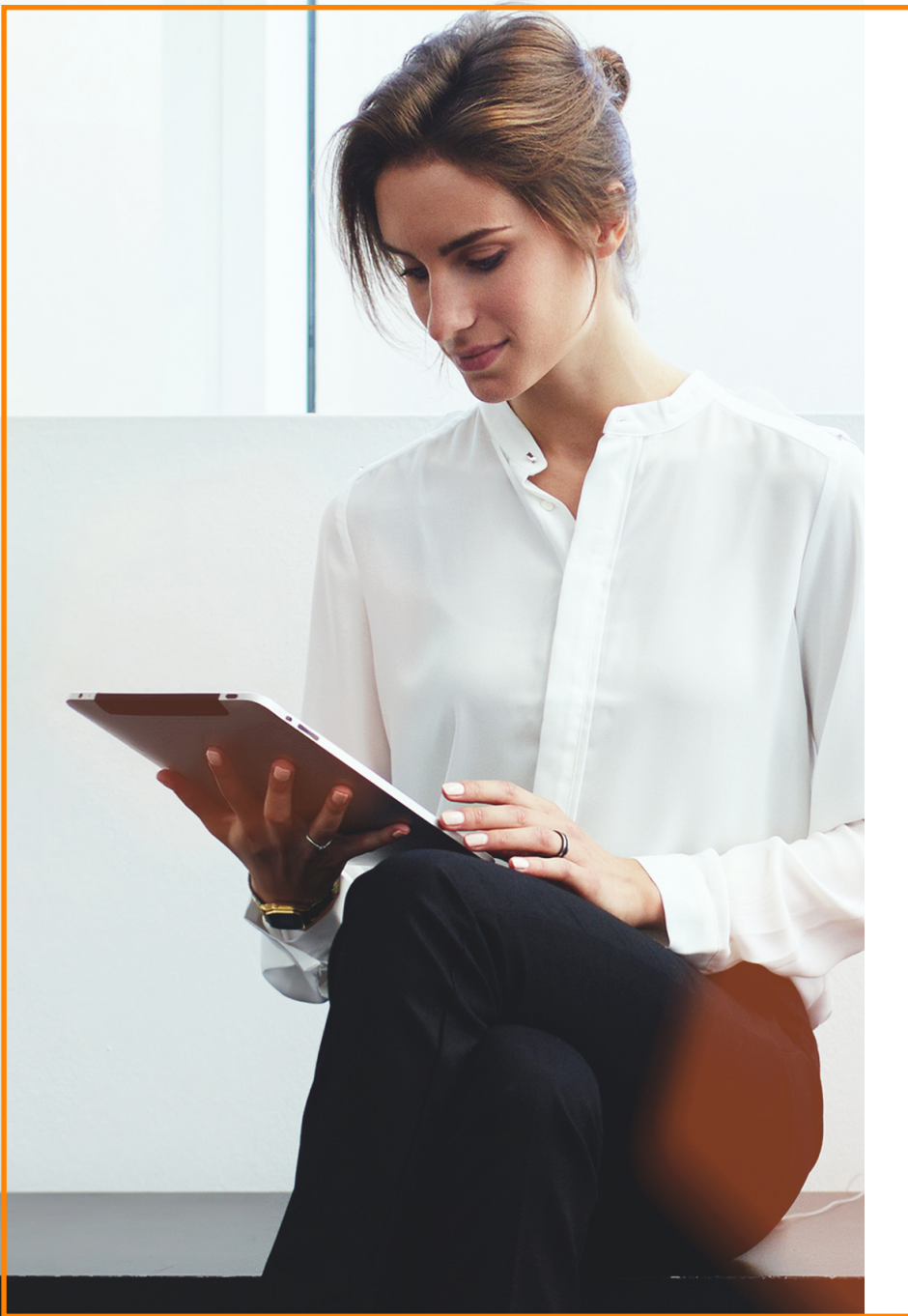
Intersession Homework: Practice and Reflect



Photo: Raw Pixel

1. Define your value
2. Promote your value: have your conversation
3. Self promotion action planning
4. Reflect on what you've learned and practiced
5. Check in with accountability partner





Coming in Action

What are you taking away?

What are you going to try and do differently next month?



The RMR Group - Accelerated Women in Leadership Program

Session 2: Quantifying Your Value: Self Promotion

Ank Stuyfzand



THE
RMR
GROUP