

TOP TACTICS FOR SHAMELESS SELF-PROMOTION AT WORK

It's important that those in a position to benefit your career know who you are and what you've accomplished. Successful professionals understand the importance of being visible and letting others know about their achievements. As importantly, they know how to reach this objective in an appropriate way that is not construed as bragging or conceit.

John M. McKee of BusinessSuccessCoach.net and author of "Career Wisdom – 101 Proven Ways to Ensure Workplace Success" offers aspiring professionals these tips for establishing a positive high profile and effectively conveying "workplace wins."

> Develop an elevator speech. The chance to make a great impression can come up at

unexpected times, including an elevator ride.

Develop a message about three sentences long and memorize it so that you may capitalize on chance meetings.

> Pace your boss. Employees should ensure they are in the office when the boss is in. Let her or him see that you share the same work ethic. Simply put, if your boss is at work, you should be, as well. If the boss is at the office after hours or on weekends, it is entirely to your advantage to be there at the same time.

> Over-communicate. Keep anyone in a position to help you move ahead well-apprised of what you are planning or working on. Take advantage of every legitimate opportunity to have face



time with your direct superior or other decision-makers. The more people who know you, the better the chance of your name being suggested when opportunities arise.

