



## 10 Tactics for Shameless Self-Promotion at Work

### *Keys to becoming a successful professional*

By John M. McKee

**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, without bragging or being conceited. These tips will help you positively and effectively convey "workplace wins" with the powers that be:

**1. Develop an elevator speech.** The chance to make a great impression can come up at unexpected times, including an elevator ride. It's important that you take advantage of any opportunity to promote yourself succinctly and effectively. Develop and memorize a message that is about two to three sentences long (see page x for tips), so that you can capitalize on fortuitous meetings.

**2. Pace your boss.** To really stand out, employees should ensure they are in the office whenever the boss is in. Simply put, if your boss is at work, you should be as well. If (s)he has decided that it's necessary to be there after hours, on weekends or early in the morning, it is entirely to your advantage to be there at the same time. This is a great oppor-

tunity to distinguish yourself from others in the workplace and capitalize on one-on-one time with the boss.

**3. Overcommunicate.** Take advantage of every legitimate opportunity to have face time with your direct superior or other decision-makers inside the organization. The more people know you and are aware of your projects and results, the better the chances of your name being suggested when new opportunities arise. A good way to do this is to create a "status update" memo when you're working remotely; it helps those in other locations keep track of your progress and performance.

**4. Shine brighter by sharing credit.** No one likes a "glory hog." One of the fastest ways for a subordinate to become disliked and disrespected by a boss is by taking sole recognition for a team effort. Good employees are recognized for their ability to share success with others. Learn to cite those who have helped create successes, including your boss. Sharing these accolades will ultimately further your career growth.

**5. Look the part.** Presence is a combination of how we

look, how we carry ourselves and how well we communicate. Many decision-makers still associate one's appearance, demeanor and speaking ability with their overall ability. Carry yourself with the best posture, speak and gesture in a confident and authoritative manner, and wear attire that imparts your success.

**6. Arrive rested and prepared.** Far too many people arrive at work — and those all-important meetings — tired, foggy and underprepared, which hinders performance on all fronts. Being well-rested leaves you focused and improves your ability to think critically and "connect the dots." The more rested and prepared you appear the more likely you are to be seen as the one who is in the best position to perform what's needed — now and in the future.

**7. Toss the tech.** Those who think that communicating via email replaces the need to actually talk with people around them fail to recognize the importance of personally connecting with others. Communicating in person whenever possible is imperative for success-seekers, no matter how intimidating or unaccommodating your boss may be.

**8. Deliver the goods.** In business, it's all about accountability. Bosses love those who keep in mind that they are there to perform a function, not come up with excuses as to why they couldn't deliver results. If you have fallen short in a task, admit it. Don't use hollow-sounding excuses; show that you take responsibility for the shortfall and are willing to "make good." The boss will respect your approach.

**9. Know what you're worth.** Employees who know what's going on in the market gain additional respect from their bosses. By keeping on top of the job market, you present yourself as a professional seeking career opportunity, which can increase your perceived value to the company. Just be careful not to position this information as if you're "shopping around" for a job elsewhere, lest they feel you're not committed to the organization and lose trust in you.

**10. Network, network, network.** This remains one of the best and most effective ways of sourcing jobs outside your existing employer. Attend industry events and read industry periodicals and online journals to be aware of changes. If you don't have a page on a social networking site like LinkedIn or Facebook, make one. More and more hiring decisions are made using Internet searches. And always have an up-to-date, well-planned and thoughtfully articulated resume ready for any request. [WW](#)

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