

# McCombs Career Webinar



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# How to Get the Visibility You Want



by Neena Newberry





### **Objectives**

- Identify limiting beliefs that impact your ability to self-promote
- Review strategies to increase your visibility
- Develop 1-2 actions



#### **The Self-Promotion Scale**

Active Self- Selective Self- Heads-Down Praise Promoter Promoter Worker Deflector



# What Are Your Limiting Beliefs?

- Identify at least one limiting belief you have about self-promotion
  - NOTE: A limiting belief is one that keeps you from self-promoting

 Share your response using the chat feature on your screen



#### **Tasteful Self-Promotion**

Think of someone who tastefully selfpromotes. What makes you view their self-promotion in a positive light?

 Share your response using the chat feature on your screen



# **Limiting Beliefs**

- 1. Limiting Belief: I don't want to brag
  - Reframed: I need to inform
- 2. <u>Limiting Belief</u>: My accomplishments speak for themselves
  - Reframed: Good work often goes unnoticed
- 3. Limiting Belief: I don't have time to self-promote
  - Reframed: Self-promoting is part of my job
- 4. <u>Limiting Belief</u>: I'm uncomfortable promoting myself
  - <u>Reframed</u>: I can promote myself in a way that is effective and maintains my integrity





#### Engaging others

- Invite others to sit in on a meeting to give a fresh perspective
- Ask senior people for insights and perspective
- Ask for help it forces you to describe your work



#### Engaging others

 Acknowledge collective effort – sharing the accomplishments of your team may be more comfortable

- Educate your boss or clients
- Partner with others to advocate your work



- Engaging yourself
  - Accept credit where it is due
  - Distinguish between I and we, to clarify your contributions

- Share positive feedback from others
- Acknowledge the positive
  - When you do talk about your work, share what is working well (not just the challenges)
  - Acknowledge where you need help





- Engaging yourself (cont.)
  - Create an elevator speech
  - Share information seek opportunities to give presentations
  - Volunteer to get involved in a high profile project



#### **Action Steps to Increase Your Visibility**

#### **Actions You Will Take in the Next Two Weeks**

1.

2.

Don't forget to identify someone to hold you accountable!



#### **Tools & Resources**

- Elevator speech tools
- One-day virtual retreat on August 18<sup>th</sup>
- Contact me if you are interested in either

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#### **Thank You!**

 The recording of today's presentation, along with the PowerPoint slides, will be available on our Career Programming Web page by next week:

http://www.mccombs.utexas.edu/alumni/careers/programming/