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

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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 self-promotes. 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. **Limiting Belief**: 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. **Limiting Belief**: I’m uncomfortable promoting myself  
   - **Reframed**: I can promote myself in a way that is effective and maintains my integrity
Self-Promotion Strategies

 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
Self-Promotion Strategies

- 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
Self-Promotion Strategies

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
Self-Promotion Strategies

- 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 18th
- 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/](http://www.mccombs.utexas.edu/alumni/careers/programming/)