

PROMOTING YOU

and accepting compliments



Why don't many
women
self-promote?

A few common reasons...

- I'm introverted.
- Bragging is tacky and gross.
- My work should speak for itself!
- I feel like a fraud.
- I sound aggressive or obnoxious.
- That's not how I was raised.
- I do not know how.
- That is not who I am.
- She brags and she's awful.

HELLO & WELCOME



Nicole Provonchee, Executive Coach

- Founder, Bright Blue Consulting (2017)
 - Coaching Focus: Women Professionals
 - Clients: HCA, Bridgestone, Ascension, Vanderbilt, NaviHealth, Center for Non-Profit Management
- 20 Years Leadership/Executive Roles
 - Strategy, Marketing, Communications, Sales
- Working Mother (Boys aged 8 & 9)



How did we get
here?







SOCIAL PENALTIES



Caregivers
Sensitive
Communal



Providers
Decisive
Driven



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From *Lean In*

www.ConsultBrightBlue.com



Providers
Decisive
Driven

Not-Nice
Self-Serving
Not Likable



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UNDERVALUE
OUR
WORK



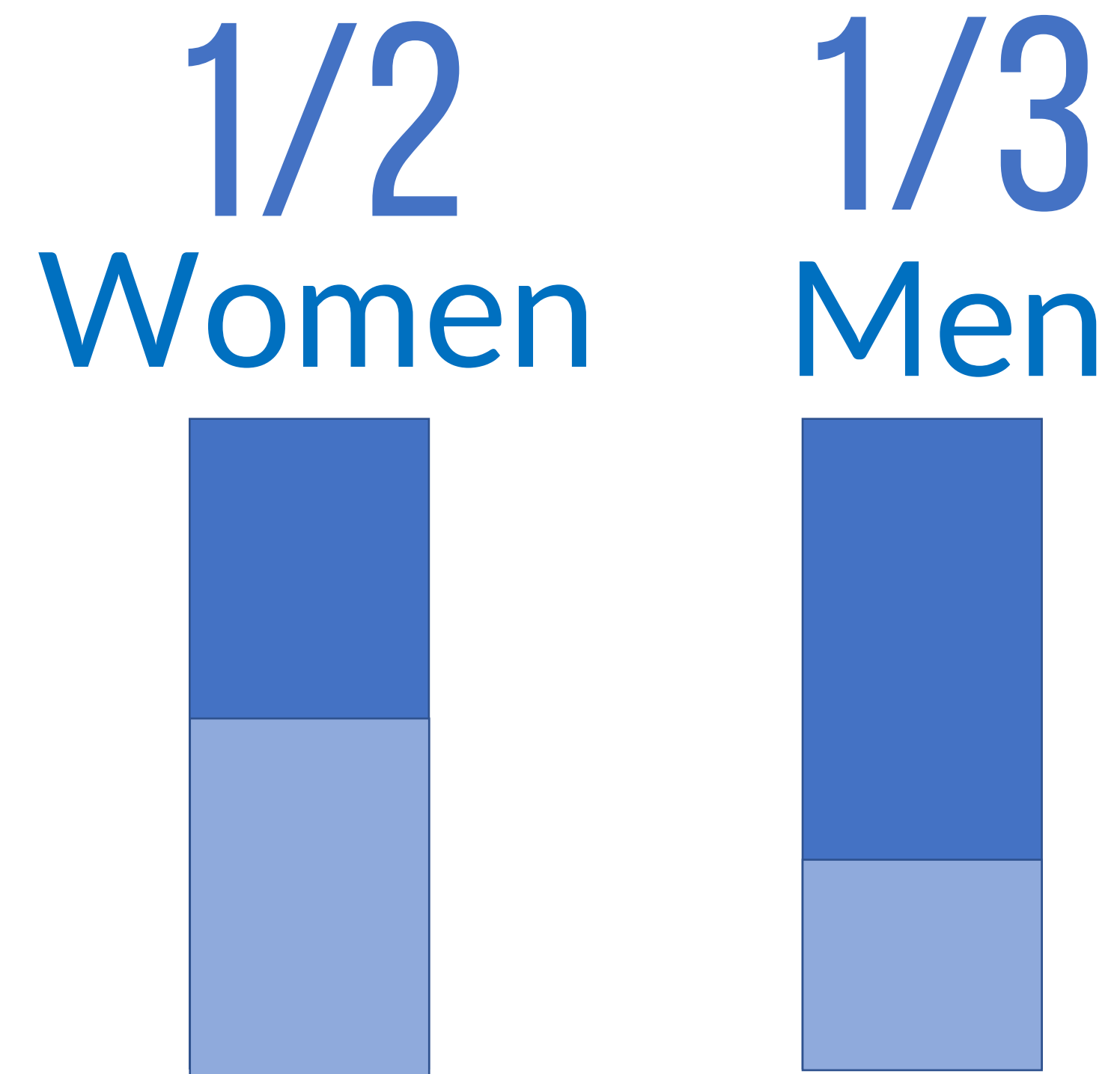
CONFIDENCE
+ gap
COMPETENCE

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WORK



CONFIDENCE
gap

Job Performance
Self-Doubt



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WORK



CONFIDENCE
gap

Confidence in Skills to
Apply for a Job

Women: 80–100%

Men: 30–60%

Women:

“I have never held this position before.
My skills match most of the criteria.”

Men:

“I have the skills you are looking for.
I am excellent at X, Y, and Z.”



“Underqualified and underprepared men don’t think twice about leaning in. Overqualified and overprepared, too many women still hold back.

Women feel confident only when they are *perfect*.

Or *practically perfect*.”

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WORK



Where do we go
now?

The best known
brands all have
marketing
departments.

You need one too.



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PATH TO SELF-PROMOTION



01

DEFINE YOUR EDGE

A clear articulation of where you excel

02

GATHER YOUR SUPPORT SQUAD

Surround yourself with people who help you celebrate and market your edge.

03

PROMOTE YOUR WORK + EDGE

Take steps to actively promote you and your edge, skills and work.



01

DEFINE YOUR EDGE

A clear articulation of where you excel



The Tiara Effect



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DEFINE YOUR EDGE



What makes you awesome?

Not perfect. Just awesome.

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OUR
WORK



HOW TO FIND YOUR EDGE



- Where do you have expertise?
- What exasperates you?
- What compliments do you dismiss?
- When do you lose time?
- What do people seek you out for?



HOW TO FIND YOUR EDGE



1. Seek out 3 trusted advisors/friends
2. Ask them:
 - What do you think are my strengths?
 - What three words you would use to describe me?

HOW TO FIND YOUR EDGE



Pull it together:

I am skilled in _____, _____, _____

I am awesome at _____, _____, _____

My strengths are _____, _____, _____



02

GATHER YOUR SUPPORT SQUAD

Surround yourself with people who help you celebrate and market your edge.



Early Career Professionals

I have a strategic network of coaches, mentors and sponsors whom I look to for guidance.

79%
men

45%
women



Had a career discussion with a mentor or sponsor in the past 24 months

54%
men

39%
women



Healthy Friends

“Women with an added support layer advanced further than other women.”

People you can trust to:

- Give honest & compassionate feedback
- Encourage calculated risks
- Cheer you on & cheer you up
- Ask tough questions
- Be accountability partners
- Help you navigate woman-only issues
- Not over-function



Mentors

They DO NOT have to match your style, race or gender

Offer advice & counsel rooted in personal/professional experience

Must Have Ability & Willingness to:

- Value mentee as a person
- Develop mutual trust & respect
- Maintain confidentiality
- Coach to solve problems, rather than direct
- Focus on mentee's (whole) development

BE A GOOD MENTEE



Mentors give TIME - their most valuable commodity

- Be Clear About Your Needs
- Be Picky. (You need to respect, trust and mostly like them.)
- Under-promise + Overdeliver. Set clear goals and deadlines for deliverables and responses.
- Engage + Do Your Work



Sponsors

“While a mentor is someone who has knowledge and will share it with you, a sponsor is a person who has power and will use it for you.”

- Leader more senior than you usually in your organization
- Well-respected in organization
- Has power to influence decisions that could impact your career
- They DO NOT have to match your style, race or gender

Sponsors

Responsibilities of Sponsor:

- Use their organizational capital - publicly & behind doors, to push for protégé
- Believe in/go out on a limb for protégé
- Provide protégé with “air cover” for risk-taking

03

PROMOTE YOUR WORK + EDGE

Take steps to actively promote you
and your edge, skills and work.



THE EASIER STUFF



1. Add “Celebration” to one-on-ones with boss
2. Start and keep a **Success List**
3. **Forward** positive feedback from others to your boss
4. **Normalize** feedback by complimenting others
5. Watch and **benchmark** others who do it well



SEEK NEW WAYS TO SHOW YOUR EDGE



- **WRITE:** Write a blog or article for company enewsletter or Intranet (*then promote it on LinkedIn and share with friends*)
- **SHOW:** Post big wins, promotions, articles on your area of expertise (with comments) on LinkedIn
- **TALK:** Give a talk/workshop in your area of expertise
 - Consider Employee resource groups, department lunch & learns

Let's talk about **Taking Compliments**

you
are
super



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Why do women struggle with **compliments?**

A few common reasons...

- It is/was not common in our household.
- Deflection is my default.
- We are suspicious about WHY.
- It feels greedy, braggy or overly confident.
- I don't feel worthy.

You are your own person now. You can make new rules.

Ask: What if it really is just a compliment.

Ask: What is deeper work I need to do around not feeling worthy?



Just say
“Thank you.”



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Not...

“well, you know, it was a team effort and Jane did...”

“it was nothing...”

“it was not that hard...”

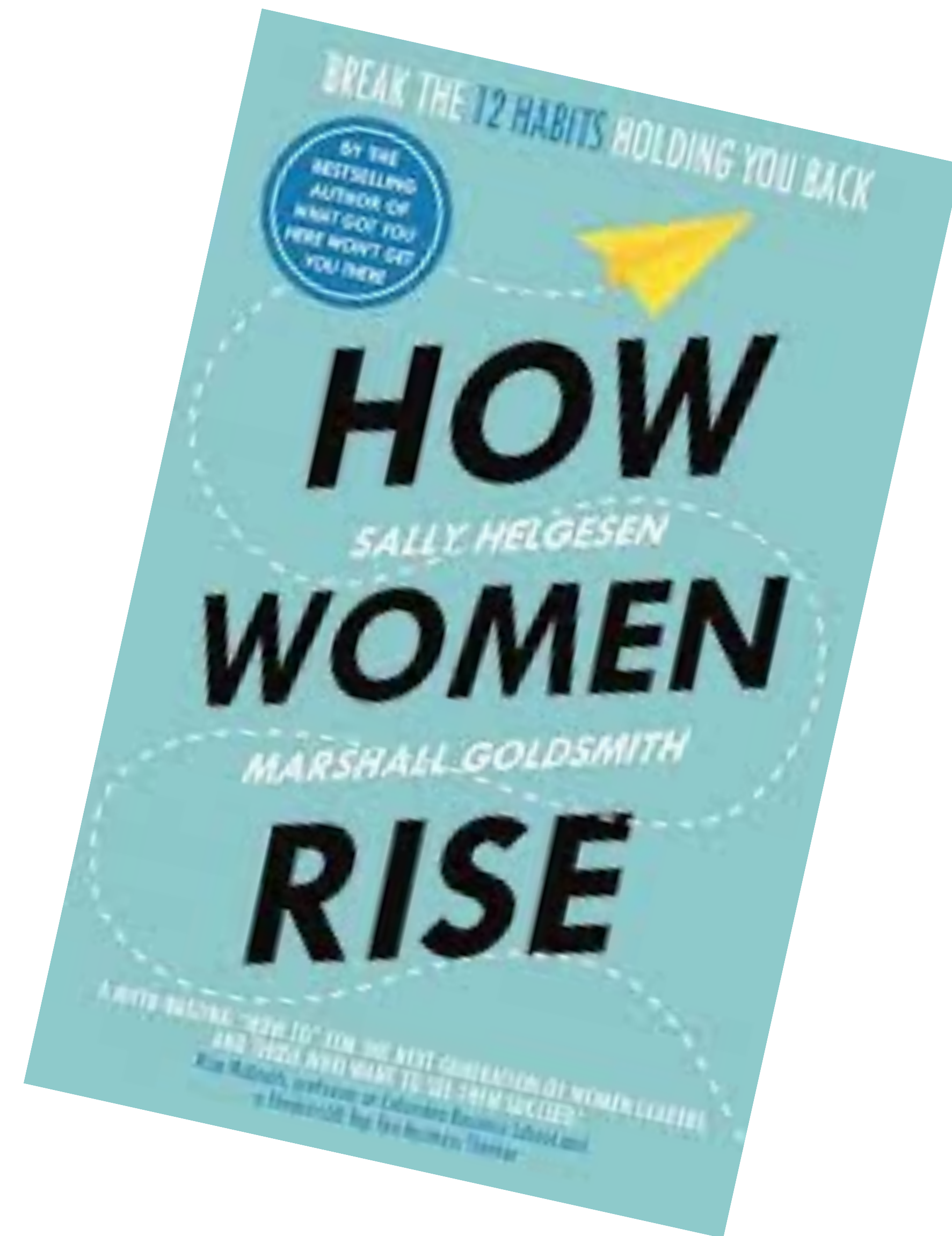
“I got it on sale.”

A close-up photograph of a person's hand writing the words "Thank you!" in a cursive script on a piece of brown, textured paper. The hand is holding a dark-colored pen. The paper is resting on a dark, textured surface. In the background, there are other pieces of brown paper and a small, dark container, possibly for ink or paint. The lighting is soft, highlighting the texture of the paper and the hand.

Thank you!



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What Will YOU
Commit to Do Now?



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Let's
Be
Social