

# SELF- PROMOTION



GET THE RECOGNITION  
YOU DESERVE

CINDY TONKIN

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And the thousands of people who bought my first book.

May your mistakes be few, and your learning great.

Cindy Tonkin

## GET RECOGNISED, APPRECIATED AND PROMOTED

*Martin's a good manager. He inherited a large call centre with teams of borderline manic-depressives. Complaints were common, call dropout rates atrocious, morale was low. People clock-watched and turnover and absenteeism were high. Martin fixed it. He delivered improvements. He installed performance measures and instituted staff reward systems. He did what any good manager would do. And no one noticed.*

Now perhaps his manager wasn't a very astute business person. That's not the issue. Martin wasn't appreciated, didn't get applauded, and got no opportunities to advance as a result of his hard work.

There's an odd parallel in the fact that 71% of women on boards in the UK have titles. Having a title in the UK is probably like being a sport star in Australia - it gives you a profile and opens doors. So what do people do when they can't throw a ball and haven't inherited a title to achieve business success? Both Martin's story and the board statistic point to the need for our talents to be "publicised" as well as lived.

Countless surveys list presentation and influence skills as primary for senior managers. Recent research from the **Australian Business Women's Network** cited self-promotion as the most essential skill. When I worked with Martin it became clear that despite all his other skills, self-promotion was what he lacked.

*Set out your own reasons to self promote with  
Worksheet 1 and Worksheet 2 on pages 14 & 15*

## | Ability isn't enough - the ability myth

This goes against a common belief that ability alone will get us to our goals. I outlined this myth - the Ability Myth - in my second book, *Consulting Mastery - The Ability Myth*<sup>1</sup>. In a nutshell, if your success depends on others choosing you for a position, rating your performance or putting you forward, you have to meet three requirements. Ability is just one of these. You won't get anywhere if you don't have Availability and Affability as well. It is astoundingly simple, even obvious. But you'd be surprised how few people actually do it.

### **Boost your "availability"**

The first requirement is to have a high Availability rating. Availability is about people knowing you exist. It's not about what you know, but who knows you know it. Managers with high Availability factors remember that it's not enough to do a good job; people need to know you've done it - through published KPIs, through client testimonials, by the way your staff work.

*Choose how to boost your Availability Factor with Worksheet 4 on page 24*

*Consulting Mastery - the Ability Myth  
is now book 11 in the Consultant's Guide Series.  
Buy it on Amazon or at  
[consultantsconsultant.com.au/shop](http://consultantsconsultant.com.au/shop)*

## | Get “affable”

The second requirement is Affability. This is about rapport – being likeable, fitting in, and understanding the environment. As a manager, you need to have alliances, to fit the part, and to work within the culture. It doesn't necessarily mean you have to play office politics, but you do have to **understand** office politics.

*Choose how to boost your Availability Factor with Worksheet 4 on page 24*

## | Finally, ability

The second requirement is Affability. This is about rapport – being likeable, fitting in, and understanding the environment. As a manager, you need to have alliances, to fit the part, and to work within the culture. It doesn't necessarily mean you have to play office politics, but you do have to understand office politics.

*Make a conscious choice to use your ability to boost your availability and affability with Worksheet 5 on page 25*

## | Self-promoting - supporting your own career and team

You may think I'm suggesting that self-promoting overrides your ability to deliver. Not at all. You should have good skills to be a good manager. I also know that many managers with excellent skills have to settle for less than they want or deserve. They do so because they miss the first two steps - either they don't let people know what they're doing well, or they don't know how to fit in with the team.

Many people with ability do make it to the top. Jim Collins in **Good to Great** talks about the self-effacing leaders who bring organisations from good to great. They may not make it into the press, but their peers and their organisation know them. They're known at the place where it counts, even if they're not in the newspapers or writing books about how to manage.

## | If you're under-rated or under-recognised

So, if you feel under-rated or under-recognised, and are wondering why, look at how you support your self-promotion. You can gather a portfolio of your recent achievements, e-mails from happy clients, lists of projects brought in on time, comments from staff and managers.

*Find other ideas in worksheet 3 on page 19*

Consider stopping to appreciate what you've achieved, rather than completing the day asking "What on earth did I do today?" Once you've collected this portfolio, you're ready for the next step.

Beating the ability myth and promoting yourself and your abilities is not difficult, it's just another soft skill. Observe the successful people in your organisation, the ones who seem to get what you want, and ask yourself what they are doing that you could do. If you don't blow your own trumpet, no one else will. It is "un-Australian" to boast, brag or even display successes. So observe how others do it in a comfortable way, and follow their lead.

## WHY SELF PROMOTE

So why self-promote? There are 2 reasons to self-promote.

- People are busy
- Organisations have short memories

Let's take each of these in turn.



## | People are busy

People are busy. They don't notice you because they're focused on other things. They are trying to do their job, fix their problems. Do what's essential to them:

**Ben turned his staff around from reluctant order-takers to forward-thinking proactive sales people. Through clever recruitment and promotion. And through carefully strategised training and development. It took him 3 years. If any of his original managers were still there they may have noticed. But in that time they'd been restructured three times. His manager had changed twice. Ben and his staff outlasted them all. Renee in HR has noticed. But she's working on an international project. She's out of town two weeks in three. She'll put in a word if ever it comes up, but she's rarely in meeting where operational issues come up any more.**

Self promotion is not a skill we're overtly taught. Some people seem born with it. Others learn it because they're fixated on a goal they really want, and they do what it takes to get there. You may be more measured in your approach. If you have any need to be appreciated, acknowledged, rewarded or promoted, self promotion is what will get you there.

*Why self-promote? Do worksheet 1 on page 15*

Of course in Australia we have the myth of the tall poppy. It's not unique to us. Some Asian cultures say the nail that sticks out gets hammered down. And yet people are promoted and recognised all the time. If people are so busy what makes them stop occasionally and notice?

Temper your self-promotion so you feel comfortable with. You will find the correct balance.

## IT'S NOT ABOUT WHAT YOU KNOW

Evelyn is an event manager in a major not for profit. She resisted prepared her Key Learnings reports for her manager because she was so busy making successful events happen. She saw no point in doing them. Her colleague Jodie not only did her KLR, she also sent her manager a "wins of the week" email to let him know when good things happened - new sponsors on board, or a committee defection averted, for example. Evelyn was more successful on the ground, but her manager thought Jodie was, because Jodie let him know. Which one do you think was tapped on the shoulder to act in the manager's role when he took long service leave? Jodie, of course.

Self promotion isn't about what you know. Self-promotion is about what others think you know. It's not about the results you get. It's about who knows you got the results.

### | So what does self-promotion mean?

Some principles of self-promotion:

- It's not about luck
- Know what you want
- Know what they want
- Celebrate
- Measure

Here is each in more detail.

### | Luck = preparation + opportunity

**My friend Dean is a stand-up comic. I first met him when he wasn't so funny. He showed up at open mics. He went to classes. He sucked dry the brains of every comic he could meet. He listed himself on comedy websites. He called agencies and told them he was available for gigs. He did cable and public TV shows for no money. He made short films.**

**Dean recently got a gig with a major radio station. Some of my friends say he's "lucky". Having observed his rise to fame I'd be suggesting it's not as much about luck as it's about preparation and opportunity.**

In the corporate world if you want the equivalent of a radio station gig, then you need to be as visible and available as Dean made himself. Luck is the sum of preparation plus opportunity. People offer you lucky breaks (an opportunity) because they know who you are and what you do. You take it up. Being available in people's minds is step 1 in catching a break!

*Find other ways to be in the way of luck in worksheet 4 on page 24*

## **| Know what you want**

In Dean's stand up story, he knew what he wanted. This is the first key to self promotion. Who are you, what do you want, where are you aiming? Remember even staying still (keeping your own job) is about showing you can perform.

**Brent wanted a promotion, more responsibility and more money. His boss felt he was too timid, too retiring, to stand-offish. He wouldn't engage with suppliers and customers in the boisy way they expected. So Brent got some coaching. He started taking the confidence he felt in other areas of his life (like in his squash matches and tournaments), and using it in the boisy environment.**

**His boss didn't notice, because of course he wasn't with the customers and suppliers when Brent was. So Brent had to be very clear about how he had changed. He had to get the suppliers to call his boss and say how changed he was.**

Brent didn't have to self-promote to keep his own job, but he did have to so that he could show his boss what he was doing.

When you know what you want and what you need to do to get it, self promotion gets smoothes.

*Define what you want in worksheet 1 on page 15*

## | Know what others want

What do others want?

The point of self-promotion is to get others to know who we are - to boost availability. Of course it's banking on our affability being high enough. That while knowing us, they'll promote us, suggest us to others for roles and opportunities, and help us. Have you ever said, "I know Bill, but I wouldn't recommend him"?

This means when giving your manager wins of the week it's got to be in their preferred form.

**Darren commutes 40 minutes by car each night. He uses this time to call his direct reports and catch up with what's happening. He steps into his car, turns on the speaker phone and asks for an update. His direct reports make sure when Darren calls they've got 3 dot points of things to ask or tell or even skite about.**

**Linda, Darren's boss, hates that Darren calls so late. She has a "get a life" policy, which says people should leave the office by 7pm. Darren does that, but then extends his day and the day of everybody he calls by the length of the call. She won't answer when he calls after 7pm.**

If you work for Darren, you know when he wants his info. Darren's job, though, is to find another way to update his own boss - clearly before 7pm.

**Evan likes his updates as 3 line emails with "wins of the week" as the subject line. Susan responds to graphs in colour with tables and some commentary.**

Self-promotion is about finding out how people want to be updated and giving them information in the most palatable format for them. The "format" extends to the style of information.

You may want to talk about problems. They may be interested in solutions.

**Emma is a crisis manager. She thrives on a high-energy environment where everyone is busily doing something. Emma's direct reports understand the thing she loves the best is a puzzle and a crisis. Not easy ones, like where can we sit the new guy - those she expects solved. But she loves what-if scenarios (What if our change initiative sets off union action? What if bird flu spreads to humans?) or real problems (we must save \$1m without retrenching anyone).**

Different people want different information. As a consultant, some clients want my history; some want my qualifications; some want referees they can speak to. Others still want to hear my solutions – or just to wallow in their own problems. I'm suggesting you need to get a feel for what floats each person's boat – managers and clients especially. By no means lie. Just chose the most tantalising tidbits from the banquet of good things you could speak about and serve something different to each person.

*Get to know your target in worksheet 5 on page 25*

## | Celebrate

Celebration is a part of self-promotion.

When you celebrate you not only let people feel like they've gotten somewhere, and achieved something, you also make it clear that you've reached a milestone.

People remember the milestone because they remember the event. Without you even having to skite about it. If you finish a course, throw a party or buy people a cake. Give them something to mark your progress. How else will they know you finished that hard-earned degree? Celebrations are time of joy – we should do them more.

If you go interstate or overseas for an advanced communication skills course, or a technical class, send your client or your boss a postcard. It need only say "At an advanced course in Somewhere USA – having a time!"

If you've just been managing a team for a year, have a morning tea and invite key people you want to know that you've been doing it a year.

If your team hit their targets, celebrate with them and **also** celebrate with them and with other influential people in your organisation.

Oh and by the way, influential people aren't just the boss. Remember HR is part of the promotion. And every administrator or receptionist is the eyes and ears of not only managers, but also other people. Invite the powerful, and the gossipy – you don't know who knows whom when it comes to opportunities.

*Check out the celebration checklist in worksheet 5 on page 25*

## | Measure

Remember too that your life is ordinary to you because you live it. You can still be modest, and self-promote. When you have goals or measurements you can compare what you have with what you used to have. They are yardsticks to measure progress.

**A year ago, none of Anne's people were meeting their targets. Each team was at a stable 70 - 80% of target.**

**Some individuals would occasionally break out but they never met team targets. Now after a number of different team-based interventions, some judicious recruitment and lots of TLC, 2 out of 3 teams exceed at least one of their targets each month, sometimes more.**

**If there had been no measurements or yardsticks, how would Anne have known this? Yardsticks and measurements mean they can catch this.**

So self-promotion and self-advancement isn't about luck. It's about preparation and opportunity. It's taking the opportunity then to find out what others want to know, celebrating and measuring so you can celebrate some more.

As you move forward in your career journey may it be clearer and clearer to you how you can self-promote in ways that work for you.

The next section contains all of the worksheets which I've been referring to throughout the text. Use them!!

# WORKSHEET 1: FOR WHAT PURPOSE I'M SELF PROMOTING

There are some really good reasons to self-promote. For each person these are individual, personal reasons. Why you are ready to self-promote will be different today than they may be in a week or two. It depends a lot on your life experience, age and job description.

See which ones of these apply to your need to self-promote. Tick as many as apply

I'm prepared to self-promote for these very good reasons. I want to:

- Get a better job
- Get recognition (from whom?)
- Promote my team
- Ensure job security
- Ensure team stability
- Keep the budget I have
- Support my boss
- Help others
- Get my team recognised (by whom?)
- Get power
- Show strength
- Beat someone else
- Promote the organization
- Keep up my end of the job
- Do my job / duty / role properly
- Get more money for me, the team, the company
- Do things the right way
- Be professional
- Help more people
- Protect my team / job
- Approach things differently
- Not waste my talents/my team's talents
- Get a change to do things in creative ways
- Make sure I get a chance to show I know more
- Make work simpler so I can spend more time at home / with the family / with my sport / outside of work (where?)
- Learn more
- Understand more
- Fit in
- Get a seat at the table
- To show others they're not as smart as they think
- Have fun, challenge
- Show both sides of the story
- Get Justice
- Make things fair
- Protect
- Stop idiots being in charge
- Exclude the wrong people
- Be included
- More - please add your own
- 
- 
- 
- 
- 
- 
- And now, let's summarise it. Based on the boxes you ticked above, write a short statement here about why you want to promote yourself:

## WORKSHEET 2: WHY I WILL SELF-PROMOTE

Most people have a raft of reasons not to self-promote. Your first job is to unearth these and then counter them.

First, let's start with the reasons why you're **not** worth promoting. Tick as many as apply to you.

- I'm the same as everyone else
- Other people are better than me
- I don't do anything special or noteworthy
- I just do my job
- I go the extra mile because I'm proud of my work, not to get ahead
- Self-promoting is slimy
- Tall poppies get cut down
- I'm scared to do it

Now add your own reasons why you're not worth promoting. Really go to town. Get into it!

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So the next step is to counter these in your own mind. Here are some examples. If you ticked:

- I'm the same as everyone else

**The counter could be:** Yes, and self-promotion is not about ability. And everyone else is self-promoting as well as they can too. The ability to self-promote does not exclude being good at what you do. Being good, though, is not enough.

So have a go yourself. What can you add to counter this idea?



**Here's another example. If you chose**

- Other people are better than me

**The counter could be:** Yes, and again, self-promotion isn't about ability. You can still be humble and self-promote. Understanding how the world works, and putting yourself in the best light is your duty, as much as doing your job. You owe it to your colleagues, your peers, your family, your business to make yourself as useful and as well-lit as possible.

So have a go yourself. What can you add to counter this idea?

Or if you chose:

- Self-promoting is slimy

**The counter could be:** Yes, you're right. Some people go past self-promotion into self-aggrandisement. Let's put them to one side and concentrate on self-promotion as a tool to ensure that the good things you do are noticed, that the things which matter to your staff, your clients and your colleagues are dealt with effectively. People can only do well when given an opportunity. Opportunities are given to people who are seen, heard of and appreciated. Hard to see people who have on purpose turned the lights off on their own abilities.

So have a go yourself. What can you add to counter this idea?

Now, take each of the boxes you ticked at the top of this worksheet, and make a counter-argument.

Remember:

Self-promotion is not about ability

Self-promotion is about putting yourself in the best possible light so you can get opportunities

Self-promotion needs you on board. No one else will do it for you.

## WORKSHEET 3: WHAT I WANT TO PROMOTE ABOUT ME

So it's clear that you're ready to promote yourself. Let's get clear on what you want to promote about yourself. What do you do well?

Tick as many as apply. I am good at:

- |                                                                                               |                                                                             |                                                                     |
|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> Working                                                              | <input type="checkbox"/> Synthesis                                          | <input type="checkbox"/> Getting down to the details                |
| <input type="checkbox"/> Working with personalities                                           | <input type="checkbox"/> Being old / young / middle age                     | <input type="checkbox"/> Focusing on the big picture                |
| <input type="checkbox"/> Completing projects                                                  | <input type="checkbox"/> Being consistent                                   | <input type="checkbox"/> Focusing on the task                       |
| <input type="checkbox"/> Influencing                                                          | <input type="checkbox"/> Following through on my ideas, committing to a job | <input type="checkbox"/> Maintaining relationships                  |
| <input type="checkbox"/> Managing                                                             | <input type="checkbox"/> Being outgoing / making others feel at ease        | <input type="checkbox"/> Managing teams                             |
| <input type="checkbox"/> Getting on with people                                               | <input type="checkbox"/> Staying calm                                       | <input type="checkbox"/> Selling ideas                              |
| <input type="checkbox"/> Nurturing teams                                                      | <input type="checkbox"/> Thinking ahead                                     | <input type="checkbox"/> Being patient                              |
| <input type="checkbox"/> Fixing problems                                                      | <input type="checkbox"/> Taking risks                                       | <input type="checkbox"/> Being quick off the mark                   |
| <input type="checkbox"/> Working out new Jobs                                                 | <input type="checkbox"/> Caring about people                                | <input type="checkbox"/> Working Efficiently / improving efficiency |
| <input type="checkbox"/> Being smart                                                          | <input type="checkbox"/> Making logical decisions                           | <input type="checkbox"/> Staying focused strategically              |
| <input type="checkbox"/> Being creative                                                       | <input type="checkbox"/> Investigating resources and ideas                  | <input type="checkbox"/> Living a balanced life                     |
| <input type="checkbox"/> Finishing things                                                     | <input type="checkbox"/> Getting things done                                | <input type="checkbox"/> Introducing change effectively             |
| <input type="checkbox"/> Starting new things                                                  | <input type="checkbox"/> Making good judgments                              | <input type="checkbox"/> Cleaning up messes                         |
| <input type="checkbox"/> Maintaining projects - keeping them on track                         | <input type="checkbox"/> Making quick decisions                             | <input type="checkbox"/> Thinking up new ways to do old things      |
| <input type="checkbox"/> Establishing new projects, ideas or departments                      | <input type="checkbox"/> Being open to new ideas                            | <input type="checkbox"/> Convincing people to try new things        |
| <input type="checkbox"/> Building on what's already working in an area, project or department | <input type="checkbox"/> Being practical                                    | <input type="checkbox"/> Counselling people to work better          |
| <input type="checkbox"/> Making contacts                                                      | <input type="checkbox"/> Getting hands-on                                   | <input type="checkbox"/> More - please add your own                 |
| <input type="checkbox"/> Connecting people                                                    | <input type="checkbox"/> Understanding concepts                             | <input type="checkbox"/>                                            |
| <input type="checkbox"/> Using long-established networks                                      | <input type="checkbox"/> Making things happen                               | <input type="checkbox"/>                                            |
| <input type="checkbox"/> Using established practices                                          | <input type="checkbox"/> Collecting good information                        | <input type="checkbox"/>                                            |
| <input type="checkbox"/> Experimenting                                                        | <input type="checkbox"/> Training people                                    | <input type="checkbox"/>                                            |
| <input type="checkbox"/> Researching and forming hypotheses                                   | <input type="checkbox"/> Learning new things                                | <input type="checkbox"/>                                            |
| <input type="checkbox"/> Being Open                                                           | <input type="checkbox"/> Keeping to the task - I have stamina               |                                                                     |
| <input type="checkbox"/> Being Flexible                                                       | <input type="checkbox"/> Being decisive                                     |                                                                     |
| <input type="checkbox"/> Being Strong                                                         | <input type="checkbox"/> Being stable, certain                              |                                                                     |
| <input type="checkbox"/> Changing                                                             | <input type="checkbox"/> Being predictable                                  |                                                                     |
| <input type="checkbox"/> Analysis                                                             | <input type="checkbox"/> Being reliable                                     |                                                                     |

And now, let's summarise it. Based on what you ticked above, write a short statement about what you're good at.

In short, this is what you plan to self-promote about yourself.

## **Extra credit: Strengths**

Extra Credit: Strengths into one heading level higher than it is right now (e.g. if it's level 3, make it level 2).

## **Highly Personal Performance Indicators: How I know I'm successfully self-promoting - Evidence**

Self-promotion is a means to an end. It is useful to know that you've begun self-promoting. You'll find that there are certain evidence procedures you'll use to know that you're self-promoting successfully (and ethically).

Refer back to the reasons you want to self-promote (on page 7 and following). The things you really want to promote yourself for are indeed the things which you'll often want to see, hear and notice happening around you.

The more you see, hear and feel these things happening, the more you'll feel reinforced in your resolve to self-promote.

These are what I call HPPIs - Highly Personal Performance Indicators. They may mean nothing to other people, and they are really important and real to you personally.

It comes down to these questions:

- When I am successfully promoting myself, what will I see?
- When I am successfully promoting myself, what will I hear?
- When I am successfully promoting myself, what will I feel?

Of course these answers relate to why you're self-promoting.

Here are some examples:

**Anita says: One of the reasons I want to self-promote is because I have been passed over for promotion several times. My current manager, David, was one of my team members only 3 years ago. He's much younger than me, and he's clearly a good self-promoter. He's been offered opportunities I've never even known about.**

So when I'm successfully self-promoting I see and hear my team applauding me going off to a swanky seminar. I'm talking to David as a peer at the management table with me, rather than telling me what to do. I can feel my new linen suit I always said I'd buy when I was "successful" as I walk across the foyer to greet an international visitor to our firm.

**Brian says: I want to self-promote because my family don't see me much at the moment. I'm spending a lot of time working back late, to finish client work. I'm not doing the availability and affability boosting I really should. I need to be more confident, and I need to be able to let my boss and my clients know when I'm doing a good job.**

I'll know I'm successfully promoting when I see my kids sitting around me on the couch, and we're watching the Simpsons together at 4 in the afternoon at least one afternoon a month. I hear the crunch of the chips they're eating. I can feel the leather of the lounge against my elbows-. My three year old is climbing all over me!

**Cilla says: I want to self-promote more because my team give so much, and because we're the "fix it" people, they're only ever given negative feedback. If we do a good job, no one notices. So I want them to be recognised by people other than me.**

I'll know I'm successfully promoting when I see an email in my inbox from the CEO and the CFO congratulating us on keeping the organisation problem free for 3 days. I can feel my team's pride and hear they saying how good they feel about working for our company. I feel the lightness in my step and in the office atmosphere when I arrive.

So, the point is when you know why you're self-promoting you can develop a highly personal performance indicator which works for you. Yes, Anita, Brian and Cilla could aim higher. Initially you may want something even bigger that you can see, hear and feel. Take a look at these ways to tell that your self-promotion is working. Perhaps some of them shine brightly for you.

## | When I am successfully promoting myself, what will I see?

- new people around me in a new job
- new workstation
- shiny new car I'm buying with my new salary
- an email congratulating me on a project
- a letter/card from my boss / client thanking me
- a number on the next budget (what number? -----)
- my boss sitting at his/her desk smiling
- a certificate of achievement on the wall (achieving what?)
- my colleagues / team / client beaming as they walk towards me in the car park
- extra numbers on my bank statement at the end of month
- my name on a conference key note speaker list
- More - please add your own
- 
- 
- 

## | When I am successfully promoting myself, what will I hear?

Listen to these ways you could sound out your new career move: When I am successfully promoting myself, what will I hear?

- Sound of silence in my new office
- Thwack of the tennis racquet at the gym I can afford / have time to enjoy
- Applause and congratulations from my team / my friends / my club
- Team being happy and buzzy (not whinging and moaning)
- My name called out over the intercom to come to the boss' office for a celebration
- Airport announcements on my international flight to an overseas assignment / coming home
- More - please add your own
- 
- 
-

## | When I am successfully promoting myself, what will I feel?

Get a grip on these ways you can feel comfortable self promoting. When I am successfully promoting myself, what will I feel?

- A buzz of excitement as I join participants at a management seminar
- Smoothness of my new portfolio in which I keep my notes for my new assignments
- Handshake as I cross the podium to accept an award
- Weight of the gold club and the spongy grass as I join the executive golf day on Wednesday afternoons
- Foot on the accelerator of my new company car
- My new leather recliner executive ergonomic chair under me
- More - please add your own
- 
- 
- 
- 
- 

## | Why I want to promote myself

Now summarise it so it's clear. I want to promote myself because:

1. -----
2. -----
3. -----

And I'll know I'm successfully self-promoting when:

# WORKSHEET 4: WAYS TO BOOST YOUR AVAILABILITY

Tick which of these you will find easy to do

- List on websites
- Make comments on blogs, linked in, Facebook, other social media platforms
- Have own blog or start one for your company's products
- Being present
- Being known
- Being a connector (tipping point)
- Make kings and queens (help others get there)
- Wisdom of crowds

## Boost your availability inside organisations:

- Volunteer for a not for profit or charity
- Do a class not related to work
- Interest groups
- Social clubs
- Drinks with new people
- Gifts at Christmas (affability)
- Celebrations
- Volunteering (affability and availability for internal assignments)
- Higher duties (say yes)
- Keep up to date gossip and information
- Never miss a meeting - learn stuff
- Never miss a chance to have someone tell you the same thing twice
- Take the opportunity to be mentored
- Join a linked in or Facebook group
- Create a linked in or Facebook group

## Hobbies - networks

What you wear

- Dress like the one you're trying to impress
- Clothes / perfume as anchors
- Fitting in and impressing
- Self expressing and uniform

Your other ideas

# WORKSHEET 5: INVOLVING PEOPLE

## | Who needs to know

- Manager
- Connectors / mavens
- Receptionists
- Societies and industry associations
- Clubs / hobbies
- Inside my organisation
- Outside my organisation
- My level
- Above me
- My department
- Other departments

## | How

- Short
- Long
- Email
- Chat
- Instant messaging
- Social media (which ones?)
- Phone (when?)
- Corridor / kitchen conversation
- Office (when?)

## | Process

- Puzzles
- Inspiration
- Solutions
- Action
- Decisions
- Family stuff
- Jokes
- Straight to the point
- Maintenance then task
- Task then maintenance
- About them then me
- About me then them

## | Form

- Pictures
- Graphs
- Numbers
- Words
- Testimonials
- Summary
- All the detail
- From me
- From colleagues



# WORKSHEET 6: BOOSTING YOUR AVAILABILITY, AFFABILITY AND ABILITY TO SELF-PROMOTE

## | Some actions to take at your next conference

- Next conference, remember it's not just about knowing what they're talking about, or grabbing a junket. Begin self-promoting now:
- While at the conference ask yourself at each session, what can I do with this? Who can I share the information with (if you're hooked on ability, then be helpful with your information and knowledge - this boosts availability)
- Boost your availability and affability: Introduce yourself to someone you don't know. Tell them what you do. No need to boast. Find out what you have in common. Take their business card, give them yours. Discover some way you can help them do something they need to do. Write it down. Do it.
- Find a pocket sized piece of paper or a post it note, and write down what you intend to do to self-promote when you return to work. Keep it simple. Keep it with you. If you have your diary with you, put it in your task list (or better yet, schedule it in)

## | Some actions to take at work

- At the end of the day write down 3 things you've done which you're proud of (start small). Do this every day before you finish your work day
- Take 5 minutes and write down 5 things you're good at (to self-promote you need some content!). This is for you. Self-promotion isn't boasting, it requires self-knowledge
- Take out the pocket sized piece of paper or post it note you wrote on at the conference, and do what you said you would

## | Some actions to take while with friends and relatives

- Ask them about their work. What do they love about it, what less so?
- Ask them how people get ahead in their organization. What do they wear, carry, how do they behave, how do they spend lunch hours, team days? Who do the people talk to?
- What are your friends' and family's recommendations for ethical self promotion?

## | Other ideas

# WORKSHEET 7: THE PAUSE BUTTON

How far are you willing to go to get this goal?

Self-promotion takes time and effort.

What are you prepared to do to get this goal you're setting?

What will you not do?

Under what circumstances would you stop?

## | Preserve:

- Health
- Relationships
- Work balance
- Celebrations
- Time to do
- Food / nourishment

## | I won't jeopardize:

- Relationship with partner / kids / best friend
- Friendships
- Team harmony
- Hierarchy
- Rocking the boat

## | I want to keep:

- Celebrations
- Time to do
- Food / Nourishment
- Social with work people

## | I am prepared to:

- Go to meetings outside of work time / weekends / evenings/ breakfast / lunch hours
- Work through lunch
- Think about work outside work
- Talk about work at social functions
- Spend non-work time working on self-promotional activities
- Create a Web page, Blog
- Make a report of wins
- Spend my own money and time to learn something to improve my career
- Go to courses where I know about the information but meet some new people
- Pay someone to clean etc. so I can do more work self-promoting
- Approach people I don't know for advice or help
- Browse the web to find information about people
- Set up support networks / club to help me succeed
- Focus on my career, not just my job
- Other: add your own

## | First steps

Remember that you're building a career, not just a job. So you need to be working both within your department and outside of it. You can choose to work across your industry (IT, Insurance, Banking, Manufacturing etc.) or across your function (others who do similar jobs to you in other industries - call centre managers, marketers or sales people).

Here are some first steps you can make now - tick which you are prepared to do:

- Buy a book
- Complete checklists
- Talk to your colleagues, boss, and former boss
- Create a Blog
- Go to a Meeting
- Write a Report
- Watch those around you
- Get a mentor
- Set a goal
- Something else



## About Cindy Tonkin

Cindy Tonkin is The **Consultants' Consultant**. She helps data science consulting teams work smarter, faster and "nicer".

Her background includes time as a consultant with Accenture and with KPMG as well as a boutique productivity improvement consultancy.

She is one of the best-educated Master Practitioner and NLP trainers operating in a business environment, with **Masters-level** academic qualifications in Linguistics from Paris, and a **First Class Honours** degree from Sydney University.

She also has practical, on-the-floor experience implementing **organisational change** from Chief Executive and Director to Supervisor level.

An internationally qualified NLP-trained trainer and presenter she combines an extroverted, energetic style with a strong understanding of what **makes people tick**. The results are fun, dynamic ways to make your team work.

Her solid background in **consulting and training** means her facilitation is not only about development, but about learning. She is also the author of 18 books for consultants and managers. Her first book, **The Australian Consultant's Guide**, was an Australian Institute of Management bestseller.

Cindy is a keen Theatresports® **improvised** comedy player, which means she can think on her feet and create magic from nothing. She plays on stage at inner city venues with some of the big names in Sydney Comedy. She is also an accomplished singer, and a mixed media artist.

In **25 years of running her own consultancy**, Cindy has worked on more than 130 assignments in clients with more than 70 different organisations. In this century 100% of her work has been repeat or referral business.

You can find out more information about Cindy at [cindytonkin.com](http://cindytonkin.com) and [consultantsconsultant.com.au](http://consultantsconsultant.com.au)

Tune into her podcast Smarter Data People at [smarterdatapeople.com](http://smarterdatapeople.com)