Promote Yourself

"It's Who Knows What You Know That Makes a Career"

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40 Years

This presentation is about you, your future and your legacy.

Question
What do celebrities & annual reports have in common?
They all have publicity machines behind them

Question
Who do you have?
You

Next question
Who does your company have?
We'll get back to this later

Engagement • Networking • Promotion
It's not who you know.
It's not even what you know.
It's who knows what you know that makes a career.

Time for a mindset reset?
"It is all about people working together for the good of all of us." Allan Mulally
"We're all working together; that's the secret." Sam Walton
"You can't be successful… without leaving a certain
amount of scar tissue around the place." Rupert Murdoch

Question:: are you valuable?
"It is your professional responsibility to make decision makers aware of the value you bring to the organization."

Employee mistake #1
"Never assume that anyone, even your immediate supervisor, knows exactly what you do."

Don't brag but…
"You must make sure decision makers are continuously aware of the value you bring to the organization."

Ok, brag a little
"You already know how to dress to impress.
It's time you learned how to express to impress."

Trick question:: Which term did you see in each of the previous quotes? YOU

About
rickgillis.com // speaker.rickgillis.com
- Helped launch 1st job board
- Learned job search by 'osmosis'
- What did I learn? People don't know how to state their value

Definition::
indispensable (adjective) \in-di-ˈspen(t)-sə-bəl\
• Absolutely necessary (essential)

How will anybody know you are indispensable if you don't promote yourself?!

To confirm your indispensability
You must take and maintain an inventory of what you have done to prove your 'commercial' value

I wish somebody had told me
Professionally, I was at the mercy of my supervisors
(People leave managers)

"Never assume that anyone, even your immediate supervisor, knows exactly what you do."

Think of it this way
Remember how good you told them you were during the hiring process?
What if you had to re-apply for your job every month?

Express your value
At any moment you should be prepared to express how you are adding value to the organization
Today
Yesterday
3 days ago
3 weeks ago
3 months ago
Last year
And what you will deliver *in the future*

"It is your professional responsibility to make decision makers aware of the value you bring to the organization."

You are an investment!
You view your paycheck as payment for services rendered
Your employer views your paycheck as his/her investment in you
What happens to an investment (i.e.:: a stock) that is underperforming?

Investment
What if that investor had inside information that would indicate she/he should hold onto that stock?
It is your (professional) responsibility to provide that 'inside information'

The art of 'not bragging'
"You must make sure decision makers are continuously aware of the value you bring to the organization." (Ideally without making enemies)
So how do you do that?
I don't know!
I **do know** how to prepare you for when that opportunity presents itself

The Personal Accomplishments Statement

Sample Accomplishments Statement *(page 8 of this handout)*

Definition::
ac·com·plish·ment (noun) \ə-ˈkäm-plish-mənt
• Something done or achieved successfully (achievement)
• The successful completion of something:
the act of accomplishing something (completion)

Let's talk about
• How to source an accomplishment
• How to articulate an accomplishment
• How to format your statement

First, some history
• How it came to be | "back of the envelope"
• Working with job seekers
• Unfair resumes & the great equalizer
• Result:: clients learned to express their value to an employer
• They learned "compelling & memorable"

How i use it
• Not negotiable
• 18-20 accomplishments required
• Creates confidence, poise, motivation
[the consultant's story]

I know what you are thinking…
• You did not invent the iPhone, have not cured cancer or proven the existence of the Loch Ness monster…
[the payroll clerk's story]
• Daily experiences add up

I know what you are thinking 2
What I do does not generate revenue
• Attempt to quantify in $'s and %'s (all jobs **can** be value-quantified)
Still no $'s?
• Speak in terms of results generated, effectiveness, savings realized, efficiencies created, knowledge, expertise, mastery of skills, people skills...

How to source an accomplishment
• Review performance reports
• Begin keeping a list today
• Add detail:: tell a story
• Nothing is unimportant
• Seek 'wow!'

Kinds of accomplishments
- Professional accomplishments
- Personal accomplishments

To fill the backlog, ask
- Co-workers
- Supervisors*
- Clients/customers
- Vendors
- Associations
- Family
- Friends
- Military
- Professors
- Coaches
- Clergy
- Charity & volunteer

The question you will ask
- What difference do/did I make?
- What impact have I had/did I have on the organization?

[banker's story]

The accomplishment formula
(I was) Responsible for _____that resulted in _____.
Every accomplishment, like every good story, has
- A beginning
- A middle
- And an end

Paralegal's example
- Beginning:: "I created a filing system
- Middle:: that resulted in
- End:: 300 man hours saved per week enabling the firm to save $6,240,000 annually."

The story behind the accomplishment
This project took one year and a team of six temporary full-time employees to complete. I was responsible for the digital transference of all paper and microfiche files accumulated by the law firm over a period of decades.

Based on an average rate of $400 per man hour I saved the firm $120,000 per week (300 man hours x $400) or $6,240,000 annually. Project came in on time and on budget.

The power of an accomplishment is in its net-present value to your employer.

A well-stated accomplishment
Will overcome discrimination of any kind

Formatting your statement
- This is a formal, presentation-worthy document
- Title & add contact information
- Add job title & location
- Organize accomplishments
- Leave lots of white space
- No limit to number
- Use bullets

How/where to use of your statement
• (Share this information) on a 'consistent basis'
• Annual performance reviews
• Request a raise/salary negotiation
• Contract negotiation
• In defense of termination
• This is an 'evergreen' document ⇨ journal
✳ Note: you may never present your formal statement

From an employer's POV::
The power of accomplishments are in their present & future value

In the open I asked::
Who does your company have to promote it?
Every single person on your payroll!

The business case
• IT director concerned too many $'s are left on the table
• Service providers not sales people *but maybe they should be*
• What if they had company accomplishments to share?

Which got me thinking
Shouldn't everyone who works for you be prepped to professionally promote the company?
This is not sales (though the results may be)
This is *informing* the customer

The method
• Establish a companywide accomplishments compilation program
• Keep it simple:: each employee provides 5 accomplishments/wins to their immediate supervisor monthly
[This is not a performance review—although it can be*]

Communicating the message
• Marketing/sales is tasked with determining, choosing & promoting 5 best wins to the entire staff
• Selected wins are reduced to B/M/E sound bites supported with bite-size testimonies
• Accomplishments are shared routinely (i.e.:: the first Monday of every month)

Goals of the program
• Generate previously unrealized revenue
• Everyone in every position sells/promotes/informs
• Service providers share accomplishments on service calls
• (Prize/Bonus/Commissions?)
• Recognize that every person, no matter their position, has value
• Learn more about your employees

Wrapping up

It is your personal, professional responsibility
- To keep your accomplishments statement current and presentation worthy
- To 'toot your own horn,' in your own way, consistently and creatively

Personally, I hope you make a professional commitment to yourself to take this accomplishments statement to heart and determine to make decision makers aware of the value YOU bring to the organization.

40 Years
Think About It

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Janet Best

Statement of Personal Accomplishments
Giant Company, Inc. / Southeast US Regional VP

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- Completed special assignments on inventory phase-outs, unallocated materials, and obsolete inventory resulting in savings to the company of $1,500,000.

- Improved operation scores for district to 90% from 82% in prior years as a result of group and individual coaching of district front line employees.

- Provided a 12% profit increase from previous management by establishing new institutional accounts resulting in $6,000,000 of net new revenue.

- Successfully trained tri-state team of over 800 managers, sales reps, technicians, and support staff on key company programs which resulted in improved service levels by 10%, improved operations processes and increased customer satisfaction.

- Repair center team ranked No. 1 in the country by J.D. Power & Associates. Achieved this level of customer satisfaction with the active involvement of all team members contributing to the plan.

- Improved past due performance of vendors by implementing a daily expedite program. Result: Logistics performance improved 43% compared to past output; past due orders reduced to <6% within 5 months.

- Led nation in an 18% improvement of sales in electronics by training store personnel on educating the customer on product functionality and reliability.

- Performed annual performance reviews and facilitated employees' creation of individual development plans which led to increased employee satisfaction and motivation by 15% over previous management team.

- Managed direct reports of up to 40 associates which included hiring, training, evaluating, coaching and transitioning employees. Turnover rates decreased 34% over previous management team.

- Improved accuracy of $10,000,000 spare parts inventory by 11% within 6 months after initiating a cycle count program.

- Designed a new expediting procedure that resulted in increased customer satisfaction and on-time customer deliveries by 28% within 4 months.