The Art of Tactful Self-Promotion
Getting the Recognition You Deserve While Maintaining Positive Working Relationships
Mr. Richard Dodson
VP & Career Coach at Lee Hecht Harrison

Mr. Dodson works with people who want to build momentum in their careers. He is the author of the handbook “Tactful Self-Promotion: Getting the Recognition You Deserve.”

Before joining Lee Hecht Harrison, he began his career in Silicon Valley where he helped professionals from the high tech and defense industries craft their career strategies. Before this, he was co-founder of Animatics Corporation, a high-tech enterprise that continues to thrive today.

Mr. Dodson received his degree from U.C. Berkeley where he studied the process of individual and cultural transformation. He has served as an adjunct faculty member at the Carlson School where he taught courses on strategic Human Resource issues.
The Art of Tactful Self-Promotion

1. Craft Your Unique Value Proposition
2. Communicate Accomplishments & Learnings
3. Cultivate Strategic Relationships
4. Make Daily Interactions Count
5. Build Your Google Quotient (GQ)
6. Be Your Own PR Agent
1. Craft Your Unique Value Proposition
Craft Your Unique Value Proposition:

What do you want to be known for?
Craft Your Unique Value Proposition:

What do you want to be known for?

• “All my life I’ve wanted to be someone; I guess I should have been more specific.”

– Jane Wagner / Lily Tomlin
Craft Your Unique Value Proposition:

Positioning Strategies

• Title and company
• Profession, passion and expertise
• Impact (outcomes, results, benefits)
Craft Your Unique Value Proposition:

Positioning Strategies

Profession
Craft Your Unique Value Proposition:
Positioning Strategies

Profession

I'm a software engineer.
Craft Your Unique Value Proposition:
Positioning Strategies

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Craft Your Unique Value Proposition:
Positioning Strategies

Profession

Passion & Expertise

I’m a software engineer.

Although I’m skilled at the entire development process, what I enjoy most is tackling tough technical challenges—I’ve been successful at quickly finding solutions that work.
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Craft Your Unique Value Proposition:

Positioning Strategies

- **Profession**
- **Passion & Expertise**
- **Impact** (Outcomes, Results, Benefits)

I’m a software engineer.

Although I’m skilled at the entire development process, what I enjoy most is tackling tough technical challenges—I’ve been successful at quickly finding solutions that work.

This pays off for our team because it helps us keep projects on schedule, and ensures that what we end up with really is the best of breed.
Craft Your Unique Value Proposition:

Defining Outcomes

• What **value do you add** to clients/customers?
• What are your **unique gifts** and talents?
• How have you used them to make a **contribution**?
• What **differentiates** you from your peers?
Craft Your Unique Value Proposition:

Positioning Your Value

Profession:

Passion & Expertise:

Impact (Outcomes, Results, Benefits):
Craft Your Unique Value Proposition:

Activity (in Pairs)

• Think of one of the following audiences:
  - A parent of a friend of yours…
  - A potential employer (hiring manager)…
  - A person in your same profession…

• Discuss what you might share with this person (regarding your expertise and potential outcomes)
2. Communicate Accomplishments
Communicate Accomplishments:

Be Worthy of a Great Reputation
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“You can’t build a reputation on what you’re going to do.”

– Henry Ford
Communicate Accomplishments:

Be Worthy of a Great Reputation

“You can’t build a reputation on what you’re going to do.”
– Henry Ford

“If you done it – it ain’t braggin.”
– Will Rogers
Communicate Accomplishments:

Tell People What You’re Doing

• Say what you’re working on, or what you’ve learned.
Communicate Accomplishments:

Tell People What You’re Doing: Activity

You run into a colleague (or a professor) who asks:

• “How are things going?” or
• “How was the conference?” or
• “How was the meeting?”

Draft your response.
3. Cultivate Strategic Relationships
Cultivate Strategic Relationships:
The Value of Relationships

- The people you spend time with shape who you are and who you become.
- People with bigger networks earn more money.
- When it comes to being promoted, having strong relationships and being on good terms with your boss is more important than your competencies.

Your acquaintances, allies and advocates matter.
Cultivate Strategic Relationships:

Nurture a Network of Advocates

- Identify five (or more) key advocates.
- Develop a plan to connect with them monthly.
- Use a variety of media.
- Go out of your way to assist them.
- Share your successes.
Cultivate Strategic Relationships:

Nurture a Network of Advocates

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Cultivate Strategic Relationships:

Take Time to Connect with People

• Ask a colleague to lunch.
• Say “thank you.”
• Send notes of appreciation.
• Congratulate others.
• Send holiday cards (or birthday cards).
• Write emails to authors.
• Share the credit.
• Engage with LinkedIn contacts.
Networking Events: Plan Ahead

• What meetings, conferences, or events you want to attend?
• Who in particular do you want to meet?
• How many new contacts do you want to make?
Cultivate Strategic Relationships:
Networking Events: General Guidelines

• Take on a specific role (nametags, greeter, server…).
• Don’t stick close to only those people you know.
• Prepare questions in advance to stimulate conversation.
• Focus on the other person—show genuine interest.
• Act like a host—find ways to help others succeed.
• Exchange business cards (take notes).
• Follow up that evening or the next day (email, LinkedIn invitation).
Cultivate Strategic Relationships:

Working a Room: Questions to Ask

- “How long have you been a member of this group?”
- “How do you know…?”
- “What other groups do you belong to?”
- “Tell me about your business (or department, or role).”
- “What challenges are facing your industry (or company) right now?”
- “What do you like most about what you do?”
- “How can I help you?”

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Cultivate Strategic Relationships:
Working a Room: Keep Moving

• “I think we ought to connect later to talk in more depth. Here’s my card.”

• “Right now, I think we each need to work the room a bit and make another contact. Is there anyone in particular you want to meet?”

• “Tonight I’ve made it a goal to meet five new people. Is there anyone you think I ought to connect with?”

• “Wow, do I ever need to find the restroom – do you know where it is?”
Cultivate Strategic Relationships:
Executive Small Talk

When you run into an Executive/VIP in the elevator:

• Say something of interest to them:
  - Compliment them on results or strategy
  - Compliment one of their employees
  - Comment on an issue important to them
  - Tie what you are doing to one of their initiatives

• Introduce and position yourself
4. Make Daily Interactions Count
Make Daily Interactions Count:

Make Daily Interactions Count

• Pay attention to image and presence.
• Make the most of routine meetings.
• Master the use of voicemail.
• Use email to your best advantage.
5. Build Your Google Quotient (GQ)
Build Your Google Quotient (GQ):

Show up Online

• Clean up your online presence.
• Join social networking sites (LinkedIn).
• Contribute content to online forums.
• Publish online articles.
• Start a Blog.
• Tweet strategically.
Build Your Google Quotient (GQ):  
Leverage LinkedIn

- Craft your profile to elevate your personal brand.
- Invite others to join your network.
- Use the “Post an Update” feature.
- Update regularly (but not every day)
- Ask for recommendations.
- Recommend others.
- Participate in groups and offer assistance.
6. Be Your Own PR Agent
Be Your Own PR Agent:
Increase Visibility Within Your Profession

- Volunteer for a professional association.
- Present at a professional association.
- Become a guest blogger on relevant sites.
- Start your own blog.
- Publish an article (magazine, newspaper).
- Be a source for local TV or radio.
- Teach a course at a local college.
- Join the Board of a non-profit.
Be Your Own PR Agent:

Increase Visibility Within Your Company

• Get active in an affinity group.
• Volunteer on company-sponsored service projects.
• Write an article for the company newsletter.
• Offer to train a new employee.
• Make a presentation to staff/leadership.
• Secure a place on a visible task force.
Moving Forward

"Even if you are on the right track, you'll get run over if you just sit there."

~Will Rogers~
Take Action and Get the Recognition You Deserve!
Open Forum
In pairs or triads discuss the following:

◆ What **two ideas** from today’s discussion did you find most intriguing? Why?

◆ What can you **do differently** (start / stop / modify) in order to put these insights into action and increase your own effectiveness?
Coming Attractions
gemini.tli.umn.edu/workshops

◆ November 29: Walter Library 101
  Setting Yourself Up for Success: Optimizing Your Performance and Your Career

◆ January 31: Check website for location
  The Business of Innovation

◆ February 7: Check website for location
  Big Idea or Bomb? What are the Keys to Marketplace Success?

Check out MOT 4001 (2 credits) Spring Semester!
Management of Technology (MOT) 4001:
Leadership, Professionalism and Business Basics for Engineers and Scientists (2 credits)

MOT 4001 provides scientists and engineers with a working knowledge of the broader business context in which technical ideas are translated into solutions that address market needs and generate economic value for a firm. This two-credit course will broaden students’ business knowledge and personal leadership abilities, enabling technical professionals to increase their business impact and career success as innovation leaders. Course content and the experiential learning approach are designed to reflect the “real world” requirements and challenges technical professionals need to master in order to thrive in collaborative, project team environments.

(For more information about MOT 4001: [http://gemini.tli.umn.edu/mot4001.html](http://gemini.tli.umn.edu/mot4001.html))