

# GET OUT OF YOUR OWN WAY

Eliminate Career Limiting Behaviors for Greater Success



BRIGHT BLUE  
CONSULTING

Presented by  
Nicole Provonchee  
Chief Coaching Officer  
Bright Blue Consulting

REDUCE  
GROW



BRIGHT BLUE  
CONSULTING

# Self-Promotion

That Works at Work

# Why Don't We Change?

**Change is Hard.**  
**So don't do it all at once**

# The Power of



**10**

**Minutes**



**10%**

**More/Less**



**\$10**

**Saved/Spent**

There are many solutions.

Make **ONE**  
Commitment

# SELF- PROMOTION



# Why Don't Women **SELF- PROMOTE?**



# NO TO SELF-PROMOTION

It feels “icky.”

That is not my culture.

I’m scared/anxious.

I don’t know how.

I promote my team.

My work speaks for itself;  
I should be rewarded.



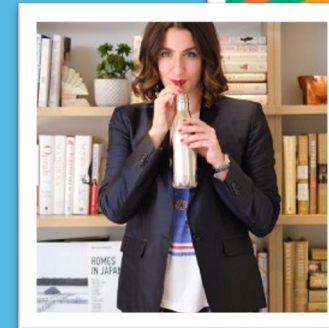
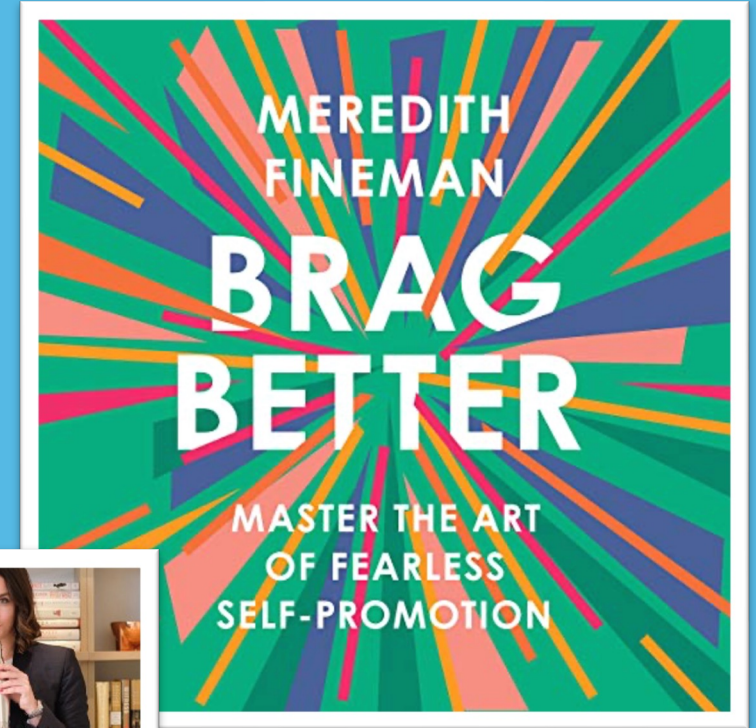


“

# Qualified Quiet.

Meredith Fineman

”



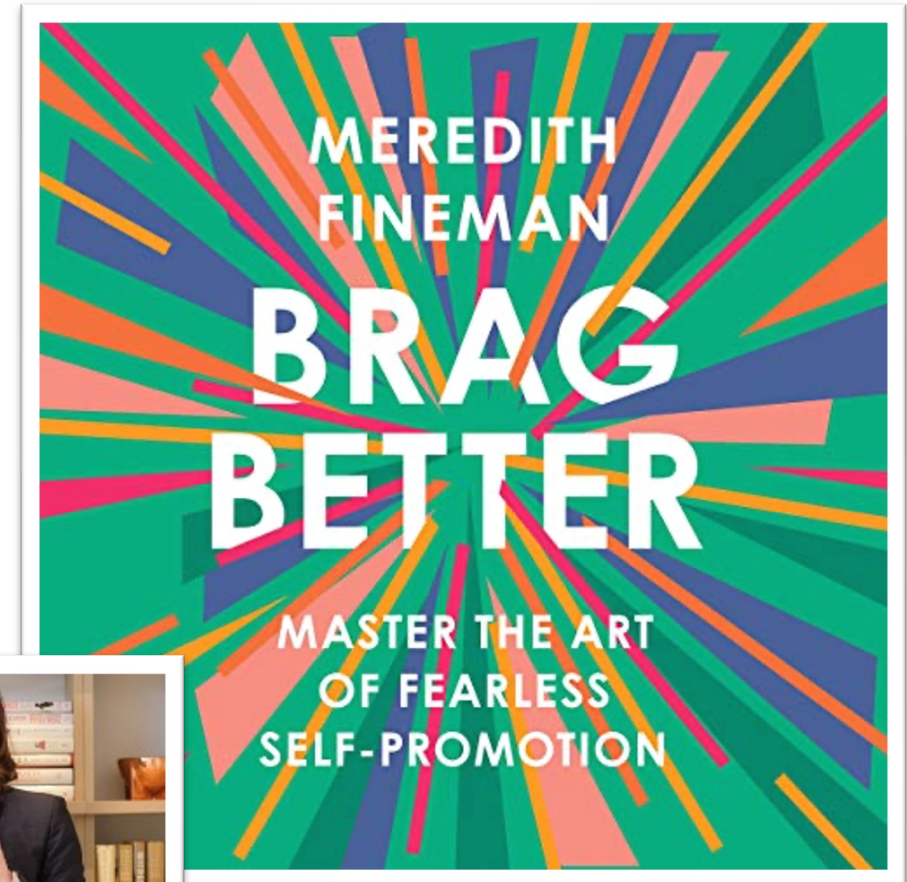
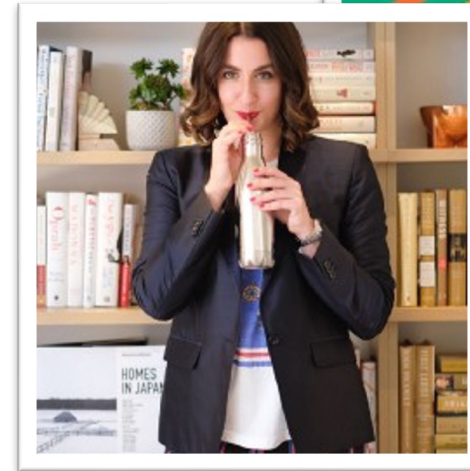
“

You can't just let your work speak for itself. Because if you're not enthusiastic ... nobody else will be...

If you're here, you've done the work.

**It's time to tell people about it.**

”



**What is something**

**AWESOME**

**you did in the last 3 months?**



# YES TO SELF-PROMOTION

**1** Know Your  
**EDGE**

**2** Be  
**LOUD**



# KNOW YOUR EDGE





# KNOW YOUR EDGE

1. Concise

2. Relevant





# KNOW YOUR EDGE

Where do I  
**ADD VALUE?**

What makes me  
**UNIQUE?**

# KNOW YOUR EDGE

Where do you have **EXPERTISE**?

What **EXASPERATES** you?

What compliments do you **DISMISS**?

What do people **SEEK** you out for?



# KNOW YOUR EDGE

# 10

Skills

Experience

Expertise

Accomplishments



# KNOW YOUR EDGE

# 10

Share with  
3 Friends

Share with  
your Mentor



**Start Now.**

# 3 THINGS

**that make you stand out  
from the crowd.**



# Be **LOUD**

## Frequency and Volume



**PROMOTE  
YOUR  
EDGE**

Create your  
**SUCCESS LIST**

# YOUR SUCCESS LIST

Efficiencies/savings

Client wins/saves

Project wins/saves

Mistakes found/avoided

Recruit/retain talent

Successful launch

Positive feedback

Stretch goal set & met

Additional education

Leadership positions

Employee feedback results



# PROMOTE YOUR EDGE

Add **CELEBRATION**  
(aka self-promotion)  
to one-on-ones or  
team meetings

# PROMOTE YOUR EDGE

**PROMOTE** others

**BENCHMARK** those who  
promote well

**NORMALIZE** feedback by  
complimenting others

**SHARE** wins in person and  
online

# PROMOTE YOUR EDGE

**SHARE** expertise on LinkedIn

**CONTRIBUTE** to company  
newsletter

**PUBLISH** *then* promote

**“CELEBRATE”** on internal  
communication channels

*Your Turn:*

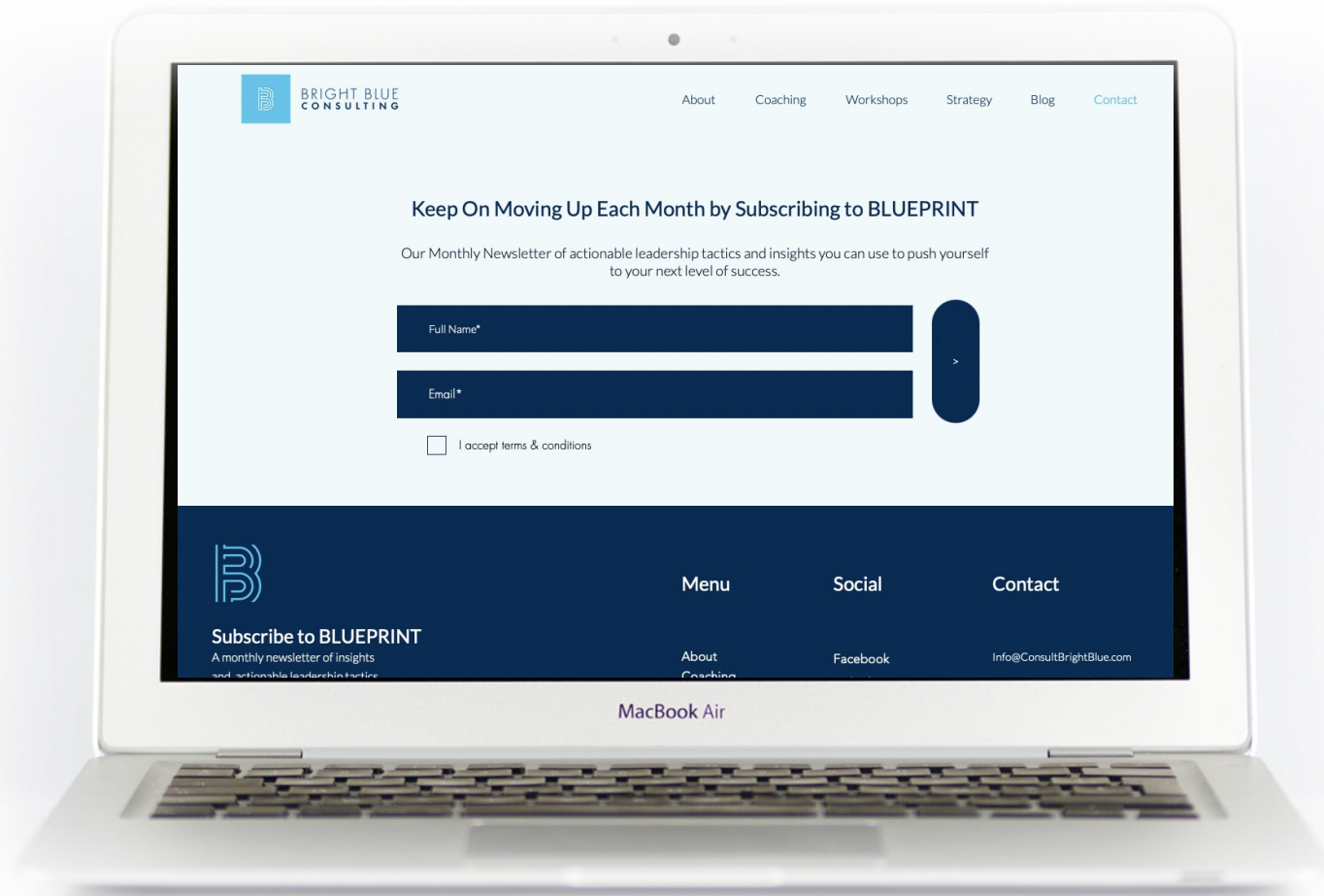
**Make**

**ONE**

**Commitment**



**DOWNLOAD**



# ConsultBrightBlue.com

# LET'S BE SOCIAL

[www.ConsultBrightBlue.com](http://www.ConsultBrightBlue.com)



ConsultBrightBlue



Nicole Provonchee



ConsultBrightBlue