

How to Get the Recognition You Deserve!

"This book was game changing for me, if not life changing. It's practical, inspiring, and energizing. Anyone in any field at any career stage needs this book!"
- Angela Wiechmann

POWER YOUR CAREER:
THE ART OF
TACTFUL
SELF-PROMOTION
AT WORK

RICHARD DODSON & NANCY BURKE



Tactful Self-Promotion at Work

[TACTFUL SELF-
PROMOTION]



A close-up photograph of a person's hand holding a white rectangular sign. The person is wearing a dark suit jacket, a white shirt, and a dark tie. The hand is positioned in the center-right of the frame, with the thumb and index finger gripping the sign. The background is dark and out of focus.

**Position
Yourself**

Tell People What You're Doing

You run into a colleague who asks:

- “How are things going?”

*What do you want
to be known for?*

Focus on the 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?

Guidelines

- Simple language
- Taps into listener's wants
- Conversational
- Conveys passion and energy
- Grabs ear – uses vivid language
- Repeatable

Positioning Your Value

Draft a response (the opening sentence) to the question:

“What do you do?”

or

“Tell me about yourself.”



Cultivate
Strategic
Relationships

Expanding Your Reach



Barriers to Networking

- **MINDSET**

Barriers to Networking

- MINDSET
- **Goals and Strategy**

Your Triple A (AAA) Network

- Acquaintances
- Allies
- Advocates

- - - - -

Who else do you need to know?

Barriers to Networking

- MINDSET
- Goals and Strategy
- **Tactics**

Cultivating Your AAA Network

Acquaintances

-

-

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-

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-

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Allies

-

-

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-

-

Advocates

-

-

-

-

-

-

-

Deepen Relationships

Make a plan to deepen relationships with three people you already know.

NAME

ACTION

1.

2.

3.

Make a plan to start a relationship with two people you don't know, or don't know well.

NAME / ROLE

ACTION

1.

2.

Barriers to Networking

- MINDSET
- Goals and Strategy
- Tactics
- **Time**

Free Resources

TACTFUL SELF-PROMOTION

[TACTFUL SELF-PROMOTION]

HOME BOOK TESTIMONIALS AUTHORS SPEAKING RESOURCES

RESOURCES

Tactful Self-Promotion

NETWORKING PLAN FOR A YEAR

Have you set a goal to expand your relationships? **don't have the time to do this?** This download gives you a **visibility in one year** – in only one hour per week. **you'll put power in your network!**

Download PDF

THE ART OF
TACTFUL SELF-PROMOTION

A FAST START NETWORKING GUIDE

BUILDING A NETWORK QUICKLY WHEN YOU NEED TO

NOTE: Many of the ideas in this plan were drawn from our book, *Power Your Career: The Art of Tactful Self-Promotion at Work*, in which you can find many more suggestions and examples. We hope this shorter guide helps you get started. Feel free to reach out with questions or comments.

—Richard Dodson & Nancy Burke • TactfulSelfPromotion.com

In our book, *Power Your Career: The Art of Tactful Self-Promotion at Work*, one of the three core strategies we emphasize is to Cultivate Strategic Relationships. Networking is a key part of this work. In a separate document, *A Networking Plan for a Year* (available as a free download on our website) we have laid out a plan for building your network when you have the luxury of time – when it's important, but not urgent.

But what about the large numbers of people who have not been focused on cultivating or maintaining a network and now need to tap into a network immediately? For example, if you find yourself suddenly out of work or trying to start a business, haven't really cultivated your network, but you need one now. You don't have a year to build it – what do you do?

First of all, know that you are not alone. In fact, the majority of people we've worked with who are in career transition believe that they have a meager network.

Well, you're in luck. While, as we've said, it's better to build your network when you don't need it, it is possible to start from scratch and build a network quickly. Nothing like fear and financial pressure to get you over your resistance or aversion to networking!

The steps are similar to those in *A Networking Plan for a Year*, which would be worth referring to. But there are some things you do differently when you need to move quickly. These are the major steps we recommend:

1. Use a tool to record the network you have now.

It can be a simple spreadsheet, or a contact management system that will help you see visually what you need to do each day/week/month. Here's an example:

LAST NAME (surname)	FIRST NAME (firstname)	TYPE OF CONTACT* (A, B, C or whatever helps you)	EMAIL ADDRESS	PHONE NUMBER	LAST CONTACT DATE	NEXT DATE TO CONTACT (suggested)	NOTES (information about the person, e.g., their interests, venues they go to, when you got their name, information they've given you, etc.)
Tam	Peter						
Johnson	Mary						
Parks	Lily						

Write down the names of everyone you know: former bosses, co-workers, vendors, customers, consultants, family, friends, neighbors, soccer parents, former classmates, teachers, co-volunteers or board members, alumni connections, people in

THE ART OF
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A NETWORKING PLAN FOR A YEAR

A SYSTEMATIC STRATEGY FOR BUILDING AND MAINTAINING A NETWORK

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Our book, *Power Your Career: The Art of Tactful Self-Promotion*, is organized around three core strategies: Position Yourself, Cultivate Strategic Relationships, and Increase Your Visibility.

Our outline focuses on the second strategy, which involves talking to people, and that means networking. If you're reading this guide, we assume you are convinced that building professional relationships is a good idea. But even those who believe in networking don't always do it.

For many, the time and effort needed to build relationships can feel overwhelming. Full time jobs often require 50 or more hours per week. Consultants are juggling delivery with administration and marketing roles. Single parents – and many others – are trying to balance time demands. Life is crowded with activity, and yet if you want your career to move forward, your people must be a priority. But if you plan just a little bit, it doesn't have to be a full time job.

If you're committed to building your network, but feel time and energy constraints, how do you go about it? We have an approach that we've seen make a huge difference in the size and quality of our clients' networks – *in just one year*.

If you're looking for advice about building a network quickly (for example you find yourself in a job search or need to make a look at our guide *A Fast Start Networking Guide*.

We share these ideas and adapt them to your situation, your time constraints, and your personal style.

Determine how much time you can devote to networking.

Remember that this is an important career – and life – skill. People who are working on physical labor or more each day exercising (and good for them!). We suggest that you devote at least an hour to maintaining your network. More would be better, and if an hour a week feels like too much, can you do a week – two hours a month – to do something?

What's a good time for this? Friday afternoon when you're winding down at the end of the day? Early in the morning when your phone starts ringing? Week-ends, e.g. late Sunday afternoon when your mind is already getting into it?

Building a network is about building consistent habits, and using the moments that you have or own. Split your networking time between internal contacts (people who work in the organization) and external contacts (everyone else), especially if you work in a large organization.

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A NETWORKING

THE ART OF
TACTFUL SELF-PROMOTION

NETWORKING CONTACT LIST

In *Power Your Career: The Art of Tactful Self-Promotion at Work*, Developing Strategic Relationships is one of the three key strategies. The how-to's are included in section 2 of the book, as well as in the downloadable documents, *A Networking Plan for a Year* and *A Fast Start Networking Guide*, on our TactfulSelfPromotion.com website.

As with any project, an organizing system helps to manage it and make it happen. This is especially true if you are trying to build a network rapidly. This simple tool can save you time (and embarrassment!) when the phone rings and someone says that they are returning your call and you can't remember who they are, being able to find them quickly on a contact list can save the day. Some of our clients have called this phenomenon "ENS" – Excessive Networking Syndrome!

You can use Microsoft Word, Excel, or more sophisticated contact management system. It needs to fit your own style – something that you will use daily and weekly. You just need to be able to sort by first or last name, and add people as you expand your network. You will notice that there is a "Next Date to Contact" column. This tool needs to be paired with a calendar/rickracker system so that you will remember the action you wanted to take. Or, on a weekly basis, you can sort by "Next Date to Contact" so that you know who should be on your list for the next week or month.

EXAMPLE CONTACT LIST

LAST NAME	FIRST NAME	TYPE OF CONTACT*	EMAIL ADDRESS	PHONE NUMBER	LAST CONTACT DATE	NEXT DATE TO CONTACT	NOTES*
Johnson	Mary	A			11.1.15	2.15.16	Remembered who you got this name! What name did you get from this person? What did you commit to doing as a follow-up? What other name do you need to remember about this person?
Latimer	Reginald	B			10.15.15	3.1.16	Search person specializing in God name from Pete Smith. Wants to be contacted by email every 90 days.
Wenger	John	B			12.1.15	6.1.16	Got name from John Wenger. Include him in group email twice a year.
Jones	Catherine	A			12.15.15	3.15.16	Got name from John Wenger. Very helpful in connecting with engineering firms. Would like to stay in touch.

* Type of contact could be: by priority, e.g., A, B, C, or by type of contact, e.g., Acquaintance, Ally, Advocate, or by how you know this person, e.g., church, ABC company, DEF company, soccer parent, high school friend, search firm, etc.). You can leave this blank until you've used your system for some time and learn what kind of information is helpful to you in building and maintaining your network.

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Increase Your Visibility



Visibility Beyond Your Network

- Make the most of meetings and conferences
- Get involved in professional / industry association
- Make a presentation (internally and externally)
- Publish an article (magazine, newspaper, blog)
- Teach a course
- Volunteer at a non-profit
- Show up online – especially on LinkedIn

Making the Most of Meetings & Conferences

Before the Meeting

During the Meeting

After the Meeting

Networking Events - Tips

- 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 with an email and/or LinkedIn invitation.

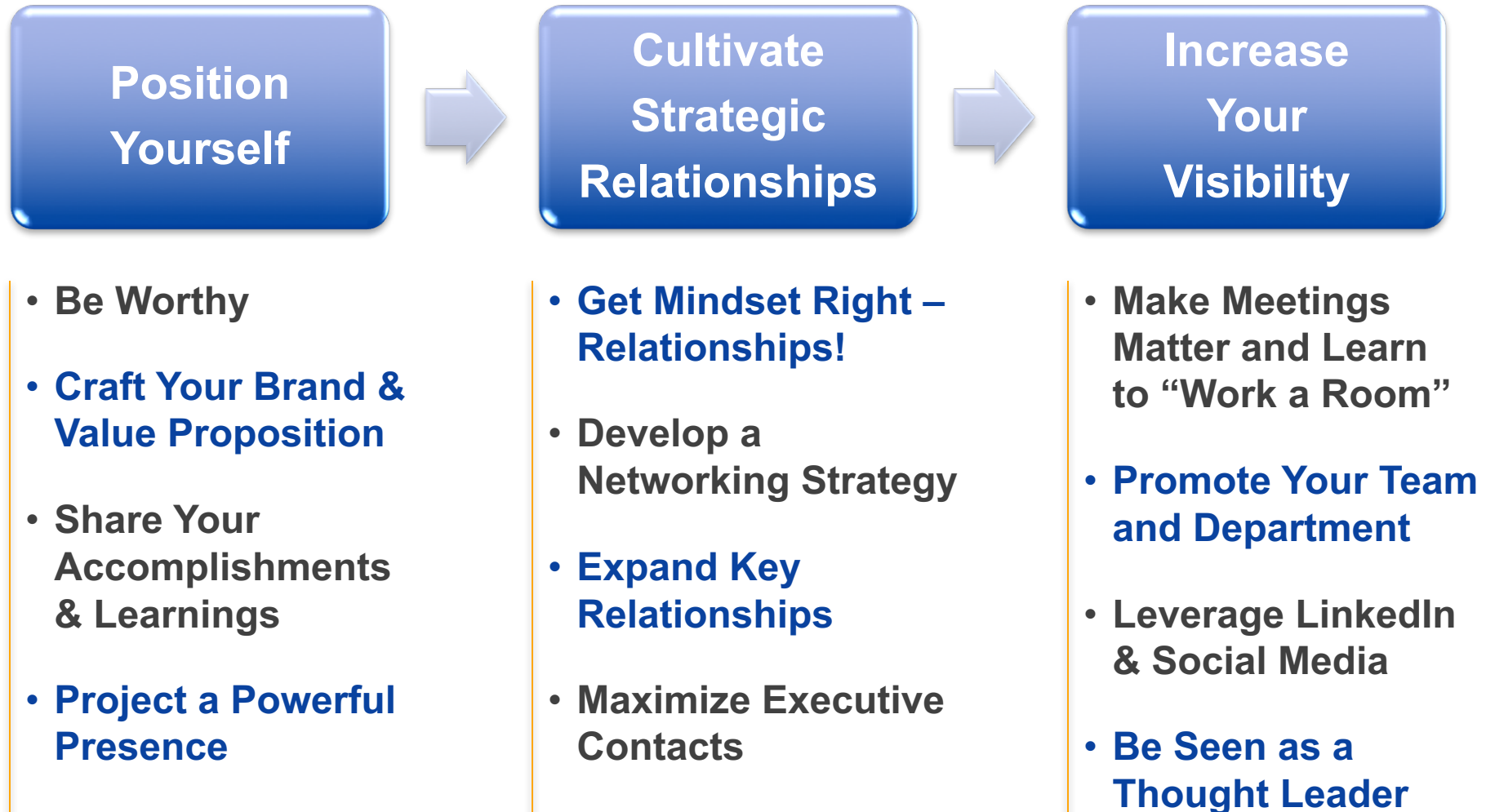
Questions to Ask

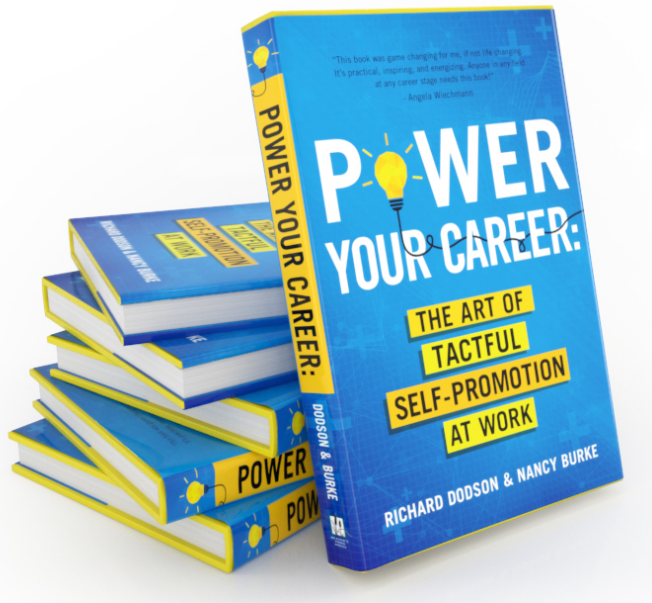
- “How long have you been a member of this group?”
- “How do you know...?”
- “What other groups do you belong to?”
- “Tell me about your business (or department, or role).”
- “What challenges are facing your industry (or company) right now?”
- “What do you like most about what you do?”
- “How can I help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

Show Up Online

- Clean up your online presence.
- Join social networking sites (LinkedIn).
- Contribute content to online forums.
 - LinkedIn Groups
 - Blogs
 - Association Websites
- Create your own website.
- Tweet strategically.

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✓ www.TactfulSelfPromotion.com

✓ The Tactful Self-Promotion Newsletter

Take Action - *Get the Recognition You Deserve!*

