

Women in SETT Leadership

Self-Promotion in SETT

Participant Workbook



The 4 Ps of Self-Promotion



Prepare

Reflection Questions: Please answer honestly. This helps focus your thinking about this topic.

1. When you hear the term **self-promotion** – what do you think of? Could you describe your thoughts in 3 words?
2. Is **self-promotion** difficult for you? If yes, why? What about it is difficult? If not, what makes it comfortable for you?
3. What intentional strategies have you used to improve your self-promotion?

Self- Promotion Workshop

Developing your Pitch

An “elevator pitch” or “sound-byte” is a concise description of what you do and the value you add. You should be able to explain that in one-two sentences. It should take less than a minute to describe. Depending on the audience, you may need to have different versions of your pitch at hand to use.

Goal: Develop a 20 **second self-promotional** “sound byte” and use the prompts to get started if needed. By aiming for 20 seconds – it will force you to be succinct with the information you want to share initially which may lead to further dialogue depending on the situation you find yourself in.

STEP 1: Identify your situation – the opportunity and the audience. *For example, you may have a slightly different approach depending on your audience, if they are people you know or don't know. Examples include the CEO of your company, your supervisor/boss, your colleagues, or people you are meeting for the first time at networking event or at an interview.*

The situation I want to focus on is....

STEP 2: Outline the purpose of your sound-byte – what is your goal to have your pitch ready? *For example, you may want to use this to help you inform others of the kind of work you like/don't like or want more or less of. It may be to get noticed in your company, build the recognition of your expertise or even to express your career aspirations.*

My goal for using my pitch is....

STEP 3: Create your 20 second sound-byte – 20 seconds is not a lot of time – so what is most important for you to convey to meet your goal? Use the prompts below to focus your thoughts and craft your pitch. This includes **who** you are (name, position, company), **what** you are **working on** (current project, focus of your work, how you add value), what you have **learned** (about yourself or company), **where you want to go** (next project, position, career goals).



Hi, I am (name/position) ...



I am currently (what is your current focus?)...



I have learned...



What I want to do next is...

Self- Promotion Workshop

Examples:

-  *Hi, my name is Shira Lapiex.*
-  *I'm an Environmental Technologist at Global Inc. where I lead the remediation team for their important wastewater project.*
-  *I learned how much I enjoy leading team collaboration.*
-  *I'd really like to leverage those skills by leading a larger team on their next project.*

-  *Hi, my name is Layla.*
-  *I started the first decade of my career as a traditional chemical engineer doing everything from process control to project management of multimillion dollar capital projects.*
-  *I've learned that I am very interested in the application of findings from neuroscience to the field of leadership to help people enhance their potential.*
-  *I transitioned and transformed my volunteer, technical and leadership experience into business consulting where I specialize in supporting the learning and development of professionals with a focus on leadership development, process optimization, and stakeholder engagement.*

Practice Your Pitch

Instructions: In this workshop you will have an opportunity to practice delivering your sound byte. The more you practice – and actually say this out loud, the easier and more natural it will become. Please set up your opportunity (the situation you want to practice using your pitch) for the group. Your facilitator will guide you through the process.

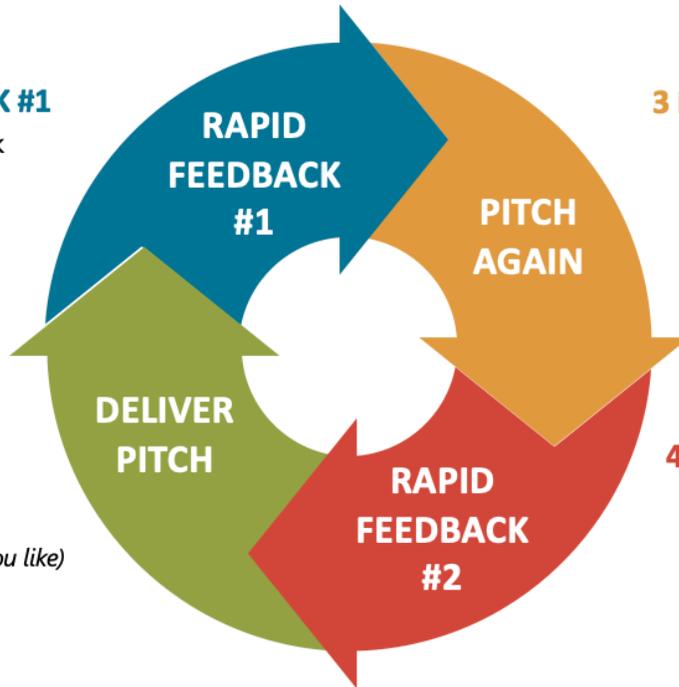
Think of your own situation to use your pitch or choose from the following:

- Unexpectedly meeting an executive of your company at your workplace (introduce yourself)
- At a scheduled meeting – like an interview or performance review (answering what is your greatest accomplishment, what are you most proud of, or what do you want for your career progression)
- Responding to a compliment of your work (e.g. you were the project lead and someone said “your team did a great job”)
- A performance review

Self- Promotion Workshop

2 RAPID FEEDBACK #1

- Provide Feedback
- I like...
- I wish...
- I wonder...



3 PITCH AGAIN

- Make quick adjustments
- Start Timer / Voice Memo
- Deliver pitch again

1 DELIVER PITCH

- Set up scenario
- Voice record (*if you like*)
- Start Timer
- Deliver pitch

4 RAPID FEEDBACK #2

- Provide Feedback
- Provide one consideration
- Document your insights
- **Repeat process for next person**

What improvements did you make from the feedback you received? Capture your changes below.