



Five Tips for Talking Yourself Up!

It's time for me to get on my self-promotion soap box. Again! I recently spoke at the Women Who Step Forward conference. During my keynote, I made it a point to tell attendees that they must talk themselves up. You need to talk yourself up too. And, no need to be shy when you're doing it either.

Research has shown that there are a number of barriers women must overcome with the concept of self-promotion. Unfortunately, we are socialized as children not to talk about ourselves. The result is that many women not only loathe talking about themselves but they also loathe talking about their accomplishments. Why? Because most women feel that this is - dare I say it? - bragging.

In our adult lives, many women often feel that their work should speak for itself. While that sounds good on paper, this strategy simply doesn't work very well for most women. The result is that many women are often passed over for plum assignments, or worse, for that coveted pay raise or promotion.

It's critical for women to develop a comfort level with talking about themselves and their accomplishments. Self-promotion can help do the following: make you visible, help you realize your goals and dreams, establish you as an expert in your field, and perhaps most importantly, lay the groundwork for future opportunities.

Effective self-promotion requires preparation. Here are a few simple steps to get you started:

1. **Take Inventory.** You need to have a sense of what is worth promoting about you and why it is important.
2. **Identify Your Key Accomplishments.** These should be quantifiable and showcase your contributions.
3. **Describe Your Accomplishment.** A simple technique is the "CAR" method: Describe the challenge, the actions, and the results. Think in terms of telling a story.
4. **Craft a Vision for Your Self Promotion.** Start by answering these questions: What is the outcome you want to achieve? By When? How will you measure success? What is your timeframe for getting started?
5. **Identify Individuals to Help You.** Include individuals both inside and outside your organization. Don't be afraid to ask for help!

These five steps should help you talk yourself up without feeling like a self-serving fool. Keep in mind that you need to sing your own praises every chance you get. And, you need to tell your success story through as many mediums as possible. Remember, if its fact (f-a-c-t) then it's not bragging. Period!