

The 5 Myths of Self-Promotion



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Even if you're one of the most talented people in your company and your work is excellent, your skills and successes might still go unnoticed, in which case some self-promotion might be in order. But not everyone is comfortable with self-promotion at work. Many capable and talented women feel like self-promoting is bragging or vain; they fear censure for being perceived as 'pushy' so self-promotion is often viewed in a negative light

I would argue that when self-promotion is done well – fact-based, with substance over style, and delivered authentically is an important part of developing your career and profile

Why Self-Promotion is so important

- **Talent doesn't equal Recognition**

People are busy, organisations are disparate especially post-pandemic and technology is changing how we work. It is easy for any high-performing individual to be overlooked with everything else that's going on let alone one who stays silent

- **Success requires a broad network of Advocates**

Your boss can't know everything, and face-time is limited. Women especially tend to hide their light under the proverbial bushel, in the misguided notion that not telling their boss what they're up to is doing both parties a favour. Not taking up space, bothering your Manager, showing assurance rather than appearing needy is a good thing right? How better to demonstrate competence than to just get on and do the job at hand. Wrong. Even if you are more proactive it's important that all those who make decisions about your career know who you are and what you have to offer. Do not assume everyone knows, who you are, what you do and the value you bring

- **Companies want to retain their best performers**

Long gone are the days when “just doing your job well” translated to success. Everyone is doing more with less. **The most visible, but not necessarily most valuable**, employees are often the ones who make the cut.

If you often feel you're being overlooked, underestimated, or not recognized at work, yet also are uncomfortable with the concept and practice of self-promotion, reframe any old beliefs you hold about visibility. Too many women fall victim to some common limiting beliefs that prevent them from achieving the success they both desire and deserve in their career.

[Avoid falling for these 5 common self-limiting beliefs, and learn how to turn them around to appropriately self-promote at work](#)

- **My achievements should speak for themselves**

The truth is, a lot of good work does unnoticed. We hope that good work will speak for itself, partly because in a meritocracy it should but also because we fear the dark art of self-promotion; it's all a bit sleazy and has many negative connotations. But it's actually part of your job to let your boss know what you are doing, why it's important, and how it benefits others. If you reframe it as doing yourself and the organisation a favour, owning your achievements will become more palatable

- **My boss is too busy to hear me talk about myself**

It's part of your boss's job to give you time. Be proactive. Make it easy for him/her, don't wait to be asked, don't hint, be clear on what's going well, where you might be struggling, and what you need to succeed.

- **There's no 'I' in Team**

Actually, high visibility benefits you, the team and your boss. At times, your efforts might highlight your individual role; in other cases, you might credit another team member or the entire team. This type of promotion generates rewards and recognition benefits everyone so it stops being about you, it becomes about them.

- **I don't want to brag**

Think of sharing your expertise and experience rather than bragging. Many others can benefit from your knowledge, it's all in the delivery. If you aren't normally braggish, you won't appear so.

- **I'm just not comfortable promoting myself**

For a variety of reasons, women, particularly are incredibly uncomfortable speaking up about their accomplishments. For those who naturally shy away from self-promotion, or who struggle to overcome impostor syndrome, the key is to use tactics and behaviours that are effective and, at the same time, will maintain a sense of integrity and authenticity.

Self-promotion is a key component of success. 60%* of success is down to exposure ie visibility. To develop strong, effective self-promotional skills, aspiring women need to find a balance between self-serving bragging and being overly modest - and overlooked.

To find out how you can build a Personal Brand that does the Self Promote for you with added integrity drop me a line

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- Harvey Coleman "Empowering Yourself" Theory of PIE 1996