

5 Key Ways to Market Yourself Professionally Within Your Company

To Win Career Building Experience & Promotions:

- How to Increase Your Profile with Your Manager, Senior Management and Key Stakeholders
- Tips on How to Market to 5 Key Groups
- 8 Key Metrics to Use to Measure Your Positive Impact



Why should you market yourself?

By marketing yourself internally in a professional non-pushy way, you:

- Increase your profile within the business
- Build stronger relationships with more managers and stakeholders
- Develop a stronger professional reputation quicker
- You are far more likely to be given the more interesting career building projects
- You are likely to get promoted faster

These are all great reasons to put some effort into marketing yourself internally to your peers, your manager and those above you in the organisation – your target marketing audience.

Don't assume that your peers, your stakeholders, and those more senior than you know about the great work you are doing. Don't assume that they understand the positive impact of your work has on the business either.

You have to communicate what you are doing and the impact you (and your team) are having to your audience, regularly.

Senior people in the business are busy. They can quickly forget what you did last week, let alone six months ago as they tackle the latest problem in front of them.



Tackling the challenge of positively marketing yourself internally while avoiding obvious self-promotion is, in my view, an essential part of building a successful career in management. There are lots of ways you can remind others of the great things you and your team are achieving. Let's go through the main ones:

5 methods to market yourself professionally:

1. Face to Face conversations and meetings are perfect for reminding your audience

Types of face to face meetings in which you can market yourself:

- **Water cooler conversations**
- **Casual meetings at their desk (as you pop round to deliver work, insights, etc)**
- **One-on-one meetings**
- **Arranged group meetings (if done carefully)**
- **When having coffee or lunch with your target audience**
- **Social events outside of work**

The idea is not to have a meeting or conversation to specifically highlight what you have achieved. Leave this for review meetings with your manager.

Instead you should be looking to link your achievements into the conversation when you are meeting or talking about other issues. Steer the conversation to suitable subjects and then link in your achievement.





An example might be during a discussion about increasing client revenues:

[You] May I offer a suggestion?

[Ben] Of course

[You] My team and I worked very hard last quarter to develop analysis of ABC's client's product mix problem.

Using this analysis, we increased the client's revenue over by £5m, and our fees by over £100k within 2 months. Would a copy of our report help you with the structure and format of the analysis you are working on?

[Ben] Yes, that would be really useful.

Later you could mention to other stakeholders such as your manager, that you had given the same report to Ben to help his team (another opportunity to promote what your team has achieved and demonstrate your team focus).

2. Creating KPIs / Metrics and circulate to relevant members of your target audience

Think about how you and your team:

- **Increased Revenue**
- **Saved Costs**
- **Saved Time**
- **Improved Processes**
- **Increased Efficiency, thus saving time or cost or both**
- **Reduced risk**
- **Achieved business targets**
- **Pleased customers**

What metrics can you create and track reasonably easily that would put you and your team in a positive light and provide a meaningful update to stakeholders?

How are you going share these with your manager and stakeholders?

- **In conversations**
- **As handouts**
- **In personalised emails**
- **As part of a “newsletter”**
- **Within presentations**

Relevant insights gained from data, with commentary is generally well received by all relevant parties as it reduces their need to analyse the data themselves.

3. Send round a Team Newsletter or equivalent

Send an email with progress updates on key projects and initiatives within your team to multiple stakeholders say once a month and add the key metrics showing the value and progress you and team are creating.

This could go to every stakeholder of the various projects your team is involved with, your peers, even the leadership team.

Produce your newsletter consistently and make it useful to your audience.



4. Keep the Score on a Whiteboard on the Wall

Put a whiteboard on the wall in full view of your team and others in the office. Update your KPIs or metrics on a weekly basis on the board.

Even better, ask one person to own and update each metric and then get the team together for a 10 minute meeting each week to go through each KPI or metric on the whiteboard and discuss progress and plans to improve progress.



5. Hold regular team meetings

Get your team excited about what everyone has achieved and how you have done this. Share knowledge and results by:

- Keeping your team up to date with progress, what is going well and what needs further work
- Get them involved in finding solutions for the issues
- Ask those delivering great results to talk about **how** they achieved their results to the rest of the team
- Invite guests to your team meetings to share knowledge and listen to what is happening in your team

If your team know exactly what is happening and have easy to share key metrics to hand, they will also spread the word about what is happening in your team amongst their contacts and stakeholders within the business. Word will get round.



Next: **Who you should target**

Who you should target

Your Manager

Your manager is your most important supporter and vital for gaining experience, getting onto the better projects, and getting promoted.

Make the time to think about and capture the tasks, problems, and projects you and your team have delivered against each week/month/quarter. Communicate to your manager the value and results you are achieving and why these help your manager and the business achieve their goals.

Try to quantify each achievement in terms of:

1. **Increased Revenue**
2. **Saved Costs**
3. **Saved Time**
4. **Improved Processes**
5. **Increased Efficiency, thus saving time or cost or both**
6. **Reduced risk**
7. **Achieved business targets**
8. **Pleased customers**

Keep highlighting the impact of the work you and your team are doing.



Manager's Peer Group

Your manager's peer group are sources of opportunities and projects to gain valuable experience. Work to:

- **Build relationships with them on a professional and personal level**
- **Look for ways to share valuable and useful analysis and insights that will help the managers do their job or save them time**
- **Look to solve or help solve issues these managers are working on**
- **Share with these managers what you and your team are delivering and the impact this has on those managers' teams and goals and the business goals**
- **Ask to be included in relevant projects teams where you can gain experience and exposure AND add value and expertise**

Creating exposure to your manager's peer group can open many opportunities within a business.

Senior Manager Group and Leadership Team

If you are able to find ways to gain exposure to this group (as appropriate):

- **Identify and join projects and initiatives that will get you exposure to this group**
- **Find out what issues members of these teams are working on (ask the Personal Assistants, contacts in the manager network, and the individuals themselves)**
- **Provide analysis and insights from your area that will help inform or help solve the problems the senior managers / Leadership are working on**
- **Share team metrics and KPIs if relevant or useful to this group**

Your Team

If your team are not impressed and excited by the results they are delivering, they why will the rest of the business be?

Get them excited about what they are doing. Demonstrate why their jobs are important and how they contribute to the bigger picture and the success of the business overall.

Give them the knowledge, the KPIs and metrics that demonstrate why the team is making progress and delivering value to the wider business.

Sell to the team what they are doing to add value to the business. This is a great practice ground for your messages from which you can get good feedback (via body language, questions asked, etc.) before you use these messages more widely.

