



Training Lesson 1

The following strategy covered in the first training video will have you demonstrate your value and command respect and people's attention so they buy-into you, and the results you promise to deliver.

This approach is one of the ways you can position yourself to move into a new senior role and rise to the level that you want in your career.

The solution to marketing yourself effectively, is your blind spot. You're all over the place.

What's your story? What's the story you want to tell? Craft one story. Pick one spot and share the story you want to tell.

Here's how you do that:

Step 1. Use the last two years of your career as your reference point and position one leadership area you've grown in, in the context of crisis communication.

In that area, how did you respond and lead through change?
How did you demonstrate leadership and grow?

Step 2. When you speak, speak as if you are an advisor or consultant. Speak from a place of authority. Speak to one of the pain points either you or the team dealt with. Introduce the pain. Then segue way into leading through change, all on your watch.

Give an example and talk about the outcome. What did you learn? Tie it to leadership. Tie it to disruption.

This approach will help you build trust and demonstrate your value.

You are saying “I have a pulse on when change is needed and through blood sweat and tears, I’ve always got the job done.”

Let’s repeat that.

You are someone who gets the job done.

At this stage, you are looked upon for how you think. You are no longer showing up as a professional experienced in just a given domain area but looked upon for how you lead and as a service provider who understands the end state and RESULTS that need to be delivered beyond what may be on everyone else’s radar.

Speak to how you were focused and where you found the biggest impact can be made, thereby having your client’s back in a crisis or very high-priority project where high performance is critical.

This is also where you begin to package your expertise for a new senior role . Here you are demonstrating that you don’t follow a script or someone else’s lead. You have led and can lead well.

You are a people leader.

This is one of many ways in which you command respect and people’s attention so they can buy-into you, and the results you can deliver.

This is how you stay in one lane and communicate new and dynamic responsibilities you are ready for. This solution is one way to help you stand in your value, amplify yourself and be visible to those who are just getting to know you and your work .

Clarity is the overarching theme here. Here you are selling yourself as a competent leader who understands the business needs rather than someone who is just executing or following along with a preexisting plan.

Now you could communicate how you challenged the status quo during crisis and disruption. Unless you have been living under a rock these past two years, I think it’s safe to say you have seen firsthand what change looks like. Not just in your career but at home and working remote as well.

People want to connect human to human so don't hold yourself back, ok? You can rise and land the next opportunity or client when you are seen as someone to can lead through change, but more importantly, can make a positive impact and lead through the noise.

Through your story, you can speak to having a pulse on the change that's needed.

Note: You do not have to be in the senior role right now. Just because you may not have the title you want yet, or direct reports, doesn't mean you aren't qualified to move into a new senior role.

You can also stop spinning your wheels, should you have a hard time recognizing or communicating where you add value. I've been in your shoes and many more before me, have struggled with Imposter Syndrome. You won't have to question yourself or what results you truly bring to a certain opportunity and how you need to change to be attractive to a potential employer.

No more doubting whether you're good enough because right now people want to feel connected and that requires being human and addressing the elephant in the room: leading through change.

Inevitably this approach demonstrates how you have remained nimble and to meet changing business demands. When you own your story and achievements, you stand out, become visible and project confidence that others will feel.

The biggest mistake I've seen professionals make is waiting for a new leadership opportunity to open up, sitting on their hands.

Opportunities don't show up only for those who already have the level or title. Demonstrating leadership is when opportunities show up.

Preparation meets opportunity. So get right to heart of the crisis or change you dealt with, that led you to where you are right now and how you stepped up so you can now stand out.

Stick to the formula, I've just laid out and communicate how you've led through change.

