

HAVERFORD

SPEAKER SERIES

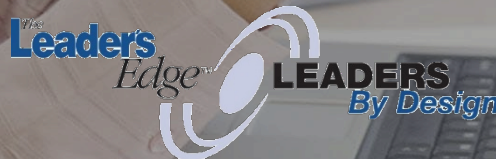
*for*

WOMEN

A group of four business professionals (three women and one man) are seated around a table in a meeting room, looking intently at a laptop screen. The woman in the foreground is speaking, gesturing with her hands. The man next to her is listening attentively. The woman on the far right is also looking at the screen. The background is bright and out of focus, suggesting a window with natural light.

# Self-Promotion In Motion!

**Shelley Potente, MA**  
SVP & Managing Director  
*The Leader's Edge/Leaders By Design*



***How do you feel about Self-Promotion?***



Decision makers need to know:

- What are your aspirations?
- Do you take initiative?
- Do you understand the business?



# How Do I Self Promote?

---

- Be aware of how you are “Showing Up”
- Build a Strategic Network
- Preparation, Practice and ACTION!



# Your Visual Message Counts

- How You Look
- Eye Contact
- Posture/Stance
- Handshake



***What is your body language communicating?***

# Your Visual Message Counts



SMILE!



# Your Vocal Message Counts

- Speed
- Volume
- Pitch and Tone
- Conviction and Enthusiasm



***People may not listen to you  
if the VISUAL and VOCAL are lacking!***



## **Bragging/Boasting**

- I made this deal happen...
- I've got the best way to...
- I'm a shoe-in for this promotion
- They couldn't have done it without me

## **Objective Accomplishments**

- While leading the team I was able to...
- One way that's worked for me...
- We were so pleased with the results
- I enjoyed having a pivotal role...

# Your Verbal Message Counts

---

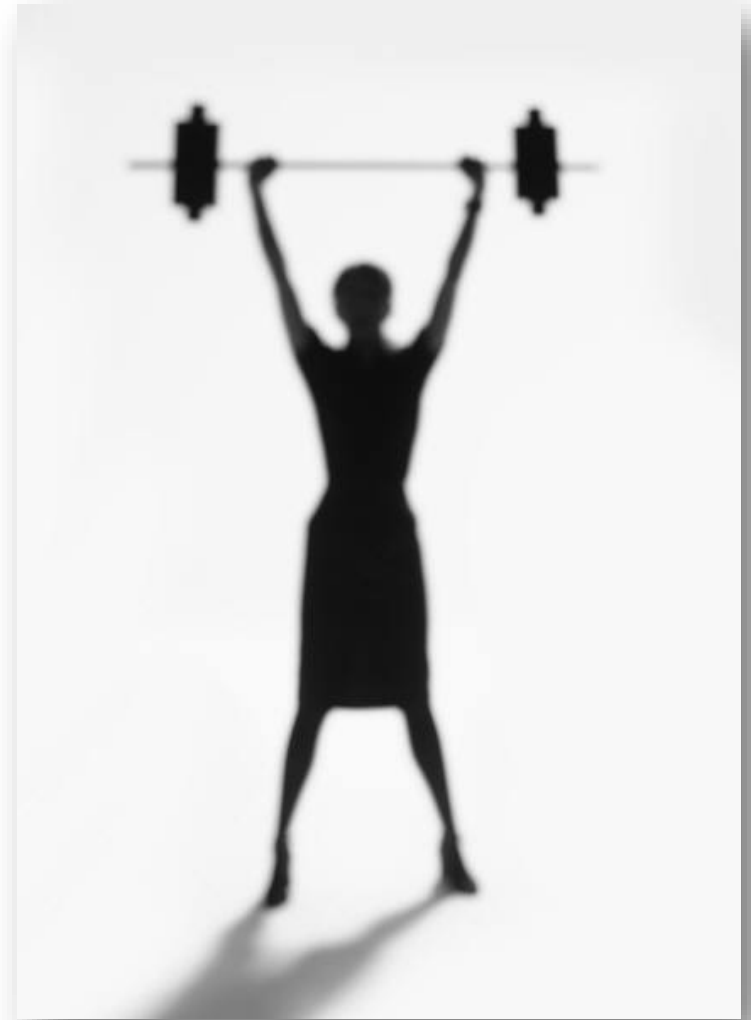
## Do you say?

- You might not agree with me...
- I'm not sure if this is a good idea but...
- Maybe I can offer something...
- Would it be okay if...

## Replace with...

- After reviewing the materials, I believe...
- Here's an idea about...
- I recommend that...
- Let's move forward on...

***Are you Speaking UP??***



- Mindful approach to your network
- Gather important information
- Build allies and relationships



***Authentic and Successful Networking is driven by  
“How can I Help?” NOT “What can I Get?”***

# Ask Yourself if You...

---

- Have a variety of contacts
- Raise your hand to join a task force or project team
- Are actively involved in a professional association
- Make introductions/connect people
- Allocate time to network



***Always be prepared to concisely share what you are “up to” – with confidence!***



For a spontaneous encounter with a business leader or colleague in order to briefly share:

- Your role/area of expertise
- Recent accomplishment that you are proud of
- Something you are presently involved with/working on



- Be aware of how you are “showing up”
- Assess your network – make it strategic
- Be prepared to share what you contribute!



***Make a Commitment***

***Put Self-Promotion In Motion!***



# THANK YOU!

Shelley Potente, MA

SVP & Managing Director

[spotente@the-leaders-edge.com](mailto:spotente@the-leaders-edge.com)



Let's continue the conversation...

Search LinkedIn Groups for: *The Leader's Edge/Leaders By Design*

HAVERFORD

SPEAKER SERIES

*for*

WOMEN