

# RAISING YOUR PROFILE TOOLKIT



“YOU MUST DO THE THINGS YOU THINK YOU CANNOT DO”

ELEANOR ROSENVELT

## SELF-PROMOTION YOUR WAY

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### INTERNALLY

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- Record your wins – useful for annual reviews but don't leave it until then to spotlight them!
- Use your annual reviews as an opportunity to talk about your development goals and aspirations as well as your achievements and deliverables over the year
- Share regular business updates with your manager. Don't assume they know all you are doing
- Talk to your manager and sponsors about your ideas, career goals and ambitions you have
- Ask for stretch opportunities, lead on a project or represent the team on a steering group
- Find a mentor, they will help you see the potential in you that you may not see yourself
- Ask for advice & feedback, show you are eager to learn and progress and comfortable with feedback
- Seek out sponsorship and remember, a mentor may become a sponsor and advocate for you
- Get more facetime with senior leaders. Solicit their advice over coffee or virtual coffee
- Utilise and grow your network. Who needs to know more about you and your value?
- Speak in every meeting you go to, share your idea early or ask a question. Show you are engaged
- Find problems that need solving and offer solutions. Be that proactive solution focused person!
- Praise freely. When you are generous with both your advice and praise you become a go to person and it bolsters your reputation
- Sponsor others – Peers and senior leaders, speaking well of others skills and accomplishments reflects well on you and sets you apart as a future leader
- Become a mentor, as well as supporting others in their career you will be able to share views on future successors for the business
- Use the mutual amplification technique - agree to use this with your colleagues if input is ignored
- Provide virtual lunch and learns to share your skills and expertise with the business
- Perfect and practice your impactful meeting introduction

### EXTERNALLY

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- Participate in company or industry competitions to gain visibility internally and externally
- Attend Lloyd's lectures or events run by bodies like the CII, CILA, IRM, LMG, LMA, IUA, iNED, CPCU to broaden your network and share the learning with your team
- Speak at conferences / or on webinars on your area of expertise
- Volunteer to support the Insurance Institute Charitable Foundation raising awareness or at events

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## ONLINE

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- Maintain an up to date LinkedIn profile with a professional photo, skills and qualifications
- Join and participate in relevant LinkedIn groups or Twitter chats
- Share industry relevant articles with your expert comments with colleagues, experts and influencers
- Write blogs to share internally or provide regular updates on projects or specific work interesting to share with your business
- Write articles for external industry publications to showcase your expertise
- Use the “cc” button to cc your boss whenever you get a compliment or thank you from a client or colleague

## PERSONAL

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### ALWAYS BE YOUR AUTHENTIC SELF

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- Be proud of your accomplishments, get comfortable with sharing your success with friends and family
- Get clear on what you want and opportunities that will interest you and support your goals
- Watch your language don't play down the part you played in the project or deal. Use 'I' not 'we' as appropriate
- Think of yourself as a business and adopt an entrepreneurial mindset. Consider “How have I added value to the business?”
- Be clear on your 3 proudest accomplishments so you can share whenever you need to
- Prepare and practice your “Lime Street Response” ready for those chance encounters. (Can also be virtual meetings you arrive early for)

## TAKE ACTION

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### REFLECT & TAKE ACTION

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What opportunities do I currently have to raise my profile?

What do I need to work on?

What can I do on a weekly basis to raise my profile and share the good work I am doing?

Who do I need to spend more time with sharing my value proposition?

What are my barriers to self-promotion? What will I do to overcome them?

What is my impactful introduction? Practice with fellow IBC members

Which of the tips (or one of your own) do you commit to do in the next month?

