

# RAISING YOUR PROFILE TOOLKIT



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

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## 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!
- Share regular business updates with your manager. Don’t assume they know all you are doing
- Talk to your manager and sponsors about 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 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
- 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
- Amplification technique – agree to use this with your colleagues if input is often ignored
- Provide lunch and learns to share your skills and expertise with the business
- Perfect and practice your powerful 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 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

## TAKE ACTION

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### REFLECT & TAKE ACTION

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What do I currently do to raise my profile? Is it working for me?

What opportunities do I currently have to raise my profile?

What can I do on a weekly basis to promote myself 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?

Now I am aware of them, what will I do to overcome them?

What am I proud of achieving in my career?

What is my “Lime Street Response”? Practice with fellow IBC members to get comfortable with it.

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