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- 1. Make your own noise: Promote Your 3 R's**
- 2. Who's the first one to lead? Announcing blog launch.**

1. Dateline: Today: "Result-producer (Insert your name) In High Demand." When was the last time you assessed your demand-level, your marketability? If you don't remember, it's time. Even if you are not looking for a job today (should you be?), you may be tomorrow. Knowing your value in today's marketplace (not when you first entered the workforce) and telling others of it is essential to creating opportunities for your development and career path.

Why? These days signal to all of us the need to promote ourselves, whether we want to keep our current job or are looking for the next one. There's no such thing as a life-long job these days (and the Millennials aren't even looking for one). There's another reason for assessing and promoting yourself – the competition from the GenYers. They're moving into leadership roles. For more on this, go to www.wipcoaching.com, and download *Transitioning to Leadership Program: How to Effectively Move Your Gen Y Employees Into Leadership Roles*.

What to promote: Relationships, Results, Resolution. Promote the quality of your **relationships** and the results those relationships produce. Very few of us produce results by ourselves. Whether you are an independent consultant (like me) or leader of a company (like many of my clients), you work with others to reach a goal. Yes, you bring something unique to the party, but without the party, i.e., other people, your uniqueness would shrivel up (and so would you, I suspect).

Promote two types of **results**: (1) Quantifiable: observable, visible, non-interpretative achievements (contracts signed, money earned or saved, product out the door on time). Qualitative: anecdotal, interpretative, invisible achievements (loyal employees who stick with you during downturn, customer compliments, feelings of pride, appreciation, teamwork). Frame the skills you have (build teams quickly with diverse, virtual people) that are needed and valued, regardless of the industry. Focus on transferable skills and competencies, then on industry specific knowledge.

Promote your **resolution**, your determination and perseverance. Tell stories that highlight the invisible effort you put forth. Don't use hyperbole, don't exaggerate; elevate the invisible to the visible. Tell your customers, both internal and external. This is also a sanity check. If your customers do not see your skills, start right there to improve your marketplace value.

See a video resume, a resource shared by one of my clients.
http://interviewclips.com/iclips/base.html?folderName=candidates/nancy_dirgo/.
Also featured at <http://www.ktvu.com/video/19595950/index.html>.

2. Who's the first person to lead? Yourself. Beginning in mid-July, I'll begin my blog with the theme of "lead yourself first." Stay tuned. I'll send you the link.

'Til next time ... Boldly lead where you have not gone before!
Camille