



THE ART OF SELF-ADVOCACY

JOSEPH CONIGLIARO MD, MPH, FACP
VICE CHAIR OF ACADEMIC AFFAIRS
PROFESSOR OF MEDICINE
DIVISION DIRECTOR, INTERNAL MEDICINE

LINDA SHORE-LESSERSON MD, FAHA, FASE
VICE CHAIR OF ACADEMIC AFFAIRS
PROFESSOR OF ANESTHESIOLOGY
DIRECTOR CARDIOVASCULAR ANESTHESIOLOGY



Learning Objectives

- Define self-advocacy
- Define strategies for self-promotion
- Explain the role authenticity plays in self-advocacy and creating a personal brand
- Determine ineffective vs effective self-advocacy
- Develop strategies for self-advocating in documents & on social media

Catalyst Study 2011

- 3,000 high potential MBA graduates
- What did not significantly help women advance their careers
 - being proactive
 - requesting high profile assignments
 - and asking for promotions and raises
- What did have a positive impact on women's careers
 - communication of their achievements
- Able to advance their careers and increase their compensation

5 Basic Tips for Self Advocacy

- Be willing to self-promote
- Use data to your advantage
- Aim high
- Build a career-life strategy
- Give your inner saboteur a “time-out”

Self Promotion

- **Self promotion** is a technique in which one emphasizes their own attributes in order to be seen positively in the eyes of the target individual
- Key to self promotion is **authenticity**

Authenticity

“**Authenticity** is the alignment of head, mouth, heart, and feet - thinking, saying, feeling, and doing the same thing - consistently. This builds trust, and followers love leaders they can trust.”

~ Dr. Lance Secretan

Creating Your Personal Brand

- Is easier when you know yourself
 - What makes you unique?
 - What's your personal brand?
- Who you are and what you're known for. When you interact in person or email, people have an image of who you are.
- **Good news – you have total control over creating and managing your personal brand!

Developing Your Brand Mantra

1. Determine your emotional appeal.

- ▶ List words that describe features of your personality. Pick 1

2. Describe your emotional appeal.

- ▶ What or who is your brand for? Pick 1.

3. Determine your function.

- ▶ What do you do? (e.g. scientist, manager, innovator).

4. Put it all together. Combine the words. Is this you?

Examples

- “Dependable strategic planner”
- “Supportive woman mentor”
- “Creative professional connector”
- “Driven award-winning researcher”

DEFINING YOUR BRAND

- Understand your brand
 - By default or intention? By you or others?
 - Get a baseline, ask others whom you trust
- Identify your desired brand
 - Discuss with managers and trusted others
 - Choose words that describe your ability
- Align your actions with your brand



CAUTION

**WEAK
LANGUAGE**

I would just like to say that I may not know as much as some of the leadership development experts out there, but I feel that women undermine their credibility time and time again by using minimizing language.

LANGUAGE POINTERS

- Avoid the word “just” “I just called because...”
- Use strong language
 - I’m confident, I’m convinced, I expect
 - NOT I feel, I think, I believe

DON'T TRY TO EXPLAIN YOURSELF

- To check if your listener is understanding don't cast doubt or uncertainty
- Use “Do you have any questions?”
- NOT “Does that make sense?”
- AVOID “You know”, “Like I said”, “I mean”, “To be honest”, “I'm like”

ACCOMPLISHMENTS 1 / YEAR

- Past ability to contribute to productivity
- Past achievements and successes
- Use data and quantify
- Give examples
- How did you do it differently or better?

A WELL-WRITTEN ACCOMPLISHMENT

- Challenge- under what conditions
- Action- strengths used to execute
- Result- business impact, deliverables
 - Benefit, positive result, changes incurred

EXAMPLES, ACCOMPLISHMENTS

- Implemented cost reduction, productivity and quality improvement programs saving over \$3m.
- Saved \$2m through benefits redesign while maintaining overall quality and employee satisfaction.
- Exceeded annual sales quotas consistently by an average of 15% for three years by initiating a system of follow up contacts with satisfied customers.

IMPORTANT ADJUNCTS

- **Wardrobe**
 - **Bold colors, crisp business, classic- shows power and direction**
 - **Casual attire, fads send a too relaxed message**
- **Use of social media**
- **Elevator pitch**

WHAT DO YOU DO?

- Name, job title, crisp overview of responsibilities
- “I am responsible for a, b, c” (c= next desired job)
- Set yourself up as “go-to” for higher level duties
- Shift perception from **worker** to **leader**
- Not “work on” something but “be responsible for”, or “orchestrate”, or “lead it”

CORE MESSAGE

- 15 seconds
- 30 seconds

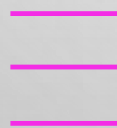
In 15 seconds...

Provide executive coaching and leadership development to individuals and organizations

In 30 seconds...

Focus on emotional intelligence and self-awareness and self-management strategies

Utilize multiple assessments: MBTI, DiSC, TKI, 360 degree feedback



Strength-based approach in coaching to change and develop additional skills



10 TIPS FOR SELF ADVOCACY

1. Create your personal brand, maintain it. Or re-brand.
2. Put yourself and accomplishments “out there”.
3. Do not attribute your success to luck.
4. Keep a kudos folder.
5. Develop a routine for maintaining your resume/CV.

10 TIPS FOR SELF ADVOCACY

6. Build positive relationships with people in leadership roles and...
7. Listen for opportunities.
8. Step up. Volunteer.
9. Follow through on your commitments
10. Practice, practice practice!!

DEBRIEF

- What one thing are you taking with you?
- What one thing will you do differently in the upcoming week?