Online Bitesize Nugget Conversations

The Women’s Faculty Cabinet (WFC) of the University of Minnesota is proud to bring you a new seminar and workshop series: Let’s Talk! Our main message is acknowledging that the goal is progress not perfection.

Thursday, March 18
12:00 – 1:00pm
The Power of Tactful Self-Promotion
Speaker: Nancy Burke
Zoom Registration

Tactful self-promotion is a crucial career and life competency. Even people who hate the idea of self-promotion must find ways to increase their visibility if they want more opportunities, recognition and rewards. Whether you are interested in expanding your influence, working on your own career mobility or a leader wanting to create more visibility for your department and coach your staff, promoting yourself is not optional.

Tactful self-promotion IS NOT about being a blowhard, stealing the credit or elbowing your way to the center of attention; it IS about cultivating a positive reputation. Based on working with 1000’s of people as well as on research, they have formulated a model based on three key strategies:

- **Positioning yourself** in ways that highlight your value, differentiators and accomplishments, helping you stand out from your competition,
- **Cultivating strategic relationships** and expanding your network,
- **Gaining constructive visibility** by managing meetings and conferences, working a room, leveraging social media, and becoming a thought leader.

In her presentation, Nancy will focus on practical, real-world actions that even the most reserved can take to increase their visibility without violating their integrity or values (and without triggering a panic attack!):

- Positioning yourself in ways that highlight your value, differentiators and accomplishments,
- Cultivating strategic relationships and expand your network of influence,
- Gaining constructive visibility by leveraging conferences and meetings.

You will have a chance to apply and practice some of the elements of self-promotion as you interact with others. *Let’s Talk workshops are free of charge to University of Minnesota faculty.*