



Building Your Visibility: A Crash Course in Self-Marketing



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The New Rules of Career Management

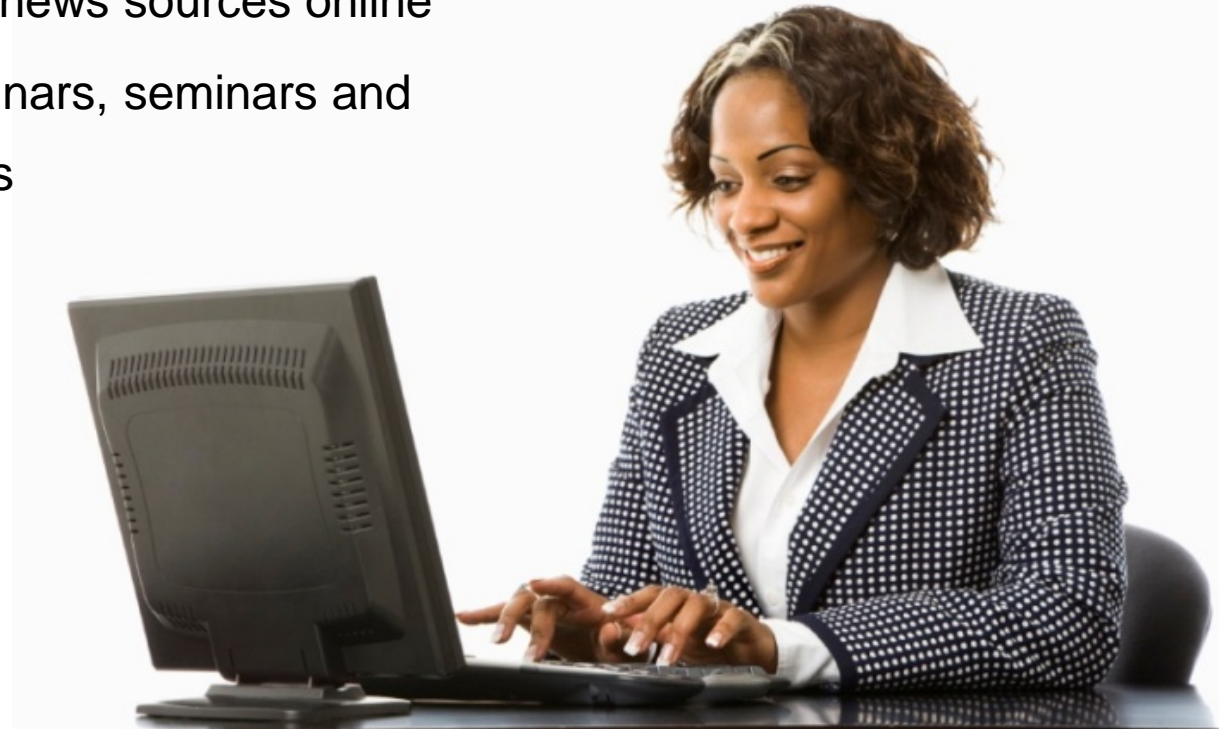
- Prove yourself, learn, advance
- Employment security replaces job security
- Performance counts, not tenure
- Set goals to succeed





The New Rules of Career Management

- Keep current
 - Review publications
 - Connect to news sources online
 - Attend webinars, seminars and conferences





Why Should You Market Yourself?

- Just as a business must market products, marketing also is key to career advancement
- Improving your skills is not enough — blow your own horn
- You are the CEO and CFO of You, Inc.





Why Should You Market Yourself?

- Showcase your expertise to a wide audience
- Both internal and external — company, industry, community
- Make more people aware of your talents





Why Should You Market Yourself?

- Wider recognition of your talents:
 - Can lead to new job opportunities
 - Prompts other departments to seek your counsel more often
 - Opens doors to broader responsibilities
 - Brings additional professional respect
 - Provides some job security
 - Improves career prospects
 - Enhances compensation
- All about attracting attention



Know Your Strengths

- Self-marketing techniques have common element: building visibility
- Honestly assess your strengths and weaknesses
- If you don't know your own value, you'll never convince others of it



Know Your Strengths



- Demonstrating your ROI
 - What do you do that is different from other managers?
 - Do you save the company time or money?
 - How have you driven revenue?
 - What initiatives do you own?
 - Are you known as the change agent?



Know Your Strengths



- Demonstrating your ROI
 - Executives: Selling your ideas to the board
 - Achieving buy-in
 - Providing examples/research to back your proposals
 - Overcoming objections
 - Showing long-term vision
 - Do you have a different approach for different audiences?



What Employers Value at the Executive Level

- IT Knowledge
 - The ability to partner with CIOs is becoming essential for CFOs
 - **Thirty-eight per cent** of Canadian chief financial officers CFOs recently polled said that, in the past three years, they have become more involved in technology-related decisions.





What Employers Value at the Executive Level

- Strategic vision
 - Experience in investor relations, operations, strategic planning and revenue enhancement projects is beneficial
 - Demonstrate you're capable of providing advice, even if it goes against popular opinion





What Employers Value at the Executive Level



People skills

- A must at the executive level
- You may be brilliant with financial strategy, but if you can't collaborate with others or motivate employees, you are not likely to be very successful



Build a Positive Reputation as a Manager



- Become known for inspiring the best in your employees
- The perceptions of those who report to you can bolster your visibility



Build a Positive Reputation as a Manager

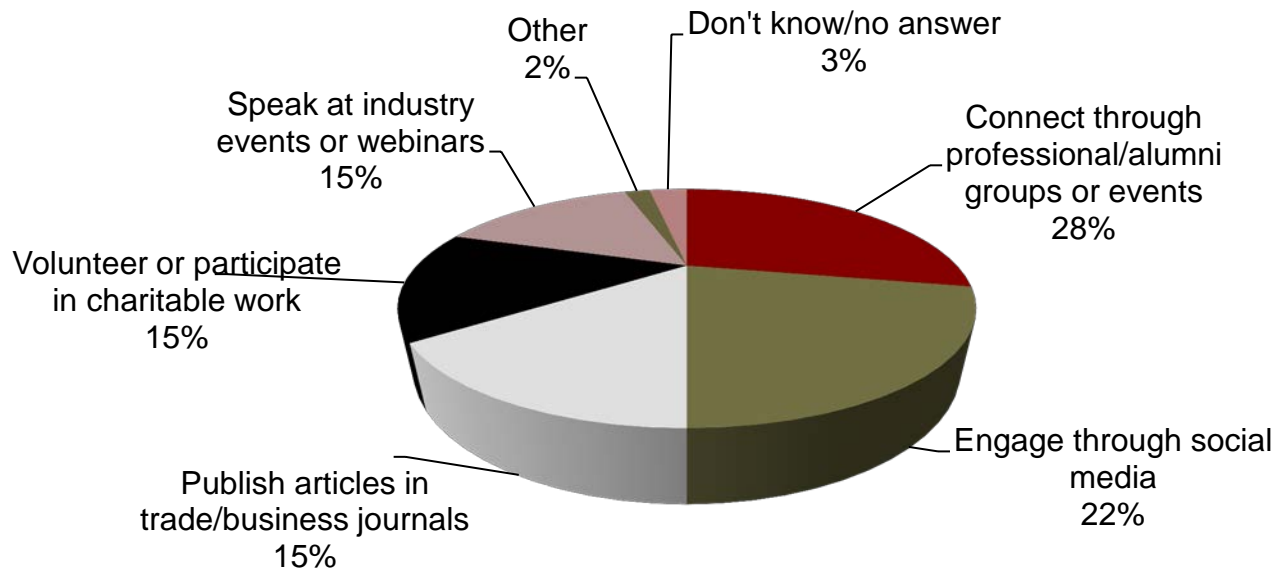
- Steps to be seen as a great leader
 - Be an open communicator
 - Provide autonomy
 - Share the vision with employees
 - Show appreciation





Strategies for Boosting Visibility

CFOs were asked, “Which of the following is the most useful way for accounting and finance managers to enhance their professional visibility?” Their responses:



Source: Robert Half Management Resources survey of 1,400 CFOs from companies with 20 or more employees



Know How to Network

- Have a strategy
- Develop 30-3-30 sound bites that summarizes who you are and what you do
- Take advantage of meal-time networking
- Be straightforward about what you're seeking





Know How to Network

- Thank those who give you time, encouragement or assistance
- Never be too busy to help those in your network





Use Social Media

- Social media is an umbrella term that covers a wide range of online tools for all kinds of purposes, including:
 - Conveying ideas (like a blog)
 - Collaborating with others (like Wikipedia)
 - Sharing multimedia (like YouTube)
 - Participating in virtual worlds (like Second Life)
 - Networking (like LinkedIn and Facebook)



Use Social Media

- Tool for information exchange
- Stay updated on the latest trends





Be a Spokesperson

- Represent your department and company in the community.
Consider:
 - Authoring articles
 - Providing interviews to local media
 - Speaking at professional association events
- Being a spokesperson helps you:
 - Showcase your expertise to wider audience
 - Enhance your company's reputation





Your Are Ready!

W-5

- You know WHY!
- You know WHO!
- You know WHAT!
- You know WHERE!
- You know WHEN!



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