The Art of Authentic Self-Promotion

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Professional Development Seminar Series
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What do you feel or think when you think about engaging in self-promotion?

1) To join the poll, send a text to this number: 37607
2) The text should say: ANNMARIECANO710
3) Then TEXT YOUR RESPONSE to the question above (We’ll make a word cloud so text one word)

If texting doesn’t work, go to: PollEv.com/ANNMARIECANO710
Wayne Women Lead Results

uncomfortable, bragging, good, ignored, never, nervous, works, men, puzzling, hard, arrogant, necessary, better, boasting, pushy.
Have you promoted yourself in the last month?

Text:

A for YES
B for NO
My Story

MOST CONCEITED

Maybe I need to keep my mouth shut!
Is my story your story?

• Many of us have learned to be modest and humble
  • Gender, racial, cultural, religious socialization and family norms
  • (Humility is good but...)

• What happens (or doesn’t happen) when we wait to be recognized?

• And when we are recognized-How does that feel?
Celebrate yourself!

https://www.youtube.com/watch?v=U1DNfLVfVc
Why self-promote?

• Self-promotion is a form of self-advocacy
• Self-promotion can be courageous
• New opps for you: new connections, collaborators, even jobs

Feeds greater courage for you to pursue what matters most to you
Still feel uncomfortable? I feel your pain

- Use yourself to give others more opps and props
- Lift up your community, students, colleagues, boss
Methods

• In-person (water cooler chat; one-on-one checkins)
• Email
• LinkedIn or other social media (Choose the right platform for your audience):
• Others?

  Have you seen good examples or bad examples?
  What made them good or bad?
Role play!

You’ve just won a regional award in your field. Your colleagues and your boss do not yet know that you won this award. How do you phrase your self-promotion in these different circumstances:

- What do you say to your colleagues when you run into them?
- What do you put into an email? What do you post on social media?
- Would you do it differently if it was not an award but successful completion of a project?

(Let’s also think about how to do this if:
You think your boss or colleagues are jealous of you;
You are perceived as arrogant because of your intersectional identities)
Authentic self-promotion

• It’s about the team:
  • I’d like to share some great news with team! This recognition will help us do this great thing...(will help us get funded, will gain attention for our team)

• Frame the promotion with gratitude
  • Thank you for supporting me or encouraging me—look at the outcome!
  • I feeling grateful for the privilege of contributing to X...

• Contextualize promotion with higher value of knowing about it
  • Thrilled to receive the XXX award from YYYY, an amazing organization that supports ZZZZ. I highly recommend that more of us get involved with them!

• Consider a balanced approach to self-promotion:
  https://www.fastcompany.com/3032287/the-art-of-self-promotion-on-social-media
How will you promote yourself in the next month?

A. Tell a colleague or boss about my accomplishment.
B. Ask a colleague or boss to share news about my accomplishment.
C. Post about my accomplishment on social media.
D. I have nothing to promote so I will not promote myself.
Think you’ve got nothing to promote? Think again!

The sponsorship spectrum: How far are you willing to go?

Sponsorship is either/or. It’s a spectrum of different kinds and degrees of support. As you get to know the high potential women that you already mentor, ask yourself: Where am I on the sponsorship spectrum? What would it take for me to move up the spectrum?

Mentorship
Private relationship

1. Provide her with helpful advice, support and/or coaching
2. Serve as a role-model

Strategizer

Share your ‘insider knowledge’ about how to advance in the organisation
Strategize with her about how to get ahead

Door-opener

Make introductions to influential people in your network
Talk her up with your peers

Opportunity-giver

Give her a high visibility opportunity or step up, within the scope of roles under your control

Advocate

Publicly advocate for her promotion in talent calibration or succession planning meetings
Fight for her in settings where she can’t fight for herself

Credit: Herminia Ibarra
BUILDING YOUR INCLUSIVE MENTORING NETWORK

Moderator: Annmarie Cano, Associate Provost for Faculty Development and Faculty Success

THURS., NOV. 21, 2019 | 12 - 1:30 P.M.
150 PURDY/KRESGE LIBRARY

Join Associate Provost Cano for an interactive session to learn how to build an inclusive mentoring network to support your success.

RSVP.WAYNE.EDU/MENTORING/

OFFICE OF THE PROVOST & OFFICE FOR TEACHING AND LEARNING

SOCIAL MEDIA ENGAGEMENT
DECEMBER 4, 2019 | 12 - 1:30 P.M.
150 PURDY/KRESGE LIBRARY

Learn the benefits of social media engagement from an experienced panel of faculty who are active on social media. Topics include the use of social media to promote research, creative, and scholarly work, stay engaged with scholarly communities, and to educate others.

PANELISTS

SUSAN DAVIS
Professor, Clinical, Pharmacy Practice

JENNIFER HART
Associate Professor, History

KEVIN KETELS
Lecturer, Marketing & Supply Chain Management

RAHUL MITRA
Associate Professor, Communication

KIDADA WILLIAMS
Associate Professor, History

rsvp.wayne.edu/social-media
Need help self-promoting?

• Follow me and I’ll follow you back and join in celebrating your successes:
  
  @WSUFacSuccess for official WSU communications, including awards and professional development opportunities
  
  OR
  
  My “personally professional” Twitter account: @annmarie_cano
  
  You can also find me on LinkedIn

• Enlist the people sitting with you right now!
  
  • Make a pact and/or follow each other on social media
Other opportunities

• Look for emails about professional development opportunities from facultysuccess@wayne.edu

• Or search the Provost’s website: https://provost.wayne.edu/resources/faculty/professional-development

• National Center for Faculty Development and Diversity
  • WSU is an Institutional Member
  • Activate your free account at www.facultydiversity.org
    • use your wayne.edu email address

• Email me with suggestions and questions: acano@wayne.edu
SUCCESS

→ go get it →