

TOP TIPS FOR WOMEN LAWYERS TO COMMUNICATE YOUR VALUE

1

REFRAME SELF-PROMOTION

Change your psychology that self-promotion is bad. It is critical for career advancement. Research indicates that self-promotion helps potential career champions know why they should take on the champion role. It is not egotistical. Self-promotion demonstrates your confidence because it is focused on actions, outcomes, and your performance.

2

FOCUS ON OUTCOMES AND RESULTS

Self-promotion has negative connotations because it is viewed as bragging. However, by focusing on outcomes and results, it is performance-based, avoiding any perception of it being driven by ego.

3

TRACK YOUR ACCOMPLISHMENTS WEEKLY

Record your accomplishments for self-promotion for use during meetings with career stakeholders. Create a table of three columns from left to right: 1) Log your actions or tasks. 2) Record the result of that action. 3) Describe the impact on or value for the client.

4

USE THE 3 UP, 3 DOWN TOOL DURING INFORMAL FEEDBACK CHATS

1) Highlight your top 3 accomplishments from tip #3. 2) Then, identify 3 areas of development and summarize your ideas for initiatives or projects in which you could participate to work on these areas. 3) Ask your manager for feedback on your ideas and for his/her thoughts on additional projects on which you could lend a hand.

5

USE A 'POSTING WITHOUT BOASTING' TEMPLATE

Every two weeks, draft an email to inform the person who evaluates your performance of progress on 2 key projects the person cares about. For each project, use bullet point lists. 1) Provide the status of the project since the last update. 2) Highlight the key outcomes. 3) Summarize what you did to help bring about the outcome and highlight other individuals who assisted in producing the outcome with details about their involvement.