

How to Self Promote Effectively and Authentically

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ACC-Northeast Women's Initiative





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Personal Branding

- *“Everyone has a personal brand, by design or by default.”*

Lida Citroen, Personal Branding Expert

- *“When you’re not used to being confident, confidence feels like arrogance. When you’re used to being passive, assertiveness feels like aggression. When you’re not used to getting your needs met, prioritizing yourself feels selfish. Your comfort zone is not a good benchmark.”*

Vassilia Binensztok, Counselor, PhD, LMHC, NCC

Adverse Impact on Women

- **Hiring Decisions and Pay Gap:** Despite equal performance on a test, women consistently rated their performance lower than men even though both groups had same avg. score. (National Bureau of Economic Research - <https://hbr.org/2019/12/why-dont-women-self-promote-as-much-as-men>)
- **Performance Reviews:** Large gender gap in self-promotion. Men rated their performance 33% higher than equally performing women. (<https://www.nber.org/papers/w26345>)
- **LinkedIn:** Having a picture makes your profile 14 times more likely to be viewed by others.

What challenges/barriers do you face in promoting yourself?



Challenges and Barriers

- Self-promotion feels uncomfortable and is often viewed negatively by others when done by a woman
 - Intersectionality – LGBTQ+, race, culture, age, personality
 - Identifying how to self-promote in an authentic way
 - Has it become easier or harder to self-promote/participate with remote work?
- ... and there is often no training or playbook for how to address these challenges.

Why Should We Self-Promote?

- Stay top of mind
- Find sponsorship
- Build trust and reputation
- Foster connections with others
- Attract new opportunities/experiences (jobs/projects/leadership)
- Not just professional, personal too



How will people know your value and your interests if you don't tell them?

Specific Steps for Self-Promotion

- Develop elevator pitch
 - Articulate what sets you apart
- Keep a list of accomplishments
- “Stealth promotion”
- Balance the “I” and “we”
- Networking
- Mentor/develop others
- Be useful to others
- Ask for help



Small Group Session (15 min)

- Use this time to share one accomplishment you are proud of to your group – just like the women in the video
- “I am remarkable because . . .”
- The purpose of this exercise is to practice promoting yourself to others, who will now know something positive about you

Report Back

- Does anyone want to share anything you shared with your group?
- How did this exercise make you feel?
- What will you implement to promote yourself?



List of Resources

- <https://hbr.org/2017/04/how-gender-bias-corrupts-performance-reviews-and-what-to-do-about-it>
- <https://news.harvard.edu/gazette/story/2020/02/men-better-than-women-at-self-promotion-on-job-leading-to-inequities/>
- <https://www.forbes.com/sites/jomiller/2021/04/29/the-soul-crushing-truth-about-women-and-self-promotion/?sh=73c480cb6906>
- <https://www.legalbusinessworld.com/post/2019/01/25/your-personal-legal-brand-why-you-need-one-and-how-to-begin-creating>
- <https://www.legalbusinessworld.com/post/2019/01/25/your-personal-legal-brand-why-you-need-one-and-how-to-begin-creating>
- <https://contractnerds.com/inhouse-lawyers-personal-branding/>

List of Resources (cont'd)

- <https://www.attorneyatwork.com/4-tips-for-building-a-network/>
- <https://www.lucasgroup.com/your-career-intel/neglecting-linkedin-profile-cost-opportunity/>
- <https://www.linkedin.com/pulse/cursing-closing-self-promotion-gap-neha-sampat/>
- <https://www.catalyst.org/research/the-myth-of-the-ideal-worker-does-doing-all-the-right-things-really-get-women-ahead/>

For additional information, including studies, papers and reports, on this topic, see also the following websites:

- <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace#>
- https://www.catalyst.org/research/?fwp_research_types=report