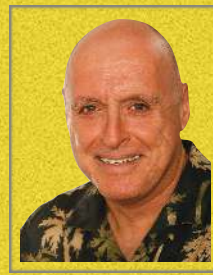


THE EXTRA POINT

BY JERRY ROBERTS



381 If You're Looking to be Promoted – Part 1

You've worked hard and you want to move up, but how can you best position yourself to do that? I'm Jerry Roberts and today, some advice on ways to prepare yourself for promotion...next on The Extra Point.

You've done well, shown your employer that you're willing to make a serious commitment to the organization, and now you'd like to take the next step up — you want a promotion. Fair enough, just answer a few questions that might be bouncing around in the heads of the people who can grant your wish.

1. Have you maximized your current position? By that I don't mean you've been a caretaker of a department, running it adequately and avoiding major problems. What I want to know is have you done anything to elevate the unit, to transform it into a better operation than it was without you? You lowered costs, you increased profits, you have greater efficiency. You did something to send a strong signal to the powers that be that you're ready to do the same great job in a higher position.

2. You've developed a good leader who can step in and take over for you if you move up. Your leaders won't worry that your unit will suffer a decline while they try to find your replacement, and they're free to promote you. What's that you say, "It's too dangerous to grow someone who can take my place — what if they hand the keys to that person and let me go?" Yes, there is that possibility, but you have a good understanding of the leaders in your organization, their goals, their opinion of you and your work, as well your potential future there — right? You're going to have to trust they'll do the right thing.

3. Do you see beyond the limits of your job and to take in the big picture? Do you connect to other departments and to know what is best for the organization as a whole? Do you display this vision by collaborating with other

departments, helping them to solve problems? Do your peers see you as a good resource and a solid asset?

4. Have you built good relationships with your peers and even superiors throughout your organization? Understanding the issues others face will help you develop clarity with that big picture. There's also this reality: leaders like to promote well-rounded people, especially to more senior positions.

5. Put all this in writing, crafting a resume that will make anybody stop and take notice. A huge mistake most people make in writing their resume is that it focuses entirely on what they did and not on what they can and will do. Take your accomplishments and line them up to the move you want to make.

In example, "As unit product manager for XYZ Corp. over the past 18 months I have expanded our offerings from two widgets to four, increasing market share from 15% to 35%, sales by 125%, and profits by 65%. If chosen as the overall product manager I will seek to bring the same aggressive growth strategies to the rest of our lines."

The people who make the decision on who is promoted need to get excited about you. Take the current success and make them hungry for what you might do at the next level. There's more on the topic of preparing yourself for promotion, coming tomorrow.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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